



EU CAP Network Conference 'EIP-AGRI Operational Groups: Innovation in practice'

Estoril, Portugal
6 - 8 May 2024

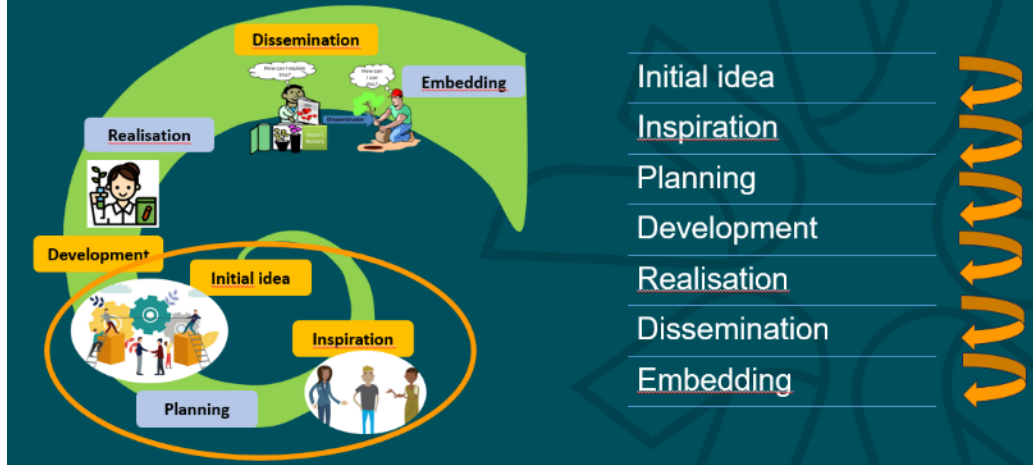


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Patrizia Proietti

ATTRACTISS





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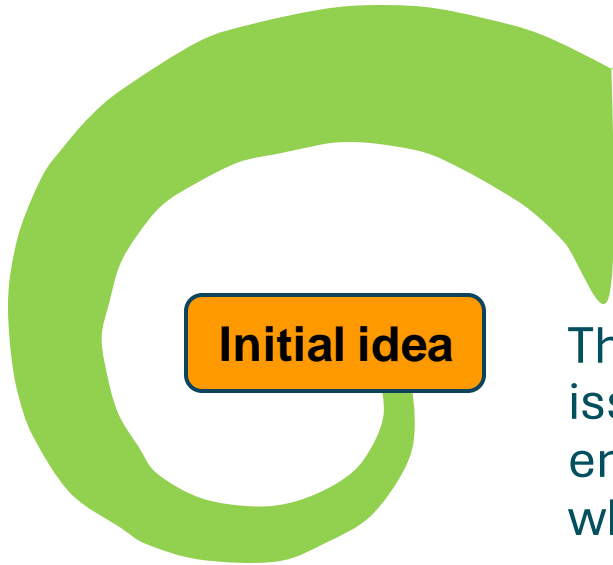


UK Research
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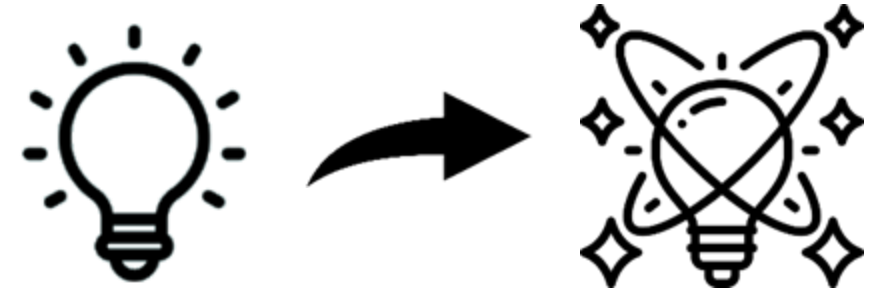
8th May 2024

Starting the innovation process: the initial idea



Initial idea

The farmer is getting initial ideas for a new initiative. He or she is facing practical issues, sees new possibilities, or wants to make a change. New initiatives can emerge from interaction as well, or unexpected events: exchanging with people who have different experiences or expertise, often trigger new ideas. External pressure can push people out of their comfort zone, making them recognize the need to do things differently.



WHAT SUPPORT?

- Trigger knowledge exchange
- Needs/opportunities assessment
- Active listening

TOOLS / METHODOLOGIES

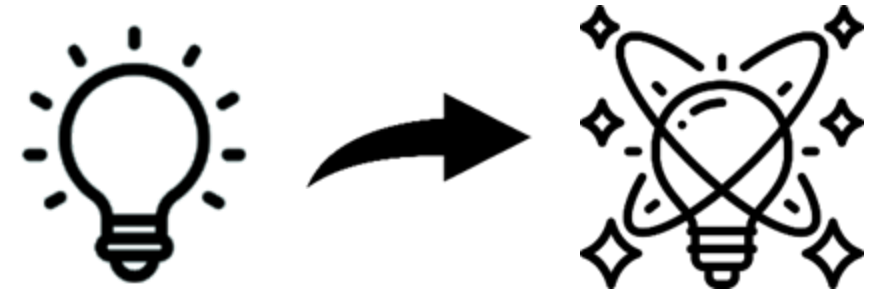


Inspiration
BUS Trip

From initial idea to inspiration



The farmer with a fledgling idea is now looking for a group of enthusiastic allies who can inspire each other. People with similar interests, individuals willing to take risks. He or she is not yet inclined to formalize or take action too quickly, but rather wishes to engage in discussions and explore the possibilities of the idea with the group. It should become a collectively embraced concept, so perhaps it still needs some adjustments before transitioning to concrete plans with objectives.



WHAT SUPPORT?

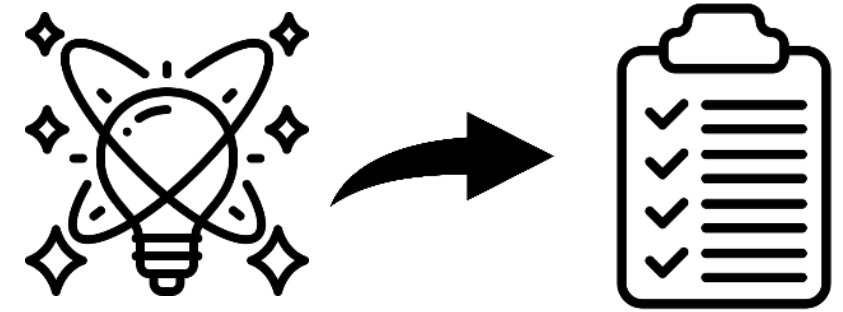
- Organise contacts with other people
- Share information, arrange informal discussion
- Consider different solutions
- Help defining the project scope (vision building; convergence of expectations on a line of action; negotiations)
- Manage conflicts

TOOLS/ METHODOLOGIES



**Kitchen
table talk**

From inspiration to planning



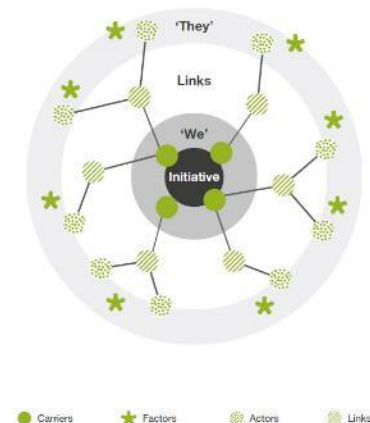
The farmer wants to translate his or her idea into concrete plans: actions need to be taken. In creating the plan, tasks are assigned, and agreements are made. Are more people needed (incl. experts and policymakers), are there missing links? It may require the consent of others, such as financiers, policymakers, etc. (room for experimentation). The endpoint here is an actionable plan.

WHAT SUPPORT?

- Help identifying the right key actors, the roles and functions needed to achieve the innovation.
- Finalise the idea and define the objectives (all the expectations should be considered)
- Facilitate access to seed funds
- Facilitate the setting up of informal and flexible networks

TOOLS/ METHODOLOGIES

Network analysis



Training, exchange, tools

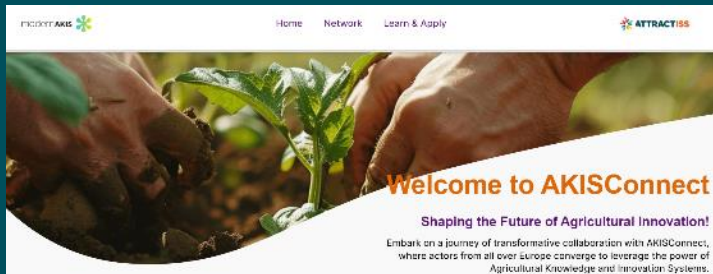
TRAINING
14-15 October,
Budapest!!



Workshops, webinars
and other events

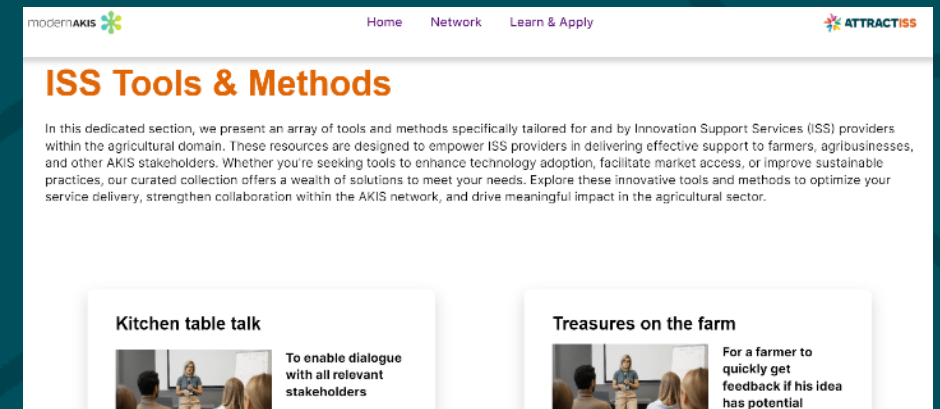


WE need YOU!!



THE NETWORK

Would you like to IMPROVE your skills?
Would you like to be INSPIRED to innovate?
Would you like to SHARE knowledge on innovation?



EU CAP Network conference

‘EIP-AGRI Operational Groups: Innovation in practice’

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All information on the conference is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-conference-eip-agri-operational-groups-innovation-practice>

