

Facilitation of co-innovation on the local level and feedback loops to national and EU policy levels

Insights from the multi-actor project LIAISON

SHERPA workshop, online, 2nd December 2021

Susanne v. Münchhausen, Anna Häring (HNEE),
Andrew Fieldsend (AKI), Mark Redman (HCC)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773418. This document presents the authors' perspective but not the position of the European Commission.

Sherpa conference, 12/2021

AKI Agrárközgazdasági
Intézet

hcc
highcare consulting



**Eberswalde University
for Sustainable
Development**



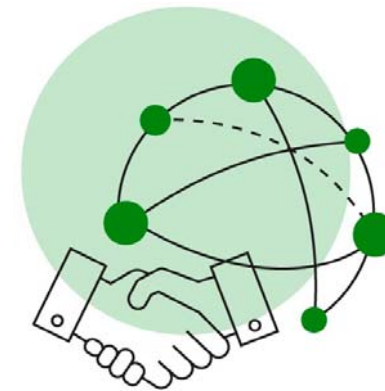
Overview

1. About LIAISON
2. LIAISON's concept of macro-regional stakeholder hubs
3. LIAISON findings and recommendations

Main objective of LIAISON

- To make a contribution to promoting and strengthening co-innovation projects, networks and initiatives; and
- the delivery of EU policies that aim to enhance cooperation for innovation in agriculture, forestry and related rural activities.

LIAISON
Optimising interactive innovation



About LIAISON

- LIAISON is a Research and Innovation Action
- Type: Multi-actor project
- Partners: 17 diverse organisations from 13 EU Member States and CH, NO
- Duration: May 2018 – April 2022
- Budget: approx. 5 million Euro
- Homepage: www.liaison2020.eu
- Twitter: @liaison2020, #liaison2020



LIAISON's macro-regional hubs



Purpose

- Ensure geographical coverage
- Enhance knowledge exchange between regions and macro-regions
- Incorporate broad socio-cultural contexts in analyses/ recommendations whilst still encompassing great diversity

Composition

- Four country clusters: Nordic-Baltic, Atlantic/North Sea, Danube/Balkan, Mediterranean (alignment with existing EU MR policy)
- One LIAISON partner leading plus LIAISON Ambassadors, Advisory Board
- Mixed group of stakeholders

Purpose - mixed group of stakeholders...

- Represent relevant institutions from a country.
- Help to identify and focus on specific needs,
- But also present the diversity within the macro-region or country.
- Highlight challenges for beneficiaries and for policy makers / public agents.
- Ensure feedback to the LIAISON work and output from a regional perspective.
- Support dissemination of the LIAISON output in macro-regions, countries, networks.

LIAISON
Optimising interactive innovation



Composition – the stakeholder mapping...

was based on

- Dimension 1: Country or residence or nationality of the person
- Dimension 2: Representation/expertise of the person in the category of innovation project approach and level
- Dimension 3: Three different sector categories
A) Agriculture, B) Forestry, C) Rural development
- Dimension 4: Type of innovation
A) technical innovation incl. smart / IT-based,
B) social innovation

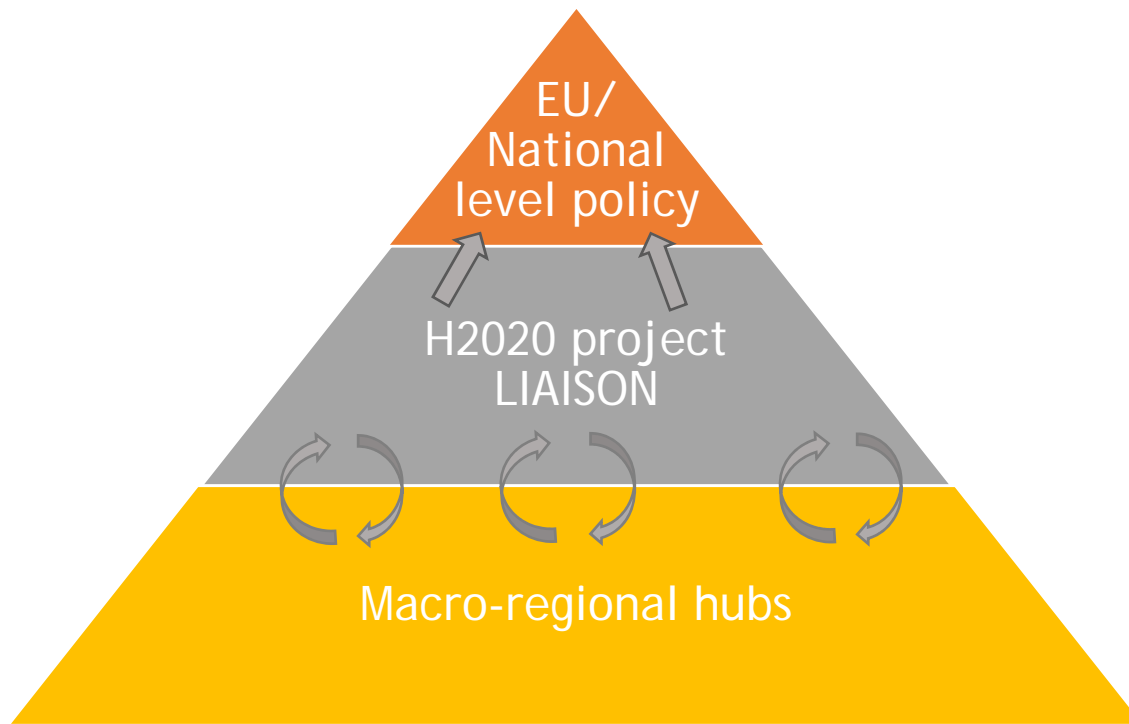


Stakeholder mapping and recruiting

LIAISON Stakeholder mapping - selection of participants with multiple expertises for the macro-regional hubs																															
Name of institution or person	Country	Dimension 2: Connection with EU-level		Dimension 2: National/regional level										Dimension 2: EIP-Agri project level					Dimension 2: Private project funding				Dimension 2: Innovation approaches without funding				Dimension 3: Sector			Dimension 4: Type of innovation	
		Members SCAR AKIS SVG	Multi-actor project experts	Funding agency	Ministries, policy makers	RDP Managing authorities	National Rural Networks	EIP-Agri networks	National rural networks	Innovation support services	Independent RDP expert / Evaluator	Researchers, academics	Teachers in vocational school, academies	Farm advisers, business consultants	Beneficiaries of DG with particular insights / overview	Beneficiaries of H2020 projects with particular insights / overview	Beneficiaries of national innovation projects with particular insights / overview	Beneficiaries of regional / local of innovation projects	Corporate funded programme with overview	SME/farm funded project with overview	Society project, person with particular insights / overview	Society group, person with particular insights / overview	Association, person with particular insights / overview	Community initiative, person with particular insights / overview	Agriculture	Forestry	Rural Dev	Technological	Social		
Stakeholder x	Country A (Portugal)																														
Stakeholder y	Country A (Portugal)																														
Stakeholder r	Country A (Portugal)																														
Stakeholder z	Country B (Spain)																														
Stakeholder g	Country B (Spain)																														
Stakeholder f	Country B (Spain)																														
Stakeholder v	Country C (France)																														
Stakeholder b	Country C (Italy)																														
Stakeholder n	Country D (Greece)																														
Stakeholder m	Country D (Greece)																														
Stakeholder k	Country D (Greece)																														
Stakeholder j	Country E (Croatia)																														
Stakeholder i	Country F (Cyprus)																														

- 1-2 representatives per country who cover also some attributes of the four Dimensions
- 10-15 stakeholders per macro-regional hub
- LIAISON budget: sufficient for the hub leaders; two physical meetings

Feedback loops for EU policy impact



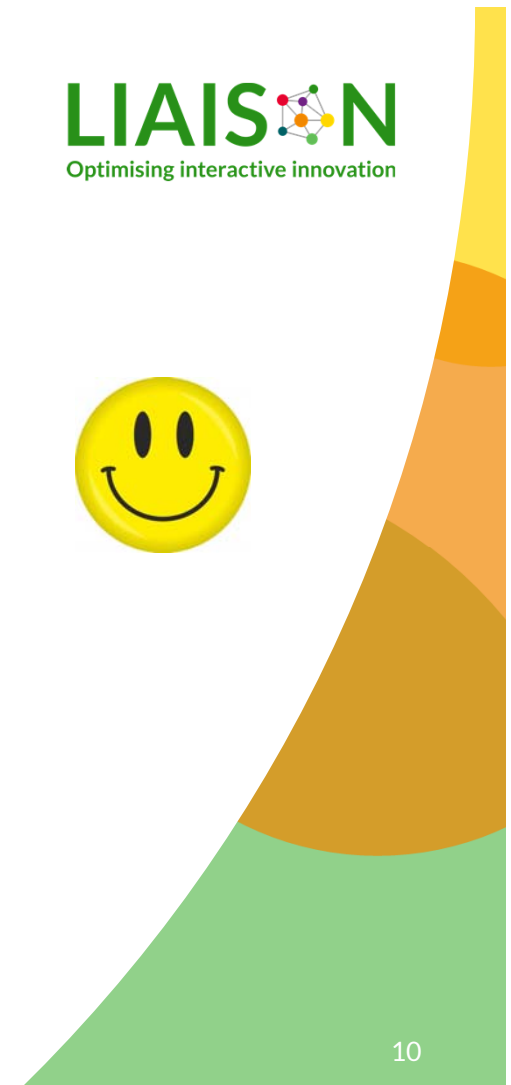
29/11/21

LIAISON - Macro-regional hubs



Lessons learned from the MR hub concept (1)

- Works well to raise awareness for macro-regional differences re cultural and social / economic contexts
- Helps to deepen the teams' understanding for the interpretation of data from different regional contexts
- Supports context-related interpretation of hampering factors for EU policy implementation
- Ensures appropriate adjustments when solutions from north-western are transferred to other EU regions
- Respect for regional specificities! Improved listening



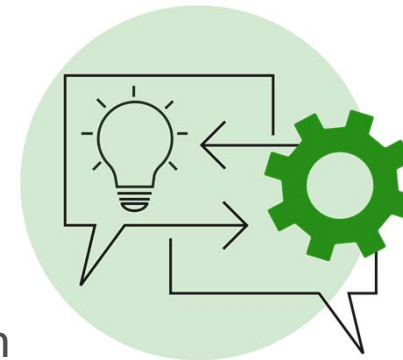
Lessons learned (2)

- Difficult to ensure a balanced composition and continuity of the group due to stakeholder fatigue and busy work plans of key players
- Risk of overrepresentation of researcher and other Horizon project members
- Hub leaders need extra effort and time to keep up the level of engagement throughout the project.
- No one fits all! Workshop concepts, communication tools etc. require organisational or topic-related adjustments for each MR group.



Recommendations – ensure...

- direct benefits for the stakeholders.
- sufficient budget for the MR hub management.
- intrinsic motivation of the MR hub leaders.
- clear guidance by the project coordinator.
- To limit the tasks and work load for the MR hubs.
- A balanced composition of the MR groups through excellent mapping and selection of stakeholders
- direct connections between topics of the stakeholder groups and the project's other output.
- Promises are kept and transfer key messages to national and EU level decision makers!



Thank you!



svmuenchhausen@hnee.de



[https://youtube.com/playlist?list=PLSwCCZQ
ECphqki10TZxJZmqNK6jj2fLI4](https://youtube.com/playlist?list=PLSwCCZQECphqki10TZxJZmqNK6jj2fLI4)



@liaison2020

www.liaison2020.eu