

Scar AKIS

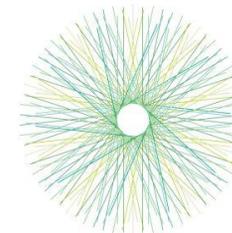
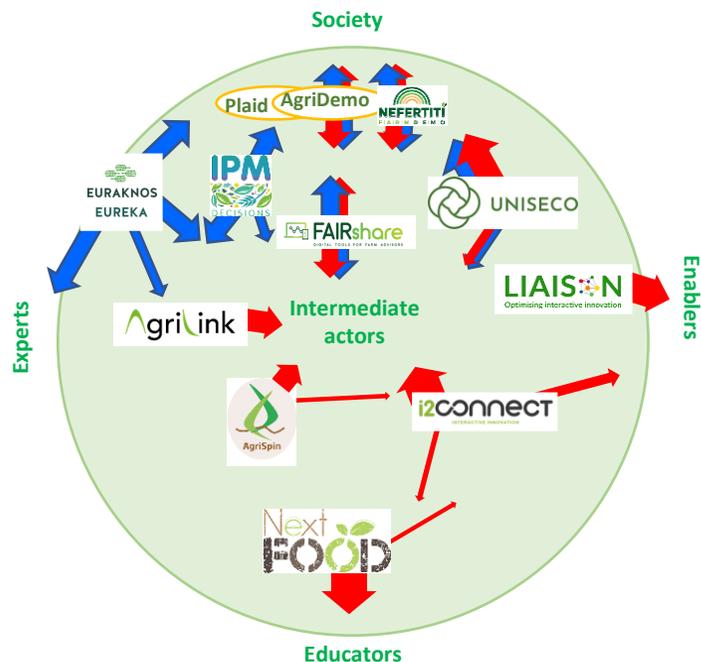
Lugo, 10 June 2022

ESEE 2021

25th European Seminar on Extension & Education
21–23 June 2021,
Teagasc Ballyhaise Agricultural College, Cavan, Ireland

Joint session on
H2020 / EIP projects for
interactive innovation

Monday, June 21, 2020



eip-agri
AGRICULTURE & INNOVATION



THIS PROJECT HAS RECEIVED
FUNDING FROM THE EUROPEAN
UNION' HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME
UNDER GRANT AGREEMENT N. 863039

Stimulating interactive innovation in agriculture:

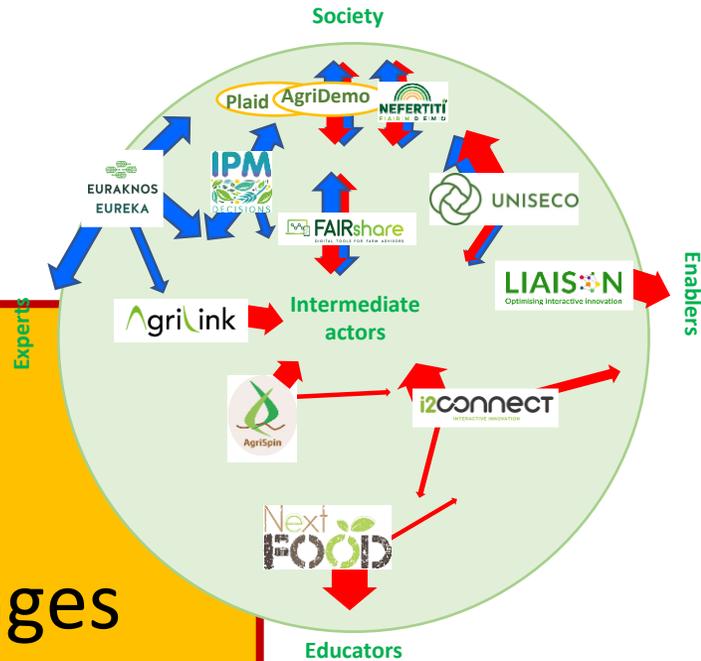
How far did we come?

And how to continue?

Eelke Wielinga and Patrizia Proietti



1. ESEE 2021, survey
2. Twelve H2020 projects
3. Summary of the exchanges
4. Opportunities in the new CAP
5. Exchange in IFSA 2022
6. Reflection on the AKIS context
7. Conclusions



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IFSA 2022
 Monday, April 11, 2022

2. The H2020 projects

Participating projects	
1	 <p>Laid the groundwork for Europe's most widely used agricultural knowledge-sharing medium</p>
2	 <p>The IPDM platform is the place to go for farmers & advisors for Digital Support Services (DSS) access</p>
3	 <p>Inventor of on-farm demonstration, virtual demonstration</p>
4	 <p>On-farm demonstrations</p>
5	 <p>Creating an EU wide farm demo network. Developing and promoting good practices for farmers to exchange knowledge on a peer-to-peer basis</p>
6	 <p>Support advisors to practically engage with and implement digital tools using a living lab approach</p>
7	 <p>What do advisors actually do to support interactive innovation? Cross visit methodology.</p>
8	 <p>Training and coaching for innovation support agents. Toolbox for advisors, trainers and enablers</p>
9	 <p>Better understand role of advisory suppliers. Enhance their contribution to learning and innovation.</p>
10	 <p>Optimise the interactive innovation project approach as promoted by EU. Speed up innovation in rural areas</p>
11	 <p>Enabling co-learning between different actors involved in agro-ecological transitions. Multi actor platforms</p>
12	 <p>Educating the next generation of farmers and advisors</p>

ESEE  2021

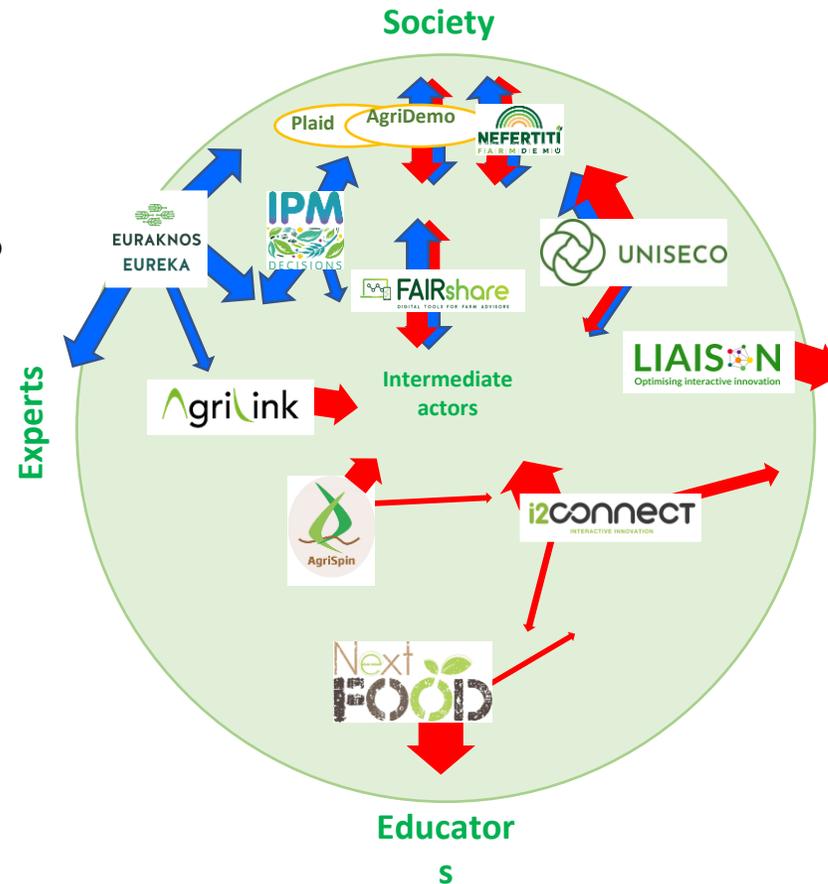
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3. The H2020 projects: survey

How do they fit into the puzzle?



Technical know-how
 Technics
 Economics
 Data processing and exchange
 Sustainability



Process know-how
 Dynamics of social interaction
 Methods for participation – co-creation



System know-how
 AKIS policies
 Creating an enabling environment
 Tools for monitoring healthy processes

3. Summary of the exchanges

A: Technical know-how

Innovative knowledge



Need for long term perspectives

Developing new knowledge takes time and growing networks.
By the time the project gets leverage: time is up.

Need for more flexibility in using funds

Funding is restricted to what was promised before the start.
When over time people discover who they actually need, there is no room to take them in.

Tension between project frames and desired movement

These projects try to enhance a movement of growing collaboration.
This is a journey full of unexpected curves and barriers. *This does not fit into current project frames that expect a product as outcome.*

Room for failure

Discovery is trial and error, as well as taking risks.
In practice failure is not allowed.

3. Summary of the exchanges

B: Process know-how

Multi Actor processes



No standard for innovation processes

Several tools have become popular to identify phases and options to intervene. Farm demo, *living lab*, *cross visit*, *spiral of innovations*

The issue of rust

Trusted intermediaries are crucial. Independent from commerce. *Especially regarding the commons, NGO's and public agencies are important.*

Networks are crucial

Building networks requires a new generation of skills and tools.

Flexibility to provide the right services at the right time.

Digital tools have gained much importance.

Mindset to reflect

It is very helpful if professionals make it a habit to reflect
Reserve time in agenda to do it jointly with peers.

3. Summary of the exchanges

C: Structure know-how

Enabling environment



Similar difficulties in various circumstances

What differs is how people in different countries deal with them.

Innovation processes are unpredictable

Flexibility is needed when it appears that the approach needs to be adjusted. But that is not possible in the current projects structure.

Insert a good diagnostic phase.

Innovation as a journey.

Projects encounter unexpected barriers to deal with.

Mid-term reviews should become reflexive moments and opportunities to adjust, rather than checkpoints for tick-boxing.

People have different expectations

Who gains what from the project? What is the revenue model in uncertain innovation journeys?

Take time to clarify expectations about the gains.

People have different mindsets

Different generations must learn from each other, rather than staying in their comfort zone with old peers.

Take time for it, instead of single focus on producing results.



Workshop: what changes do you wish?

Research agenda

Suppose you are a researcher:

You are invited to write a research proposal:
What elements would you definitely put in?

Policy agenda

Step into the shoes of a policy officer:

You have to make a new call for proposals for AKIS projects:
What elements would you definitely put in?



Workshop: what changes do you wish?

Research + policy agenda

- ***Space to manoeuvre***

Researchers wish to have space to respond to needs and opportunities that occur along the way.

Budget to meet and explore chances for collaboration along the way. Action research. Agree on purpose instead of product.

- ***Document the learning process, and not just the result***

Without failure no learning. Apply methods for reflection and sharing the learning process. Do more than just practice abstracts.

- ***Make use of the good material that projects already have produced.***

Too many good materials remain within a small circle. In encounters: “Yes, we have that already, look at our website!”

- ***Understanding AKIS better***

Scaling up good experiences: how? What do we know about power relationships? Multi level governance? Address inequalities. Take global, rather than national or EU perspective.

6. How did we get here?

Four mainstreams *a brief history of innovation support*

1 Transfer of Technology

1950 >

Category	Percentage
INNOVATORS	2.5%
EARLY ADOPTERS	13.5%
EARLY MAJORITY	34%
LATE MAJORITY	34%
LAGGARDS	16%

Systems Approach 2

1985 >

3 Market

1990 >

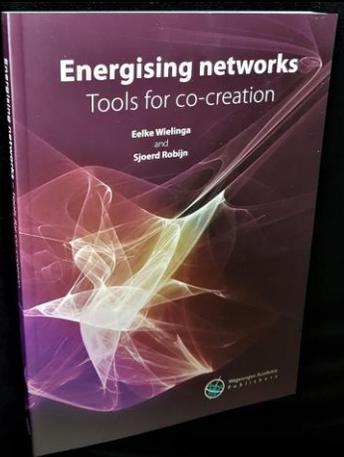
Project:

Networks 4

2014 >

Discovery journey:

2020



4. New opportunities in the CAP

Puzzles



Projects versus discovery journeys

The logic is different:

- Client (funding agency) orders (knowledge) product, project delivers. Client assesses quality of result.
- Initiators share ambition and embark. Acquire space to experiment and to mitigate risks. Result is produced in co-creation.

In current H2020 projects and Operational Groups such space for co-creation is too limited.

What tools to monitor progress?

Deliverables and milestones to feed trust of funding agency. Could we think on new tools to reward co-creation and feed trust about capacity to yield good but yet unknown results?

Progressively involving partners does not fit

In the Multi Actor approach innovation is a growing network of contributing actors.

How to involve them throughout the project period?



4. New opportunities in the CAP

Puzzles

Projects versus discovery journeys

What tools to monitor progress?

Progressively involving partners does not fit

How to involve multipliers and intermediaries?

People on the cross roads, skillful in maintaining crucial networks: they exist everywhere. How to involve them in the projects?

How to value their contributions?

Which governance models would be helpful?

Activating synergies between international projects

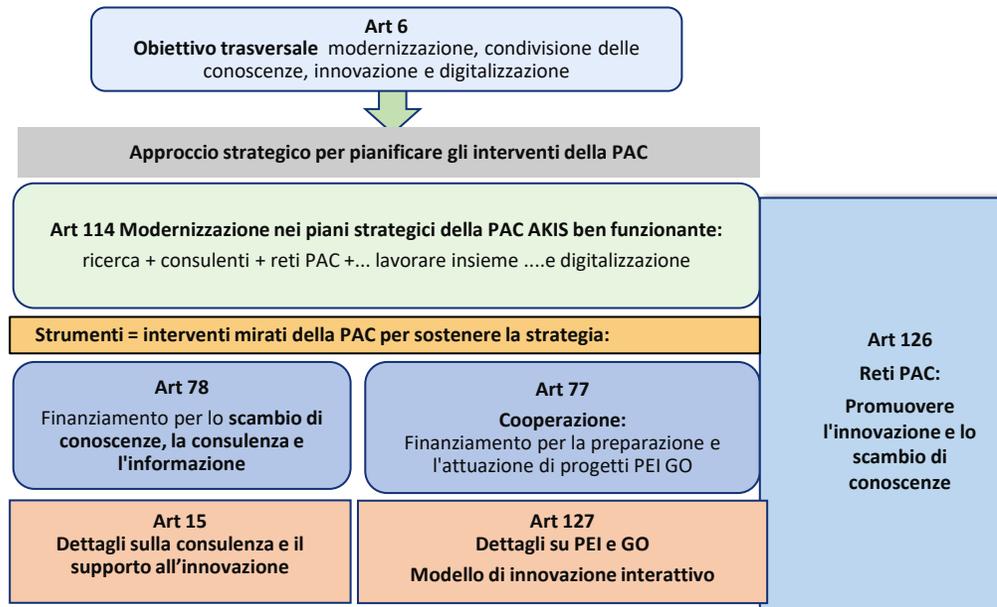
Competition between consortia in the period of new calls is wasteful in terms of getting the best expertise for the job.

Once projects are running, fixed programs hardly allow for seeking synergies during the project period.



4. New opportunities in the CAP

Opportunities in the new CAP



PAC NETWORK:

FOSTERING DIALOGUE BETWEEN HORIZON AND OPERATIONAL GROUPS

IMPROVING KNOWLEDGE FLOWS AND INTERACTIVE INNOVATION PROCESSES

Instruments for reinforcing AKIS in Member States

European Commission has high ambitions for strong AKIS, with capacities for Green Deal, CAP and farm-to-fork objectives.

Requirements for Member States:

- Impartial advisors
- Support for exchange and events: information, farm demo's, training, thematic and cross sectoral.
- Support to Operational Groups, from detecting grass roots ideas, drafting proposals, assist in process.
- Organise CAP networks with supporting actors: AKIS actors, Operational Groups, EIP contact points.

Knowledge repositories

From Rural Networks to CAP networks. Intermediary in AKIS at all levels (local, regional, national, European).

Collect knowledge and make it accessible.

FarmBook (Eureka project).

4. New opportunities in the CAP

Opportunities in the new CAP



Instruments for reinforcing AKIS in Member States

Knowledge repositories

Creating access to novelties

Funding for Multi Actor Approaches

Member States have to include in their Strategic Plans that the multi-actor approach is strengthened and streamlined as an eligibility criterion for funding. The process of cross-fertilisation, i.e., exchange of high-quality scientific, tacit- and practical knowledge throughout the project, should be facilitated by the most appropriate methods and proven through demonstrating its added value.

4. New opportunities in Horizon Europe

The EIP-Agri network



Instruments for reinforcing AKIS in Member States

Knowledge repositories

Creating access to novelties

Funding (€ 10 billion) available for:

- Green Deal issues
- Farm to Fork strategies
- Biodiversity strategies
- Bio-economy strategies
- Improve multi actor preparation of co-creative projects
- Support knowledge exchange on AKIS across EU
- Improve national AKIS organisation across the EU
- Deepen the functioning of innovation support
- Broaden EIP Operational Group outcomes across borders
- Mobilise the network of national contact points
- Develop EU advisory networks on consumer-producer chains and further topics

4. New opportunities in the new programming period

Will it work?



European Commission is ambitious and creates opportunities

Implementation depends on national and regional authorities

And the drive of actors who want to make use of these chances

Their ability to build networks that create movement will make the difference

Where are you?