EU CAP Network Conference
‘EIP-AGRI Operational Groups: Innovation in practice’
Estoril, Portugal
6 - 8 May 2024
Involving farmers and foresters from start to finish: ensuring that end-users are benefitting
Intro pitch for Workshop 3 (8 May 2024, Estoril, PT)

Preparing Multi-Actor Projects in a Co-creative Way – PREMIERE

Susanne v. Münchhausen, PREMIERE coordinator
Definition of the ‘Interactive Innovation Approach’ or of Co-Innovation: « Involvement of farmers/foresters all along the project »
Involvement of (external) Stakeholders

- Data collection or testing with other farmers, foresters or rural businesses
- Conferences and other dissemination and external communication activities with and for (end-)users
- Establishment of user communities for regular activities within the sector or region
- Other forms of external engagement

However, stakeholders are recipients of (draft) output. They provide feedback but they are NOT involved in project-related decision making!
Options for the involvement of practice-oriented actors/partners and stakeholders

- Full partner in the OG consortium
- Associated or (sub)contracted farmers/foresters
- Advisory Board, LL participants and business/NGO representatives included in project design, work or dissemination

- Compensation for expenses
- Access to exclusive data, information and innovative solutions

Increasing responsibility of **participants** for the success of the project

Deminishing financial benefit for external **stakeholders**
‘Interactive innovation’ or ‘co-creation for innovation’: The original and copy look similar from the outside. But farmers and foresters will sense quickly if the approach is taken seriously by the coordinators and OG members.
PREMIERE provides support for the preparation of successful co-creative proposal development through

- An online Academy including e-learning courses and multi-actor simulation games
- Hands-on material with good practices for effective multi-actor co-creation
- Brokerage events helping OG partners to connect with potential Horizon consortia
- Piloting seed funding for the engagement in a multi-actor consortium

You want to know more? Get involved!
Thank you!

- www.premiere-multiactor.eu
- Follow us on X Twitter! @PREMIERE_EU
- premiere@hnee.de
Multi-Actor 'to go’

LIAISON’s How-to Guides:
'Coming together’
'Good planning’
'Healthy partnership”
'Connected partnership’
'Achieving impact

Videos: LIAISON Rural Innovation Ambassadors with good examples from across Europe

https://youtube.com/playlist?list=PLSwCCZQECphqkiI0TZxJZmqNK6jj2fLI4

www.liaison2020.eu
“We traveled across Europe and visited our 15 Rural Innovation Ambassadors of LIAISON in Autumn 2019.”
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All information on the conference is available on the event webpage: