Promoting Innovation through the new Rural Development Programmes: challenges and opportunities

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Conference "Innovation and Rural Development"
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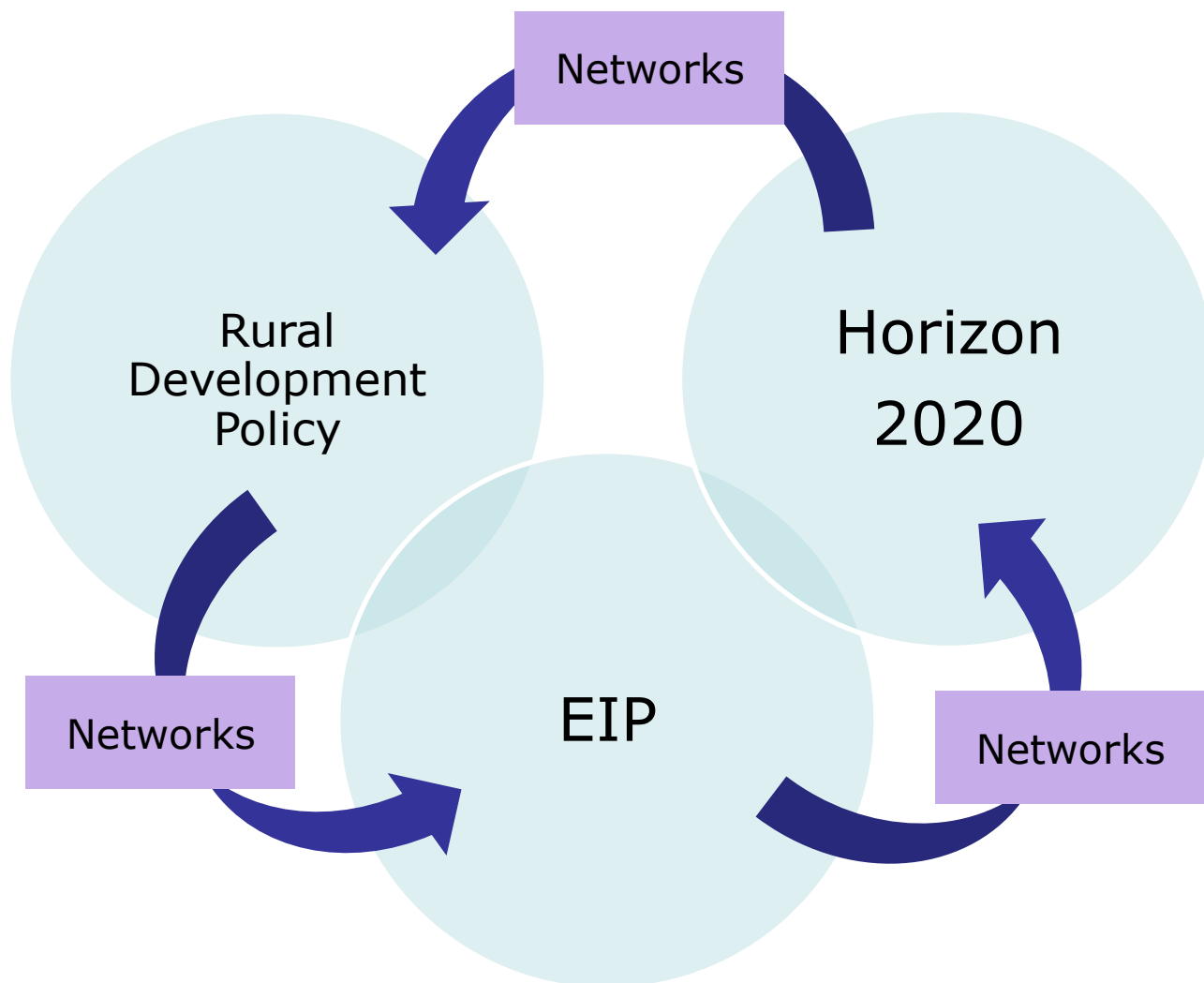
Research and Innovation: what are we talking about?

Research: creating **new knowledge**

Innovation: translating into practice **new ideas -** coming from **research** or from the **ground -** and **new knowledge**

- Concrete new **products** or **services** delivered to the market
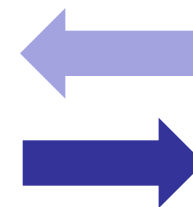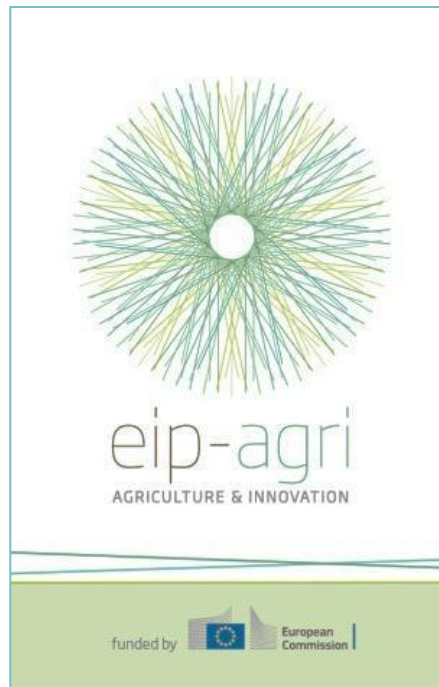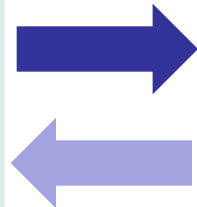- New **ways of working**

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Research and Innovation: 3 main interlinked frameworks

Making the links

Rural Development Policy

- Innovation-related rural development measures

- Setting up operational groups on innovation projects

- Project funding for activities of operational groups

- Supporting innovation support services

Horizon 2020

- Research projects (calls)

- New interactive innovation formats (multi-actor projects and thematic networks)

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Innovation as a horizontal Rural Development Priority

- A comprehensive toolkit of measures to support innovation for all types of beneficiaries, for example:
  - Knowledge transfer and information actions
  - Advisory services
  - Cooperation
  - Investment in physical assets and forestry investments
  - Farm and business development

- Specific support for EIP Operational Groups
  - Setting up
  - Project funding
  - Combination with other rural development measures

- Support for innovation support services
  - Animation, brokerage, networks

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Implementing the Cooperation measure: preliminary insights into programming

- Nearly all MS have programmed the Cooperation measure

- It usually contains one or both key "pro-innovation" sub-measures:
  1. Support for the establishment and operation of EIP operational groups
  2. Support for pilot projects and for the development of new products, practices, processes and technologies in the agriculture and forestry sectors

- Project themes: variety of approaches in RDPs in the levels of detail
  - Some prescriptive; others relatively broad

- Possible selection principles for innovative projects:
  - Relevance for specific challenges identified in a given rural area
  - Targeted composition of the partners
  - Quality and quantity of knowledge exchange
  - Potential outreach of project results

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Implementing the Cooperation measure: best practice

- Programme sub-measures clearly and meet different monitoring requirements

- Elaborate and translate "innovation" into precise operational criteria

- Ensure objective and transparent monitoring and evaluation of aid applications – keep it simple and verifiable

- Use the Cooperation measure beyond its "innovation" meaning

- Ensure complementarity of all funding streams

[Hint: word «innovation» not to be overused – no magical properties to win Commission approval!]

Why the EIP?

Integrating better our Research Policy and the CAP

Strategic part of the new Rural Development Policy to help **bridge** science and practice and interact with Horizon 2020

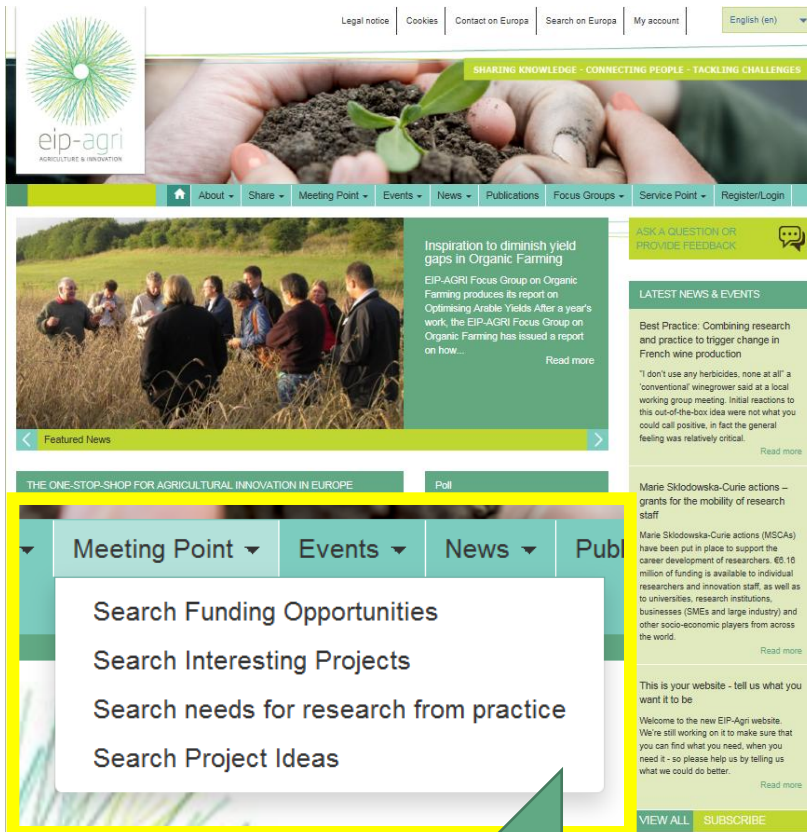- **Gives incentives for research, development and innovation**

- **Stimulates knowledge exchange, adoption of innovation and technical application in the production process**

- **Supports the activities of facilitators, innovation brokers and tutoring paths for farmers to implement innovations**

- **Values the input and knowledge of farmers**

- **Supports operational groups to develop cross-border interactions**

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Implementing the EIP: best practice

- **Strike a good balance between top-down and bottom-up**
  - Concentrate on real needs of practitioners; tailor support to challenges faced by the given rural area

- **Target non-agricultural innovation as well – wider rural economy**
  - Environmental innovation, social innovation, value chain organization, etc.

- **Promote broad and cross-sector interactions among stakeholders, including private companies**

- **Support communication activities and providers of innovation services for the creation of an "innovation culture"**

- **Ensure sufficient advisory capacity on actions related to innovation**

- **Incentivise trans-regional and trans-national exchanges**

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EIP-AGRI Service Point and its website
Information on-line, interactive functions, Q&As

THE ONE-STOP-SHOP FOR AGRICULTURAL INNOVATION IN EUROPE

SHARE WITH US information about you, your projects and projects ideas, research needs, etc.

SEARCH AND FIND funding opportunities, partners, interesting projects... on EIP-AGRI Meeting Point

FOCUS ON practical innovative solutions to problems and opportunities provided in the EIP-AGRI Focus Group chapter

DEEPEN YOUR KNOWLEDGE by different EIP-AGRI related publications in our library

STAY UP TO DATE on innovation related agricultural topics and read about the lates...

Meeting Point ▾   Events ▾   News ▾   Publ

Search Funding Opportunities

Search Interesting Projects

Search needs for research from practice

Search Project Ideas

Possibility to register on the website and advertise projects

Latest events

EIP-AGRI events create, support and boost the EIP-AGRI network. They are organised by the European Commission's Directorate-General for Agriculture and Rural Development from 2013 onwards. Find out more on past and future **EIP-AGRI events**.

HORIZON 2020

EU Framework programme for Research and innovation 2014-2020 (80 bn€)

'SOCIETAL CHALLENGE 2'

Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy

(3,8 bn€ - DG AGRI responsible for 1,87 bn€)

CHALLENGES

Agriculture and Forestry

Food Chain

Marine issues

Bio-based products

Insights into H2020: Societal Challenge 2

Research projects, including on-farm experiments

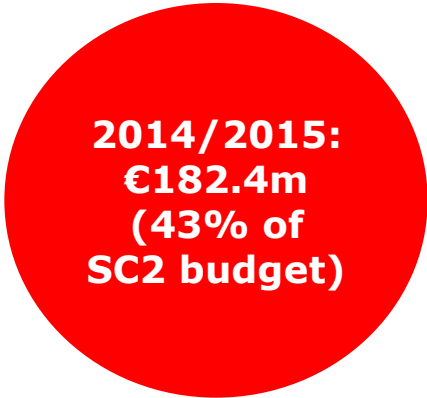Providing knowledge base for innovative actions

New interactive innovation formats instrumental for the EIP:

- Multi-actor projects

- Thematic networks

- Work programme 2014-2015 of H2020: recommendation to **involve actors from rural development operational groups**

- H2020 regulation: **"implementation should take full account of the EIP"**

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Insights into H2020: Societal Challenge 2

- Available budget within Societal Challenge 2 for food security and sustainable agriculture/forestry:

**2014/2015:
€182.4m
(43% of
SC2 budget)**

**2016/2017:
€572m
(50% of SC2
budget)**

- Two call deadlines in 2014/2015:
    - March 2014 (1st stage) 124 proposals evaluated, 49 selected for next phase
    - June 2014 (2nd stage)

- Ongoing strategic programming for 2016/2017

Rural Networks at EU level: a single governance structure

Ensuring coordination and synergies

- Same legal basis
- Same basic structures for ENRD and EIP-network
- Common strategic framework

Broad inclusiveness

- Network assembly of all main RD stakeholders, including research institutes and advisory services

Flexibility and better targeting

- More possibilities to form different sub-groups (e.g. for Leader, evaluation, innovation etc.) with different focus.

SEMINAR LAUNCHING OPERATIONAL GROUPS
18-19 NOVEMBER 2014 - BRUSSELS, BELGIUM

funded by

Seminar "Launching Operational Groups and EIP Networking in Rural Development Programmes"

Thank you for your attention!

"It may work in practice, but it will never work in theory"

(Attributed to a French diplomat talking to a US politician)