



Horizon 2020

The EU Framework Programme for
Research and Innovation 2014-2020

**H2020 Multi-actor approach
linking with EIP Operational
Groups under Rural Development**

Civil Dialogue Group on RD - 20 May 2016



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The EIP-AGRI in short

- 2010: European Innovation Partnerships want to speed up innovation through **cooperation and linking** existing policies and instruments
- The EIP-AGRI was launched by DG AGRI in 2012: COM (2012)79
- The EIP-AGRI applies an overarching "*Open innovation*" concept based on the **interactive innovation model** (applied in Operational Groups and Multi-Actor projects):

Collaboration between various actors to make **best use of complementary types of knowledge** (scientific, practical, organisational, etc) **in view of co-creation** and diffusion of solutions/opportunities **ready to implement in practice.**

- **EU wide EIP network** linking actors: communication, partnering, dissemination, knowledge flows and collecting practice needs (*Open science*)

* *In line with the main recommendation of the 2015 Milan Scientific Committee on transdisciplinarity, implementation and impact: 'more research into*

practice'

Interactive innovation: Cross-fertilisation is key for tackling complex challenges and developing opportunities for innovation

Du choc des idées jaillit la lumière

Nicolas Boileau, french
philosopher, 17th century

IMPACT ! Interactive innovation is: an idea put into practice with success !

- ***an idea:*** interactive innovation occurs as a result of the creativity and interplay between actors for combining new and/or existing (tacit) knowledge
- ***put into practice:*** ready to apply by co-creation of concrete innovative solutions and making the best use of different types of knowledge (scientific, practical, organisational knowledge etc):
- ***with success :*** in the end, it is only when a new creation really becomes more or less mainstream that it is called an "innovation": generate co-ownership through involving end-users and multipliers

=> in interactive projects, motivation and dissemination starts when the project starts

1. The multi-actor approach under WP 2016 -2017:

**First experiences with 2014-2015 calls led to
the new elements in WP 2016-17 indicated in
green**

Multi-actor projects aim to produce impact:

A multi-actor project needs to **demonstrate**:

- how the project proposal's **objectives** and planning are **targeted to needs / problems and opportunities of end-users**
- **complementarity** with existing research and best practices
*[What is the project's **added value**? - **Avoid recycling** projects: repetition and continuation of former projects – more of the same]*
- sufficient involvement of **key actors with complementary types of knowledge** (scientific and practical) **should be reflected in the composition of the project consortium** to reach the project objectives and make its results broadly implemented.
[Include partners beyond scientists, such as farmers, farmers' groups, advisors etc - Don't forget to think about involving multipliers to strengthen impacts]

Multi-actor projects aim to produce impact:

A multi-actor project:

- **As a minimum**, should result in **substantial** easily understandable practical knowledge for broad dissemination in the **common EIP format**

[focus on concrete and concisely written results (not project activities description): possibly some 100 EIP practice abstracts in a practitioners/end-users'/farmers' language, best practices resulting from the projects' work, qualitative audio-visual material, etc

Do not reinvent the wheel: use existing long term available dissemination channels for practitioners, lasting beyond the project period]

- Facilitation/**mediation** between actors and **involving** for instance **RD operational groups**, are strongly recommended

[but don't make impossible promises and mix up funding sources and policies: e.g. H2020 consortia cannot start up RD Operational Groups]

Demand-driven innovation in Multi-actor projects

- "multi-actor" is more than a strong dissemination requirement or a broad stakeholders' board
- "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**

Actor: a partner taking part in project *activities*, contributing to project outcomes

↔ Stakeholder: person expressing a **view/stake** at a certain moment(s) during the project

"I not only use all the
brains that I have,
but all that I can
borrow"

Woodrow Wilson –
President of the USA, 1913-1921

Videostreamed presentation on Multi-actor approach and Thematic Networks in call 2016: (from 0:53:00 till 01:47:00)

<https://scic.ec.europa.eu/streaming/workshop-on-multi-actor-approach-and-thematic-networks-under-horizon-2020>

Basic info + questions & answers

Workshop "Interactive innovation in motion: multi-actor projects and thematic networks under Horizon 2020" 24/11/2015:

Event page:

<https://ec.europa.eu/programmes/horizon2020/en/news/interactive-innovation-motion-multi-actor-projects-and-thematic-networks-under-horizon-2020>



Designing the path – Agricultural Research and Innovation Strategy Conference 26-28 Jan 2016

Relates to next WP 2018 – 2020 and beyond (all pre-events, plenary and parallel sessions videostreamed)

<https://ec.europa.eu/programmes/horizon2020/en/news/designing-path-strategic-approach-eu-agricultural-research-and-innovation>

See: **Parallel session 6 on interactive innovation** for
- an **example of a 2014 multi-actor project Treasure**, and
- an example of EIP networking linking to H2020 by DVS (DE)

Also, the pre-event of the Standing Committee on Agricultural Research Strategic Working Group on AKIS

Marjeta Čandek-Potokar (coordinator of Treasure): "How did we employ multi-actor approach?"



Choice of key actors with complementary knowledge (scientific and practical), sufficient knowledge exchange activities and a clear role for the different actors

Scientific questions original/innovative: key centres of knowledge in respective research areas, countries

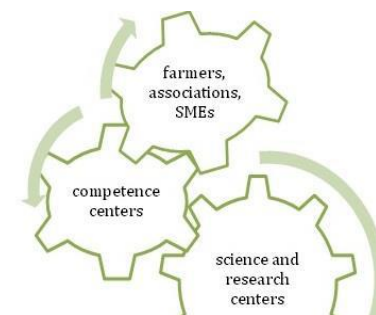
Farmers' associations involved in collection of genetic material, organisation of experiments, data collection, surveys

Diverse knowledge transfer activities involving farmers' associations, competence centres and advisory services

Focus on strengthening networks (science/practice, btw countries/regions)

Joint venture (umbrella trade mark ... co-creation and co-ownership)

25 partners &
13 linked TP



The key challenge is a development of sustainable pork chains in geo-agro-climatically different regions of Europe by using the biodiversity resources encompassed in European local pig breeds.



Each partner (academia or non-academia) with a clear and visible role in the project i.e. various actors (e.g. farmers) involved from work planning to dissemination, demonstration



Photos from on-going experiments in Croatia, France, Slovenia



Field experiments will (mainly) be conducted in „real life“ situations working directly with farmers e.g. linked TP => cross-fertilisation of knowledge/ideas

Marjeta Čandek-Potokar (coordinator of Treasure): "How did we employ multi-actor approach?"



Inter-dependency between partners and tasks (shared efforts) to reach project goals

Examples:

WP2

Management & performance of local pig breeds in their production systems

- WP2.1 task comprises visits of farms to collect data (surveys) for multicriteria evaluation of production systems (for WP1, WP2, WP4) + genetic material (for WP1)
- WP2.3, WP2.4, WP2.5 comprise experiments – supplying WP3 (with products for quality evaluation), WP1 (gene expression studies, pilot study on intestinal microbiota) ...

Important role of farmers associations

WP1.5

DNA markers

- Authentication
- Traceability

- WP1.5 results important for WP3.4 that concern development of breeding programmes for local pig breeds

Important role of farmers associations



2. Thematic networks under WP 2016 -2017:

**Experiences with 2014-2015 calls led to the
new elements in WP 2016-17 indicated in
green**

Thematic networks in WP 2016-2017: ***Compiling knowledge ready for practice***

- Projects **involving all actors relevant for the chose theme** (e.g. researchers, farmers, advisors, enterprises, education, NGOs, administration, regulatory bodies, EIP project groups...):
[no pure research networks, use funding efficient: not as many actors as possible but chose those actors that are complementary and can really contribute]
- Provide a comprehensive **description of the state of the art**: Partners should summarise, share and **present existing scientific knowledge & best practices that are not sufficiently known (and applied) by practitioners**
*[when defining objectives: illustrate the **added value, relevance of the theme, needs and potential for farming/forestry**. Get input from the existing projects from various funding sources and avoid recycling of projects and project partners]*

Thematic networks in WP 2016-2017: Compiling knowledge ready for practice

Clearer focus on primary production's needs:

- Themes must **focus on the most urgent needs of agricultural or forestry production sectors**, or on important or promising cross-sectoral issues, including where primary production needs to improve its linkages to the supply chain
- Themes to be chosen **bottom-up**, contributing to a more competitive sustainable agriculture and forestry

*[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]*

Thematic networks in WP 2016-2017: Compiling knowledge ready for practice

Expected impact:

- Support for the EIP through **interaction with operational groups,** and **delivery of a substantial number of "practice abstracts"** in the **common EIP format** *[provide a good description & quantification/qualification of the outputs]*
- Long term available
[KISS, no temporary fancy IT tools/platforms]
- Using the **main existing dissemination** channels most used by practitioners
[where the material stays available after the project finishes]
- Audio-visual material wherever possible
[farmers/end-users learn with their eyes]
- Greater **user acceptance** and dissemination of end-user material

Thematic networks in WP 2016-2017: ***Compiling knowledge ready for practice***

Thematic networks **are not**:

- **networks for discussion**
- **research** projects
- networks **intended to prepare a research agenda**. *Thematic networks aim to put existing research into practice by focusing on end-user material feeding into the EIP network for broad dissemination*
- **awareness-raising or supply chain platforms/networks**. *Thematic networks intend to spread practical knowledge, and to make this happen they should be involving practitioners (farmers/foresters) in a multi-actor approach and working bottom-up starting with farmers and their needs.*

An example of a Thematic Network call 2014

Compiling knowledge ready for practice

- **Objectives targeting the needs of end-users (Imp)** : Key wine diseases (Grapevine Trunk Diseases and Flavescence Dorée) representing a threat for the economic viability of the entire sector, have been identified as a priority by winegrowers, many winegrowers are testing innovative sustainable approaches to fight these diseases.
- **Multi-actor approach (Exc)** : collecting data and discussion through a network of facilitator agents, several regional technical working groups and one European scientific working group (**= PRACTICE ABSTRACTS**). Capturing ideas and sharing between EU countries: 10 regions from 7 countries representing more than 90% of the EU wine production. Many **knowledge exchange activities** & experience bottom-up interactive processes
- **Consortium (Impl)**: 11 partners from science, advisory and practice; regional technical working groups already defined in the proposal (no vague promises & complementary knowledge)

<http://www.winetwork.eu/>

4 Thematic networks – call 2014



<http://agrispin.eu/>

Innovation brokering and support



<http://www.winetwork.eu/>

Wine diseases



<http://www.ok-net-arable.eu/>

Organic agriculture arable crops

<http://www.hennovation.eu/>

Animal welfare hens



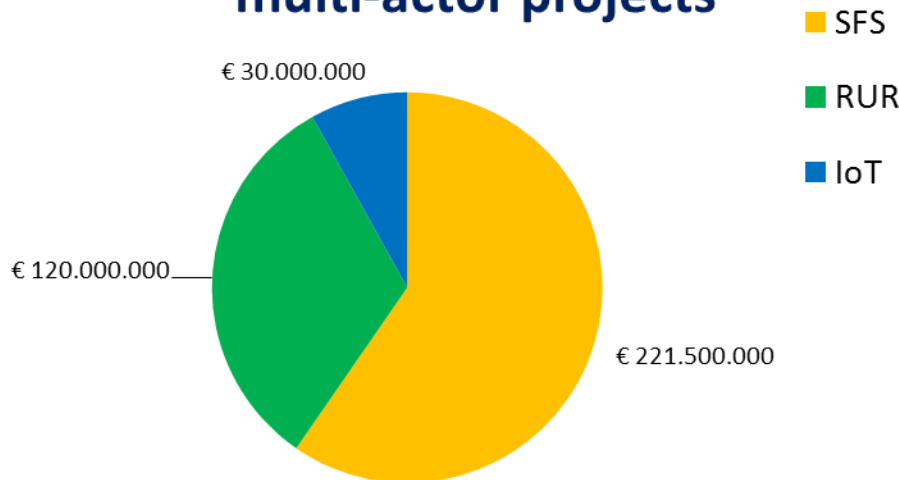
H2020 calls 2015: 16 new Multi-Actor projects, including 7 Thematic Networks

SFS-1C-2015		Sustainability of terrestrial livestock
SFS-2B -2015		Soil cropping improving systems
SFS-5-2015		Crop productivity strategies (Genetics x Environment x Management)
SFS-13-2015		Biological contamination of crops and food chain
SFS-20-2015		Sustainable food chains: EU quality policy and public sector procurement
ISIB-2-2015	Smart-AKIS	Smart Farming Technology: Farm Management Information Systems, Precision Agriculture and Agriculture automation and robotics
	HNV-Link	Support HNV farmlands through knowledge and innovation
	AGRIFORVALOR	Valorization of biomass side-streams from agriculture and forest
	4D4F	Data and sensor driven decision making on dairy farms
	EuroDairy	Practice-based innovations in dairy farming: resource efficiency, Biodiversity, Animal care, and Socio-economic resilience
	EUFRUIT	fruit: cultivar development, minimise residues, storage and fruit quality, sustainability of production systems
ISIB-4b-2015		Improved forest management models
WATER-4b-2015	FERTINNOWA	Optimize water and nutrient use efficiency: dbase on innovative technologies and practices for fertigation of horticultural crops

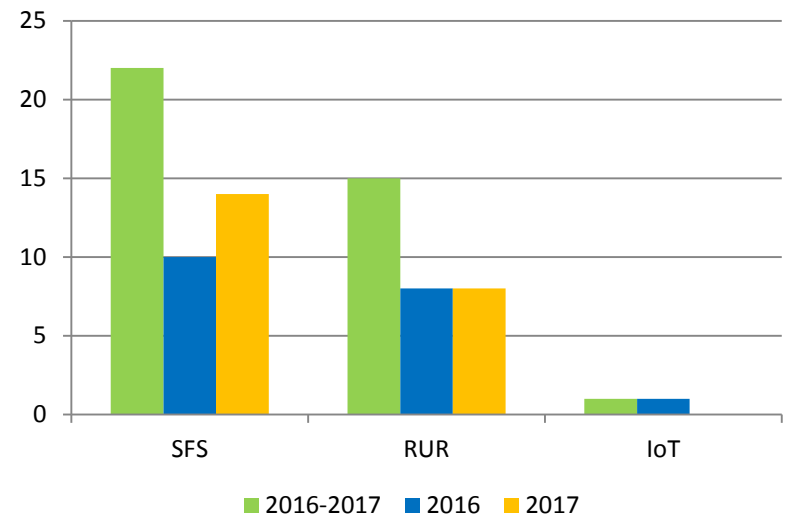
The H2020 Multi-actor approach is growing:

- *WP 2014-2015: 150 mio Euro*
- *WP 2016 -2017: investment X 2,5 → **371,5 mio €***
- ***38 topics in 3 calls: SFS (221), RUR (120), IoT (30)***

Distribution of budget for multi-actor projects

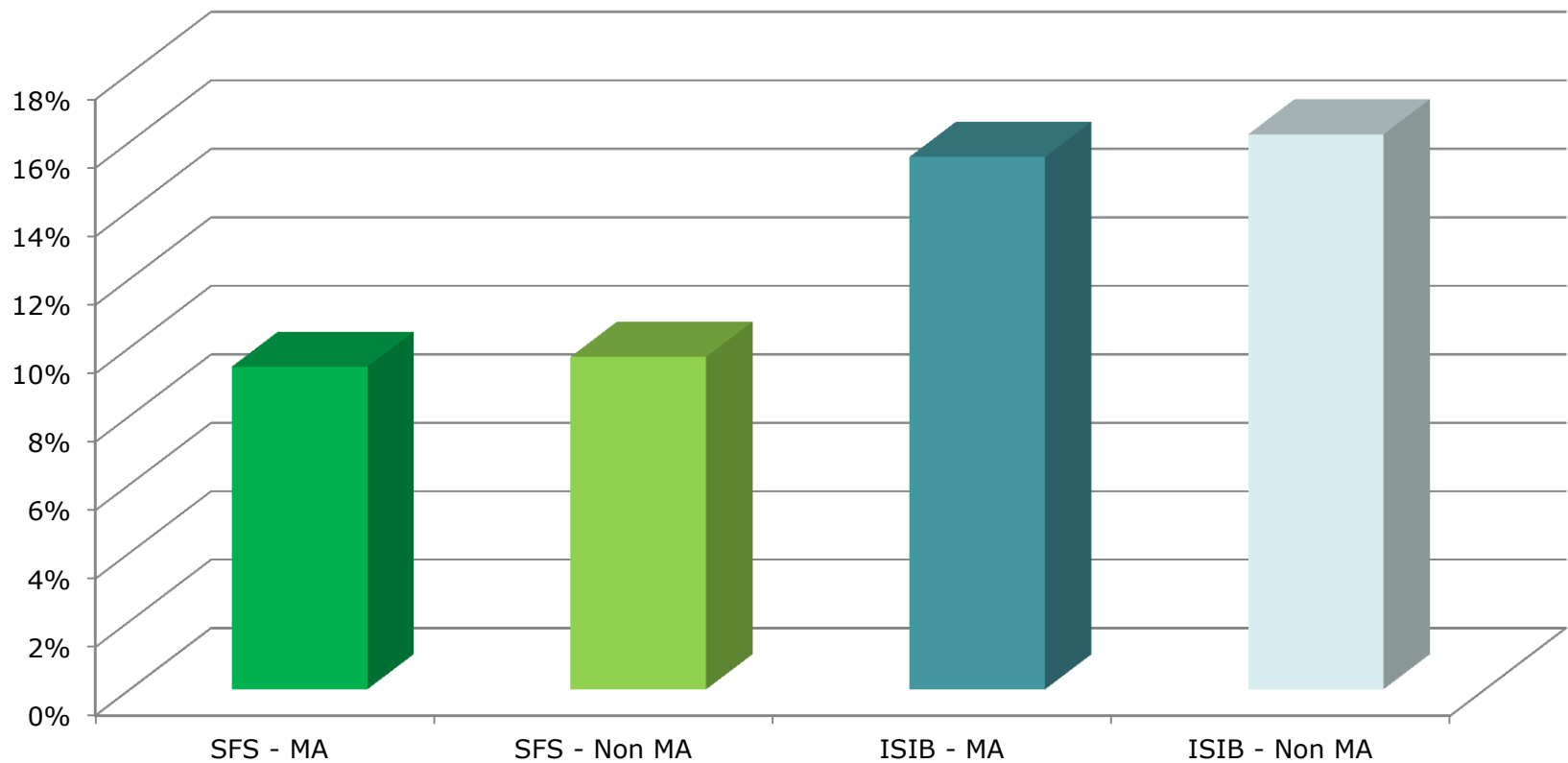


Number of multi-actor topics in WP2016-2017



SFS & ISIB calls 2015: Evaluation results multi-actor/non-multi-actor

Success rates



CONTENT: What info is to be shared through the EIP common format for practitioners?

- Short and easily understandable **title** (one key sentence, max 150 char.)
- Short **summaries** in easily understandable language (max 1500 char.) = ***'practice abstracts'***:
 - What problem will the knowledge generated solve for the end-user? What will be the main benefits to the practitioner?
 - Main outcome/recommendation (2-3 main results)
- **Contact data:** Project coordinator (+ address, e-mail, telephone), text editor, project partners (+ address, e-mail, telephone), geographical location, project period, funding source & budget, link to project website and to a website where info stays long-term available

Were was the EIP common format built? What purposes does it serve?

- **The common EIP format for "practice abstracts"** was developed building on Member States' experience (KISS – act against information overload) and agreed at EU level thanks to the work of the Standing Committee for Agricultural Research (SCAR SWG AKIS): **easy sharing of info and contacts**
- It will contribute to the **visibility and rewarding of researchers' work** in practice-oriented interactive innovation projects (e.g. thematic networks, multi-actor projects, rural development operational groups, etc)
- The unique EU repository of practice abstracts on the EIP website may help **measuring impact** of research on practice, similar to the research abstracts in peer reviewed journals.

Common format template in Excel:

easy to share and best to draft together (scientist + practitioner)

	A	B	C	D	E	G	H
1	Project Information						
2							
3	Project Unique ID (see INSTRUCTIONS)		Mandatory				
4							
5	Title of the project in native language: short and easily understandable (one key sentence on the project; max 150 characters, word count – no spaces)		Mandatory	0 character(s) / 150			
6							
7	Title of the project in English: short and easily understandable (one key sentence on the project; max 150 characters, word count – no spaces)		Mandatory	0 character(s) / 150			
8							
9	Geographical location						
10	Country		Mandatory				
11	Rural Development Programme		Mandatory				
12	Main geographical location (NUTS3)		Mandatory				
13	Other geographical location		Optional				
14	Other geographical location		Optional				
15							
16	Editor of the text: person/organisation responsible for delivering the text		Mandatory	0 character(s) / 150			
17							
18	Project coordinator (lead-partner) according to the cooperation/consortium agreement:						
19	Name		Mandatory	0 character(s) / 150			
20	Address		Mandatory	0 character(s) / 150			
21	E-mail		Mandatory	0 character(s) / 150			
22	Telephone		Mandatory	0 character(s) / 150			
23							
24	Project period:						
25	starting date (YYYY)		Mandatory				
26	end date (YYYY)		Mandatory				
27							
28	Project status: ongoing (after selection of the project) <u>or</u> completed (after final payment)		Mandatory				
29							
30	Main funding source (Rural development programme, H2020, or other EU, national/regional or private funds)		Mandatory				
31							
32	Total budget of the project (in euros)		Mandatory				
33							
	Objective of the project in English:		Mandatory	0 character(s) / 600			

EIP-AGRI Common format INSTRUCTIONS **PROJECT INFORMATION** PARTNERS KEYWORDS AUDIOVISUAL MATERIAL WEBSITES PA1 PA2 PA3 PA4 PA5

An example of a practice abstract from Fertinnowa

Application of zeolite to reduce nitrates concentration in growing media and soil

Areas like the Albenga plain in Liguria Region (Italy) are classified as “areas vulnerable to nitrates” and are under specific legislation to limit nitrate contamination of superficial and deep water bodies.

The addition of zeolite to the source of nitrogen can improve the nitrogen use efficiency and reduce the environmental impact caused by nitrates leaching. Thanks to the specific atomic structure of clinoptilolite (a kind of zeolite) nitrifying bacteria are stopped from entering the tiny pores of the clinoptilolite. The ammonium is held internally on the cation-exchange sites and is not likely to be leached out easily as water passes through. As a consequence, nitrification and thus nitrate leaching is reduced. Secondly, zeolites improve nitrogen use efficiency because they act as a medium that slowly releases fertilisers.

Trials in the Albenga area have demonstrated that the addition of zeolite to the soil substrate both in open field (vegetables) and in greenhouse (ornamentals) lead to a reduction of nitrates concentration in the substrate.

For the best result, add clinoptilolite at a rate of 3% weight/weight when preparing the substrate for crop cultivation:

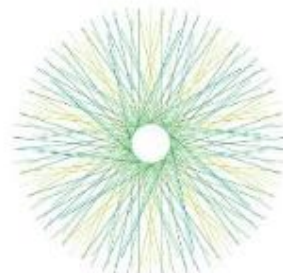
- for potted plants: mixed in the peat based substrate (normally added with slow release fertiliser);
- for open field cultivation: mixed in the first 20-30 cm of soil through tillage.

3. Context: The EIP-AGRI and RD Operational Groups

European Innovation Partnership **EIP-AGRI**

Rural Development

- **Funding for setting up of an "Operational Group" (OG)** : farmers, advisors, agribusiness, researchers, NGOs, etc) **planning** an innovation project (Art 35)
- **Project funding** for the **Operational Group's project** (Art 35). This co-operation could be combined with other RD measures (e.g. investment, knowledge transfer, advice)
- Supporting **innovation support services**



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AGRICULTURE INNOVATION

**EIP
networks
in
MS/regions**

Horizon 2020

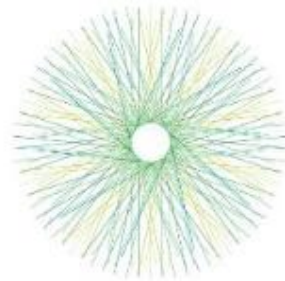
- **Research projects**, to provide the knowledge base for innovative actions
- **Interactive** innovation formats such as **multi-actor projects and thematic networks** genuinely involving farmers, advisors, enterprises, etc.... **"all along the project"**

Involvement of OGs is strongly recommended

European Innovation Partnership **EIP-AGRI**

Rural Development

- Funding for setting up of an "Operational Group" (OG) : farmers, advisors, agribusiness, researchers, NGOs, etc) planning an innovation project (Art 35)
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eip-agri

**EIP
networks
in
MS/regions**

**Unique EU
repository of
practice
abstracts**

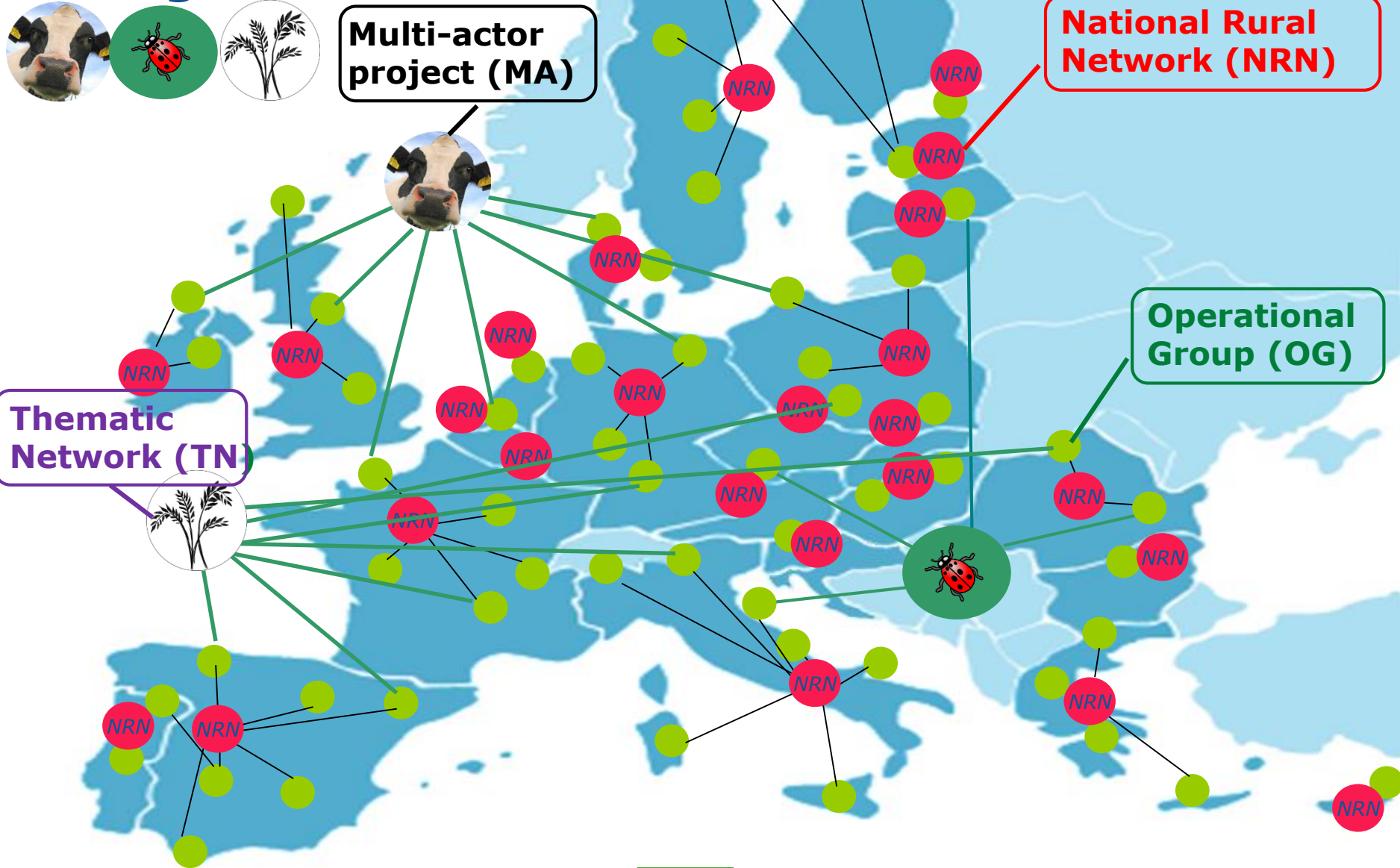
Agriculture
and Rural
Development

Horizon 2020

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An EU wide EIP network, supported under Rural development policy Linking with H2020



Operational Groups: All Rural Development Programmes 2014-2020 have been approved by end of 2015

- The EIP implementation via rural development programmes aims at a **flexible and open system** for the creation of a multiplicity of operational groups (OGs)
- **95 MS/regions** will be implementing the EIP in their 2014-2020 Rural Development programmes with **regular calls for Operational Group projects during this period**
- **3205 planned OGs in 2014-2020**

What is an Operational Group (OG) ?

- 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 is tailored to this problem/opportunity and **makes the best use of different types of knowledge** (practical, scientific, technical, organisational, etc) in an interactive way.
- The operational group is composed of **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.**
- A group with a project **becomes an OG if its project is selected** in a call organised by the regional/national RD managing authorities

4. Towards an EU AKIS:

The role of networking:

(National) (Rural) Networks' support
linking and fitting into the existing
AKIS

EIP networking **at national/regional level** supported by Rural Development Programmes (NRNs)

Connecting actors and animating innovative actions:

- The **action plan of the National Rural Network** (NRN) should foster innovation and cover at least
 - the **search of partners** for Operational Groups
 - provide networking for advisors and **innovation support** services
- **Existing networks and platforms** can contribute to connecting stakeholders, preparing and discussing potential innovative ideas
- So, the NRN activities should connect within the region/country to existing networks and experience, and link to advisors and other actors to incentivise innovation projects and sharing

Context for reporting/informing on MAs, TNs and OGs:

- Key in exchanging knowledge **within the framework of the EIP network**: raising awareness and encourage contacts (e.g. link with EIP SP events and EIP Focus Groups).
- As of H2020 call 2016, all **multi-actor projects and thematic networks** are obliged to produce practice abstracts and use the EIP "Common format"
- All other projects from whatever funding source are also welcomed to use the same format.
- All this will form a **unique practice-oriented interoperable repository** at EU level, rewarding researchers for impact.
- **Partner search**: the common format enables MAs, TNs and OGs to be quickly **visible** for other partners and innovation actors, including various internat./national/regional projects

Start building an EU AKIS



Where can I find more info?

- **EIP brochure on thematic networks & practice abstracts**
 - http://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip-agri_brochure_thematic_networks_2016_en_web.pdf
- **EIP common format for practice abstracts**
 - <https://ec.europa.eu/eip/agriculture/en/content/eip-agri-common-format>
- **Videostreamed seminar on drafting practice abstracts:**
 - <http://www.ncp-biohorizon.net/events?cmd=showDetail&id=33>
- **Links to NRNs:** National Rural Networks can help in partner search between H2020 consortia and EIP Operational Groups
 - http://enrd.ec.europa.eu/enrd-static/networks-and-networking/nrn-information/en/nrn-information_en.html

Horizon 2020 calls 2016-2017

List of Multi-Actor projects and Thematic networks

Multi-actor topics 2016: Sustainable Food Security (SFS)

SFS-1	Solutions to multiple and combined stresses in crop production	10 Mio €
SFS-2	Teaming up for good: Exploiting the benefits of species diversity in cropping systems	5 Mio €
SFS-6	Weeding - strategies, tools and technologies for sustainable weed management	7 Mio €
SFS-7	Organic breeding – Increasing the competitiveness of the organic breeding and farming sectors	8 Mio €
SFS-9	Spotlight on critical outbreak of pests: the case of Xylella fastid.	7 Mio €
SFS-11	Challenges for disease management: Perennial crops in the tropics and sub-tropics	12 Mio €
SFS-15	Breeding livestock for resilience and efficiency	7 Mio €
SFS-26	Legumes - transition paths to sustainable legume-based farming systems and agri-feed and food chains	10 Mio €
SFS-37	The impact of consumer practices in food safety: risks and mitigation strategies	9,5 Mio €
SFS-42	Promoting food and nutrition security and sustainable agriculture in Africa: the role of innovation	5 Mio €

Multi-actor topics 2016: Internet of Things (IoT)

IoT-01	Large-Scale pilots	100 Mio €
	Pilot 2: Smart farming and food security	30 Mio €

Multi-actor topics 2016 - Rural Renaissance (RUR)

RUR-1	Consolidated policy framework and governance models for synergies in rural-urban linkages	6 Mio €
RUR-4	Water farms – improving farming and its impact on the supply of drinking water	5 Mio €
RUR-6	Crop diversification systems for the delivery of food, feed, industrial products and ecosystems services - from farm benefits to value-chain organisation	20 Mio €
RUR-7	Resource-efficient and profitable industrial crops on marginal land	6 Mio €
RUR-8	Demonstration of integrated logistics centres for food and non-food applications	12 Mio €
RUR-10	Thematic Networks compiling knowledge ready for practice	10 Mio €
RUR-11	On-farm demonstrations: deepening farmer-to-farmer learning mechanisms	2 Mio €
RUR-14	Advisors' roles in the functioning of AKIS and advisory policies boosting innovation in sustainable agriculture	5 Mio €

Multi-actor 2017: Sustainable Food Security (SFS)

SFS-4	New partnerships and tools to enhance European capacities for in-situ conservation	2 Mio €
SFS-8	Organic inputs – contentious inputs in organic farming	8 Mio €
SFS-10	Emerging diseases in plants and terrestrial livestock	15 Mio €
SFS-16	Bee health and sustainable pollination	9 Mio €
SFS-17	Innovations in plant protection	10 Mio €
SFS-20	Science-based regionalisation of the Common Fisheries Policy	6 Mio €
SFS-27	Permanent grassland – farming systems and policies	10 Mio €
SFS-28	Functional biodiversity – productivity gains through functional biodiversity: interplay of crop pollinators and pest predators	10 Mio €
SFS-30	Closing loops at farm and regional levels to mitigate GHG emissions and environmental contamination - focus on C, N and P cycling	12 Mio €
SFS-34	Innovative agri-food chains: unlocking the potential for competitiveness and sustainability	6 Mio €
SFS-39	How to tackle the childhood obesity epidemic?	20 Mio €
SFS-48	Resource-efficient urban agriculture for multiple benefits – contribution to the EU-China Urbanisation Partnership	7 Mio €

Multi-actor 2017 - Rural Renaissance (RUR)

RUR-2	Coastal-rural interactions: Enhancing synergies between land and sea-based activities	5 Mio €
RUR-5	Novel public policies, business models and mechanisms for the sustainable supply of and payment for forest ecosystem services	8 Mio €
RUR-9	Business models for modern rural economies	9 Mio €
RUR-12	Networking European farms to boost thematic knowledge exchanges and close the innovation gap	7 Mio €
RUR-10	Thematic Networks compiling knowledge ready for practice	10 Mio €
RUR-13	Building a future science and education system fit to deliver to practice	7 Mio €
RUR-15	The benefits of working with others – fostering social capital in the farming sector	3 Mio €
RUR-16	Optimising interactive innovation project approaches and the delivery of EU policies to speed up innovation in rural areas	5 Mio €

RUR-11-2016 - On-farm demonstrations: deepening farmer-to-farmer learning mechanisms

CSA – 2M€ - Indicative grant size 2M€ - Max 30 months – multi-actor approach

Specific challenge:

- Lack of efficient approaches to convincing the farming community and demonstrating the validity of innovative knowledge
- Best practices often remain local tacit knowledge, insufficient peer-to-peer learning
- Develop the potential of ("normal") commercial demonstration farms and prepare for European connectivity

Scope:

- Produce inventory of existing demonstration farms: sectoral and non-sectoral themes
- Deepen understanding of demonstration approaches: explore farmer-to-farmer learning, mediation techniques,....
- Provide input for RUR-12-2017, and liaise with SCAR-AKIS SWG
- Involve sufficient actors with dedicated practical experience: demo farms & facilitators, actors with experience about programmes and projects

RUR-11-2016 - On-farm demonstrations: deepening farmer-to-farmer learning mechanisms

Expected impacts:

- Inventory of demo farms, detailing sectors and themes of expertise (beyond sectoral approach)
- Set of best practical approaches for demo projects and programmes
- Improve understanding of effective demonstration approaches
- Recommendations for AKIS governance and support for **effective** demonstration activities
- Add value to EIP-AGRI's databases, its networking activities and Operational Groups

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

"The value of an
idea lies in the
using of it."

Thomas Alva Edison –
inventor of the light bulb

***Innovation is: an idea put into
practice with success !***



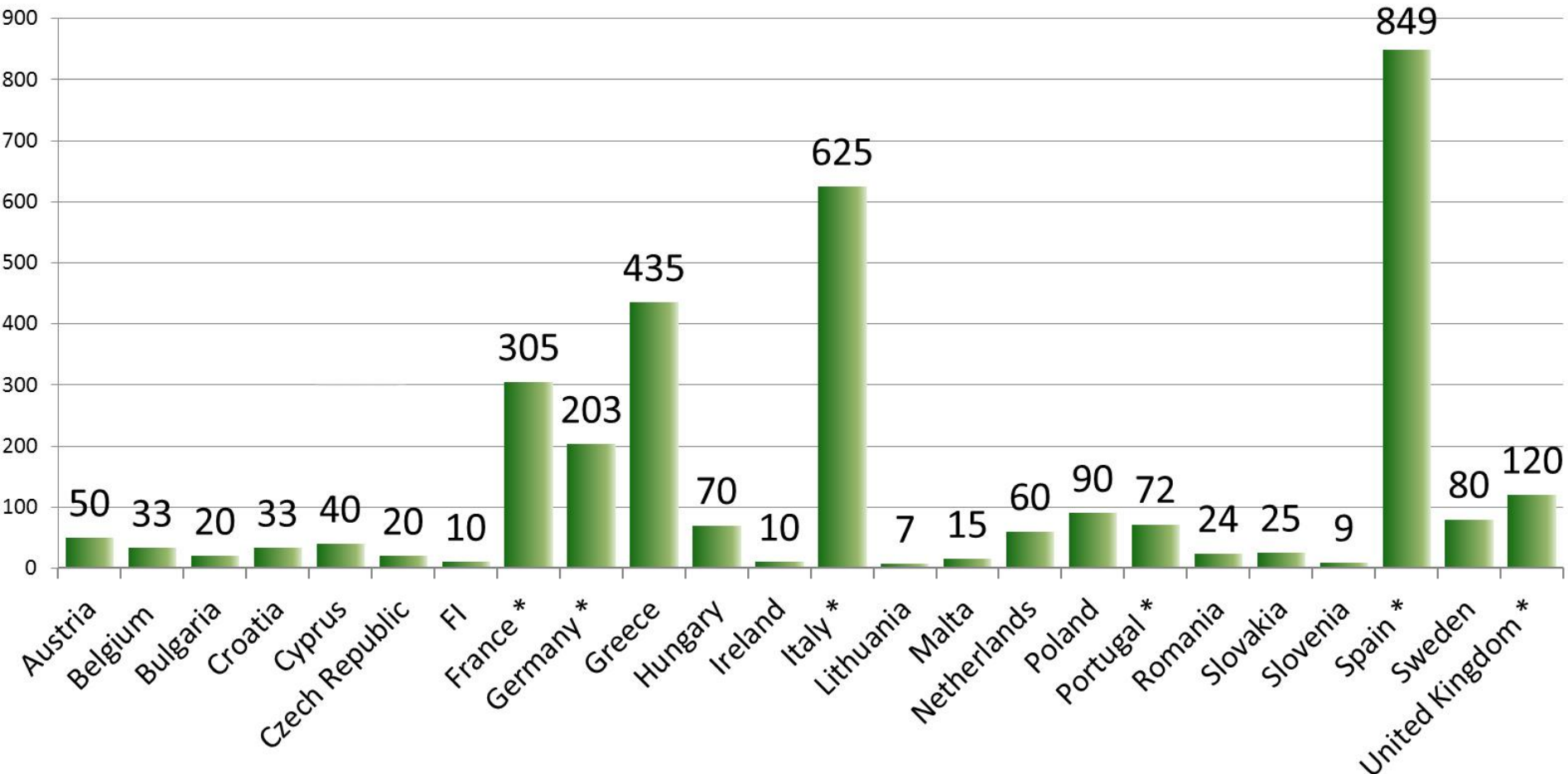
***Let's create a European
AKIS:
To an
„Agriculture of Knowledge"***

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Thank you for your attention!

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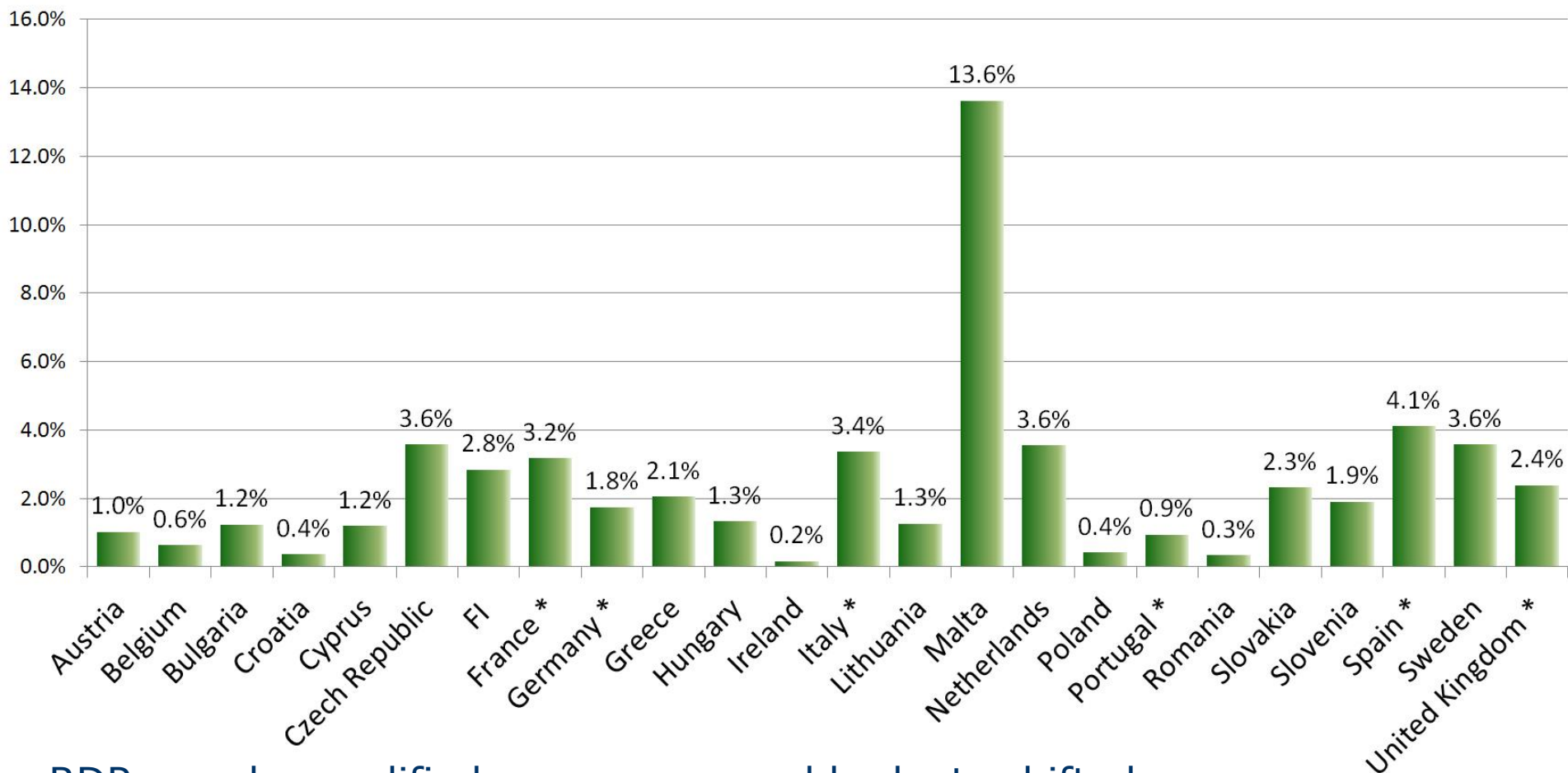
Approved RDPs 2014-2020: Number of planned EIP Operational Groups



- RDPs can be modified once a year



Approved RDPs 2014-2020: Share of the cooperation measure in the total EAFRD budget



RDPs can be modified once a year and budgets shifted
between measures

Guidance for drafting practice abstracts (1)

Choose the right topics. The items chosen need to be assessed against their potential to bring concrete recommendations and useful results for practice (i.e. information / tools that practitioners can **immediately use**).

Consider the right level. It is much more useful to go at a deeper level to **find practice-relevant information** (e.g. specific elements from work packages). Do not try to summarise the project itself.

Focus on useable results. The main scope is to focus on results, outcomes and recommendations that can 'be used' and move the practitioner to action. **Avoid describing project activities** since these are of no further use for the reader at the time he/she is reading it.

Guidance for drafting practice abstracts (2)

'Recycle' already available information from your project.

Take advantage and use appropriately relevant information that exists already. Sometimes short, concise and ready-to use information is already available for the target audience on your website or in reported deliverables.

Use of language. It is key to **put yourself in the place of the reader** (end-user) when writing. What do they want to read about? **What would practitioners find useful?** Would a farmer, forester etc. disengage when reading this sentence? Etc.

For instance: Sentences like these should be avoided: "Tests have shown that an IPM approach can result in lower yields with high environmental benefits". Even if factually true, this information is not appealing for practitioners and could even put them off. A suggestion is to try to work around negative messages to draw the reader's interest to positive elements. For instance, if lower yields are involved, try to explain why taking up a certain practice is still important (e.g. 'the dexipm tool can help farmers to find the solutions that have the lowest impact on yields while having a similar reduction of the use of pesticides')