



# **The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“**

## **Demand driven innovation in Agriculture**

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## ***The EIP-AGRI in short***

- The Europe 2020 **Flagship Initiative "Innovation Union"** specifies European Innovation Partnerships (EIP) as a new tool for fostering innovation through linking existing policies and instruments
- Overarching concept – funding in CAP-RD and H2020 Research funds, et al
- Based **on interactive innovation model** linking up multiple actors for creation and diffusion of knowledge.
- Key entities: **Operational Groups**
- EU wide EIP network: communication, partnering, dissemination, knowledge flows and collecting practice needs

## The interactive model

- The EIP adheres to the "interactive innovation model" which focuses on forming demand-driven partnerships - using bottom-up approaches and linking farmers, advisors, researchers, businesses, and other actors to implement concrete innovation projects in **Operational Groups**.
- Knowledge "exchange" between partners generates new insights and ideas and integrates existing tacit knowledge. The more focused solutions are quicker put into practice thanks to the co-ownership generated during projects.

## ***Key Acting Entities Within the EIP***

### ***- Operational Groups -***



*"Operational Groups" are no stakeholder networks, no stakeholder boards, no thematic coordination groups, nor discussion groups*  
*An OG = actors working together in a project targeted at innovation and producing concrete results*

## ***Bottom-up innovation projects***

**“Innovation” = ideas put into practice with success**

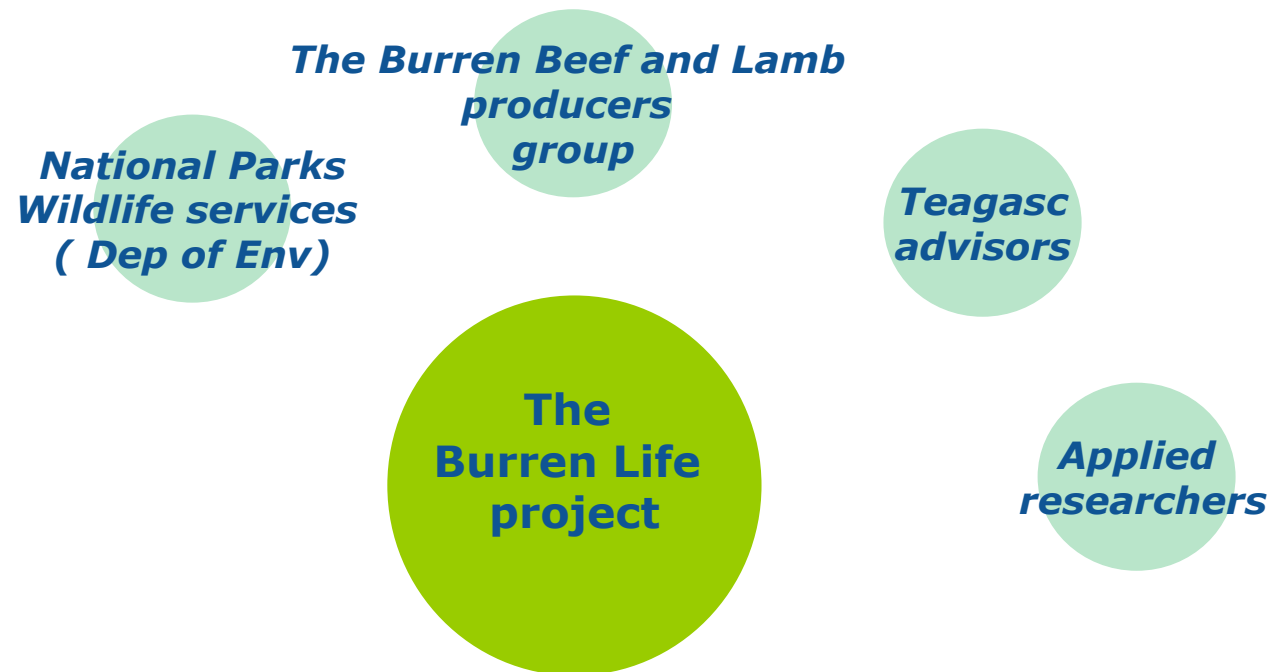
criteria for innovative actions:

- relevance of the project for actors and end-users\*
- targeted composition of the partners in view of co-creation\*
- quality & quantity of knowledge exchange & cross-fertilisation
- demonstrating competences on state of play/avoiding repetition
- easy understandable & long-term communication effect

(\*KT & I focus group ENRD, doc on IB p. 7)

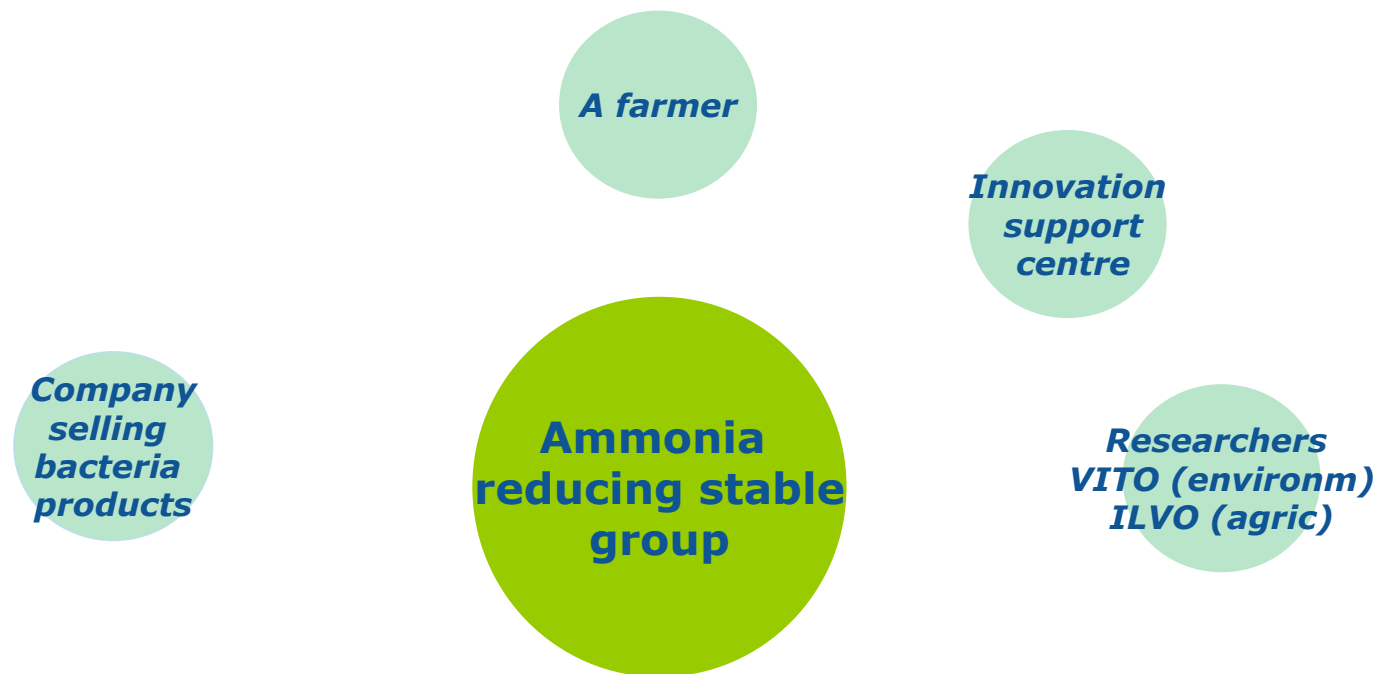


*An example of an interactive group similar to future OGs:*  
***the Burren Life project (IE)***



*Project objective:* *Improving preservation of a priority habitat area (The Burren) with particular farming methods & developing a marketable value-added "conservation" meat*

*An example of an interactive group similar to future OGs:  
Project **"Ammonia reducing pig stable"** (BE)*

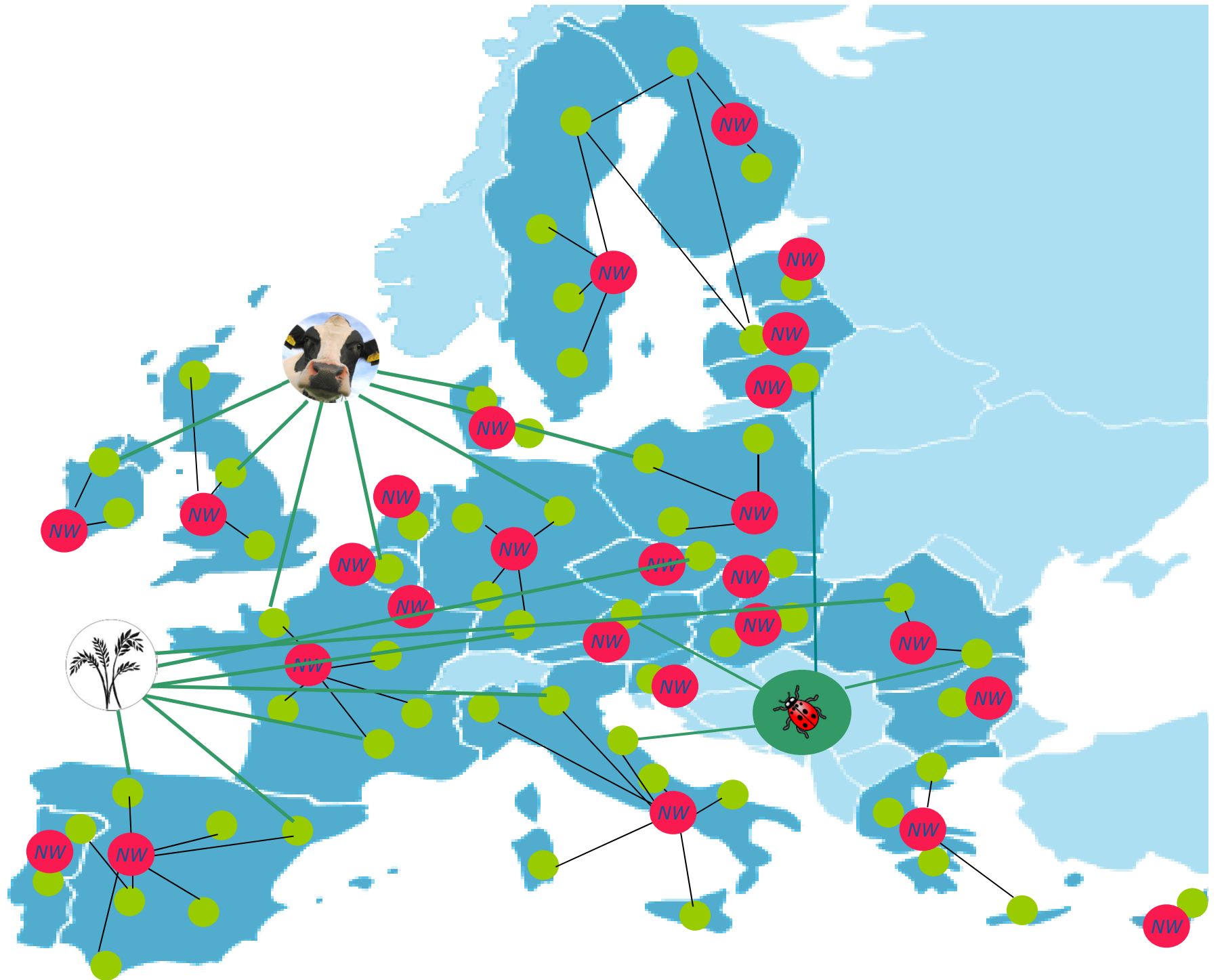


*Project objective: develop a pig stable reducing ammonia emissions by 50 % in a more cost-efficient way than existing stable systems (idea from a farmer, brokered by the Innovation Support Centre)*

## ***Network Function of the EIP***

- **Collect** information (research and innovation projects etc.) and best innovation practices
- Effective **flow of information** (website, databases)
- **Give advice** on opportunities within policies (helpdesk function)
- Sharing knowledge on concrete practical work and **connect actors**
- Systematic **feedback** to the scientific community about practice needs (Art.12 H2020)





## ***Focus groups***

(Focus groups form part of the networking function of the EIP:  
up to 20 experts - typically: scientists, farmers, advisors)

**Focus on practical knowledge in a particular field, and  
where to get that knowledge**, organised in 4 strands:

1. Take stock of the state of the art of practice (list of best practices), listing problems and opportunities
2. Take stock of the state of the art of research, summarizing possible solutions to the problems listed (incl. list of useful projects with the contacts)
3. Identify needs from practice: dissemination and propose further research where needed
4. Propose priorities for innovative actions, e.g. list of ideas for future interactive OG projects

## ***EIP Implementation via Rural Development Programmes***

- The EIP aims at a **flexible and open system** for the creation of a **multiplicity of operational groups**
- Innovation is a **horizontal priority** in RD program: establishment of operational groups (Art. 56, 35 and other) can be 100% bottom-up (calls without determining specific project themes upfront)
- Bottom-up approach towards defining composition and operational purpose of a single operational groups: each operational group must establish its **plan on expected** results and **share results** within the EIP network
- Possible **combination** of co-operation in "operational groups" with other measures such as knowledge transfer, advisory services, investment aid, quality schemes etc.

## ***Support for Innovation & Knowledge Exchange***

Rural Development Policy provides support for:

- Article 14: Knowledge transfer and information actions (up to 80% EAFRD co-financing)
- Article 15: Advice for farmers, the setting up of farm advisory services, and training of advisors (up to 53% co-financing)
- Article 35: **Cooperation, operational groups and related projects** (up to 80% co-financing)
- Article 17: Investments (up to 53% co-financing + 20% increased aid intensity for EIP-related operations)
- Article 53 and 54: Establishment of networks to facilitate knowledge exchange, information flow, and interaction

## ***Art 35 - "Cooperation measure" for OGs***

Support for Operational Groups (OGs) covers

- **setting up EIP OGs**
- **funding their operations:**
  - Support for the development of **new** products, practices, processes and technologies
  - Support for "**pilot projects**", pursuing the **testing and adaptation** of technologies, processes etc. to "new" geographical/environmental contexts (i.e. contexts in which they have not yet been used).

The cooperation measure also supports many other activities which pursue the objectives of the EIP, e.g. **support for networks**, which bring together a variety of actors and by sharing needs and knowledge may initiate actions of OGs and/or support actions of existing groups.

## **Art 35 - "Cooperation measure" guidance**

*"Don't buy dinner for someone who has just eaten":*

*New grouping, **new project** ✓*

*Existing grouping, **new project** ✓*

*Existing grouping, **existing project** X*

*Cluster / network / operational group etc.  
**demonstrably has an active project***

*I.e. No funding for pure "lunch clubs" or "talk shops"*

## ***Different Sources of Funding for interactive innovation groups operating in the EIP context***



Eventual research activities not funded under EIP OG

## ***Innovation Support Services***

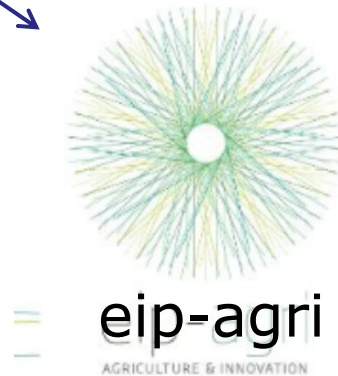
- Promoting innovation and innovation funding formats
- Brainstorming events and animation of (thematic) groups
- **Brokering function** for setting up operational groups
- Coordination and **facilitation of projects** as an intermediate between partners
- Dissemination of innovative results



## ***European Innovation Partnership and Horizon 2020***

### ***Rural Development***

- **Setting up "operational groups"** involving farmers, advisor, agribusiness, research, and NGOs to work on innovation projects
- **Project funding** for activities of operational groups, possibly combined with other measures (investment, knowledge transfer, advisory services)
- Supporting **innovation support services**



### ***Horizon 2020***

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

## ***Multi-actor (research) projects and Thematic networks under Horizon 2020***

### **Horizon 2020 legal base:**

*"A "multi-actor approach" will ensure the necessary cross-fertilising interactions between researcher, businesses, farmers/producers, advisors and end-users".*

*"The impact and dissemination of research results will be actively supported through specific actions on communication, knowledge exchange and the **involvement of various actors all along the projects.**"*

This approach fully matches with the concept of RD Operational Groups under the EIP interactive innovation model

## ***Multi-actor projects in Horizon 2020 Work Programme - calls 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 defining the questions, 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)



## ***Multi-actor projects 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 partners during the project, for instance relevant **groups operating in the EIP context**, are strongly recommended.



## ***Which multi-actor projects in 2015?***

2 stage-call – topics for the call published 22 July 2014 (deadline for proposals 3/2/2015)

<b>SFS-1C</b>	Sustainable terrestrial livestock production: Assessing sustainability of livestock production	
<b>SFS-2B:</b>	Sustainable crop production: Assessing soil-improving cropping systems	
<b>SFS-5</b>	Strategies for crop productivity, stability and quality	
<b>SFS-13</b>	Biological contamination of crops and the food chain	
<b>SFS-20</b>	Sustainable food chains through public policies: the cases of the EU quality policy and of public sector food procurement	
<b>WASTE 7</b>	Ensuring sustainable use of agricultural waste, co-products and by-products (Soc Ch 5)	
<b>ISIB-4B</b>	Improved data and management models for sustainable forestry	



## ***Thematic networks in Horizon 2020 Work Programme 2014-2015***

- Coordination and Support Action projects **involving all concerned actors** (researchers, farmers, advisors, enterprises, education, NGOs, administration, regulatory bodies, EIP project groups...): no pure research networks
- Partners should synthesise, discuss and **present existing scientific knowledge & best practices**, with a focus on: what do we have/what do we miss to be used
- **Projects must develop end-user material**, such as info sheets in a common format and audio-visual material, that is long-term available and easy understandable, to be shared through the EIP (input for education and a research web-database for end-users)



## ***Thematic networks in Horizon 2020 Work Programme 2014-2015***

- **Themes** can be linked to products or sectors, e.g. arable crops, fruits, vegetables, pig,...etc) or a broad range of cross-cutting subjects, e.g. crop rotation, certain farming practices, energy, implementation approaches of a directive, eco-system services, social services, bio-based products, short supply chains,...etc
- As they bring together possible actors, thematic networks help the **connecting and building of EIP operational groups & multi-actor projects**

## ***Thematic network topics in 2014 & 2015***

### 1 stage-calls

<b>ISIB- 2</b>	<p>Closing the research and innovation divide (knowledge exchange)</p> <p>Call 2014: deadline for proposals 26/6/2014</p> <p>Call 2015: deadline for proposals 11/6/2015</p>
<b>WATER-4B:</b>	<p>Harnessing R&amp;I results for industry, agriculture, policy makers and citizens: thematic network on water in agriculture (Soc Ch 5)</p> <p>Call 2015: deadline for proposals 10/3/2015</p>





## ***More info on Multi-actor projects and Thematic networks in WP 2014-2015:***

Info on EIP formats under Horizon 2020:

[http://ec.europa.eu/agriculture/eip/pdf/fact-sheet-horizon-2020\\_en.pdf](http://ec.europa.eu/agriculture/eip/pdf/fact-sheet-horizon-2020_en.pdf)

Multi-actor projects and thematic networks:

<http://vimeo.com/84381196>

**Looking for partners** in Horizon 2020 multi-actor projects or thematic networks?

<http://www.linkedin.com/groups/Partner-Search-Horizon-2020-Food-7416906>

Follow the EIP website (newsletters, info, examples, and for "application abstracts"- **common EIP formats for the output of thematic networks**):

[http://ec.europa.eu/agriculture/eip/index\\_en.htm](http://ec.europa.eu/agriculture/eip/index_en.htm)

**Factsheet on innovation support:**

[http://ec.europa.eu/agriculture/eip/events/berlin-11-2013/innovation-support-services\\_en.pdf](http://ec.europa.eu/agriculture/eip/events/berlin-11-2013/innovation-support-services_en.pdf)

## ***Some conclusions***

- **EIP: Bottom approach to innovation**
- **Multi-actor, whether in EIP or in H2020.**
- **Researchers/scientists welcome in EIP (OG, FG etc) not necessarily to perform research but to bring and exchange knowledge/ideas**
- **Multiple and complementary approaches and opportunities in EIP and H2020**
- **Flexibility**
- **Some limitations: under RD, countries/regions define to a large extent what they want to support according to their SWOT analysis and national co-financing, however, most MS intend to implement OGs and organise EIP coordination/networking**



***To an  
„Agriculture of Knowledge“ ..... Join the EIP***

***Thank you for your attention!***

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