



# ***EUROMONTANA Conference***

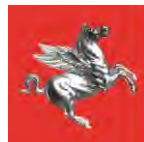
## ***How to support mountain innovative entrepreneurship***

7th November 2013  
EESC, 99 Rue Belliard – Brussels

### **SESSION 3 – How to support mountain entrepreneurs in their activities**

## **How can regional authorities support entrepreneurs innovating in agriculture, food and forestry?**

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Regione Toscana





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# 1. Innovation in the new Common Agricultural Policy

## Single CMO Regulation

- EC delegated acts → (referring to dairy market innovation) to avoid creating obstacles to product innovation (marketing standards, definition and sales descriptions)
- Support to innovation in the wine sector → increasing marketability and competitiveness of grapevine products including an element of knowledge transfer.
  - Support programmes' eligible measures → tangible or intangible investments aimed at the development of new products, processes and technologies concerning allowed categories of grapevine products (Annex VI, Part II).
- Recognizing Producers Organizations (and Interbranch Organizations) which pursue carrying out research and developing initiatives on sustainable production methods, innovative practices, economic competitiveness and market developments



# 1. Innovation in the new Common Agricultural Policy

## Rural Development

- Innovation as a cross-cutting priorities for rural development
- Fostering knowledge transfer and innovation in agriculture, forestry and rural areas is one of the 6 Union priorities for RD.
- Farm advisory services should help farmers assess the performance of their agricultural holding and identify the necessary improvements as regards the...measures at farm level provided for in the rural development programmes aiming at farm modernisation, competitiveness building, sectoral integration, **innovation**, market orientation as well as the promotion of entrepreneurship.



# 1. Innovation in the new Common Agricultural Policy

## Rural Development

- RD Programmes shall include a description of the strategy which shall demonstrate:
  - ✓ pertinent approach towards innovation with a view to achieving the Union priorities for rural development, including the EIP for agricultural productivity and sustainability...
  - ✓ measures have been taken to ensure the availability of sufficient advisory capacity on the regulatory requirements and on actions related to innovation.
- RD measures (Investments, Knowledge transfer, Information, Advisory services, Farm and Business development, Setting-up of producer groups and organisations, Agri-environment-climate, Cooperation, Pilot and Demo projects).
- European Innovation Partnership (EIP) for agricultural productivity and sustainability (Title IV) → Operational Groups (art.36) → EIP network (art. 53) to network operational groups, advisory services and researchers involved in the implementation of actions targeting innovation in agriculture.



## 2. The EIP Agricultural productivity and sustainability

The Europe 2020 flagship initiative "Innovation Union" specifies European Innovation Partnerships (EIP) as a new tool for fostering innovation

<http://ec.europa.eu/agriculture/eip/>

### The aims

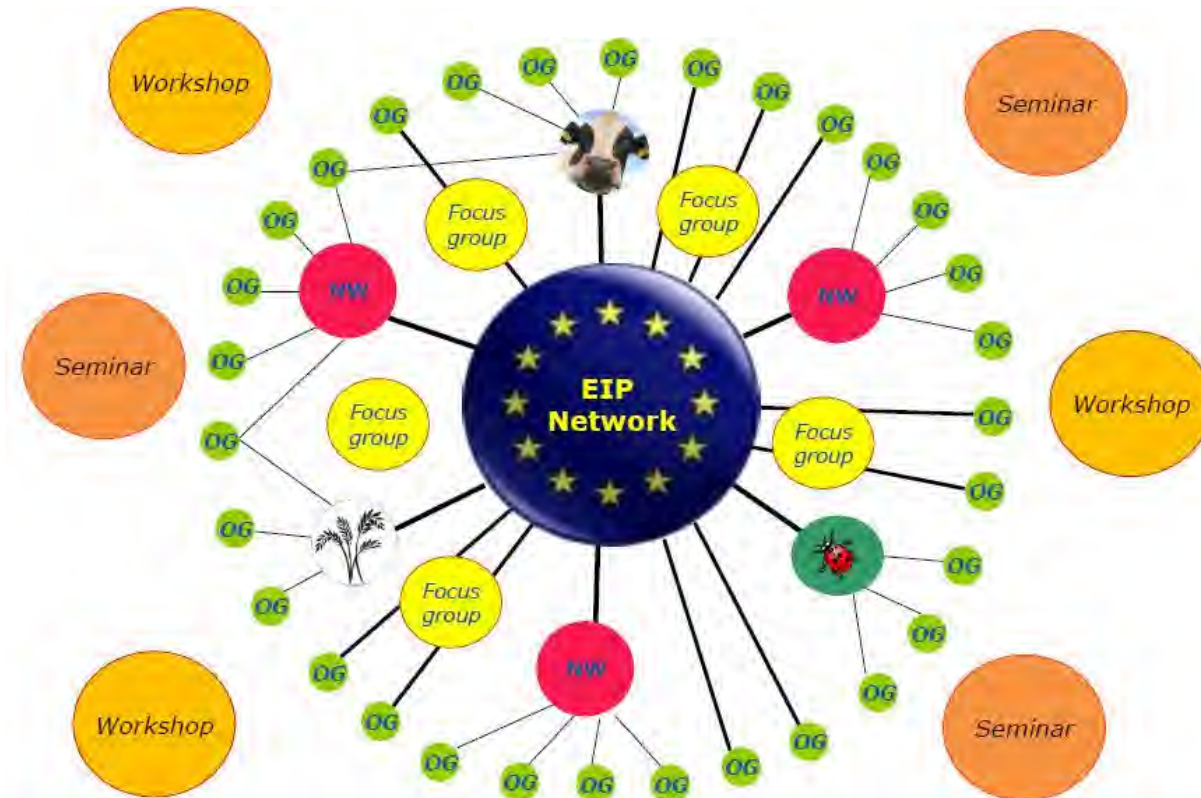
- ✓ **promoting** a resource efficient, economically viable, productive, competitive, low emission, climate friendly and resilient agricultural and forestry sector;
- ✓ **helping deliver** a steady and sustainable supply of food, feed and biomaterials, both existing and new ones;
- ✓ **improving processes** to preserve the environment, adapt to climate change and mitigate it;
- ✓ **building bridges** between cutting-edge research knowledge and technology and farmers, forest managers, rural communities, businesses, NGOs and advisory services



## 2. The EIP Agricultural productivity and sustainability

### The interactive innovation model

*focused on forming partnerships - using bottom-up approaches and linking farmers, advisors, researchers, businesses, and other actors in **Operational Groups***





## 2. The EIP Agricultural productivity and sustainability

**Areas of innovative actions as outlined in the EIP Communication (COM (2012)79)** (non-exhaustive list: finally the content will emerge bottom up)

- **Primary production:** technical solutions to increasing productivity and economic viability
- **Resource management:** eco-system services, soil functionality, water management, and genetic resources (“public goods”)
- **Bioeconomy:** innovative technology for the bio-based economy bio-refinery; new products; reduction of post harvest loss
- **Supply chain:** integrated supply chain solutions; new services; logistics, and management systems
- **Quality and consumers:** food quality, food safety, and healthy lifestyles (consumer information and consumer choice)





## 2. The EIP Agricultural productivity and sustainability

### *The EIP tools*

***EIP Network** (art. 53, RD Regulation) – Funded through RD technical assistance*

- Help desk function
- Focus Groups
- Dissemination and information (Seminars and Workshops)
- Mapping and Database
- Facilitator (promoting Clusters and Pilot/Demo initiatives)
- Website: <http://ec.europa.eu/agriculture/eip/> (**soon a new website**)



## **2. The EIP Agricultural productivity and sustainability**

### ***The EIP tools***

#### ***Rural Development Programmes***

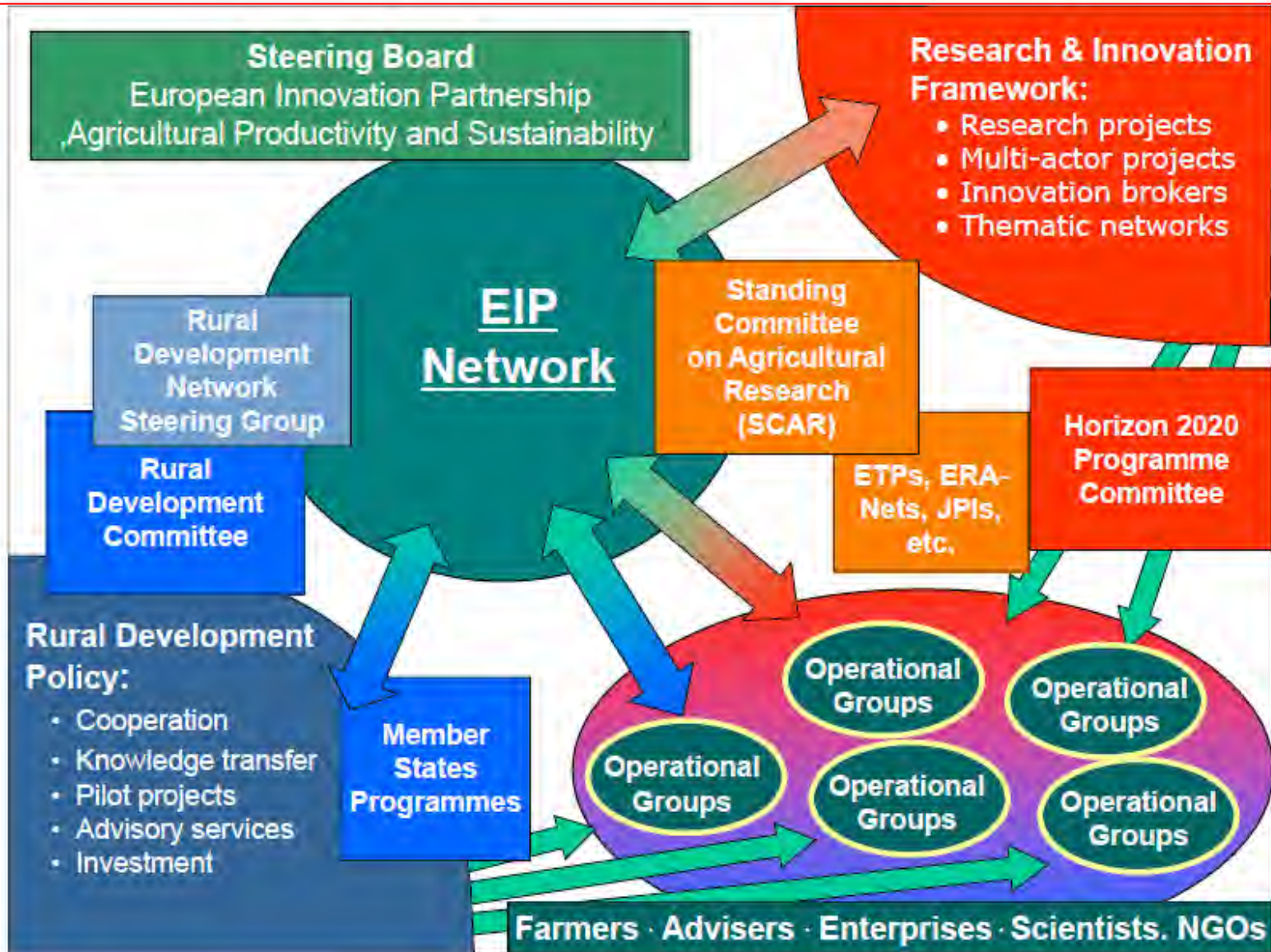
- Cooperation (establishing “operational groups”)
- Pilot and demonstration projects
- Knowledge transfer and advisory services
- Investments

#### ***European Union Research Policy (Horizon 2020)***

- Research projects enhancing the knowledge base
- Clusters of innovation actions and multi-actor projects
- Thematic Networks
- Support for innovation brokers and innovation centres
- On-farm experiments



## 2. The EIP Agricultural productivity and sustainability





## 2. The EIP Agricultural productivity and sustainability

### Achievements

- **High Level Steering Group + Sherpa Group**
- **A Strategic Implementation Plan**
- **A Service Point**
- **6 Focus Groups** ([http://ec.europa.eu/agriculture/eip/focus-groups/index\\_en.htm](http://ec.europa.eu/agriculture/eip/focus-groups/index_en.htm))
  - Organic farming (optimizing arable yields)
  - Protein crops
  - Animal husbandry (reduction of anti-biotic use in the pig sector)
  - Genetic resources
  - Organic matter content of soils
  - Integrated pest management (IPM)

Further Focus Groups to be launched throughout all the 2014-2020 programming period



## 2. The EIP Agricultural productivity and sustainability

### What is an Operative Group?

- It builds itself around a concrete innovation project targeted towards finding a solution for a specific issue
- not necessarily being bound to a specific territory (interregional, cross-border dimension) or an upfront fixed strategy
- project implementation may be short (less than 7 years)

### **Key Acting Entities Within the EIP**

#### **- Operational Groups -**



OGs are action and result oriented “hands-on” groups (no balanced representation needed) to maximise interaction for co-creation and cross-fertilisation.

OGs are a mixture of actors from possibly very different territories and in principle only exist for the aim of execution of the project.



## 2. The EIP Agricultural productivity and sustainability

### • **Setting up Operational Groups**

General requirements:

- Presentation of a plan on expected outcomes
- Communication of results via the EIP Network (**dissemination**)

Prioritizing within RD programmes

- Eligibility criteria
- Selection criteria

Position within RD Programmes

- Relating to Priority 1 (Innovation & Knowledge Transfer)
- Agricultural character of EIP actions (Art. 61)
- Relationship to other "operational groups" and LAGs

### • **Funding Operational Groups (Rural Development)**

- Establishment of operational groups (Art 36)
- Funding for projects (Art 36 (6))
- Investment aid in context of EIP (Art 18 (3))
- Animation and support for setting up operational groups:
  - technical assistance (Art 55 (2))
  - animation (Art 36 (5))
  - advisory services (Art 16 (1))

EC Guideline for programming innovation in Rural Development

### **Opportunities for Regions:**

- Increasing the contribution level of the EU funding (possible top up of +20%)
- Cross-border dimension of OGs (EU added value – potential increased impact on Horizon 2020)
- Synergies with other Regional, National and European tools (ERDF, ESF, etc...)



## 2. The EIP Agricultural productivity and sustainability

- **What's a Focus Group?**

- up to 20 experts with the technical knowledge
- must set out a series of tangible deliverables:
  - List of practices/solutions for the problems/opportunities of the FG
  - List of useful projects (research, advisory etc) with the contacts
  - Audio-visual material if possible for the EIP website
  - Organise face-to-face meetings preferably on location
  - List of ideas for future interactive OG projects

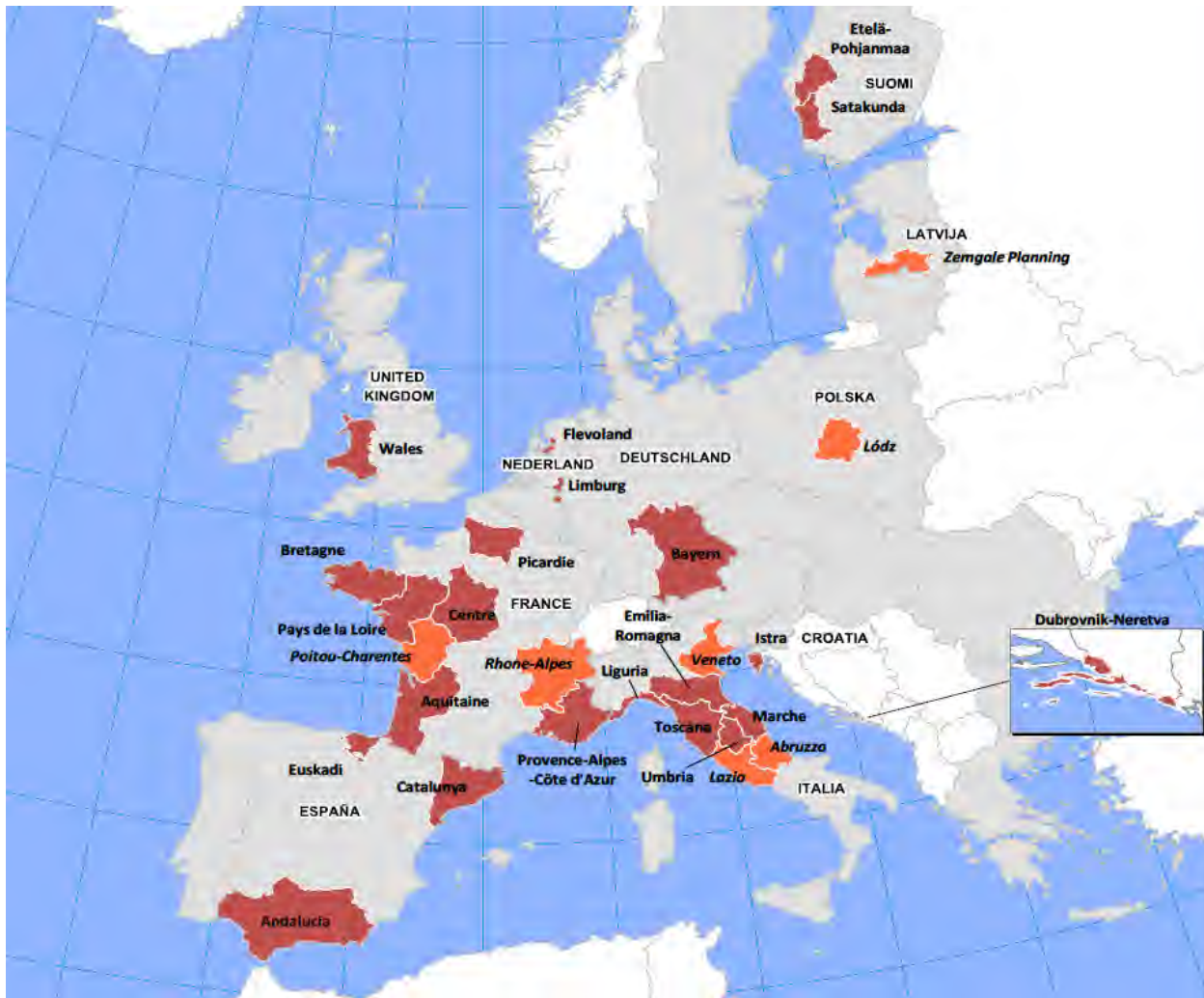
### **Opportunities for Regions:**

- Promoting the participation of regional experts to Focus Groups
- Creation of FGs of common/shared interest
- Getting involved in EIP Seminars and Workshops
- Taking up good ideas and experimenting synergies



### 3. The ERIAFF Network

26 members + 14 observers from 11 Member States (BG, DE, ES, FI, FR, HR, IT, LV, NL, PL, UK)



Collaboration with other Networks:  
 ERRIN, AREPO, AREFLH,  
 NEREUS, CPMR





### 3. The ERIAFF Network

#### The aims:

To improve the performance of the EIP network by acting as facilitators of information flow and links between stakeholders across their territories as well as across the European Union

To develop interregional Operational Groups which are already interlinked and synergic (cross-border and interregional cooperation)



### **3. The ERIAFF Network**

#### **ERIAFF Partners are committed to:**

Allocate a high level of resources on Rural Development measures linked with innovative actions, allowing the best take up from the work of the Operational Groups

Give high priorities in accessing the Rural Development measures to the subjects which apply to the most measures related to innovation and who are partners of Operational Groups

Select common innovation priorities and act as promoters of close collaborations among their Operational Groups and other Regional Stakeholders

Develop a joint activity programme to support, maximize and add value to ERIAFF partners individual regional strategies in the field of rural research, development and innovation



## **3. The ERIAFF Network**

### Past activities

- Launching event – 19.09.2012, Florence
- Political meeting with the European Commission and 1 promotional reception with European Stakeholders - 19.02.2013, Brussels
- A Thematic workshop on protein self-sufficiency in animal husbandry - 6.06.2013, Nantes
- 7 Technical meetings in Brussels
- ERIAFF Conference in Brussels on October 2nd 2013

### Future activities

- Berlin Conference on innovation in rural development programming, 25-26 november 2013 – organised by the European Commission
- ERIAFF Conferences 2014 (still under definition)
- Brokerage events on Horizon 2020 incoming calls
- Conference dedicated to forestry research&innovation (under definition)



## 3. The ERIAFF Network

### ERIAFF priorities to foster innovation

#### Governance related

- Associate applied research with the agricultural practice
- Facilitate the entrance of young farmers
- Encouraging lifelong education

#### Food related

- Increasing the effectiveness of input use in production / accurate control technologies in the food production chain, e.g. Precision Farming
- Increase the production of organic food
- Animal welfare without losing competitiveness
- New collaboration schemes among associations/producers for entering new markets or developing new products
- Development of product and service innovation processes

#### Energy related

- Programmes on cogeneration (utilization of agricultural waste by biogas to produce electricity and heat production)
- Control of energy consumption/production



**Thanks for the attention**

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