



# European agriculture Today, tomorrow & beyond

*Farming  
Food Quality  
Food Security  
Living Countryside  
Organic / Bio  
Research & Innovation  
Rural Economy  
Sustainable Agriculture*



**EXPO**  
MILANO 2015  
FEEDING THE PLANET  
ENERGY FOR LIFE

Agriculture  
and Rural  
Development





# Organic production, Research and Innovation: setting priorities for the future

Milan – 28 – 29 May 2015



# 5 parallel breakout sessions

- Plant production**
- Seeds**
- Animal production**
- Processing**
- Knowledge exchange**

- Workshops based on individually and sub-groups inputs
- Reporting in plenary tomorrow morning

# Workshop on Knowledge Exchange

## Thursday:

*(breakout sessions)*

**12h10 – 12h25:** Introduction to the workshop *(15 min.)*

**12h25 – 13h00:** Session I.1 – Involvement of farmers and other stakeholders *(35 min.)*

*13h00 – 14h30: Lunch Break*

**14h30 – 15h15:** Session I.2 – Involvement of farmers and other stakeholders *(45 min.)*

**15h15 – 16h45:** Session II – Dissemination material and channels *(90 min.)*

**16h45 – 17h00:** Wrap up and conclusions *(15 min.)*

## Friday:

*(plenary)*

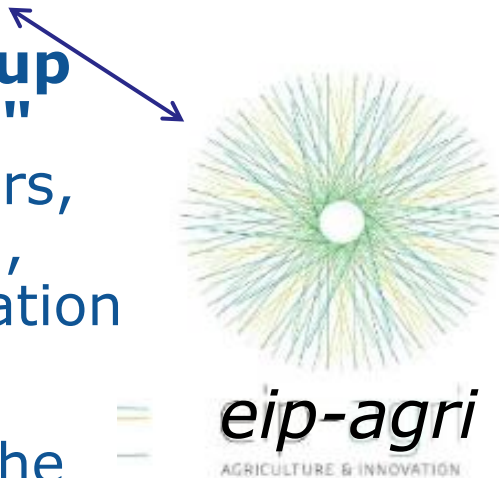
**9h30 – 10h30:** Report on each workshop by rapporteurs *(60 min.)*

# H2020 MAA and EIP-AGRI

# European Innovation Partnership

## Rural Development

- **Funding for setting up "operational groups"** where farmers, advisors, agribusiness, research, and NGOs work innovation projects
- **Project funding** for the operational group's cooperation project, possibly combined with other measures (investment, knowledge transfer, advice, ...)
- Supporting **innovation support services**



## Horizon 2020

- **Research projects**, to provide the knowledge base for innovative actions
- Interactive innovation formats such as **multi-actor research projects and thematic networks** genuinely involving farmers, advisors, researchers, enterprises, etc. **"all along the project"**

# *Concept of Operational Groups*

- EIP operational groups funded under rural development programmes are multi-actor, project based and tackle a certain practical problem or opportunity which may lead to an innovation
- The operational group composition varies and is tailored to the problem/opportunity to make the best use of different types of knowledge (practical, scientific, technical, organisational, etc)
- The operational group partners should be those key 'actors' (farmers, advisors, researchers, businesses, NGOs etc) which are in the best position to realize the project's goals and to share experiences broadly.
- The group is result-oriented, no balanced representation needed, aiming to benefit from interaction for cross-fertilisation and creating co-ownership for the results



# Thematic networks in Horizon 2020

## Main aim:

- Synthesise, share and present best practices and research results **focusing on themes and issues that are near to be put into practice**
- Produce **material for practitioners**

Having potential innovative knowledge is one thing, turning it into reality is another.

Innovation under the EIP is :

**“Ideas, put into practice, with success”**





# Thematic networks in Horizon 2020

## Projects to develop end-user material:

- for **broad dissemination to practice** (info sheets in a common format and audio-visual material)
- that is **long-term available** and **easily understandable**,
- should feed into **the EIP network** (section in the contract)
- common format for "**practice abstracts**" in the EIP network must be used and is **available on the website**:  
[http://ec.europa.eu/eip/agriculture/sites/agri-eip/files/pb\\_guidelines\\_eip\\_implementation\\_2014\\_en.pdf](http://ec.europa.eu/eip/agriculture/sites/agri-eip/files/pb_guidelines_eip_implementation_2014_en.pdf) (in the annex of the guidelines)

# Thematic networks in Horizon 2020

- Thematic networks follow the **multi-actor approach** for greater user acceptance and focus on application potential
- Projects **involving a wide range of actors as relevant for the specific themes:**
  - *researchers,*
  - *advisors, innovation support services,*
  - *farmers/farmers' groups,*
  - *also e.g. enterprises, education, NGOs, administration, regulatory bodies,...*

# Thematic networks in Horizon 2020

- **NO pure research networks:** key is to include practical/tacit "non-formalised" knowledge from practitioners, user groups, farmers etc and deploy a vast reservoir of knowledge
- For the purpose of organisation, **possible sub-networks** may have a more limited focus, e.g. the local/regional/national level or for a specific crop/product/farming

Output of end-user materials:

- **Use well known existing communication channels** for practitioners as much as possible + the **EIP network**
- **Substantial** in quantitative and qualitative way

# Multi-actor approach in Horizon 2020 Work Programme 2014-2015

*A multi-actor project needs to take into account:*

- *how the project proposal's objectives and planning are **targeted to needs / problems and opportunities of end-users***
- *the **composition of the project consortium** must get sufficient involvement of **key actors with complementary types of knowledge** (scientific and practical) to reach the project objectives and make its results broadly implemented.*

*Facilitation between actors and openness to involve additional actors/group of actors in the project, for instance relevant groups operating in EIP context, are strongly recommended.*

## Multi-actor approach in Horizon 2020 Work Programme 2014-2015

- "multi-actor" is more than a strong dissemination requirement or what a broad stakeholders' board can deliver
- "**all along the project**" \*: **a clear role for the different actors** in the work plan, from the participation in the planning of work and experiments, their execution up until the dissemination of results and the possible demonstration phase.
- Project proposals should illustrate sufficient quantity and quality of **knowledge exchange activities**

This should generate **innovative solutions that are more likely to be applied** thanks to the cross-fertilisation\* of ideas between actors, the co-creation and the generation of co-ownership for eventual results.

(\*legal base in Specific Programme)



# Workshop on Knowledge Exchange

## Objectives:

- **Recommendation for effective involvement of farmers and stakeholders in R&I actions**
- **Recommendation for appropriate dissemination material and channels**

# Session I:

## Involvement of farmers and other stakeholders in research and innovation actions

# SESSION I



## Example 1:

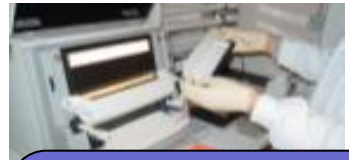
### Multi-actors and transdisciplinarity



**Pre-breeding, breeding, PPB, intercropping**  
Pedro Mendes Moreira, ESAC and INRA/AgroBioPerigord



**Mycorrhizae, colour data**  
INRA



**Molecular and Quality**  
Carlota Vaz Patto ITQB



**Farmers and facilitators**

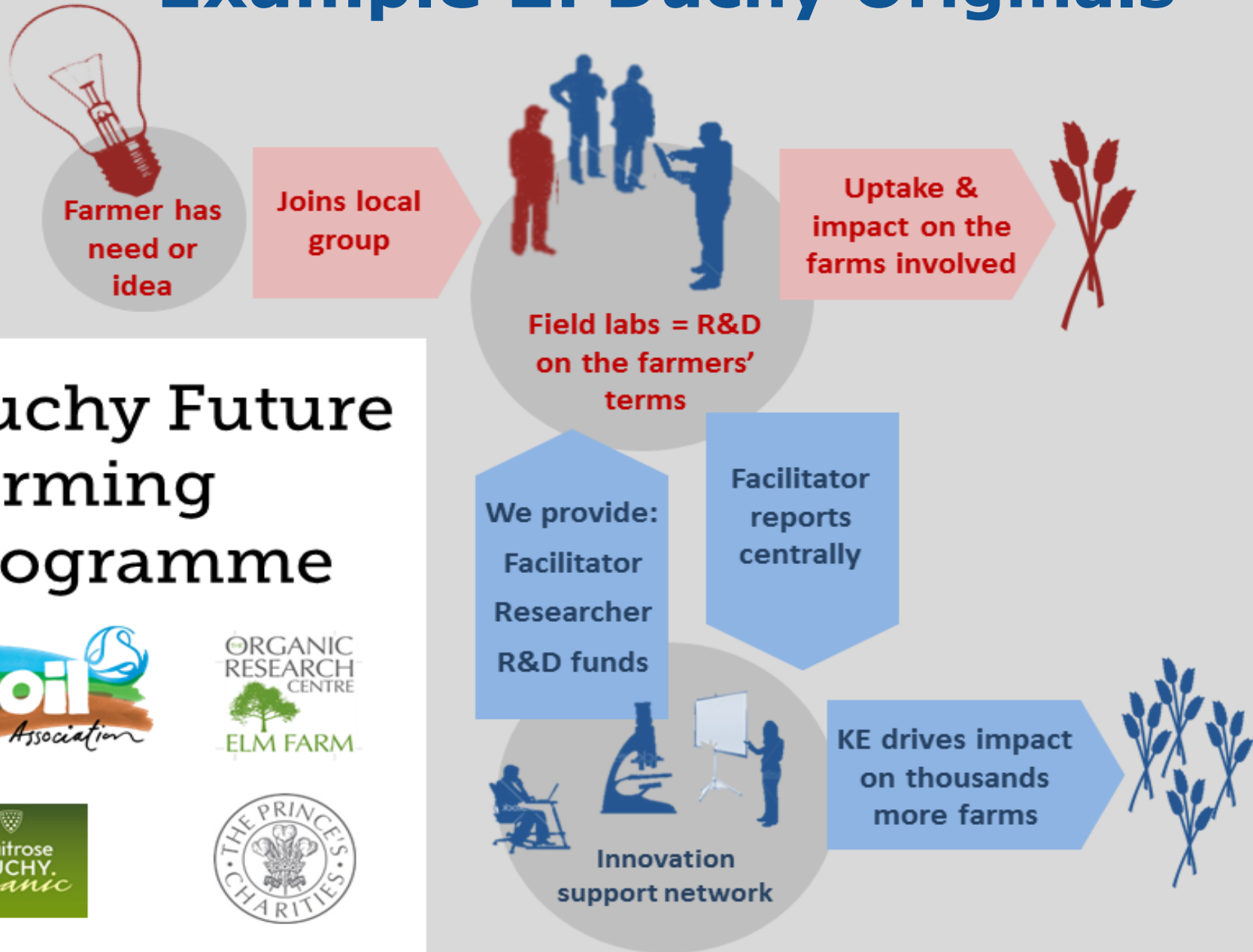


**Food quality: nutritional and sensorial qualities**  
EAN (Carla Brites) and INRA/AgroBioPerigord (Rémy Lebrun/Laurence Dessimoulie)





## Example 2: Duchy Originals



### Duchy Future Farming Programme



## Round table and I.1: *Who are you ?* (35 min.)



**For stakeholders:** *Why would you participate and/or why would you not participate in a research and innovation action?*

**For researchers:** *Why would you include and why would you not include SHs in a research and innovation action?*

- *5 minutes to think individually in order to write some key-words on*
- *2 cards max per colour per participant*
- *30 minutes to gather and cluster*

Involvement

None  
involvement



*Present yourself very briefly  
before presenting your first  
card*



# Lunch break

## Be back at 14:30 !

# Session I:

## Involvement of farmers and other stakeholders in research and innovation actions

## Round I.2:

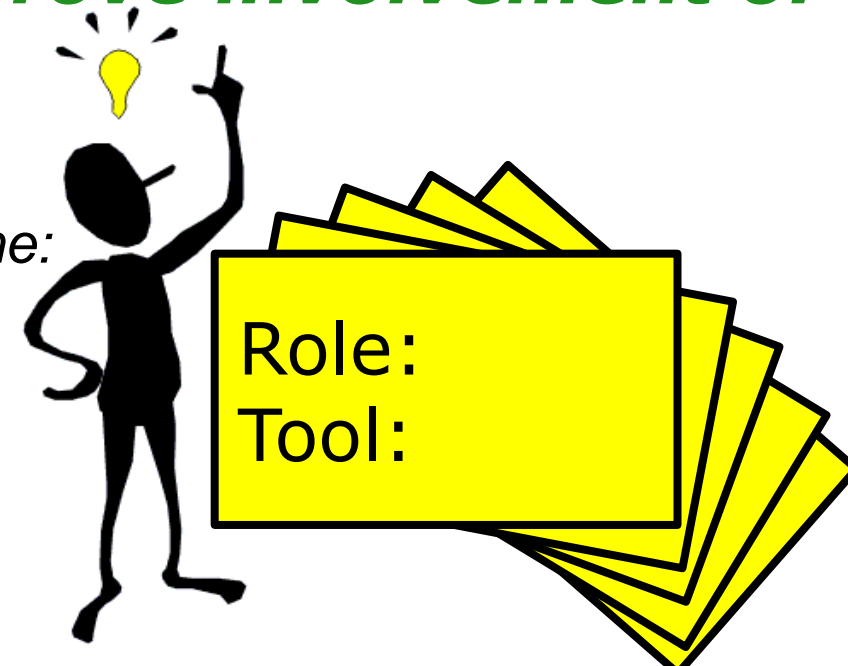
*(40 min.)*



***What role do you expect from farmers and other SH from the sector?***

***Which tools/mechanisms do you prefer/propose to improve involvement of SH in R&I actions?***

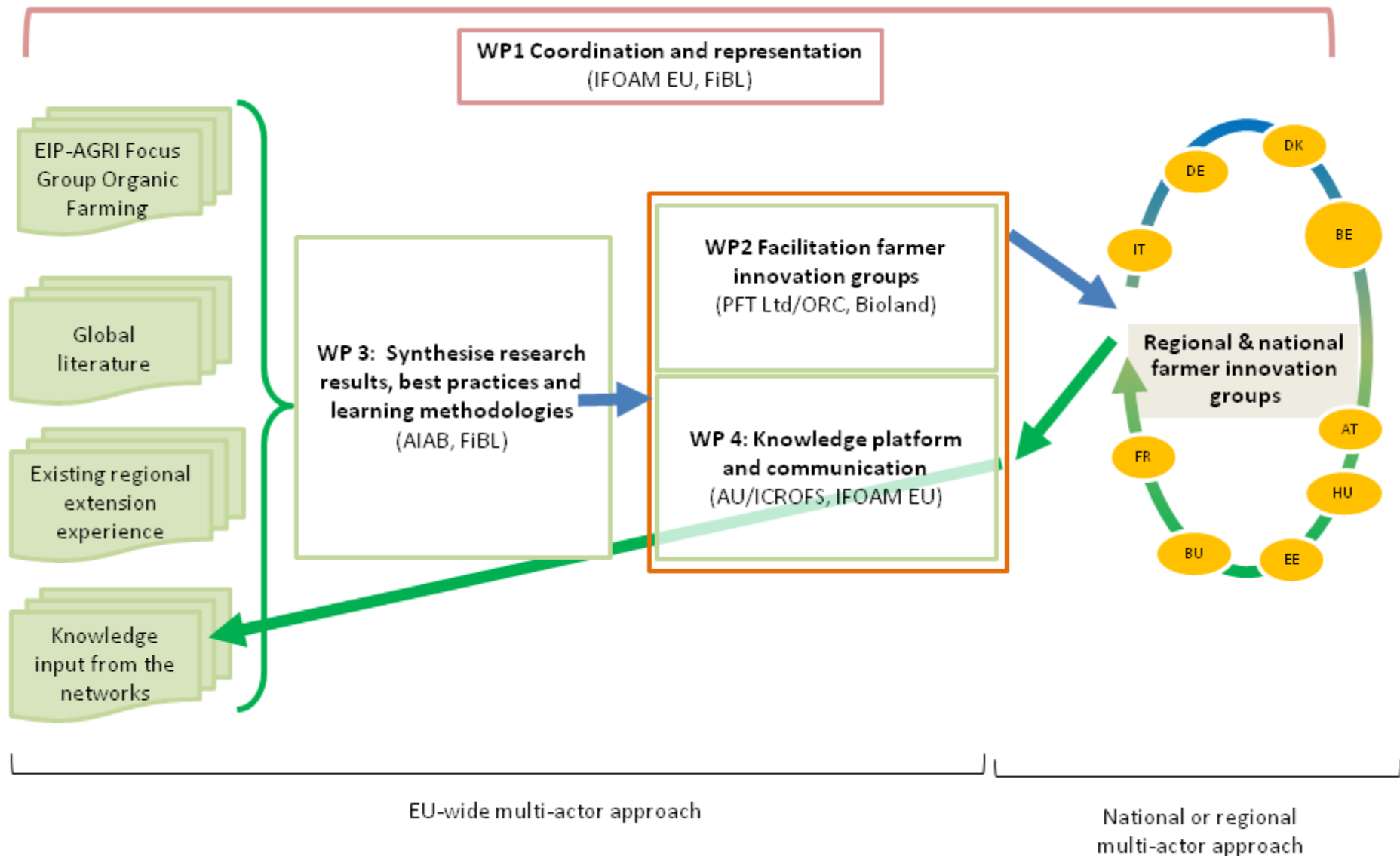
- *20 minutes in sub-groups of 8/10 participants to define:*
- *5 roles and proposals per sub-group*
- *20 minutes to gather and cluster*



# Session II:

## Effective dissemination material and channels for farmers and other stakeholders

## Example 1: OK-Net Arable full interaction between farmers and scientists







## Example 2: Farmer to Farmer

### CONVENTIONAL EXTENSION

Researchers develop a technology



They conduct field trials  
at an experiment station



They do more trials  
on a farmer's field



Extensionists set up demonstration  
plots, and host field days for farmers,  
and/or visit farmers to promote the  
technology



The peasant family adopts  
or rejects the technology

### CAMPESINO TO CAMPESINO

A peasant already has a solution,  
or innovates a solution, to a problem  
that is common for many peasants



S/he becomes a promoter of this new  
or rediscovered solution



Exchanges are set up, where other  
peasants visit his or her farm to learn,  
or where s/he visits the farms of  
other peasants to share the solution  
with them



Other peasants teach other peasants  
this as well as other solutions



## Example 2: Organic farmers' networks in Flanders (Belgium)

- 7 networks: dairy cattle, beef cattle, vegetable & arable crops, goats, poultry, berries and greenhouse crop
- Co-creative & participative learning
  - Amongst farmers
  - Amongst farmers & advisors
  - Amongst farmers, advisors & researchers
- Exchange of knowledge and experiences results in development of new knowledge for the organic sector
- Success factors:
  - Farmers at the drivers seat: knowledge needs of the farmers are the starting point
  - Co-creation of knowledge: each actor contributes with their competence, facilitator connects
  - Multi-actor involvement: all actors have equal role
  - Right methodology: every actor needs to feel involved
  - Dissemination of results should be tailor made
  - Co-operation with regional partners (The Netherlands) and European partners (TP Organics) is crucial

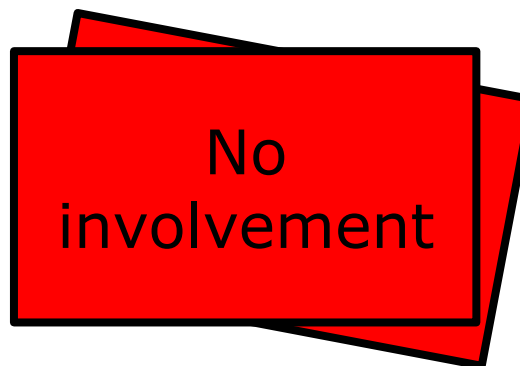
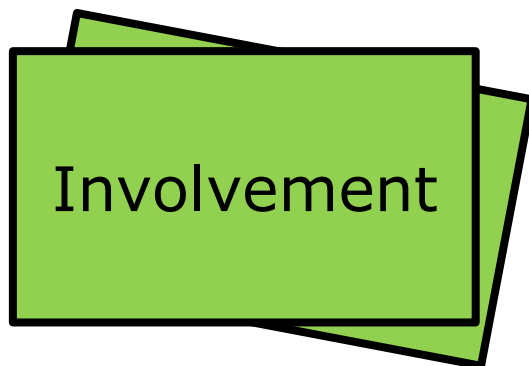
## Round II.1:

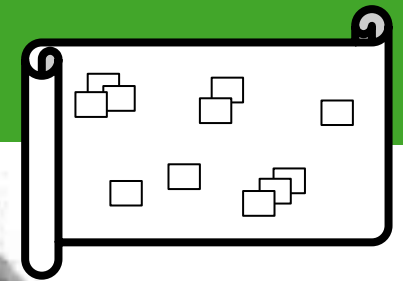
(35 min.)



***What kind of dissemination material and channels do you use and not use?***

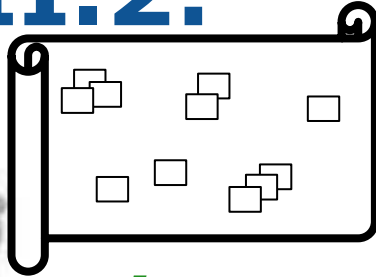
- *5 minutes to think individually in order to write some key-words on*
- *2 cards max per colour per participant*
- *30 minutes to gather and cluster*





*55 min.)*

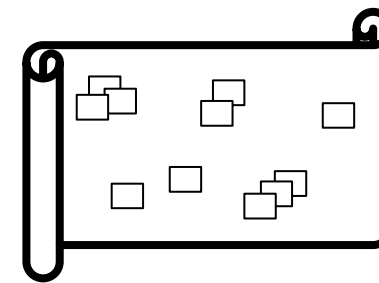
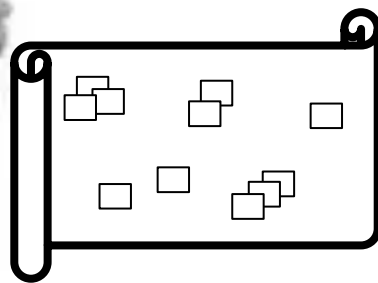
## Round II.2:



***What are the weaknesses and strengths of the different dissemination channels and material ?***

***Which recommendations do you propose to improve dissemination?***

- *2\*20 minutes in sub-groups of 8/10 participants*
- *15 minutes to report by the hosts*



# Wrap up and conclusions:



## **Rapporteur** *(15 min.)* **reporting for the plenary**

### **Recommendation for:**

- effective involvement of farmers and stakeholders in R&I actions**
- appropriate dissemination material and channels**

*till 17:00*