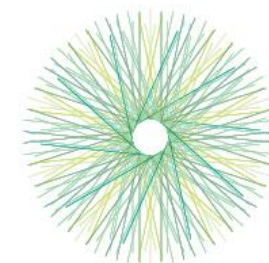


# EIP-AGRI: From OG project to impact

## Building the innovation ecosystem for the future

17-18 OCTOBER 2018, SPOLETO



eip-agri  
AGRICULTURE & INNOVATION



funded by



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# Programme

Thursday 18 October



08:30-09:00 Registration day 2

09:00-09:30 Feedback on day 1

## Learning about OGs: results, successes, networking and collaboration

09:30-09:40 Introduction to the session

- *Fabio Cossu, Unit B2 – Research and Innovation, DG AGRI, European Commission*
- *Pacôme Elouna Eyenga, EIP-AGRI Service Point*

## 09:40-10:20 Types of networking for OGs – inspiration for AKIS Strategic Plans

- *Margarida Ambar, EIP-AGRI Service Point*
- *Els Lapage, Department of Agriculture and Fisheries of the Flemish Government, BE*
- *Kees Anker, Contact point EIP Network Support Unit, NL*
- *Carola Ketelhodt, EIP-AGRI Innovation Office, Chamber of Agriculture in Schleswig-Holstein, DE*



Vlaanderen  
is landbouw & visserij

# Dissemination of OG results and EIP impact in Flanders

Els Lapage  
Flemish Government  
Department of Agriculture and Fisheries

Seminar 'EIP-AGRI: From Operational Group project to impact'

DEPARTEMENT  
LANDBOUW  
& VISSERIJ

# Creating impact starts at the selection of OGs

## ▶ **Problem-driven or ‘what a company really needs’**

- Farmers are looking for a solution for their problems or for improvement and not especially for an innovation => important in the communication of a call and of the results
- Focus on acute and collective need of the OG-members whereby each individually cannot come to a solution

## ▶ **Composition of the operational group**

- Partner involved for knowledge transfer: person known in the sector => trust = bigger impact

# Dissemination of results and enlarging the impact

## ▶ Give visibility to the OG

→ Development of a logo for the project



## ▶ Create a broad network: various approaches work

→ Announcement of the project: other farmers than OG-members get interested and inspired

→ Farmer-members of OG are representatives of groups of farmers

× E.g. OG 'Pocketboer': 3 farmer-members of the OG (= the core group) are representatives of 3 groups of each 10 farmers, called 'knowledge cooperations'

× E.g. professional associations of farmers, cooperatives,...

→ In the case of a small agricultural sector all the growers can be involved in the OG

× E.g. OG 'Biofruit debuggers': 20 growers of organic apples and pears are developing control strategies for forest bugs

# Dissemination of results and enlarging the impact

- ▶ **Involve in the OG a partner close to the farmer and used to disseminate information**
  - E.g. Varkensloket = knowledge platform and central contact point for the pig sector, financed by the Flemish Government
- ▶ **An important part of the OG activities should show costs and revenues of the innovative solution(s) to the farmers: illustrate win-wins**
- ▶ **OGs also initiate further research projects: specific research questions arisen in the OG have become the subject of new large research projects**
- ▶ **OGs link with ongoing EU or other research projects**
  - E.g. OG 'Controlled Traffic Farming (CTF)'
    - × Farmer-members of the OG got involved in the Interreg-project 'Living soil'
    - × Cooperation with CTF-Optimove (EU ICT-Agri): cooperation between OG implementing CTF on specific farms and research on CTF-technology

# Dissemination of results and enlarging the impact

- ▶ **Disseminate information tailored to the audience**

- E.g. OG 'GreenAir' organised 2 events for dissemination of results, one for farmers and one for researchers

- ▶ **Involve farmer-members of the OG in dissemination**

- Demonstration at the farm of OG-members

- ▶ **Disseminate a manual for farmers in the case of technical solutions/methodologies**

- E.g. OG 'Lean with love': manual about implementing Lean-thinking in the cleaning and packaging of chicory

# Dissemination of results and enlarging the impact

- ▶ **Spill-overs: disseminate the results not only to farmers but also to other players in the agricultural system and beyond (buyers, construction companies,...)**

→ E.g. OG 'Green-air': bilateral targeted support to health care and well-being, garden development companies, maintenance of buildings,...

- ▶ **Social media**

→ Facebook (private Facebook-group)

→ Blog



# Quotes OG-members

- ▶ **Operational group = confirmation and motivation for farmers to continue even though they encounter difficulties or limitations**
- ▶ **The result of a close collaboration between a few motivated and interested people ensures that an entire sector can take steps forward**
- ▶ **As a researcher I now can better talk and make myself more understandable to farmers in communicating research results, because I am used to interact with farmers in the OG**

# Networking

## ▶ **Interaction at EU-level**

→ Stimulate OGs to participate in other countries

× E.g. Networking events in the Netherlands

→ Improving EIP by learning from other Member States

× E.g. Networking with Germany: the German MAs and innovation facilitators visit the Flemish MA and OG-members to learn from the Flemish EIP approach (research institute, farmers)

## ▶ **EIP Seminar for farmers**

→ Agriflanders, bi-annual fair for and by agriculture, Ghent January 2019

**Thank you for  
your attention!**

