



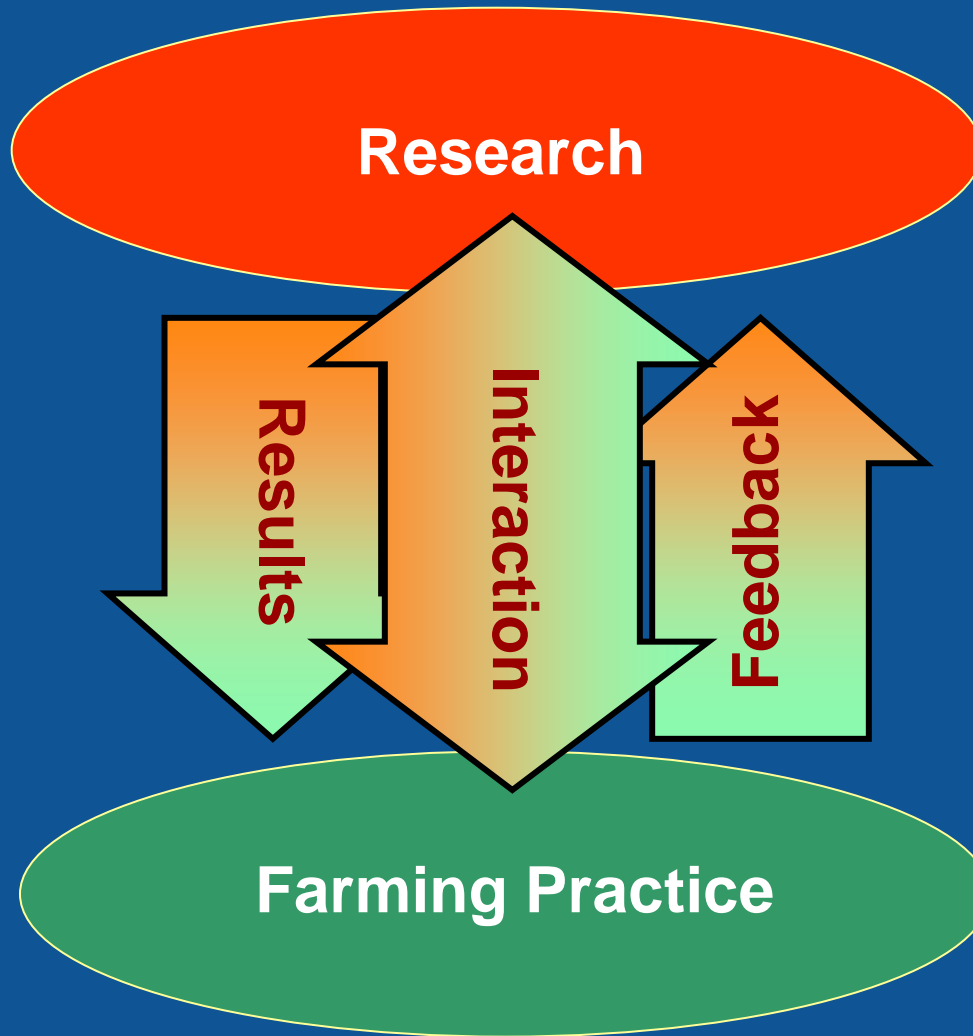
The European Innovation Partnership „Agricultural Productivity and Sustainability“ Programming for the EIP



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Directorate General for Agriculture and Rural Development

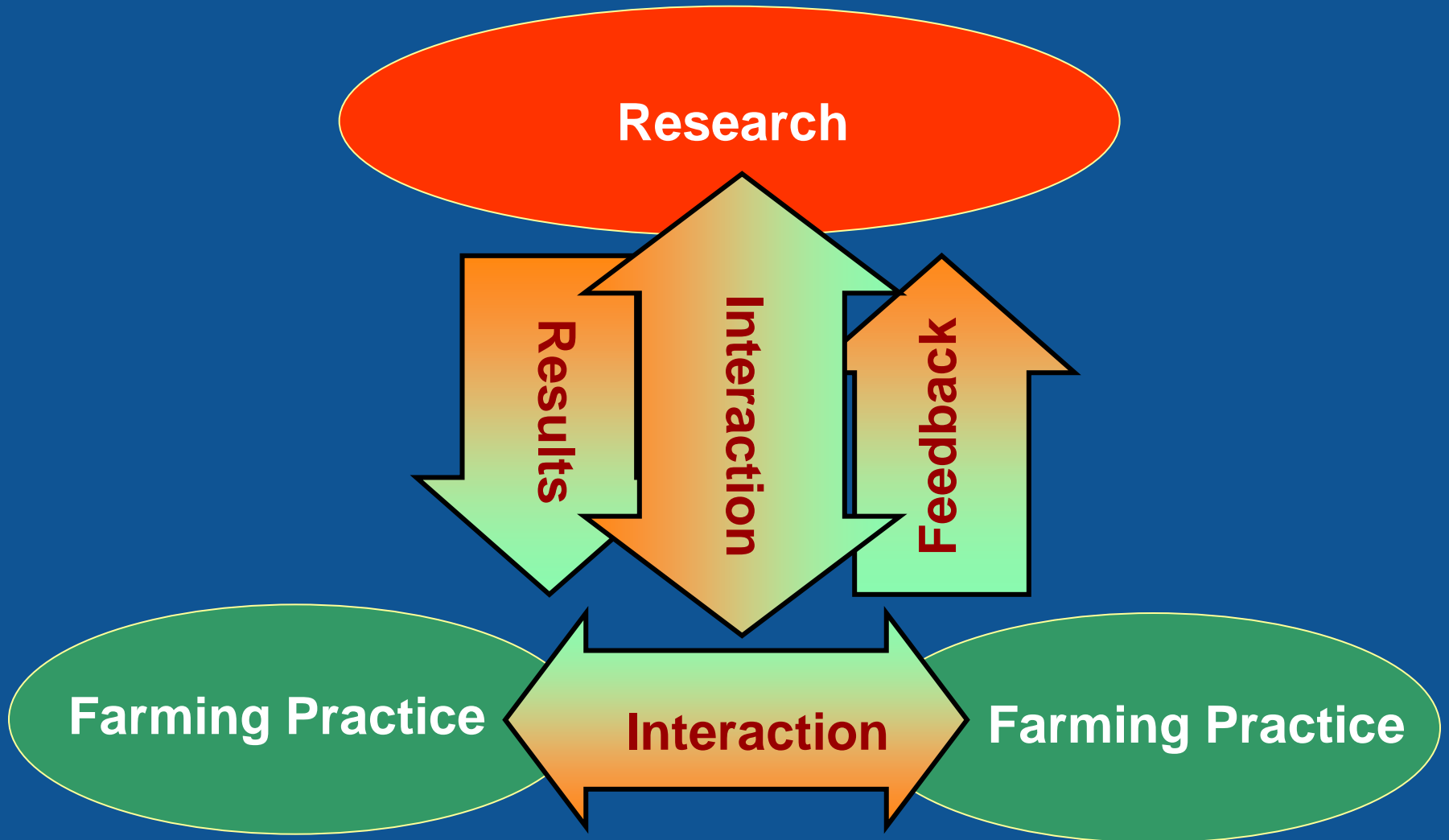
Closing The Innovation GAP





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Closing The Innovation GAP



The Interactive Innovation Model

- The innovation model under the agricultural EIP goes far beyond speeding up transfer "from laboratory to market" through diffusion of new scientific knowledge (referred to as a "linear innovation model").
- The EIP adheres to the "interactive innovation model" which focuses on forming partnerships - using bottom-up approaches and linking farmers, advisors, researchers, businesses, and other actors in **Operational Groups**.
- This knowledge "exchange" will generate new insights and ideas and mould existing tacit knowledge into focused solutions. Such an approach will stimulate innovation from all sides and will help to target the research agenda.



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General Principles

The EIP shall provide challenge-driven solutions based on:

- **interlinking** *existing* innovation-related measures and initiatives
- **facilitating** communication among stakeholders and creating workable links between science and practice
- providing EU value added through networking and enhancing **complementarity**
- achieving **synergies** and enhancing effectiveness of existing instruments
- using a **lean governance** structure, based on **existing** mechanisms

Means

Rural Development Programmes:

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

European Union Research Policy (Horizon 2020)

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

References to Innovation in the Legal Proposal for a Rural Development Regulation

- Priorities (Art 5)
- Cross cutting objective (Art 5)
- Specific requirements regarding the programme (Art 9. 1 b + c)

- EIP (Art 61-63)
- EIP network (Art 53)
- Various measures refer to innovation



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What is "Innovation"?

- Innovation means approaches that are new and successfully transformed into practice (identifiable only ex-post)
- Innovation concerns products, processes, services, management, or organisational issues (supply or demand driven)
- The substance of innovation can differ by the structure of sector, regionally different states of development, and type of constraint faced (relative nature of innovation)



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Implications for Innovation Measures

- Engaging in innovative approaches implies not knowing the outcome in advance (need for inbuilt failure tolerance)
- The qualifier “innovative” cannot serve as an (ex-ante) eligibility criterion for measures fostering innovation (logical impossibility of defining “innovative” ex-ante)
- Need for defining eligibility for innovation-related measures by type of action

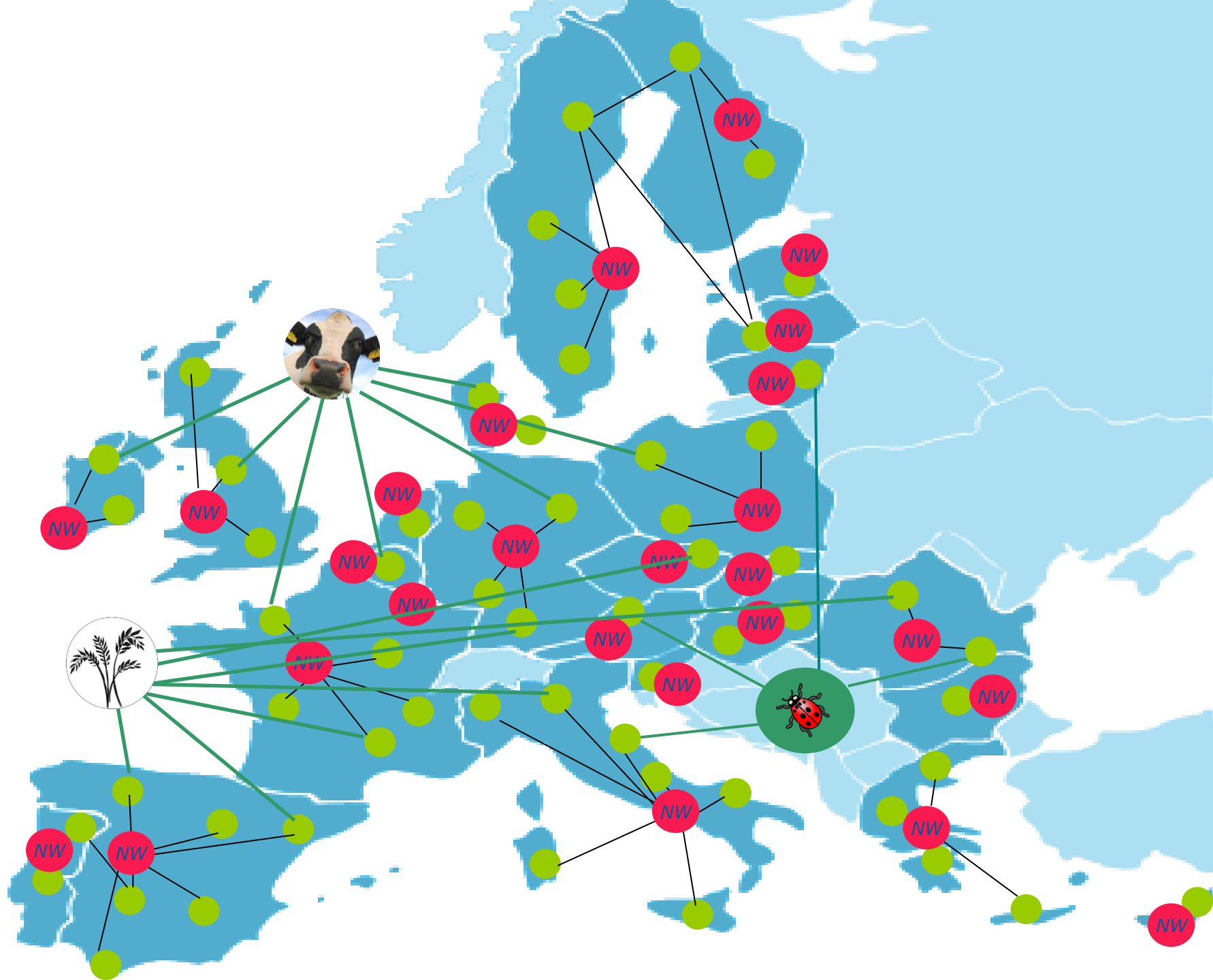
Key Acting Entities within the EIP: Operational Groups





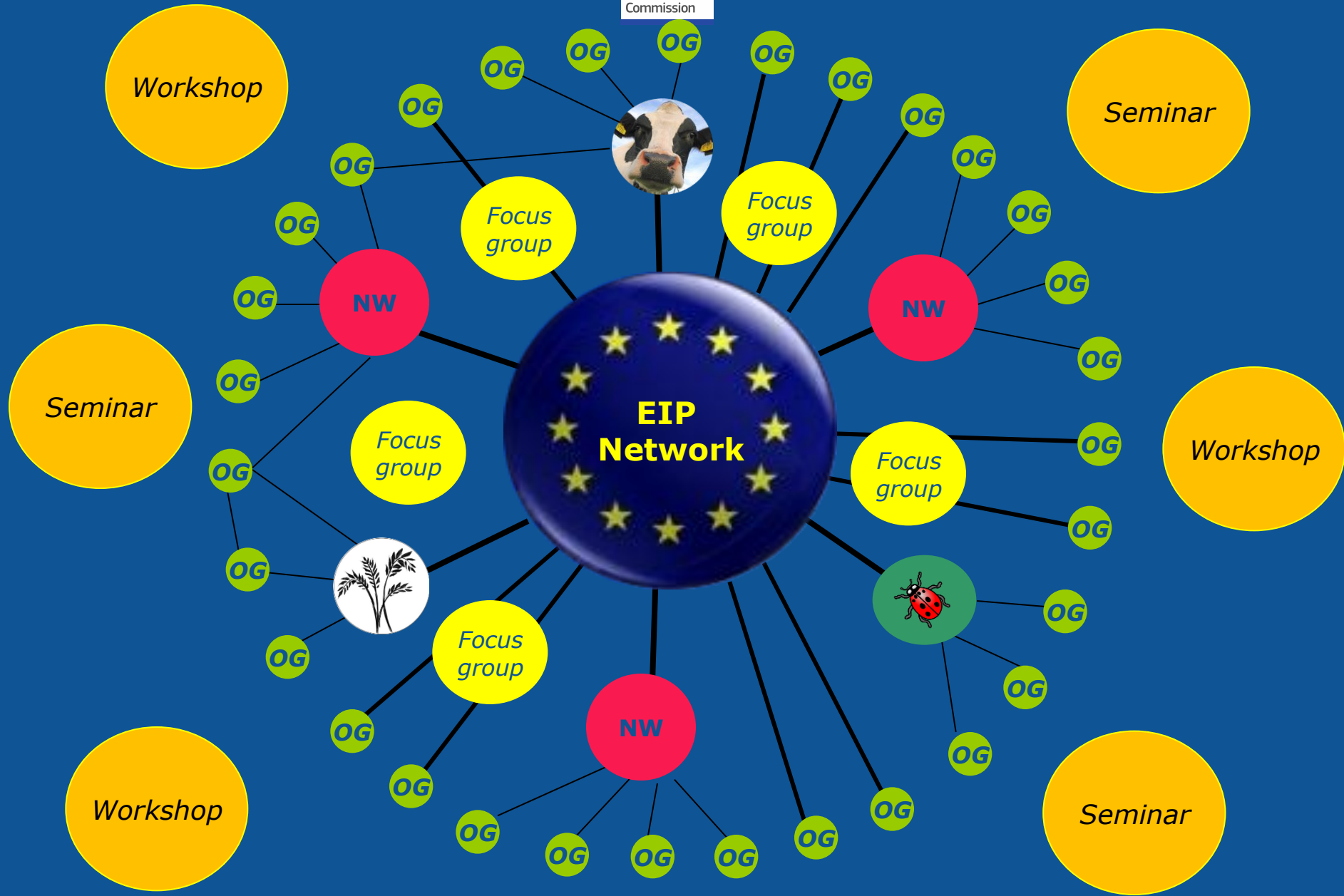
Setting up Operational Groups

- General requirement:
 - Presentation of a plan on expected outcomes
 - Communication of results via the EIP Network
- 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





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Programming

- New programming logic
 - identification of needs
 - determination of operations
 - calls for projects
- Non exhaustive list of suitable measures:
 - Art 36, co-operation measure
 - Art 15, knowledge transfer and information actions
 - Art 16, advisory services
 - Art 18, investments in physical assets
 - Art 20, farm and business development
 - Art 27 investments in forestry sector

Co-operation, Investment and Brokerage

- Establishment of operational groups (Art 36)
- Funding for projects (Art 36 (6) 9)
- 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))

Targeting

- Targeting necessary to address priorities
 - selection criteria obligatory (Art 49)
 - additional eligibility criteria
- Possible exclusions from funding
- Pilot nature of projects
 - possibility to stop (but beware of Art 61 of the Common Provisions regulation)
 - no 5 year contracts



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Thank you for your attention!