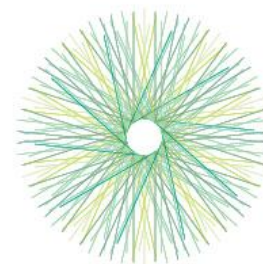


# EIP-AGRI: From OG project to impact

## Building the innovation ecosystem for the future

**17-18 OCTOBER 2018, SPOLETO**



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funded by



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# Programme

## Thursday 18 October



08:30-09:00 Registration day 2

09:00-09:30 Feedback on day 1

### Learning about OGs: results, successes, networking and collaboration

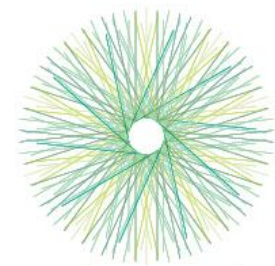
09:30-09:40 Introduction to the session

- *Fabio Cossu, Unit B2 – Research and Innovation, DG AGRI, European Commission*
- *Pacôme Elouna Eyenga, EIP-AGRI Service Point*

### 09:40-10:20 Types of networking for OGs – inspiration for AKIS Strategic Plans

- *Margarida Ambar, EIP-AGRI Service Point*
- *Els Lapage, Department of Agriculture and Fisheries of the Flemish Government, BE*
- *Kees Anker, Contact point EIP Network Support Unit, NL*
- *Carola Ketelhodt, EIP-AGRI Innovation Office, Chamber of Agriculture in Schleswig-Holstein, DE*



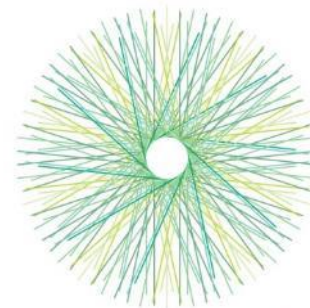


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# Types of networking for Operational Groups Inspiration for AKIS Strategic Plans

Margarida Ambar, EIP-AGRI Service Point  
Seminar 'EIP-AGRI: From Operational Group project to impact'  
Spoleto, Umbria Region, Italy  
17-18 October 2018

# Networking for Operational Groups



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- Networking – why?
  - Raise awareness, become more 'visible'
  - Access new sources of knowledge, experience, get new ideas, insights and perspectives
  - Get more opportunities to identify synergies & start collaborations
  - Disseminate results and increase project impact
- Inspiring examples from Flanders – **Els Lapage**





Vlaanderen  
is landbouw & visserij

# Dissemination of OG results and EIP impact in Flanders

Els Lapage  
Flemish Government  
Department of Agriculture and Fisheries

Seminar 'EIP-AGRI: From Operational Group project to impact'

DEPARTEMENT  
LANDBOUW  
& VISSERIJ

# Creating impact starts at the selection of OGs

## ▶ **Problem-driven or ‘what a company really needs’**

- Farmers are looking for a solution for their problems or for improvement and not especially for an innovation => important in the communication of a call and of the results
- Focus on acute and collective need of the OG-members whereby each individually cannot come to a solution

## ▶ **Composition of the operational group**

- Partner involved for knowledge transfer: person known in the sector  
=> trust = bigger impact

# Dissemination of results and enlarging the impact

## ► Give visibility to the OG

→ Development of a logo for the project



## ► Create a broad network: various approaches work

→ Announcement of the project: other farmers than OG-members get interested and inspired

→ Farmer-members of OG are representatives of groups of farmers

× E.g. OG 'Pocketboer': 3 farmer-members of the OG (= the core group) are representatives of 3 groups of each 10 farmers, called 'knowledge cooperations'

× E.g. professional associations of farmers, cooperatives,...

→ In the case of a small agricultural sector all the growers can be involved in the OG

× E.g. OG 'Biofruit debuggers': 20 growers of organic apples and pears are developing control strategies for forest bugs

# Dissemination of results and enlarging the impact

- ▶ **Involve in the OG a partner close to the farmer and used to disseminate information**
  - E.g. Varkensloket = knowledge platform and central contact point for the pig sector, financed by the Flemish Government
- ▶ **An important part of the OG activities should show costs and revenues of the innovative solution(s) to the farmers: illustrate win-wins**
- ▶ **OGs also initiate further research projects: specific research questions arisen in the OG have become the subject of new large research projects**
- ▶ **OGs link with ongoing EU or other research projects**
  - E.g. OG 'Controlled Traffic Farming (CTF)'
    - × Farmer-members of the OG got involved in the Interreg-project 'Living soil'
    - × Cooperation with CTF-Optimove (EU ICT-Agri): cooperation between OG implementing CTF on specific farms and research on CTF-technology



# Dissemination of results and enlarging the impact

- ▶ **Disseminate information tailored to the audience**

- E.g. OG 'GreenAir' organised 2 events for dissemination of results, one for farmers and one for researchers

- ▶ **Involve farmer-members of the OG in dissemination**

- Demonstration at the farm of OG-members

- ▶ **Disseminate a manual for farmers in the case of technical solutions/methodologies**

- E.g. OG 'Lean with love': manual about implementing Lean-thinking in the cleaning and packaging of chicory

# Dissemination of results and enlarging the impact

- ▶ **Spill-overs: disseminate the results not only to farmers but also to other players in the agricultural system and beyond (buyers, construction companies,...)**

→ E.g. OG 'Green-air': bilateral targeted support to health care and well-being, garden development companies, maintenance of buildings,...

- ▶ **Social media**

→ Facebook (private Facebook-group)

→ Blog

# Quotes OG-members

- ▶ **Operational group = confirmation and motivation for farmers to continue even though they encounter difficulties or limitations**
- ▶ **The result of a close collaboration between a few motivated and interested people ensures that an entire sector can take steps forward**
- ▶ **As a researcher I now can better talk and make myself more understandable to farmers in communicating research results, because I am used to interact with farmers in the OG**

# Networking

## ► Interaction at EU-level

- Stimulate OGs to participate in other countries
  - × E.g. Networking events in the Netherlands
- Improving EIP by learning from other Member States
  - × E.g. Networking with Germany: the German MAs and innovation facilitators visit the Flemish MA and OG-members to learn from the Flemish EIP approach (research institute, farmers)

## ► EIP Seminar for farmers

- Agriflanders, bi-annual fair for and by agriculture, Ghent January 2019





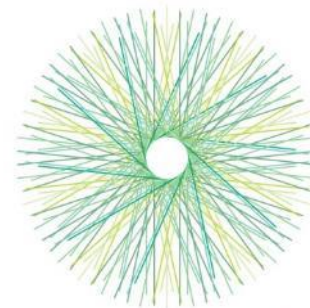
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# Thank you for your attention!

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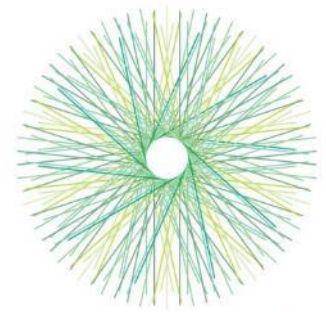
# Networking for Operational Groups



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- Why this topic?
  - Different types of activities / services / events can form **part of the CAP Strategic Plans on AKIS** (see presentation Inge van Oost, Day 1); **it is time to brainstorm and plan ahead**
  - Collect and make use of good practices - inspiration
- At EU level: EC-DG AGRI, EIP-AGRI Network and EIP-AGRI Service Point (presentations Fabio Cossu and Pacôme Elouna Eyenga)
- At national / regional level: supporting actors are also very active! Different approaches, different types of services, activities and tools. A first attempt to structure them, illustrated by some examples

# 1. Preparing and connecting potential partners before OG calls: awareness raising and brokering



**1a) Event in the own country inviting a broad range of stakeholders** which may become partners in (future) OGs.

**Often OGs from other MSs are invited** to show-case what an OG is and can do

- Goal: awareness, information
- When: before a call for OGs

Examples:

- Bulgaria, Institute for Agrostrategies and Innovations (Plamen Abrovsky)
- Slovenia (Katarina Žagar)
- Hungary (Anett Fekete)
- Greece, information meetings all around the regions of the country (Maria-Christina Makrandreou)

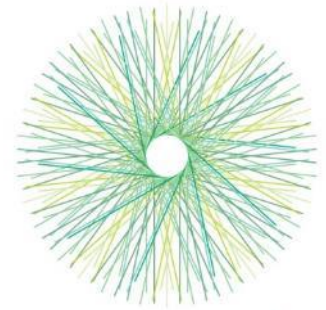
**1b) Brokering event** with relevant stakeholders and potential (future) OG partners, with one or more brokering sessions

- Goal: finding interesting project objectives, brokering, match-making, setting up OGs
- When: before a call for OGs

Examples:

- Portugal, NSU & INOVISA (Maria Centeno)

## 2) Organising knowledge flows for OGs



### 2a) Event connecting 'old' OGs with new OGs

- Goal: share experiences among OGs, peer-to-peer learning, mentoring
- When: right after OGs have started

Example:

- FI, NSU: event with all FI OGs, also MA and PA (Joel Karlsson)
- SE: EIP network meeting for OGs (Inger Pehrson)

### 2b) Event supporting OGs on methodologies for interaction

Goal: speed co-innovation process  
When: OGs running

- IT, NSU: 'Local Labs' – share experiences and test methods for interaction (Simona Cristiano)

### 2c) Event gathering relevant stakeholders from other MS / regions to show-case OGs from the region/country

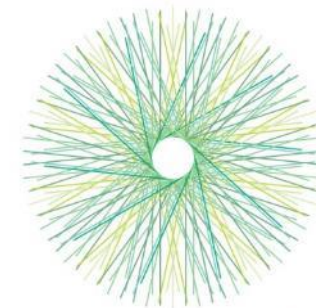
- Goal: awareness, cross-border networking, collaboration
- When: OGs project running / finished

Example:

- IT, Emilia-Romagna: event in Brussels (Mario Montanari)



## 2) Organising knowledge flows for OGs (cont.)



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### 2d) Event disseminating and supporting OGs that have just started

Goal: create awareness and support OGs

When: OGs just starting

- LV, NSU: 31 October 2018 (Aiva Saulīte-Liniņa)

### 2e) National Focus Groups

Examples:

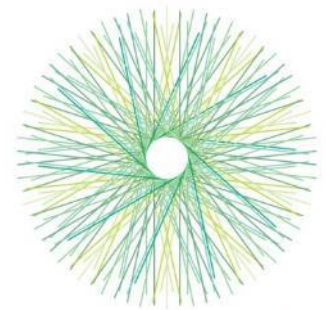
- ES: irrigation, forestry and digitization & big data
- IT: animal husbandry, pest & disease control in wine sector, cereals, fruit & vegetable (Riccardo Passero)

### 2f) Connecting with other funds (other than CAP) to connect actors with a view to solve problems or develop opportunities through OG projects

Example

- ES, Catalonia: EFRD funded "innovation communities" (Jaume Sió Torres)

### 3. Thematic events connecting OGs and other relevant persons/projects across borders



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#### 3a) Thematic event bringing together OGs, H2020 projects and other relevant projects, either from the same country or from different MSs; usually thematic

- Goal: promotion of the OG works, networking, synergies & cross-fertilization. Potentially encouraging further cooperation.

#### Examples:

- PT 2017 Agri-Innovation Summit (Maria Centeno)
- Galicia, Galician Enterprise-University Foundation (FEUGA), 16 Nov 2018
- FR Innovation Summit 2019 (Pascale Riccoboni)
- NL, NSU: thematic networking (Kees Anker)

# From EIP-project to impact

**Kees Anker - National Contactpoint EIP-Agri,  
Network Support Unit**



Europees landbouwfonds voor plattelandontwikkeling: Europa investeert in zijn platteland

# EIP in the Netherlands

- One RDP, 12 regions who make the calls
- Innovation measures:
  - EIP: develop innovations
  - Communication/demonstration: dissemination of innovations
  - Investments: introduction of innovations on the farm
- EIP: 140 OG's running, more then 200 OG's expected
- 2/3<sup>e</sup> of the projects on 3 issues
  - Dairy farming (25 OG's)
  - Arable farming (35 OG's)
  - New chains/new markets (40 OG's)





# Networking Events in EU-perspective

- Three networking events this year: Dairy farming, Arable farming and New chains/new markets (55 – 80 participants)
- Objectives: knowledge exchange, connection between projects, inspiration and connecting to EU-initiatives
- Target group: project leaders of the OG's (also from Flanders), NL and FL participants in Focus Groups and Thematic Networks, researchers, MA, PA
- Three Blocks:
  - Plenary session
  - Poster Presentation
  - Deepening the themes in subgroups



# Results

- The meeting meets a need of the project coordinators
- Knowledge exchange
- Networking Meeting is the start, next step: Communities of Practice
- Main issues: soil fertility, adapt to climate change, biodiversity, precision farming, short food supply chains

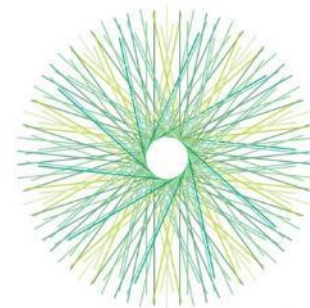
## Quotes:

Dairy farmer: “Transition in agriculture is necessary, there are plenty of ideas in agriculture “

Project coordinator: “knowledge exchange between projects is important. We have to learn from each other”



### 3. Thematic events connecting OGs and other relevant persons/projects across borders (cont.)



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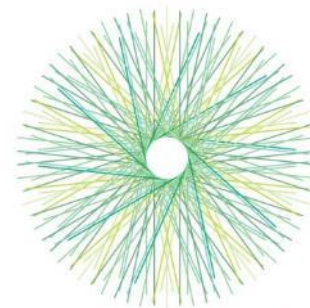
#### **3b) Organised visit of OGs from one country / region to OGs from another country/region**

- **Goal:** awareness, networking, knowledge exchange, cross-border collaboration

#### Example:

- DE, NSU: organises a trip to BE "What are the neighbours doing?" (including some NL partners) to learn from the Flemish EIP approach (Natascha Orthen)
- AT, NSU/MA: organised a meeting between AT and DE OGs (Johanna Rohrhofer)

## 4. Coordination between CAP and H2020: seeking synergies between EIP OGs and Horizon 2020 projects



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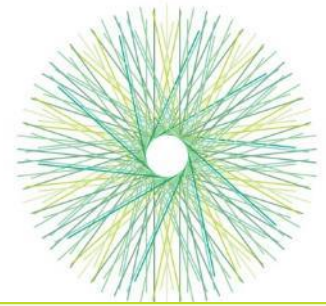
**4a) Regular or occasional contact between RDP authority and H2020 NCP;** meetings, co-organization of events, joint agendas, etc.

- Goal: strengthen coordination & promote synergies between two policies

Example:

- PT, NSU and H2020 NCP: regular contact, good coordination, collaboration (Maria Centeno)

## 5. Websites, publications, communication and translation to create knowledge flows, including across borders



### 5a) Websites and databases

**Goal: awareness, information, collaboration, connect EIP OGs and Horizon 2020 projects**

#### Examples:

- DE website (Natascha Orthen)
- IE website - Story Map ([Shane Conway](#))
- FR website – OGs and H2020 projects (Pascale Riccoboni)

### 5b) Publications and videos on EIP

Example:

DE video

<https://www.youtube.com/watch?v=0XGgrvxkbiQ> (Natascha Orthen)

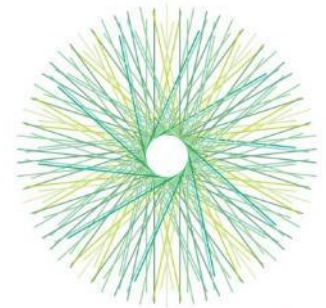
### 5c) Translation of EIP (EU) publications or newsletter

Examples:

- Goal: awareness, information
- Various approaches
- Budget is often a limiting factor

- RO, MA: translation of EIP publications (Liviu Popescu)
- EE, NSU: regular translation of EIP newsletter (Konstantin Mihhejev)
- NL, NSU: EIP thematic publications (Kees Anker)

## 6. Innovation support services, advisors, supporting each other



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### 6) Innovation support in various forms, including brokering, facilitation, cross-border visits, etc.

Example:

- UK, Scotland: RISS (David Michie)
- IT: Farmers' organisation Coldiretti training course for innovation brokers
- PL: EIP network advisors are trained to act as innovation brokers for OGs (Krzysztof Janiak)
- DE, Schleswig-Holstein: Agricultural Chambers (**Carola Ketelhodt**)





# Innovation Support Service Schleswig-Holstein (Innovationsbüro EIP Agrar Schleswig-Holstein)



Wir fördern den ländlichen Raum



Landesprogramm ländlicher Raum: Gefördert durch die Europäische Union - Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER) und das Land Schleswig-Holstein  
Hier investiert Europa in die ländlichen Gebiete



## Innovation Office EIP Agrar Schleswig-Holstein

- Works on behalf of the Agricultural Ministry (MELUND) Kiel
- Is located at the Chamber of Agriculture in SH
- **supports**
  - the EIP-Process in SH
  - the actors on the path to a successful project and best results
  - the networking, knowledge transfer and PR

## Relevant activities and tools to create awareness/dissemination on OG projects

### PR for EIP

- information about the funding instrument
- presentations at meetings of associations and institutions (e.g. University, Bauernverband, vets, organic farmers, alumni of applied science ..) to present EIP, projects and running OGs together with members of the groups



### PR for innovation projects

- article series in farmer's weekly journals on new innovation projects
- article series on OG's work and results of the ending projects
- Homepage, interviews, film projects
- Field walks, excursions and thematically seminars ....

## Relevant activities to facilitate the networking and collaboration between projects

- **Regional EIP network-meetings two times a year**
- **EIP-Forums annually back to back to a agricultural fair (NORLA)**
- **Motivating for national EIP events**
- **Connecting groups with thematically similar projects regional-, national- and Europe-wide for public events on dissemination**



## Relevant activities to support the uptake of projects results by practice

- Suitable public OG's meetings for the interested farmer's community from time to time
- Public seminars or other events from several OGs on their innovations
- PR on the project results:  
presentations at experts or own events for different target groups as farmers, scientists, advisors and entrepreneurs

**Publications, webpages, newsletters, databanks..**



# EIP Agri in Schleswig-Holstein

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EIP Agrar Schleswig-Holstein**

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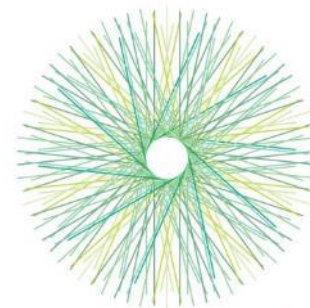
## Thank you for listening!



Innovationsbüro EIP-Agrar Schleswig-Holstein, 17.10.2018



## 6. Innovation support services, advisors, Managing Authorities supporting each other



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### **6b) Innovation brokers cross-fertilise experiences**

Example:

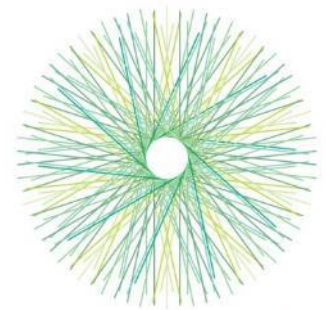
- DE: 2 per year innovation brokers meet to exchange experiences (Natasha Orthen)

### **6c) Managing Authorities meet and exchange experience**

Example:

- DE: 2 per year meeting of regional Managing Authorities (Natascha Orthen)

## 7. Permanent support on fiscal, legal and administrative issues

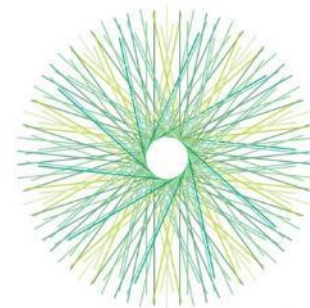


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### **7) Permanent support to MAs on fiscal, legal and administrative issues**

IT, NSU: workshops, templates and guidance OGs on fiscal, legal and administrative issues; planning for a help desk (Riccardo Passero)

## 8. Horizon 2020 multi-actor projects taking the initiative to exchange knowledge with OGs



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### 8a) Horizon 2020 multi-actor projects and Thematic Networks connect to OGs

Examples:

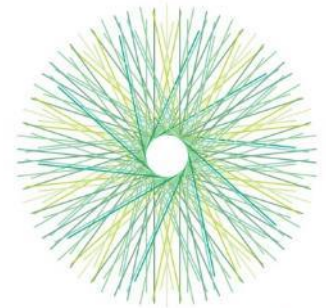
- Thematic network Sheepnet visits FR and UK OGs
- Afinet (Rosa Mosquera Losada)
- Eurodairy
- MA project Liaison (Susanne von Münchhausen)

### 8b) Horizon 2020 multi-actor project connects advisors on innovative issues and interactive methods

Examples:

- MA project Fairshare connecting advisors on innovative digital techniques (Tom Kelly)
- Coming up: RUR 16 - Call 2019 will connect advisors to share and learn about interactive innovation techniques

## 9. OGs going cross-border



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### **9a) Calls for cross-border Operational groups**

Example:

- EE and FI (Konstantin Mihhejev)

### **9b) OGs with partners from outside the country**

Example:

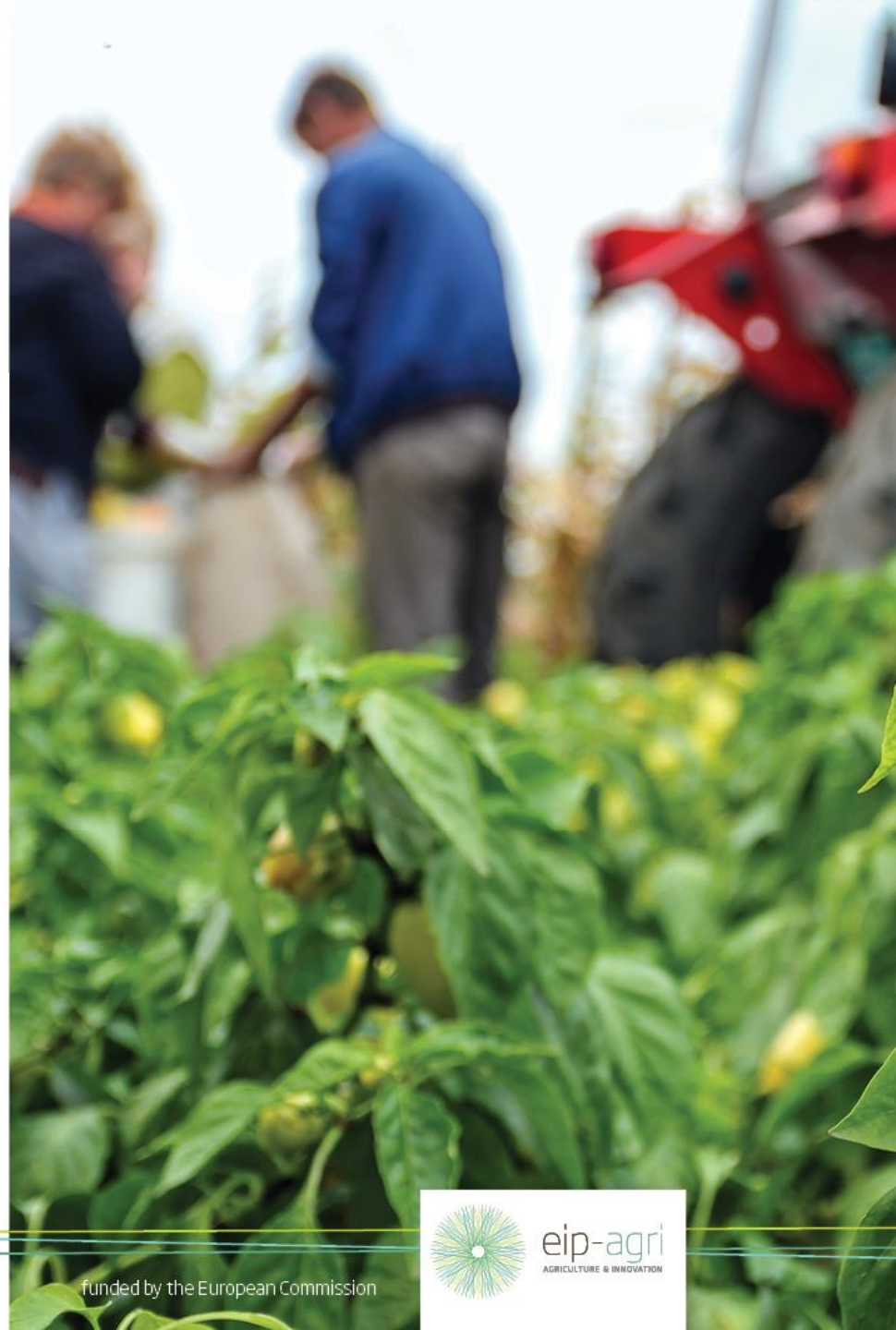
- DE, North Rhine Westphalia: an OG has a Dutch research institute as partner

**This is not the full list**

**PLEASE JOIN US IN  
COMPLETING IT**

**Maybe make use of  
the 'open seminar'  
session...**

**FOOD FOR THOUGHTS  
... FOR YOUR CAP  
STRATEGIC PLANS**



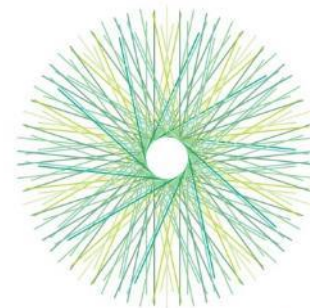
**Thank you for your attention!**  
**And for your collaboration 😊**

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See a set of examples in the  
brochure 'Collaborate to  
Innovate'

(available in the EIP website)