

How innovation support services stimulate innovation and demand driven research

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15 Years of experience

2014

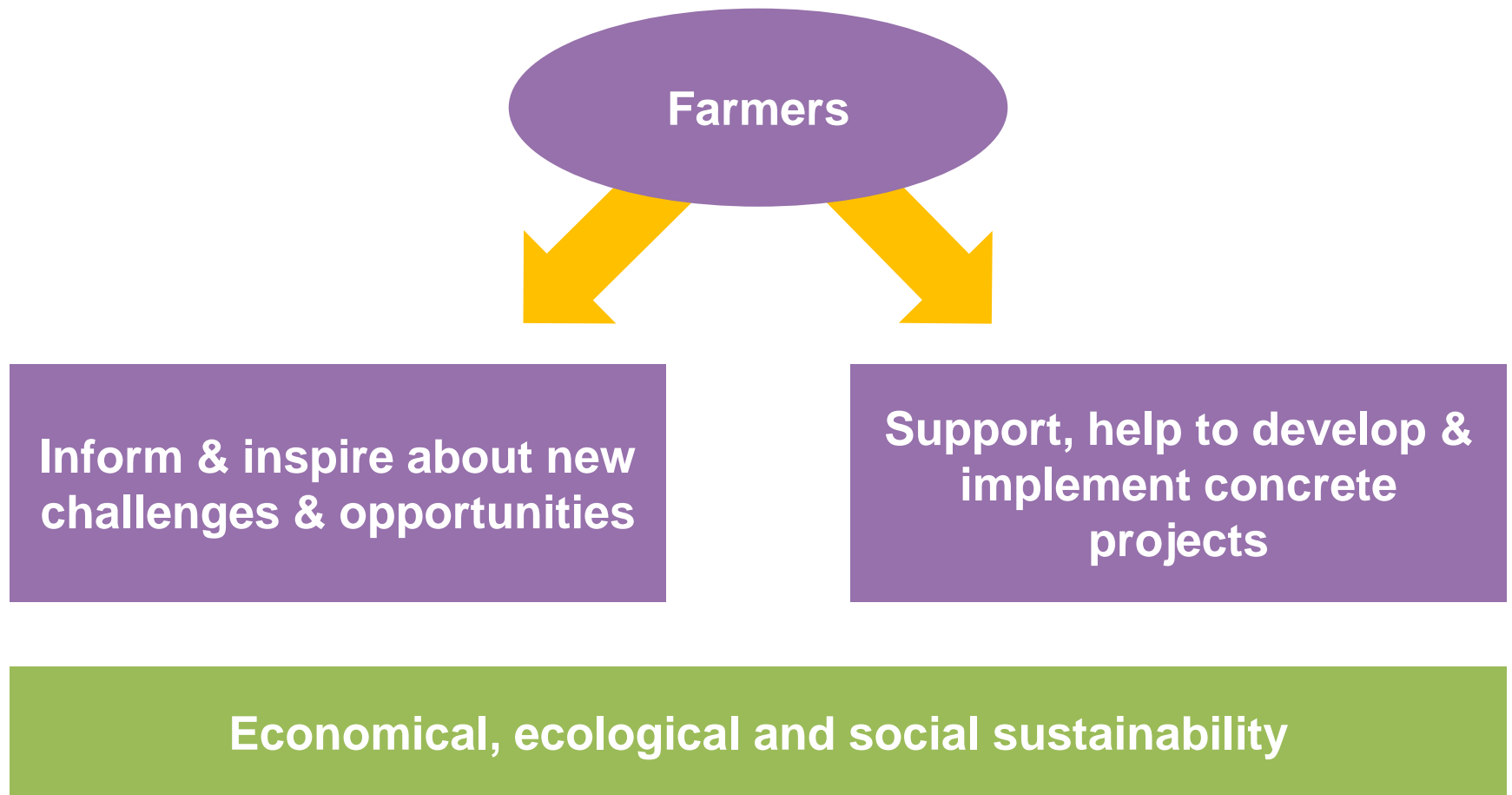
Starting up multi-actor approaches
& participatory processes bottom up

1999



Started by farmers' union
Boerenbond & Cera

Our mission



How?

Information & dissemination

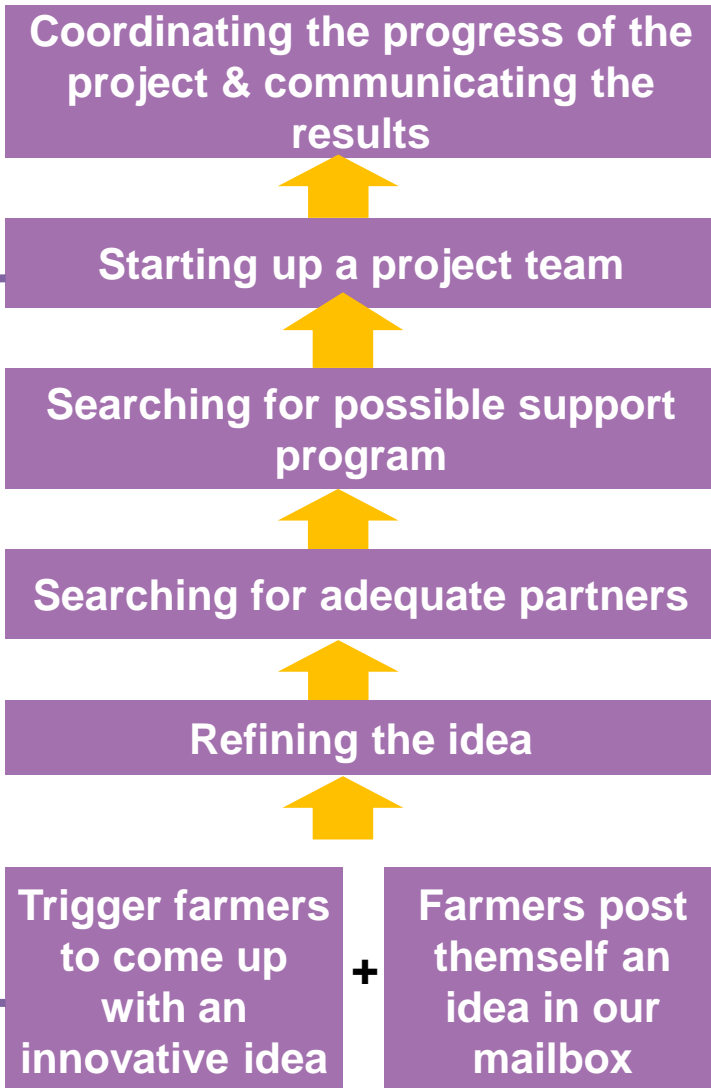
- Different learning modules
- Study events
- Website, E-zines, articles in specialised magazines

Giving advice & coaching

- Coaching of farmer with development of early innovation projects , grassroots ideas
- Providing answers to individual questions
- Supporting cross cutting projects
- Rolling out of innovation approaches

Innovation broker process & support

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An innovation coming from a farmer will be easier rolled out to a many other end-users

A healthy & fibre-rich pear juice

- Brokerage process
 - Specific request from fruit growers to valorise waste streams of pear production
 - Finding research partners
 - Finding funding



Distrikempen: a local food distribution model



- Brokerage process

- First project

- Bringing together 5 interested producers; goat cheese, cow cheese, fruit & tomatoes, potatoes & vegetables and pig meat
 - Searching for a distributor; Distrego
 - Formalising the cooperation
 - Giving information to existing customers

- Second project

- Searching for additional distributors → cooperation with Bpost (Belgium postal operator)

Reducing ammonia emissions

- Brokerage process
 - First project – ammonia emissions
 - Second project – odour emissions
 - Finding research partners to perform measurements
 - Finding funding




Entrepreneurial coaching helps to manage a goat farm

- Strategic innovation
 - Composing advisory board
 - According to the needs of the farmer → gathering board members
 - Dissemination
 - Topics of advice:
 - Finetune strategy of company
 - Cost calculation
 - Price setting of products
 - Optimise personnel deployment



How to reach more innovation and demand driven research

- Farmers need to be
 - triggered and activated for a first try out of innovative ideas (e.g. Innovation Prize)
 - involved in a participatory process from the start
 - supported in getting access to research funds

 Therefore they can depend on innovation support services

How to reach more innovation and demand driven research

- Launch an Innovation prize (www.innovatiesteunpunt.be/campagne)
 - Stimulate farmers to think out of the box
 - Idea doesn't always fit in a predetermined theme (cross cutting)
 - Innovation isn't always a success story

➔ Specific efforts to catch bottom up ideas for innovation are needed



IDEEËNWEDSTRIJD
VOOR INNOVERENDE LAND- EN TUINBOUWERS
www.innovatiesteunpunt.be/campagne



How to reach more innovation and demand driven research

- Innovation support service
 - should have a close connection with agriculture
 - act as a mediator between the farmer and the research institutes, applied research centres, technology suppliers, etc.
 - are an important and necessary partner in the start up of an OG through their brokering function

How to reach more innovation and demand driven research

- Innovation support services
 - can make the link between the different OG's started up in different project programs
 - can play a role in having an overview of the different OG's started up locally/(transnational) and ensure that there is coherence

A close-up photograph of a spider on its web. The spider is positioned in the center of the frame, with its legs spread out. A purple banner with the text 'Innovation broker' is placed diagonally across the spider's body. The background is a blurred green, suggesting foliage.

Thank you for your attention!

Innovation broker

More information:

www.innovatiesteunpunt.be

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