



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

Estoril, Portugal
6 - 8 May 2024



Funded by
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LIAISON / PREMIERE



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



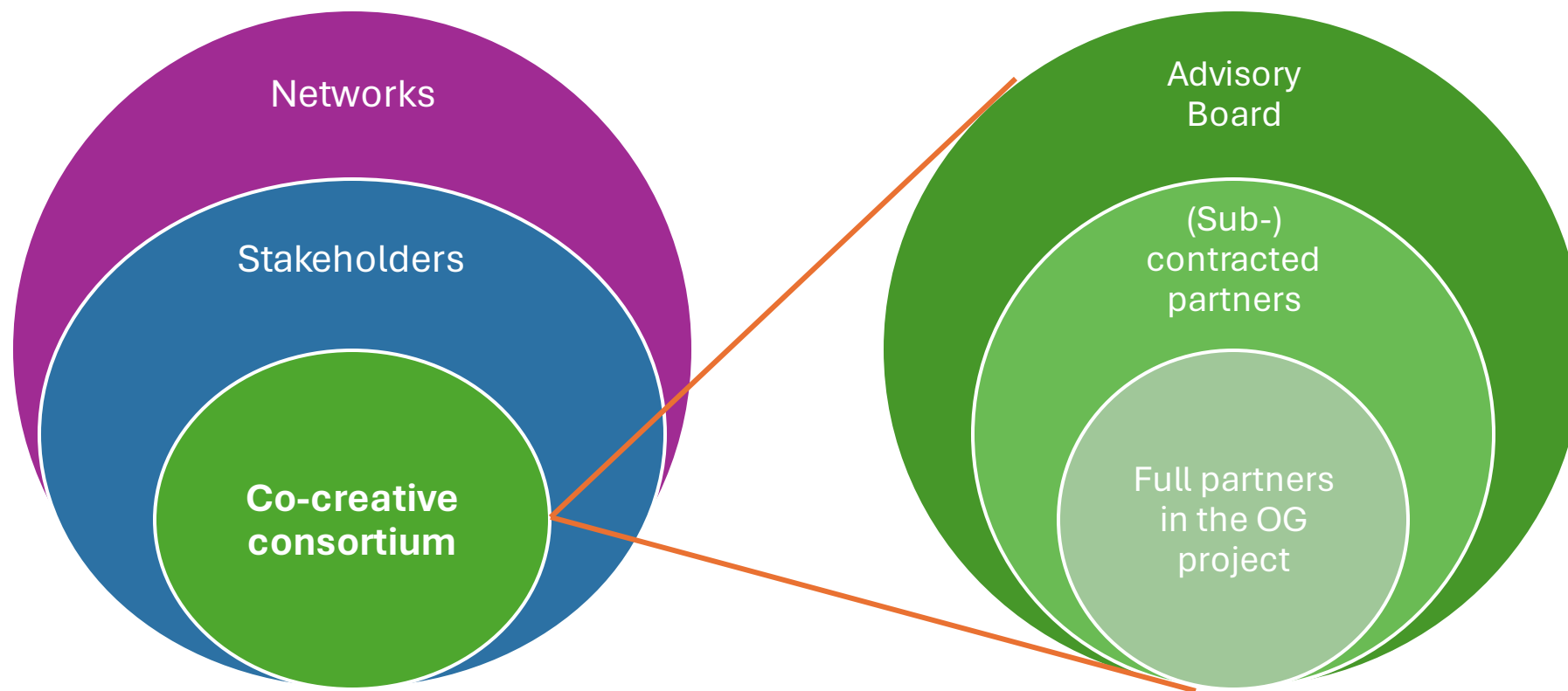
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This document presents the authors' perspective and not the position of the European Commission or its services.



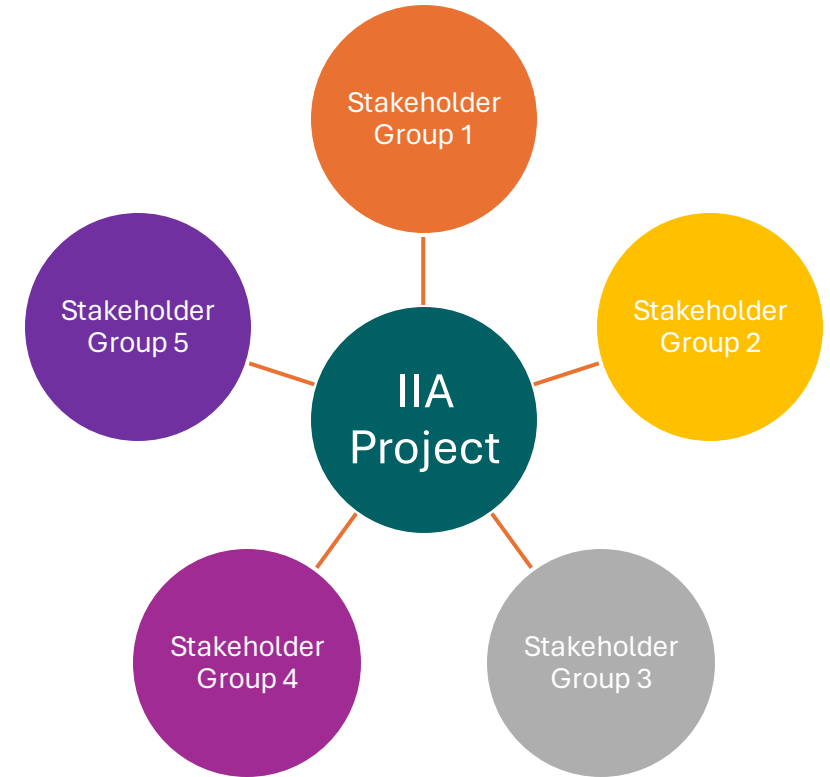
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Eberswalde

Definition of the 'Interactive Innovation Approach' or of Co-Innovation: « *Involvement of farmers/foresters all along the project* »



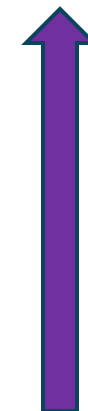
Involvement of (external) Stakeholders

- ▶ 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



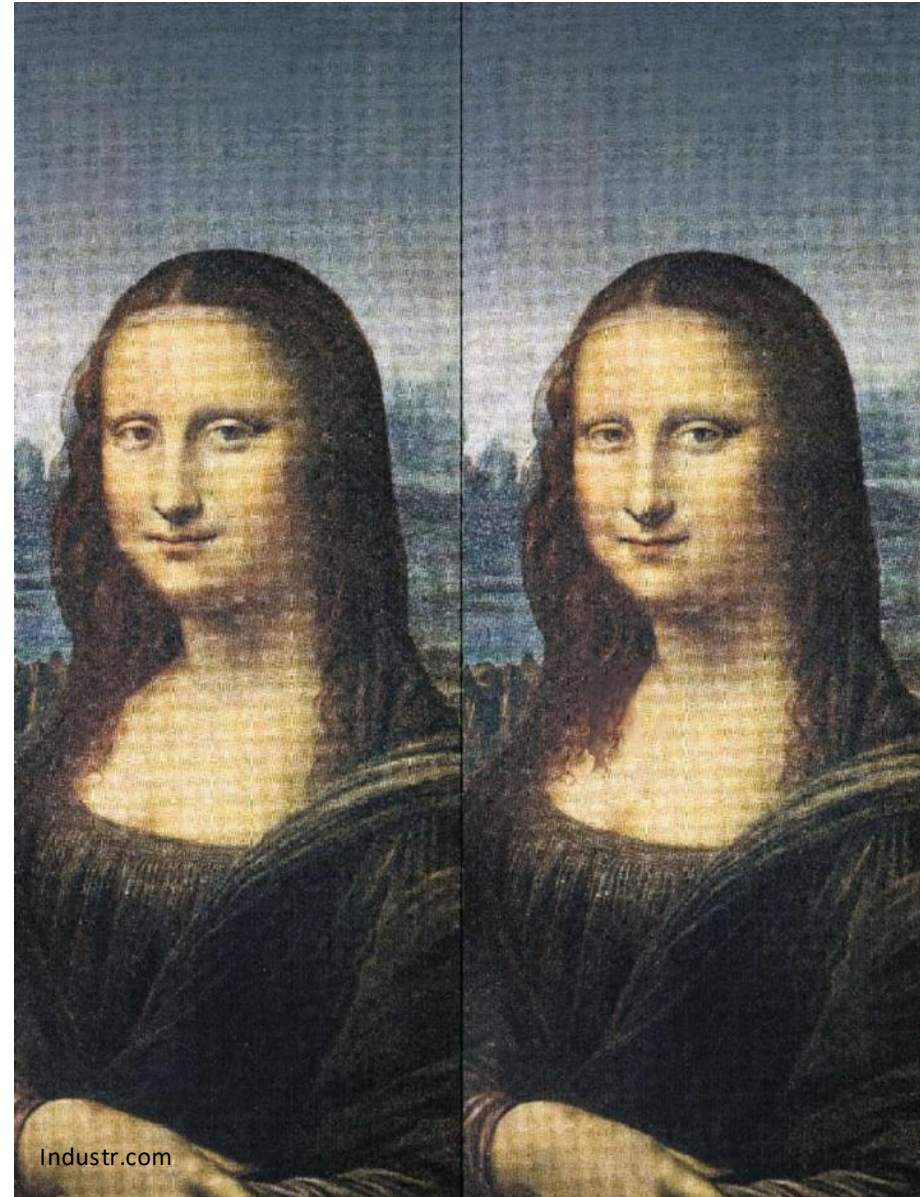
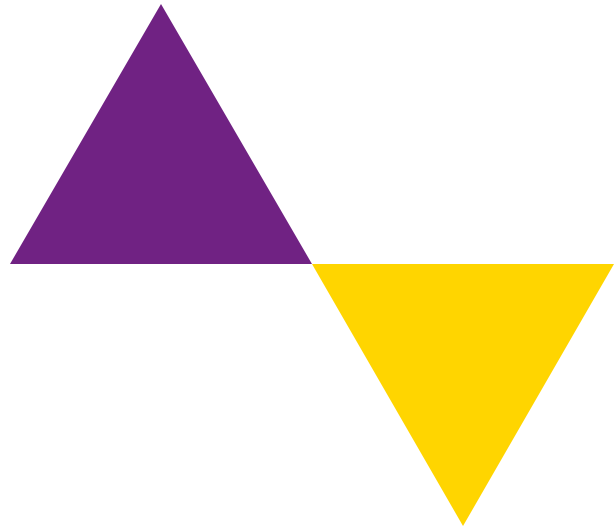
*Increasing responsibility of **participants** for the success of the project*

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



*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=PLSwCCZQECphqki10TZxJZmqNK6jj2fLI4>



www.liaison2020.eu

Video: LIAISON's Journey

The screenshot shows the YouTube channel page for 'H2020 LIAISON Project', which has 29 subscribers. The main video featured is 'EURIC JOURNEY', a 5:17 minute video with 402 views from 2 years ago. The video description states: 'In January 2019 the Horizon 2020 project 'LIAISON' launched a Europe-wide contest with the aim of seeking-out innovative, inspiring and ground-breaking initiatives from within farming, forestry and the agri-food supply chain. Through EURIC, we selected and awarded 15 Rural Innovation Ambassadors and this is their story.' Below the main video, there are five smaller video thumbnails, each representing an ambassador from a different country: Germany (Green Workshop), France (Races de Bretagne), Bulgaria (Kurtovo Konare), Romania (Nod Verde), and Austria. Each thumbnail includes a title, the channel name 'H2020 LIAISON Project', and the number of views and upload date.

“We traveled across Europe and visited our 15 Rural Innovation Ambassadors of LIAISON in Autumn 2019.”

Videos: 1 LIAISON Journey and 15 Ambassadors
<https://www.youtube.com/channel/UC6EKMM7Gh4wkhfA98RK9AMg>

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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>

