



European
Commission



The Multi-Actor approach in Societal Challenge 2 of Horizon 2020

Few messages

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Key points regarding the Multi-actor Approach

- *First key message: apologies for not having been able to join the meeting. I owe you participation in another event*
- *Synergistic approach linking two policies – CAP and Horizon 2020 – has been established in 2014-2020 to boost innovation on the ground*
- ***Basis = interactive innovation approach***
- *Already back in 2011, DG AGRI sneaked a reference on multi-actor approach FP main regulation (Reg. 1292/2013) because the then FP approach on responsible research and innovation (RRI) which pushes participatory research was considered too light*

Key points regarding the Multi-actor Approach

- *Horizon 2020 FP Regulation: "**A multi-actor approach will ensure the necessary cross-fertilising interactions between researchers, businesses, farmers/producers, advisors and end-users**" (Reg. 1291/2013, Annex I, page 151 – EN version).*
- *Out of €1.5 bio DG AGRI manages in SC-2 over 2014-2020, two-third go to MAA projects – Hence the effort is sizeable.*
- *However, this does not mean that basic research is not taken into consideration or other type of projects are not supported (e.g. policy support, etc.) – **one-third of projects are not MAA.***

H2020 Multi-actor approach - Key elements

The most important principles :

- to **focus on end-users' problems/opportunities** and develop innovative solutions which cover **real farmers/foresters needs**.
- Co-creation: bring together a targeted mix of the **most relevant partners with the complementary type of knowledge** which helps solving problems and tackling opportunities e.g.: farmers, advisors, researchers, enterprises and/or other actors **in project activities from the beginning till the end**.
- End-users like farmers, foresters or businesses will be more motivated to use the project results, because they were incorporated in generating them and therefore feel "**co-ownership**"

Detailed requirements in H2020 WP 2018-2020 introduction p. 9

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-food_en.pdf

Key points regarding the Multi-actor Approach

- *Guidelines to MAA in SC 2 work programme have evolved along the years (introduction to WP text)*
- *The MAA will further evolve thanks to learning from experiences and also from R&I projects focusing on R&I systems*
- *MAA is much more than bringing different actors together in project (see the slides sent separately)*
- *Capacity building aspects ...*
 - *Need experts for evaluations*
 - *Pool of actors that can be mobilised in projects – beyond the usual suspects – is increasing (thanks to EIP-AGRI: Operational Groups, networks, market places, etc.)*
 - *MAA projects have brought more newcomers in H2020 than non MAA projects (48% against 30%)*



Triple Systems approach

The EIP-AGRI in short

- 2010: European Innovation Partnerships want to speed up innovation through collaboration and linking policies and instruments: **IMPACT!!!**
- The EIP-AGRI was launched by DG AGRI in 2012: COM (2012)79
- The EIP-AGRI applies an overarching "*Open innovation*" concept based on the **interactive innovation model** (applied in CAP Operational Groups and H2020 Multi-Actor projects):
Collaboration between various actors to make **best use of complementary types of knowledge** (scientific, practical, organisational, etc) **in view of co-creation** and diffusion of solutions/opportunities **ready to implement in practice**.
- EU wide EIP **network** linking actors: communication, partnering, dissemination, knowledge flows and collecting practice needs (*Open science*)

* In line with the main recommendation of the 2015 Milan Scientific Committee on impact: 'more research into

Key points regarding the Multi-actor Approach

- *Need for training of potential participants in MAA projects?*
- *Limits imposed by FP approach: involving actors in multi-national projects can be difficult – would be easier to develop in national/regional projects*
- *For scientists, working in MAA projects is not rewarded in career evaluations whereas the approach imposes a lot of transaction / coordination costs. Much easier to work on the computer doing simulations with datasets than having to go and discuss in the evening with a group of farmers whose interest in the matter researched needs to be clear to them.*

Key points regarding the Multi-actor Approach

- *FP 9: continue with MAA in agricultural R&I*
- *FP 9: widen participatory work beyond end-users to society/consumers in relevant projects*
- *FP 9: going beyond MAA – or differently – how? Living Labs, demonstrations, experiments at landscape level?*
- *FP 9: how to facilitate MAA in projects (e.g. through more topics with cascading grants)?*

ALL IDEAS ARE WELCOME ...

**... STARTING NEXT WEEK AT OUR AGRICULTURE
RESEARCH CONFERENCE 2-3 MAY**

AgriResearch Conference
*Innovating for the future of
farming and rural communities*
2-3 May, Brussels

Have your say!



#AgriResearchEU



Many thanks for your attention!



Research and innovation in action

https://ec.europa.eu/agriculture/research-innovation_en



Interactive innovation: **Cross-fertilisation** is key for tackling complex challenges and developing opportunities for innovation

Du choc des idées jaillit la lumière

Nicolas Boileau, french philosopher, 17th century

- > Enlightenment comes when views collide
- > From the clash of opposing minds, new ideas arise

***Having potential innovative knowledge is one thing,
turning it into reality is another.***

**"The value of an
idea lies in the
using of it."**

**Thomas Alva Edison –
inventor of the light bulb**