EU CAP NETWORK

EU CAP Network Brokerage event 'Accelerating the innovation process through Horizon Europe multi-actor projects'

Antwerp, Belgium
19-20 October 2023

Tips & Tricks: insights from the LIAISON and PREMIERE project

Lisa van Dijk
University of Applied Research Ebberswalde, Germany

EU CAP Network Brokerage event 'Accelerating the innovation process through Horizon Europe multi-actor projects' | Antwerp, Belgium | 19-20 October 2023

Tips & Tricks
insights from the LIAISON and PREMIERE project

EU CAP Network Brokerage event:
Accelerating the innovation process through Horizon multi-actor projects
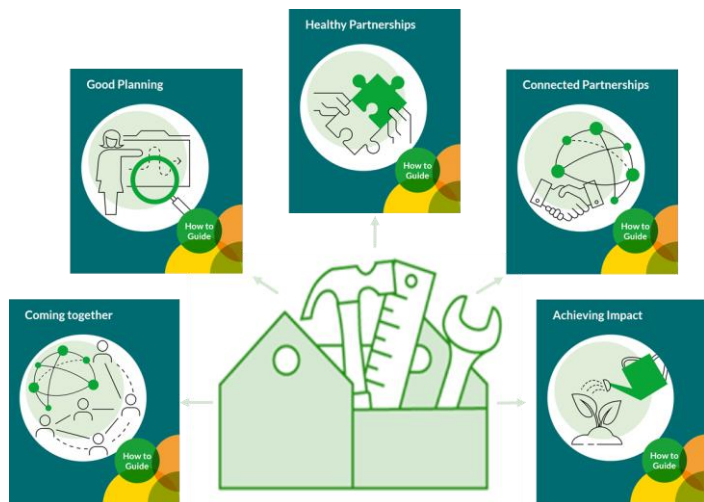
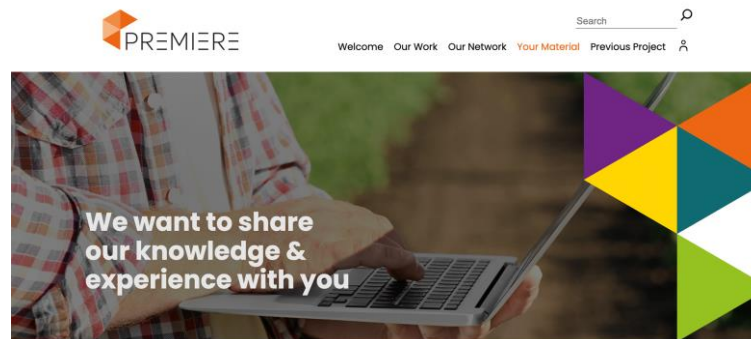**Lisa van Dijk & Susanne v. Münchhausen (HNEE)**

Antwerp, 19 October

LIAISON
Optimising interactive innovation

Better Rural Innovation: Linking Actors, Instruments and Policies through Networks

https://liaison2020.eu/

PREMIERE

Preparing Multi-Actor Projects in a Co-creative Way

https://premiere-multiactor.eu/

Industr.com

PREMIERE
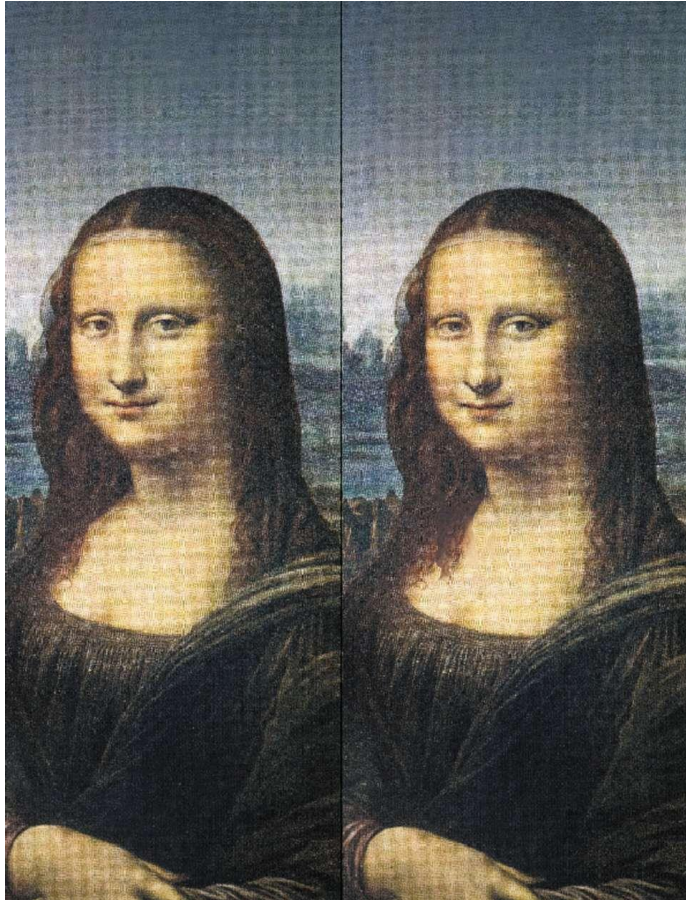
→ *multi-actor approach*

' It's often not easy to distinguish the real from the fake but those involved will be able to judge very quickly.'

Coming Together

Who is involved?
(what is our structure and composition – who do we know, how do we know them, what can they bring?)

Who is expected to do what?
(how do actors assign roles, how do we want to work together, how do we co-ordinate the co-innovation activity?)

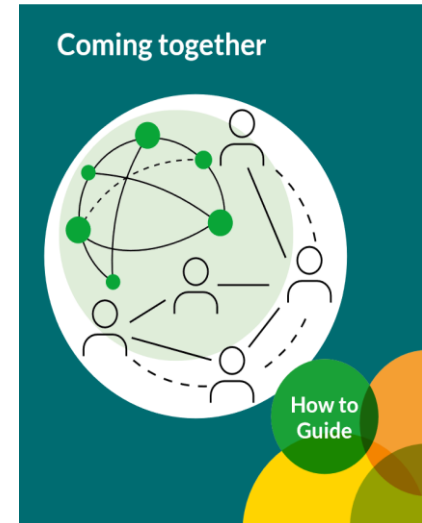**How are we working together to achieve our outcomes?**
(what is the best way and structures to govern the way we work together?

Elements to establishing a co-innovation partnership

- **Engage** in national/regional level events to get to know potential **new practice partners**

- **Listen** to the **needs of practice partners** and encourage their active engagement

- Assess partners' **knowledge, expertise and capacity** to ensure a good mix of partners who complement each other

"It is sometimes difficult to match two very different 'worlds' or researcher and entrepreneur oriented organisations: different language, different business models, different view on Intellectual Property … in order to successfully co-create, these two worlds need to be aligned and openness created."
Quote from a LIAISON participant

Coming together

How to Guide

Good planning

- Create space for all partners to share their **vision**, discuss **expectations** and **red lines**

- Develop a **common understanding** of the **purpose and value** of the collaboration - what is to be achieved and how each partner benefits from it

- Use **participatory approaches** during proposal development and project implementation to **maximise participation** of all partners

- Take your time to **negotiate an appropriate budget** for all partners to ensure **fairness of resource allocation**

PREMIERE

Good Planning

How to Guide

7

Healthy partnership

- Assign a Workpackage (WP) or Task to **facilitate and monitor** `How we work together' as a consortium

- Provide **opportunity** for individual and collective **learning** to build skills to facilitate **co-innovation**
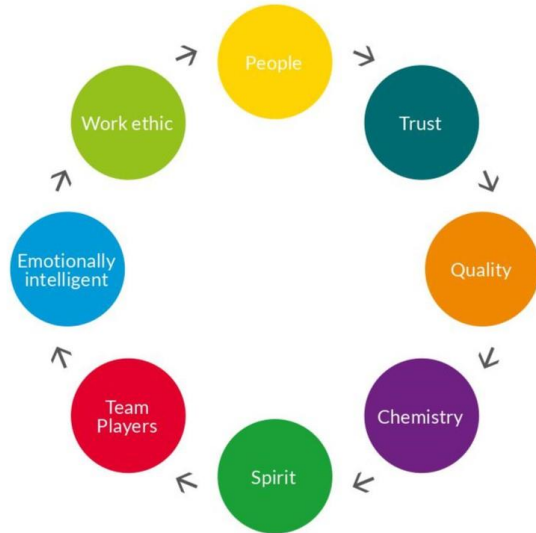
- Conduct **self-assessment** of the functioning of the partnership for example using **learning journeys**

- When the going gets tough, the tough get going **in good spirit**

LIAISON success factors for effective collaboration

Connected partnership

- Establish **longer-term participatory processes** for engaging with interested **external stakeholders** and potential **end-users** over the life-time of the project and potentially beyond…

- Develop **stakeholder platforms** for example macro-regional stakeholder platforms enhancing **new relations and networks** (also for underrepresented EU regions)

- Build a **community of 'champions'** who already have **credibility and trust** within certain stakeholder groups

- Use **appropriate language** and **prevent using jargon**

Connected Partnerships

How to Guide

Achieving impact

Getting it right from the start!

- Start with **dissemination as soon as possible** – potentially from an earlier project – do not be shy to share preliminary results

- **Embed** the outputs of co-innovation initiatives into **existing knowledge exchange activities**

- Involve **farming and other stakeholders** from the **outset**, including in the preparation of the project proposal

LIAISON TOOLS

Journey mapping and **impact stories** provide ways to translate the experiences of learning through co-innovation, presented in a way that can be effectively understood by others.

Achieving Impact

How to Guide

LIAISON: Tools for the Evaluation and Impact Assessment of Co-innovation

Experiencing the MAA: PREMIERE's simulation workshop

INTRODUCTION: Four Characters of the multi-actor role play

Plant Scientist
- Experience with EU research projects
- Superficial understanding of the MAA
- Scientific papers
- (Hybrid) breeding, also GMO
- Harvestability, storability and transportability

Board member of a Producer Organisation
- Experience with MA projects
- Knowledge of transport, storage, packaging
- Building niche value chains
- More profit
- Demand that trials take place on member farms

Team leader of an advisory service specialised in organic agriculture
- A lot of experience with EU MA projects
- Information on cultivation for farm advisory services
- Knowledge for conversion to these crops
- Contribution to agro-biodiversity
- On-farm research

Entrepreneur in sensor development/distribution
- No experience with EU or MA projects
- Reliable trials to test the sensors
- Reliable detection of pests + proof of origin for marketing
- New sensors technically superior
- Sensors to be tested on farms

Multi-actor exercise 1: Interests, objectives, „red lines"

Needs and objectives
What interests do you have in this project proposal? What are your obvious or hidden objectives?

Red lines
To what extent can you make concessions? Where will your professional and organisational "red lines" be in the multi-actor project?

PREMIERE offers the offline and online Mummy Game:

- When setting up a multi-actor partnership, it is important to understand the **needs and interests of the different actors**. This is an exercise on how to do it!

- The aim is to strengthen the understanding of the different interests by 'wearing the hat' of another type of actor

Yet to come...

We support the preparation of applications for multi-actor projects by offering **event series, learning and information materials:**

- **Pilot funding**, in particular for EIP-AGRI Operational Groups when participating in Horizon Europe applications

- **Networking 'granting' parties** for new EU multi-actor projects

- **Multi-actor training** with **simulation games**, seminars, online applications such as a "serious game" and **MOOC**

- **Information material** such as videos, infographics, practical guidelines and recommendations for politics and innovation services

Twitter: @premiere_eu
Instagram: premiere_eu
www.premiere-multiactor.eu