

**Subgroup on Innovation  
for agricultural productivity and sustainability**  
2nd Meeting – 23 June 2015



## **AgriSpin thematic network**

**First H2020 multi-actor projects and thematic networks**



# Subgroup on Innovation for agricultural productivity and sustainability

## 2nd Meeting – 23 June 2015



08:30 - 09:00 Registration

09:00 - 09:05 Opening words - Rob Peters, Head of Unit AGRI H.5

09:05 - 09:20 State of play EIP-AGRI in the Rural Development Programmes  
Inge Van Oost, DG AGRI

09:20 - 09:50 First experiences with implementing EIP-AGRI – Call for Operational Groups  
Carola Ketelhodt, Innovationsbüro Schleswig-Holstein

09:50 - 10:20 What happened since the first Subgroup meeting related to EIP-AGRI?  
Rob Peters and Anikó Seregélyi, DG AGRI

10:20 - 10:50 Coffee break

10:50 - 11:35 Interactive session “Workshops and Seminar in 2015” – brainstorming on ideas and themes to address

1. Workshop on “Circular economy”
2. Workshop on “First experiences of Operational Groups”
3. Seminar on “Knowledge systems and interactive innovation”

Moderated by EIP-AGRI Service Point and DG AGRI

11:35 - 12:05 Reporting back from interactive session and plenary discussion

12:05 - 12:15 Practical announcements

12:15 - 13:30 Lunch break



# Subgroup on Innovation for agricultural productivity and sustainability

## 2nd Meeting – 23 June 2015



13:30 - 13:45 Interlinking EIP-AGRI and H2020 – First H2020 multi-actor projects and thematic networks - Inge Van Oost, DG AGRI

**13:45 - 14:00 Presentation of the AgriSpin thematic network - Eelke Wielinga and Ilse Geyskens, AgriSpin consortium**

14:00 - 14:20 Tools and possibilities for interaction between EIP-AGRI and H2020 – Discussion introduced by a short presentation  
Iman Boot, DG AGRI and Willemine Brinkman, EIP-AGRI Service Point

14:20 - 14:40 Embedding EIP-AGRI Focus Group outcomes in the broader network activities  
Iman Boot, DG AGRI

14:40 - 15:10 Coffee break

15:10 - 15:20 Preview of the year 2016 - Setting the scene - Iman Boot, DG AGRI

15:20 - 16:00 Interactive session 2 “First ideas for the EIP-AGRI work plan 2016”  
Moderated by EIP-AGRI Service Point

16:00 - 16:20 Reporting back from interactive session 2

16:20 - 16:30 Wrap up / next steps:

- Reporting / organisation of further work
- Next meeting and what happens in between
- AOB

16:30 Closing





Brussels, June 2015

Stimulating Space for Innovations  
in Agriculture

# The AgriSpin Project

Eelke Wielinga  
Ilse Geyskens  
Fabio Boscaleri



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 652642



*Basic assumption behind EIP:*

**Innovation emerges from interaction**

*Consequence for stimulating innovations:*

**Improve quality of interaction between major actors in the system**

Who are these major actors?

Who cares about their interaction?



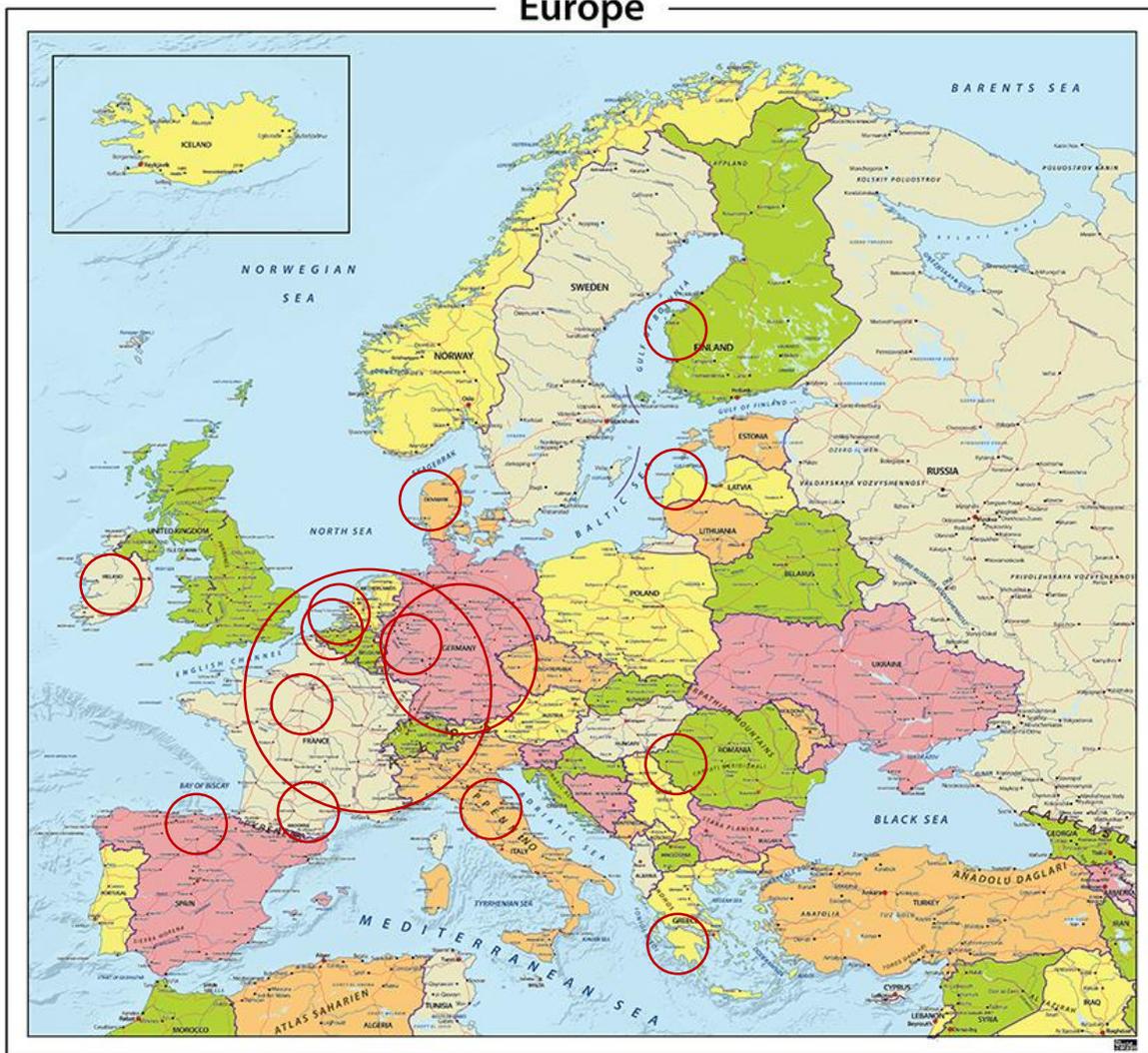
## The AgriSpin approach

### *Points of Departure*

- Appreciate what is there  
*Approaches for stimulating innovation at farm level*
- Try to understand how it functions  
*Leading principles, assumptions, dynamics*
- Inspire each other  
*Methods and approaches to be tried out elsewhere*
- Build a professional network  
*Create platform for continuous exchange*
- Strengthen support from enabling environment  
*Align with regional authorities*
- Provide access to others  
*Attract new partners with their own funding*



## Europe



○  
15 partners  
in 12 countries

- Seges – Denmark
- UHOH - Germany
- UHA – Greece
- ACTA - France
- CIRAD - France
- Teagasc- Ireland
- Hazi- Spain
- Tuscany Region- Italy
- LLKC- Latvia
- VLK- Germany
- Adept- Romania
- ProAgria- Finland
- ZLTO- Netherlands
- Innovatiesteunpunt -Belgium
- IFOAM EU group- Belgium



**WP1 Scientific Support**

**WP3 Visualisation of Best Practices**

**WP4 Networking And Institutional Uptake**

**WP2 Cross Visits**

**WP5 Communication**

**WP6 Project management**

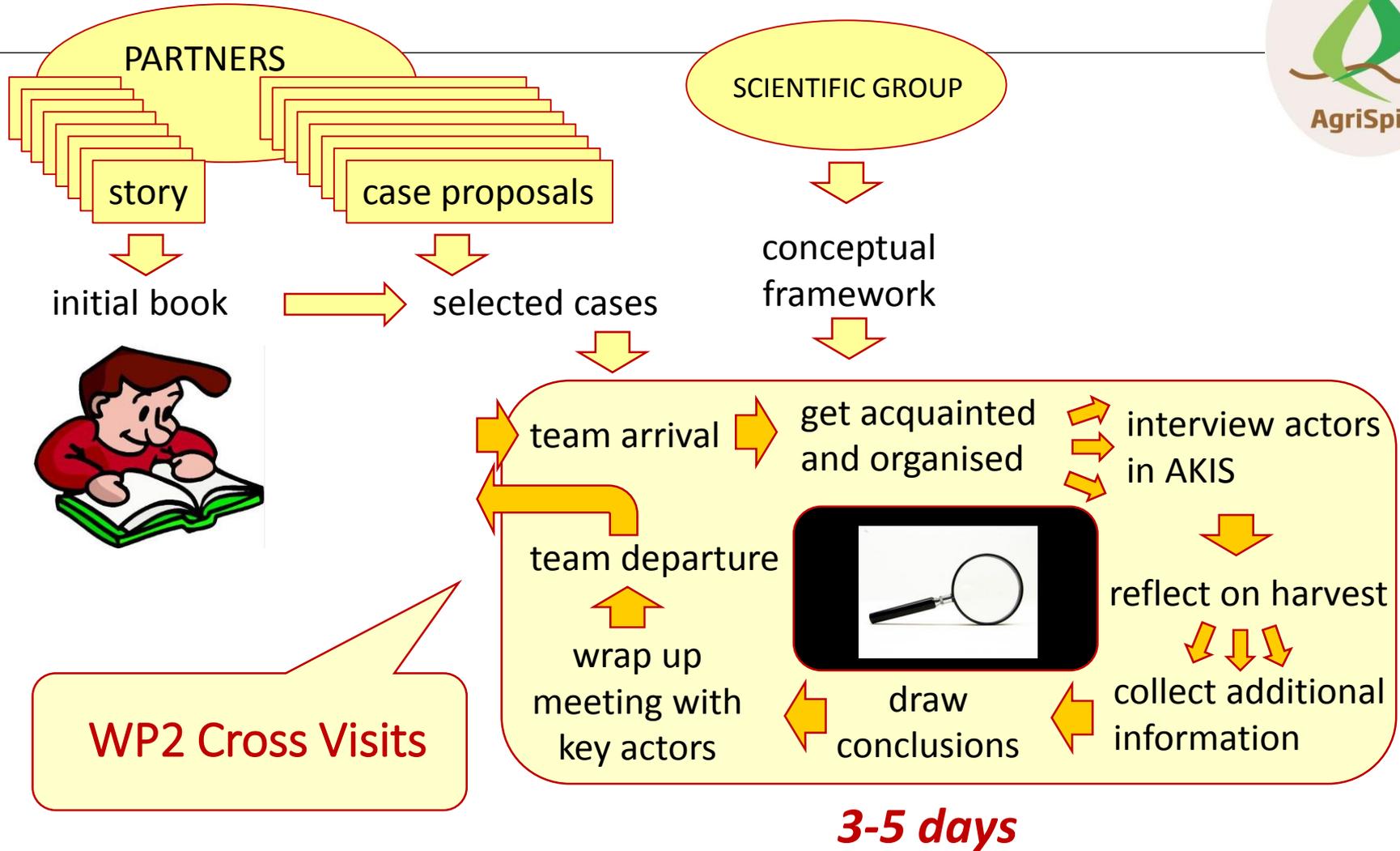




**WP2 Cross Visits**



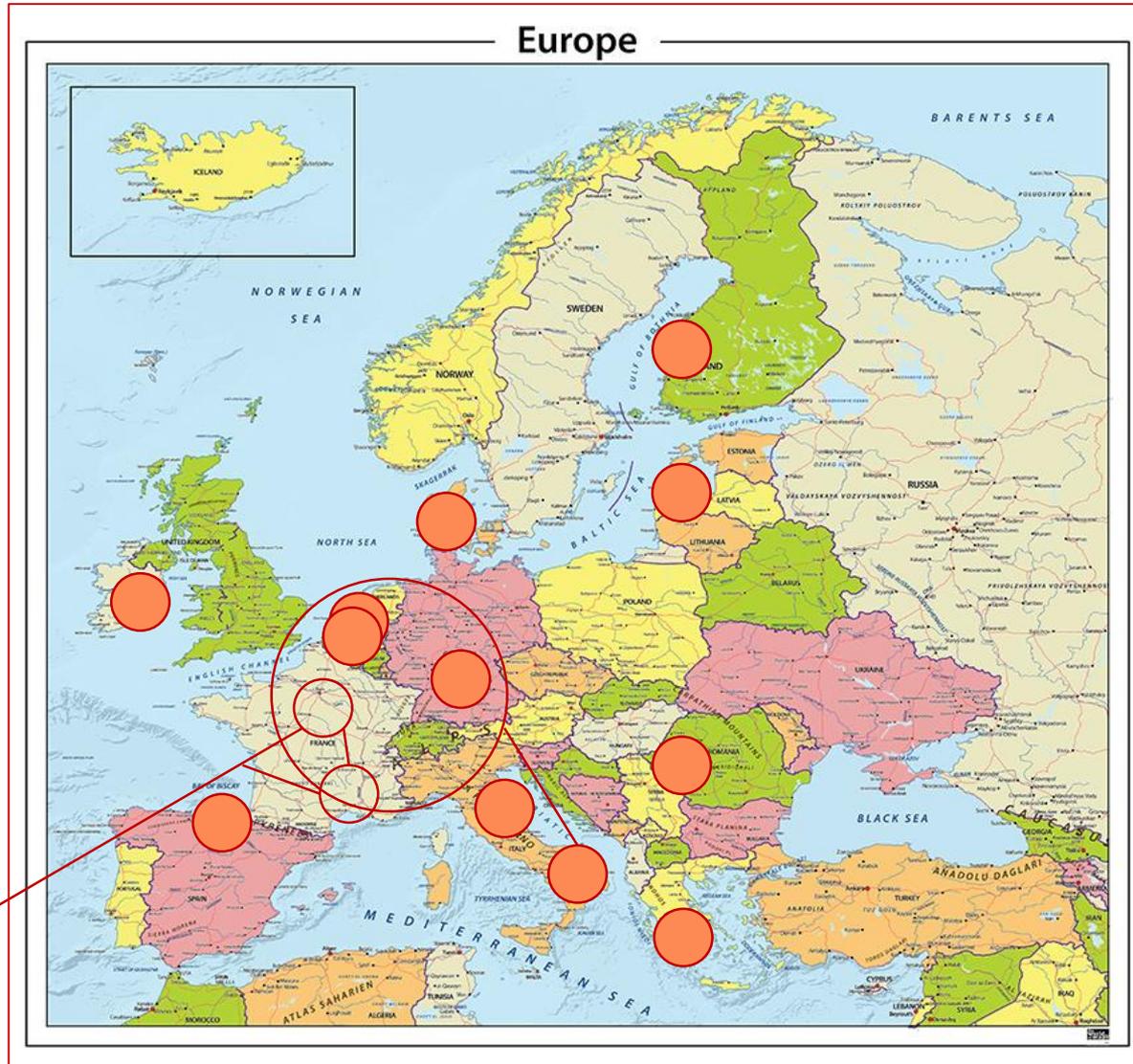
## Work Package 2



# WP2 Cross Visits



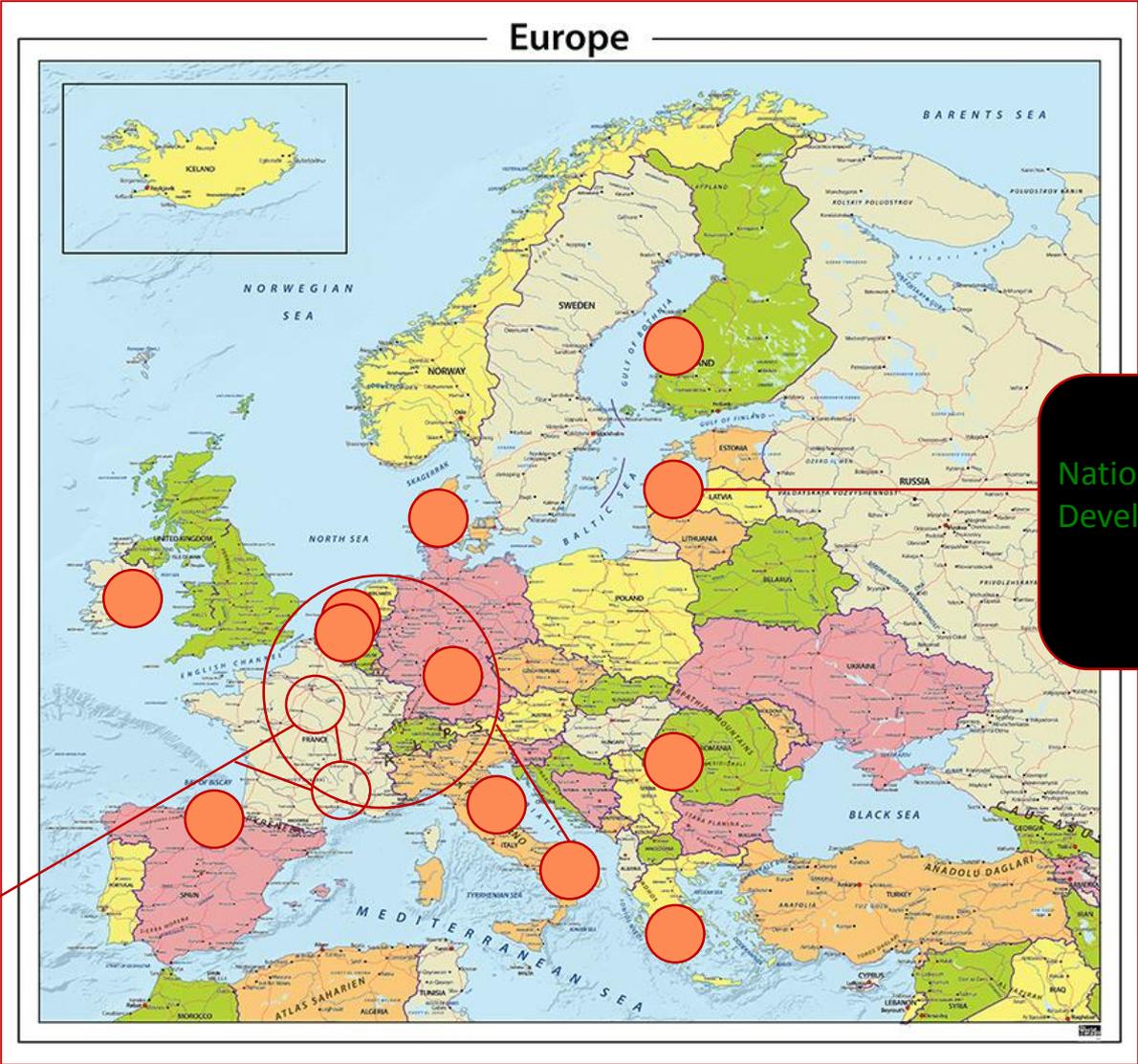
●  
13 cross visits





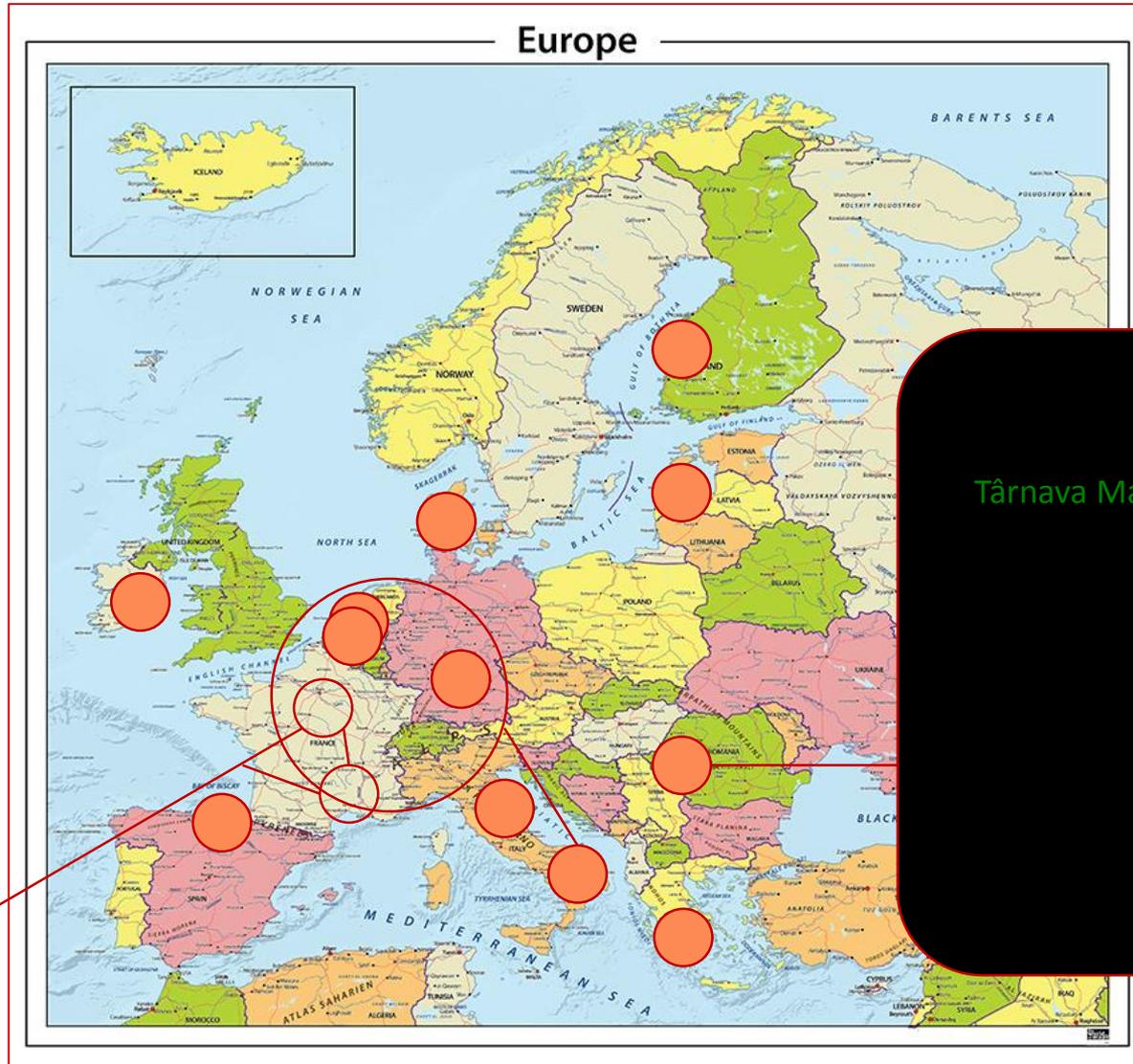
Green Creative Garden





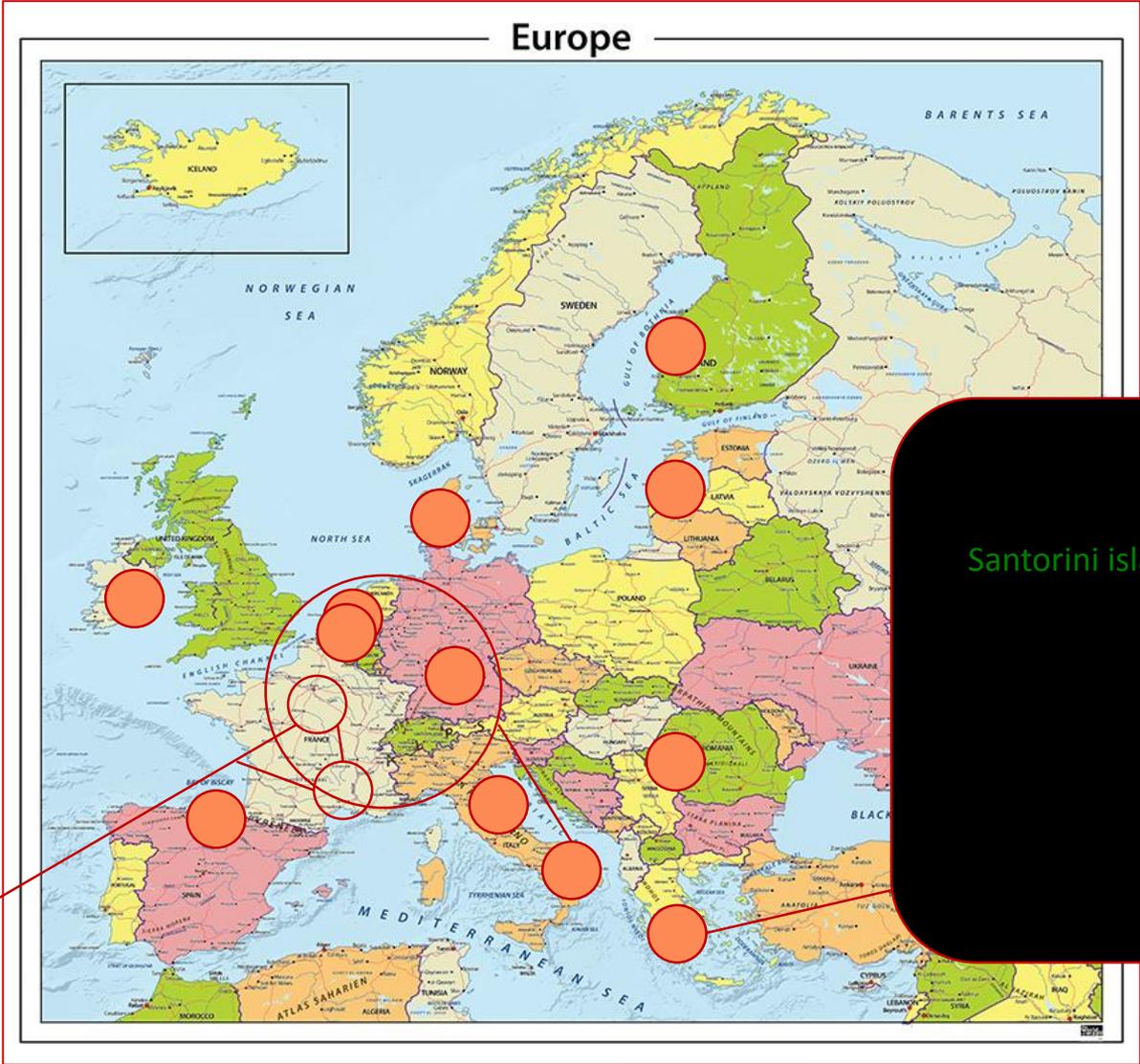
National Agricultural Development Agency





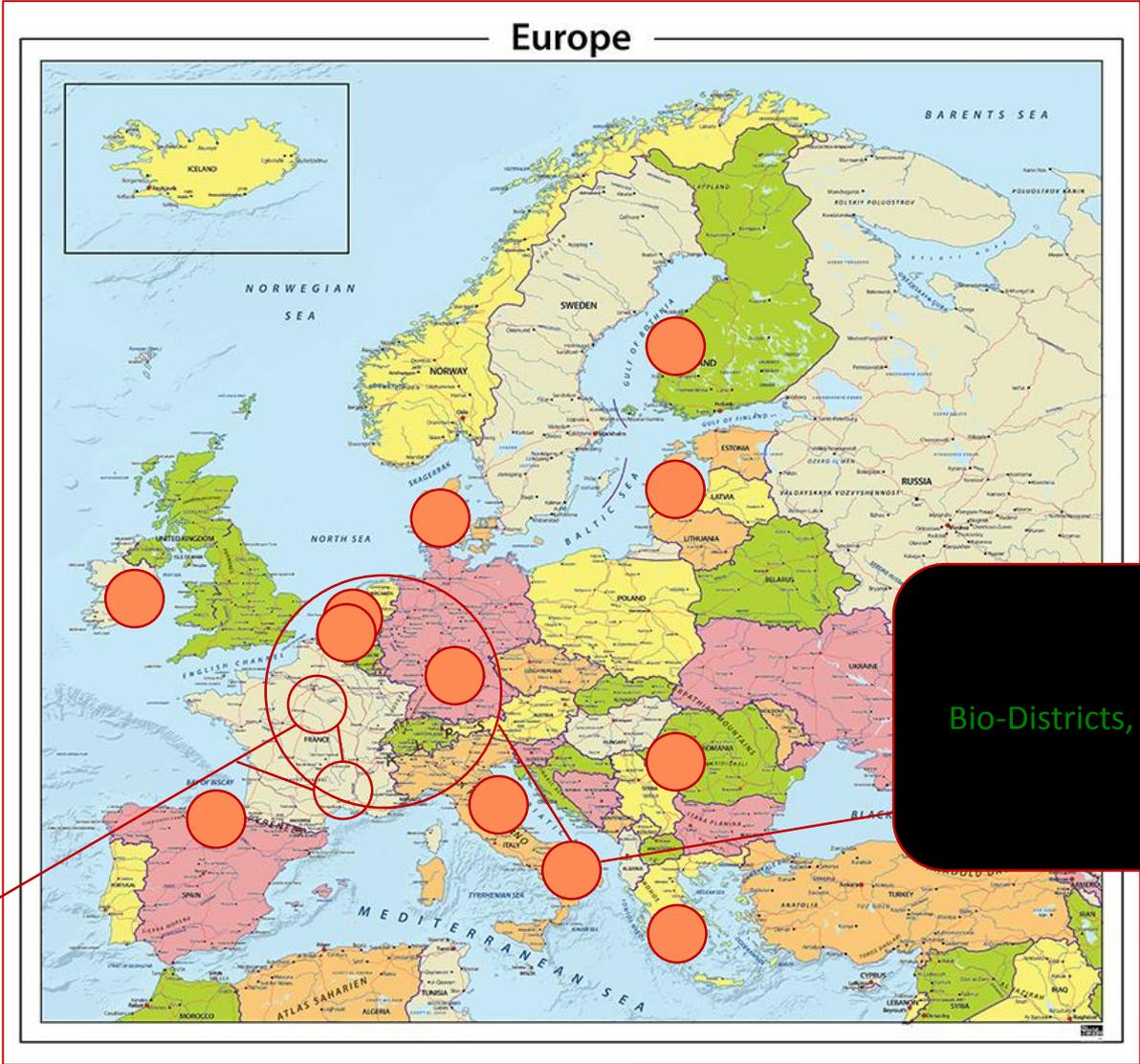
Târnava Mare area





Santorini island

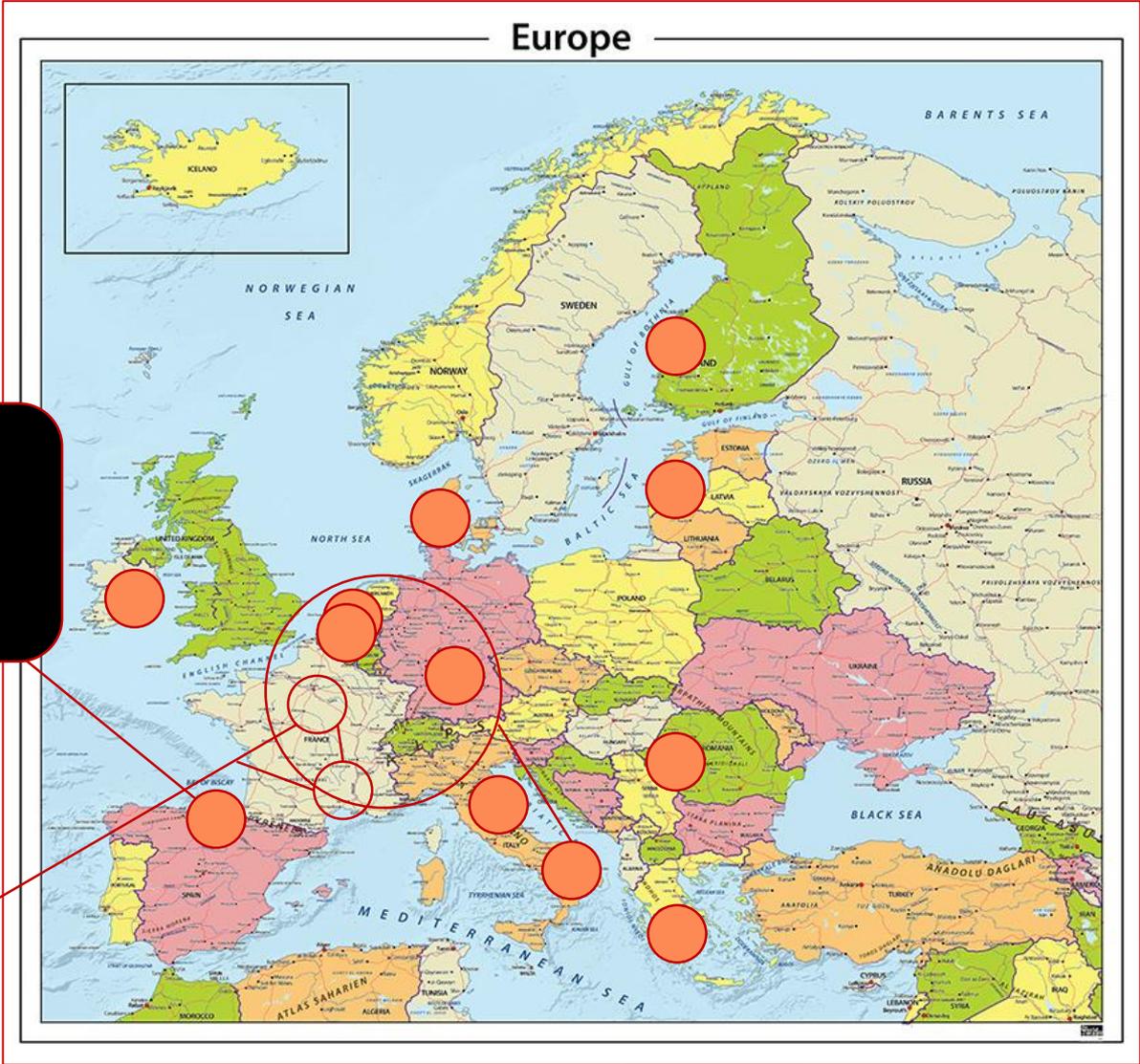




Bio-Districts, Italy





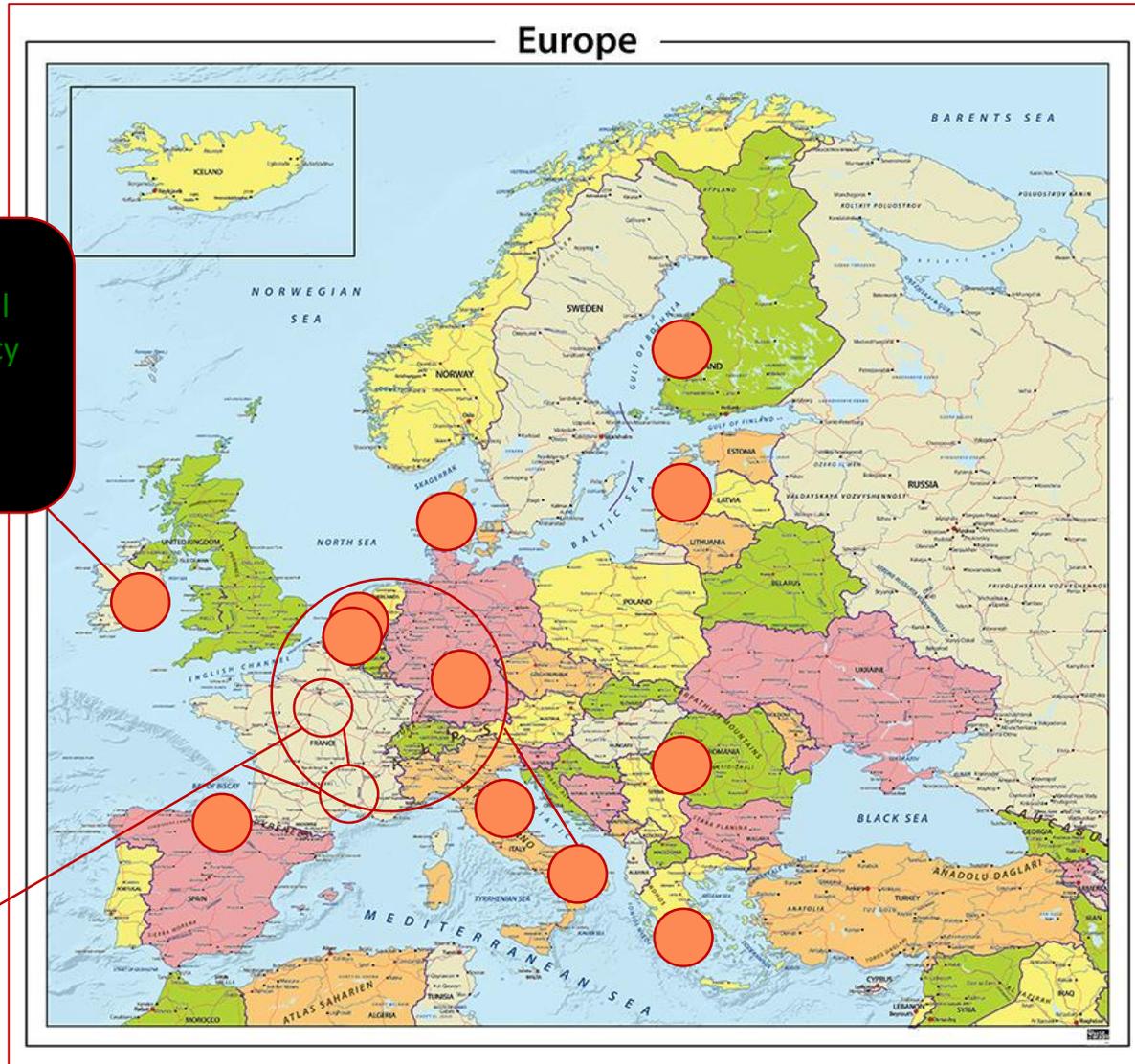


Katilu



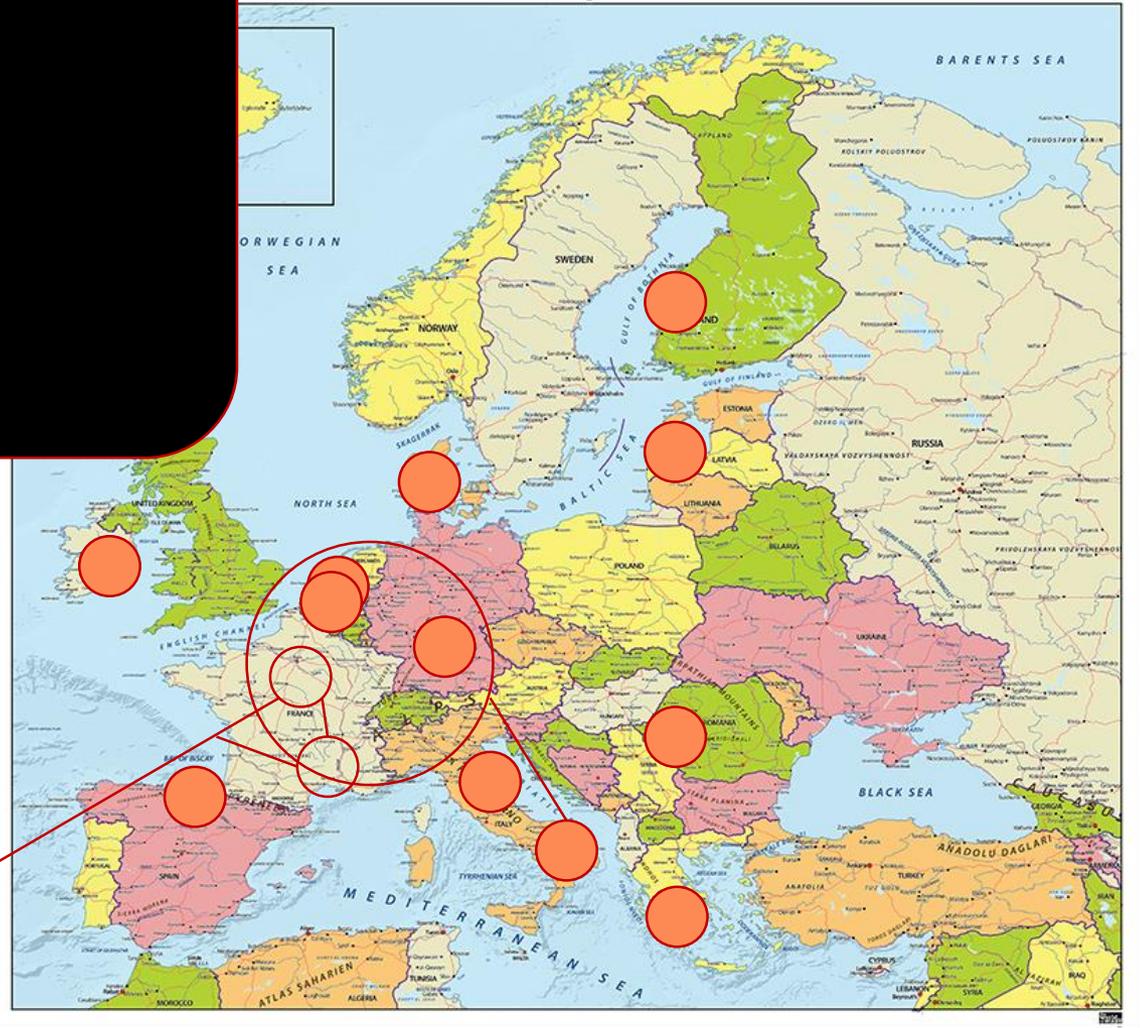


National Agricultural  
Development Agency



## Europe

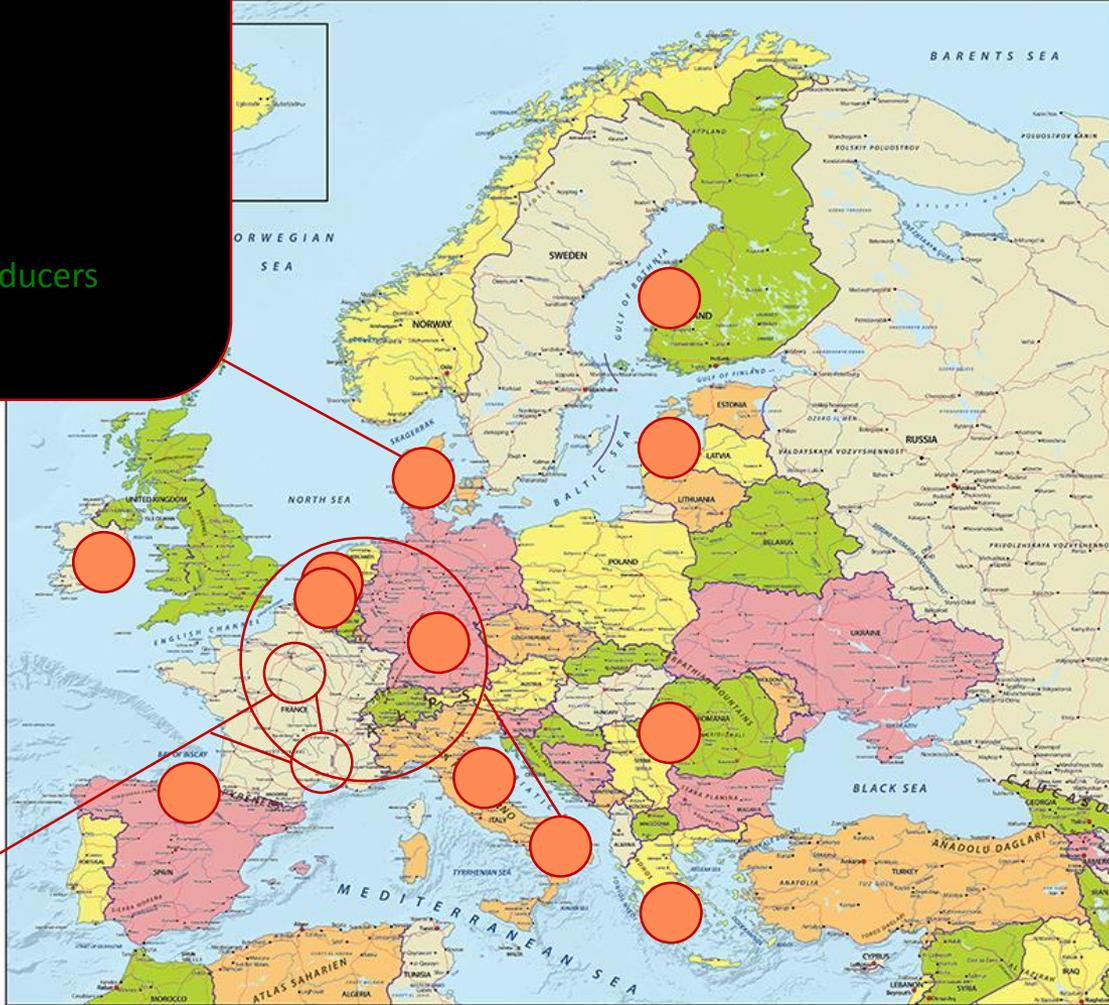
Guadeloupe

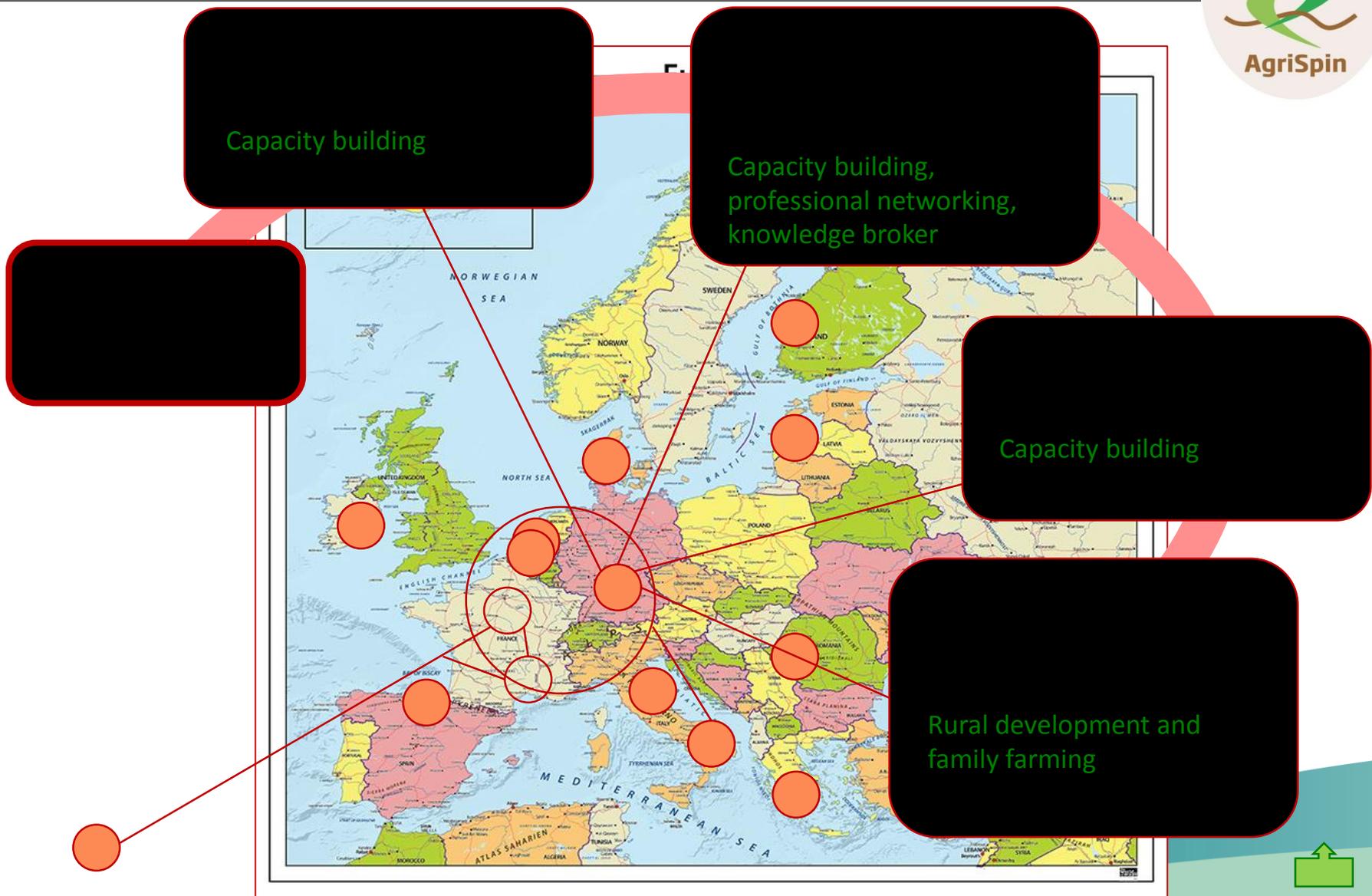


## Europe

Trump Cards

Gourmet Cheese Producers



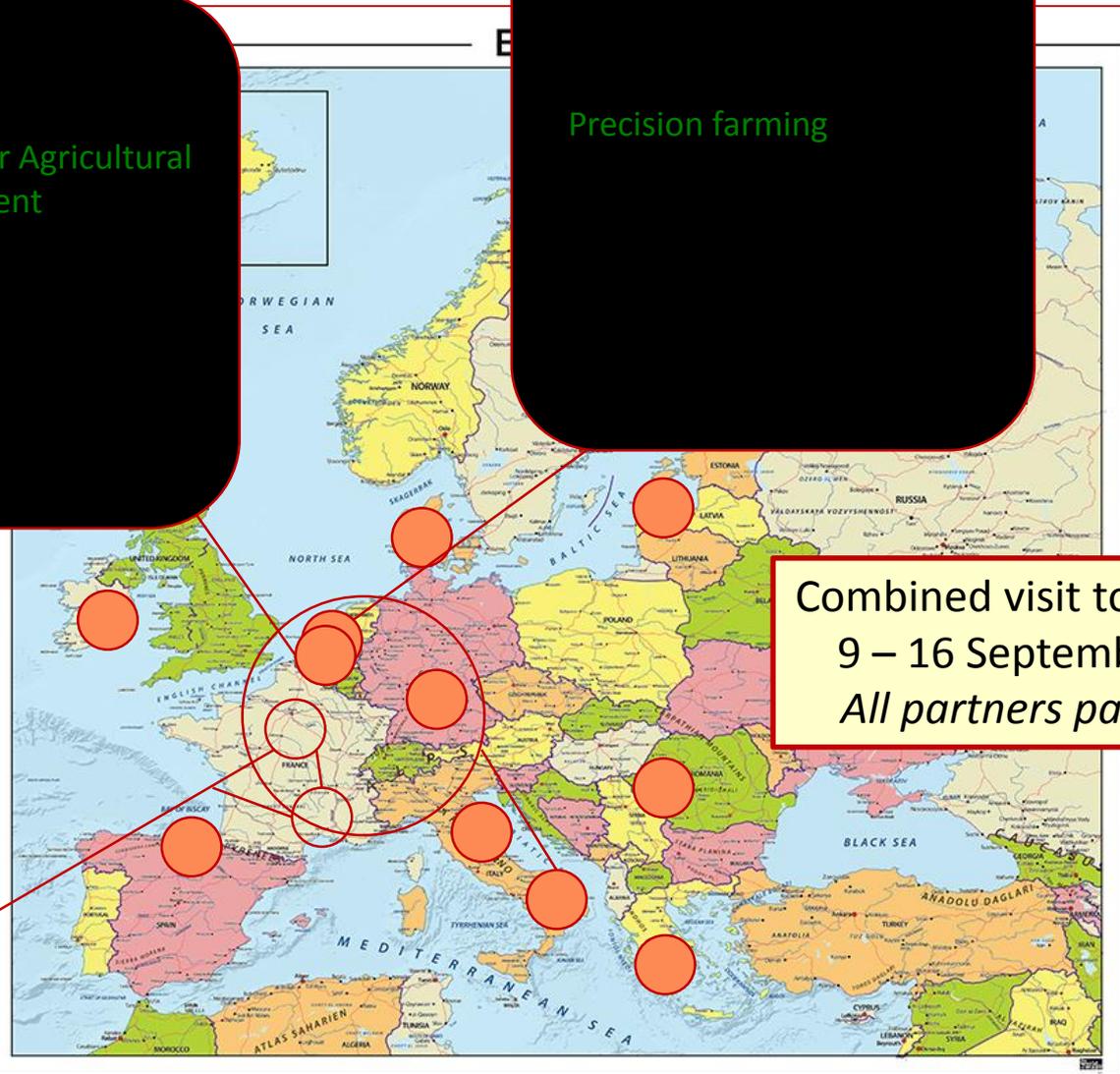


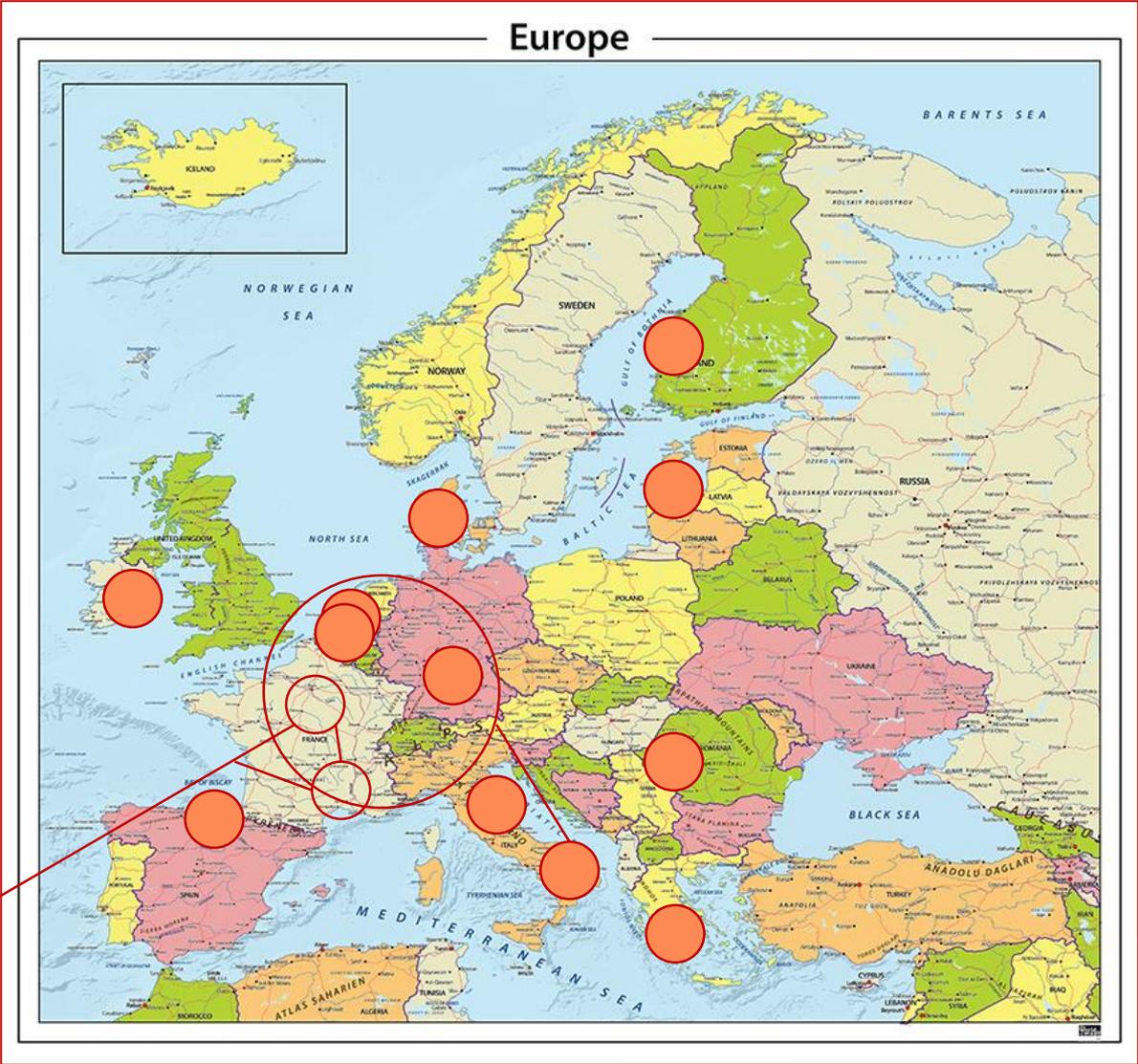


Innovation Centre for Agricultural and Rural Development

Precision farming

Combined visit to start with  
9 – 16 September 2015  
*All partners participate*







# Talking Plants (Romberama) – Technical innovation

## What is this all about?

- Using sensor **technology** to detect stress inside the crop in a very early stage & to steer the climate conditions for improved production

## Innovation brokering process

Innovation Support Center for  
Agricultural and Rural  
development

- organized an "**Information Day** on Innovative horticulture"
- **connected farmer with Lab** of Plant Ecology of UGhent
- searched for funding to perform tests in the greenhouse in a **cooperation project**

## Results

- Mid 2012: First plant grower in Flanders tries out sensor technology
- Results captured in Master thesis
- 2016: 30 floriculturists will start using plant sensors in greenhouse with help of the Applied Research Center for horticulture (PCS)

# Distrikempen (De Polle) – Logistic innovation



## What is this all about?

- **Short supply chain:** how to optimize the distribution of local products

## Innovation brokering process

- The concept was initiated and facilitated by Innovation Support Center
- This model was further developed within an Interreg project 2 Seas “Fish & Chips”

## Results

- April 2013: start of a **logistic cooperation project** between 5 local agricultural producers (from different sectors) & independent entrepreneur who coordinates the flow of goods
- Mid 2015: 12 producers



# Belgicactus - Strategic innovation & entrepreneurship

## Results

## What is this all about?

- Learning network Agrocoach: deals with **innovative labour organisation**

## Innovation brokering process

- **Concept initiated** by Innovation Support Center
- **Developed** by private consultant in collaboration with Flanders Synergy & University of Leuven
- Further **optimization** within ESF **project** 'Picking the fruits of an innovative labour organization'
- Supporting **implementation on the farm** by private consultant and Innovation Support Center

- **Product innovation**  
Every year one new specialty
- **People/culture**  
Stimulating employees being more entrepreneurial
- **Communication**  
"We produce the difference" - linked to the product innovation
- Agrocoach acknowledged by ESF



**WP1 Scientific Support**

**WP3 Visualisation of Best Practices**

**WP4 Networking And Institutional Uptake**

**WP2 Cross Visits**

**WP5 Communication**

**WP6 Project management**





## WP4 Networking And Institutional Uptake

Allowing the widest possible involvement of EU relevant actors in order to promote the institutional uptake of innovation processes and the adaptation of agricultural innovation services to the **non-linear innovation model**



- Identifying and removing barriers
- Involving EARDF Managing Authorities
- Facilitating the consolidation of a European wide agricultural-related “innovation community”
- Creating possible synergies with other EU funding sources

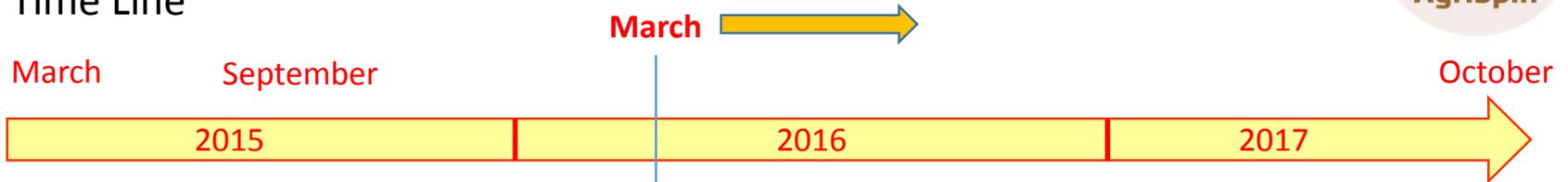


**53** Letters of endorsement  
(incl. 20 Organizations from  
ERIAFF Regions)

- A **Multiplier group** of at least 10 experts from Rural Development Managing Authorities, Extension/Innovation services and Farmers Organizations



## Time Line

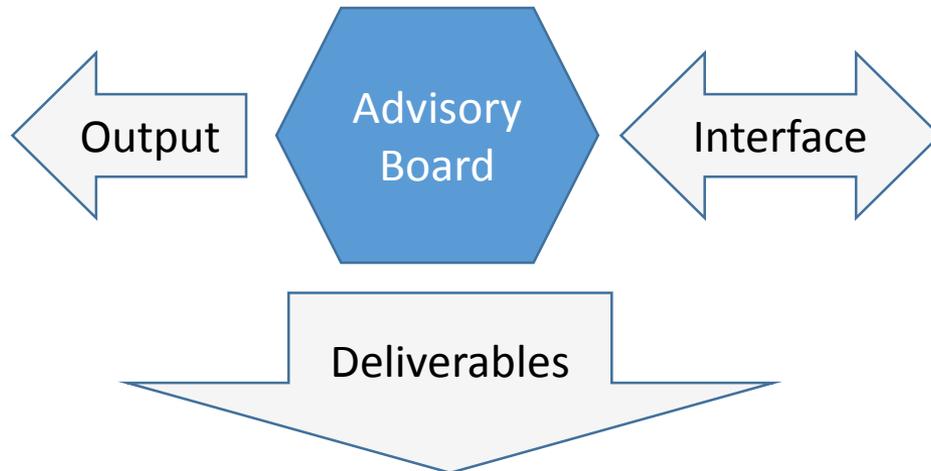


WP 2 cross visits

Replication of WP2 actions (eg. Additional cross-visits)

Recommendations for implementation of ISSs

Synergies with EARDF and Cohesion Funds (eg. Trainings, new/ revised ISSs)

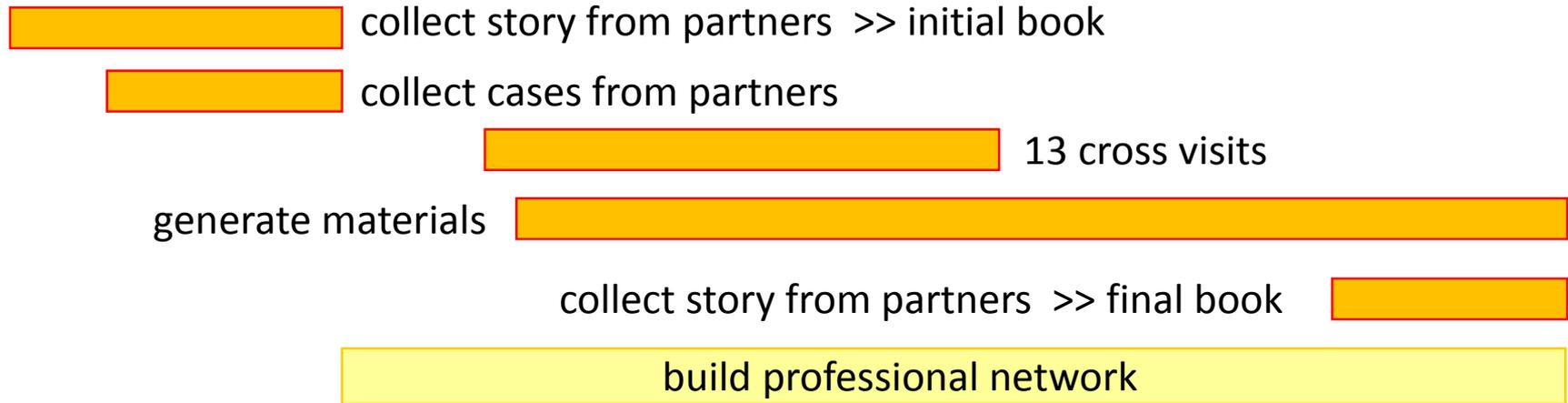


Rural Development Managing Authorities (National/Regional)

1. Intermediate and final reports
2. Support approaches under the RDP
3. A training toolkit for ISSs

# WP2 Cross Visits

## Time Line



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*cross visits, continued* 



## Expected results

- Cross-visits as a tool  
*A well elaborated methodology for exchange of experiences*
- A professional network of innovation support agencies  
*Continuous exchange and mutual support*
- Practical materials for stimulating innovation networks  
*Accessible tools, guidelines, methods, approaches for practitioners*
- An enabling environment, favourable for innovative initiatives  
*Awareness amongst managing authorities,  
support to EIP Operational Groups,  
EIP practice abstracts on innovation brokering methods*

# The discovery journey has started!





**dank u**

**kamsa hamnida**

**kiitos**

**köszönöm**

**gracias** **děkuji vam**

**obrigado**

**thank you**

**Ευχαριστού**

**Hvala na pažnji**

**grazie**

**merci**

**tack**