

Stakeholders Engagement through Regional Communities: an interactive multi-actor methodology for co-innovation in rural areas

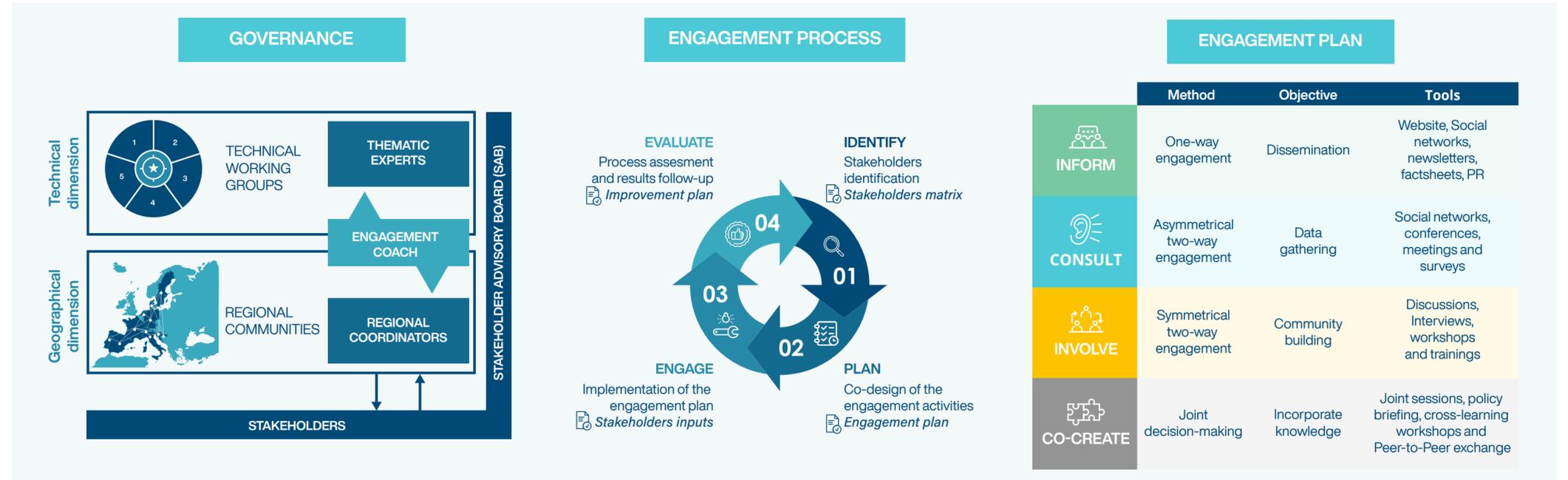
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Nowadays knowledge and innovation play a crucial role in helping farmers meet the future challenges linked to an increasing pressure on the use and management of natural resources and high political and societal ambitions with respect to sustainable ways of food production. The timely access and ability to integrate rapidly evolving information, knowledge and technological developments across all actors who participate in agricultural value chains is key to a successful transition towards a sustainable Europe by 2030 [1]. To ensure that knowledge is shared between everyone who uses and produces it, and that people are connected, effective **Agricultural Knowledge and Innovation Systems (AKIS)** are needed across Europe [2]. Therefore, new and better ways to share knowledge and expertise are considered essential to keep agriculture and food production competitive, sustainable and rural areas alive. However, fostering co-creation and effective knowledge transfer in the agriculture and food production contexts is a complex issue due to the plurality of actors and the socio-cultural divergences between different geographical areas in Europe.

To cover this diversity, facilitating effective knowledge transfer processes, closing the gap with research and innovation and reinforcing **AKIS** across Europe, an **interactive demand-driven innovation methodology** has been developed (Franco, Rodríguez-Aubó et al. 2017) [3], based on the creation and activation of **Regional Stakeholders' Communities**. This methodology proposed by FEUGA to engage and organise the work of different regional stakeholders' communities following a **Multi-Actor Approach (MAA)** [4] is conceived as a matrix organisational structure with two main dimensions (Geographical and Technical) and a linking element (Engagement Coach).

This methodology was first successfully implemented in agroforestry and viticulture sectors, in AFINET [5] and WINETWORK [6] projects, taking advantage of H2020 Thematic Networks funding instrument [7]. Afterwards, the MAA methodology proposed by FEUGA has been extended and tested in Research and Innovation projects with European dimension in different agricultural related domains such as **soil biodiversity** (SOILDIVERAGRO [8]), **antimicrobial use (AMU)** in animal production (ROADMAP [9]) and **sustainable animal breeding** (GERONIMO [10]), among others. Therefore, this validated methodology benefits rural areas and the agri-food sector ensuring an efficient transfer of knowledge among key actors and stakeholders and fostering co-innovation within the regional communities, contributing at the end to reinforce **AKIS** across Europe.



GERONIMO G. A. nº 101000236
GERONIMO: Genome and Epigenome eNabled breeding in MONogastrics.
 Innovative genome- and epigenome-enabled breeding selection

INFORM COMMUNICATION & DISSEMINATION	All stakeholders
CONSULT SURVEYS	Local Breeders, Breeders' associations
INVOLVE EU WORKSHOP INTERVIEWS LOCAL WORKSHOP TRAININGS	Postgraduate students, researchers and animal breeders Local Breeders, Breeders' associations Researchers, breeding companies, governments and regulatory bodies All stakeholders
CO-CREATE JOINT SESSION EXTERNAL EVENTS	Experts in genome editing and animal breeding All stakeholders

Soildiver Agro G. A. nº 817819
SoildiverAgro: Soil biodiversity enhancement in European agroecosystems to promote their stability and resilience by external inputs reduction and crop performance increase.
 New practices to boost crop quality and production.

INFORM COMMUNICATION & DISSEMINATION	All stakeholders
CONSULT SURVEYS	Farmers, associations
INVOLVE 16 CASE STUDIES DISCUSSION GROUPS FIELD DAYS TRAINING DAYS REGIONAL MEETINGS	Farmers (wheat, potatoes, vegetables), farmer associations, researchers, agribusiness, policymakers, industry advisors
CO-CREATE JOINT SESSION EXTERNAL EVENTS	Researchers, policymakers, industry Farmers, policymakers, industry and researchers

ROADMAP G. A. nº 817626
Roadmap: Rethinking Of Antimicrobial Decision-systems in the Management of Animal Production.
 Leading the fight against antimicrobial use arising from farmed animal production.

INFORM COMMUNICATION & DISSEMINATION	All stakeholders
CONSULT SURVEYS	Local farmers (poultry, pigs, dairy) and vets
INVOLVE WEBINARS INTERVIEWS CO-LEARNING EXCHANGES TRAININGS CASE STUDIES	Researchers, advisors and policy makers Local farmers and vets Partners from the Living labs All stakeholders Local farmers and vets
CO-CREATE JOINT SESSION 12 LIVING LABS	Researchers and AMU experts Key actors: farmers (poultry, pig, dairy), vets, industry, distribution, researchers)

References:
 [1] https://ec.europa.eu/info/publications/reflection-paper-towards-sustainable-europe-2030_en
 [2] Agricultural Knowledge and Innovation Systems (AKIS) Boosting innovation and knowledge

flows across Europe (EIP-AGRI, 2022)
 [3] Franco, L., Rodríguez-Aubó, N., Álvarez, M. X., Durán, D., Muñiz, A., Justo, A. - Implementation and validation of a demand-driven innovation methodology for knowledge transfer in the

agri-food sector: a multi-actor approach (2017)
 [4] Multi-actor projects (EIP-AGRI Brochure, 2017)
 [5] AFINET <https://cordis.europa.eu/project/id/727872>

[6] WINETWORK <https://cordis.europa.eu/project/id/652601>
 [7] EIP-AGRI Thematic Networks
 [8] SoildiverAgro <https://cordis.europa.eu/project/id/817819>

[9] ROADMAP <https://cordis.europa.eu/project/id/817626>
 [10] GERONIMO <https://cordis.europa.eu/project/id/101000236>