

eip-agri
AGRICULTURE & INNOVATION



EIP-AGRI WORKSHOP INNOVATION IN THE SUPPLY CHAIN: CREATING VALUE TOGETHER

FIRST OUTCOMES FROM THE WORKSHOP HELD IN
LYON, FRANCE – 6-7 FEBRUARY 2018



How can collaborative working support innovation in the supply chain and so create additional value?

On 5-6 February 2018, the European Commission's DG Agriculture and Rural Development (DG AGRI) organised the EIP-AGRI Workshop 'Innovation in the supply chain: creating value together' in cooperation with the French National Rural Network, led by the French Ministry of Agriculture, Food and the General Commission for Territorial Equality and Régions de France. 48 Operational Groups and 9 research projects including H2020, Multi-actor and thematic network projects from 19 EU member states met in Lyon (France). Whilst there, participants were supported to share experiences, explore innovation, discuss collaboration and build connections that lasted beyond the workshop.

Supply chains are diverse and complex, taking many different forms and involving a broad array of stakeholders. Many of the Operational Groups (OGs) working on this theme are focused on creating new supply chains and commercialisation in crop production, such as arable crops, flowers, fruits and vegetables, and vines. Some also relate to animal production, food, forestry and bioenergy. All of them are working within three main themes:

1. Producing under a quality scheme or regional brand
2. Developing new supply chain products or processes
3. Organisation of the supply chain through new business models

Poster sessions

Posters were provided describing the activity of participant's projects. These were presented in an open forum alongside additional materials such as products their group had developed, examples of branding and packaging, or fliers and other information.

Sharing experience – common challenges and possible solutions in the innovation process

Participants joined groups in a World Café to explore innovation. Together they identified the key drivers of innovation and how they could be captured:

- ▶ Consumer behaviour, expectation and demand - Educate and involve consumers by building better links with producers
- ▶ Leadership, collaboration and connecting stakeholders - Build collaborations around a strong vision led by an excellent communicator
- ▶ Environment, climate change and the impact of food - Develop a new mindset on yield and income
- ▶ Communication and access to transparent information - Develop bottom up local, regional and European forums
- ▶ Political willingness, policy and innovation incentives - Simplify farmers' access to innovation
- ▶ IT, logistics and supply chain technology - Create incentives to improve uptake of new technology
- ▶ Marketing, social media and storytelling - Make farming and food more attractive



Learn more about the projects

Read the booklet to find out all the information on 50 Operational Groups and other innovative projects represented at the workshop.

[Download](#)



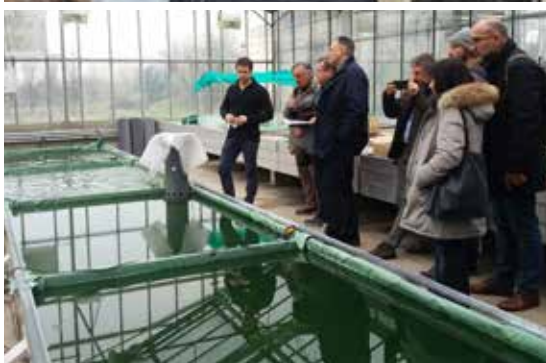
Learning from practical examples

During the afternoon of the first day, participants travelled to one of four innovative short supply chain projects, to learn from and feel inspired by practical examples from across the region.



'Eleveurs Saveurs iséroises', breeders of Saveurs iséroises

The SYAM Operational Group is exploring intermediary supply chains, those which involve too much volume to be considered short, but with strong branding based on provenance so also not typically long. This was followed up with a farm visit to a producer involved in one of the supply chains supported.



Algoculture and aquaponics

This Operational Group is developing a new look spirulina to be branded under a quality marque. Trialling the production process under glass and developing a new product look to be recognisable in the market place is supporting the development.



Cities and food

The FRUGAL Operational Group is focusing on integrating short supply chains in the city of Lyon's policy on food governance. This has included the development of three different models for creating markets for local products within the city.



Soya and alfalfa regional supply chains (LOC'ALP) of the Coopérative Dauphinoise

This project is building new supply chains for soya and alfalfa as an animal feed. Involving all elements of the supply chain both locally and regionally, they are distributing their product to many end users.

Sharing experience Exploring collaboration possibilities

Participants worked together to understand more about collaboration, connecting local, regional and European innovation groups and how to share the results of their projects. The main conclusions from this session were:

How do we find and motivate the right partner?

- ▶ Communicate a clear vision and identify the benefits for all partners
- ▶ Receive funding for a trained facilitator to bring the partners together
- ▶ Face to face meetings and networking events to pitch ideas

How can we connect innovation groups at regional, national and European level?

- ▶ Receive funding to develop cross border Operational Groups
- ▶ Ensure greater flexibility during project implementation to build in work with larger research projects
- ▶ Build more funded networking time into projects, including for face to face meetings

How do we successfully disseminate the results of our projects?

- ▶ Ensure the dissemination tool is adapted to the specific audience
- ▶ Deliver practical and usable results
- ▶ Harmonise European dissemination tools and create a common platform



Open space Finding solutions

The participants contributed ideas for the Open Space session. Seven different Open Space topics were selected, with each topic being hosted by the proposing participant.

The topics were

- ▶ Logistics for local short supply chains
- ▶ How do you assess the success and sustainability of your project?
- ▶ How to go from a Horizon2020 research project to an Operational Group?
- ▶ Cross border exchanges between craft and artisanal processors
- ▶ Developing communities of projects
- ▶ The opportunities and implications for EIP-AGRI to operate in overseas areas
- ▶ Tools and methods to develop business models for small farms
- ▶ Establishing local and regional abattoirs

The Open Space sessions enabled free flowing conversations on subject areas participants wanted to explore and yielded a range of interesting results.

Returning home

Participants were congratulated on their hard work, inspirational projects and enthusiasm to develop new collaborations. They were encouraged to develop the connections they'd made at the event as soon as they returned home and continue to share skills, knowledge and best practice across Europe.



More information?

You can download the presentations, fieldtrips information and other documents on the [event webpage on the EIP-AGRI website](#).

The final report will also be available on this page once it is published.