



AGRI-FOOD SMEs

COLLABORATING FOR INNOVATION



ALONG THE SUPPLY CHAIN

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This presentation shall neither be binding nor construed as constituting commitment by the EC. Only the work programme prevails.

Research and
Innovation



Participatory workshop, 17 October 2017

- Organised by DG RTD and DG AGRI in cooperation with the SCAR SWGs AKIS and Food Systems
- Linked to the European Commission conference Harnessing Research and Innovation for FOOD 2030: a Science Policy Dialogue
- 60 participants:
 - *Mainly Agri-food SMEs, also innovation managers, intermediaries, experts, retailers, consumer representatives and policy makers*
- 23 Agri-food SME presentations of collaboration on innovation.



Objectives of the workshop

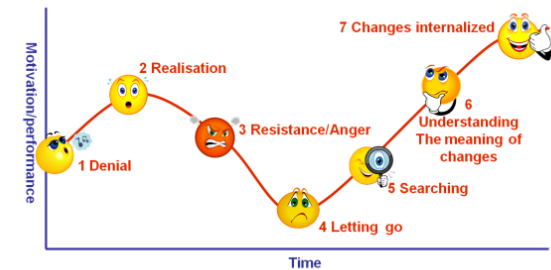
Discussions, formulate recommendations and list best practices on:

- Agri-food SMEs' main challenges, opportunities and collaborative innovation approaches
- knowledge flows/exchange among Agri-food SMEs and along the supply chain
- cross-fertilisation between Agri-food SMEs and all links in the chain
- consumer expectations (quality, local, organic, traditional food) and environmental aspects
- market opportunities and challenges (economic aspects)



Setting the scene

What is innovation?



Research Institute of Agricultural Economics

www.aki.gov.hu

- **Barend Verachtert (DG RTD) and Rob Peters (DG AGRI)**
 - stressed the importance of the food systems approach - joint forces by both DGs
- **Aniko Juhasz, AKI - HU:**
 - many SMEs in the EU do not innovate sufficiently or rely solely on in-house expertise; stimulating collaboration on innovation is essential
- **Cristina Mota Capitaó, Inovisa - PT:**
 - CropUP initiative develops an ecosystem of start-ups and other actors to contribute to the technology revolution and to collaborate on knowledge and innovation
- **Inge Arents, Flanders' FOOD - BE:**
 - Flanders' Food enhances innovation capacity by leading to knowledge, leading in knowledge, accelerate efficient and effective innovation and creating/crossing value chains

Collaboration on innovation: 23 presentations

Co-innovating distribution, value sharing, sales models	Co-innovating distribution, value sharing, sales models	Co-innovating product and process	Co-innovating technologies
Agri Marketplace	Innovatiesteunpunt	AgroMais	Black Block
SmartFarmer	Ranchising	We Deliver Taste	Buggypower
La Ruche	Soil Association	Arla Foods	Novolyze
Cambridge Food Hub	Oatly	Stevia Hellas	Gold and Green Foods
Clube de Produtores Continente	AKI - case	Házikó	FWEE
COVAP	TPOrganics		Jimini's

Discussing **co-creating** innovation: **what and who?**

- Form **multi-actor innovation clusters** to stimulate innovative activity by interactions, by sharing facilities, exchanging knowledge and expertise to contribute effectively to technology transfer, networking and dissemination
- Better **connect agri-food SMEs** to the other links in the food chain which are **closer to the final consumers**, and support them in more direct connections with the end-consumers of their products
- create **better understanding of the interconnection** between food production and consumption in the value chain
- Co-creating innovation in agri-food is not only about better connections in the chain; it is also about **involving local and regional communities**
- Next to research, focus on **instruments and public-private actions** that enhance the innovation ecosystem such as EIP-AGRI, EIT Food, public procurement, etc.

Discussing **co-creating** innovation: how?

- Supporting the search for the right **knowledge, developing skills, expertise and competence** is equally important as providing funding: creating an 'innovation supporting environment'
- **More support infrastructures and networks/hubs** such as Inovisa and Flanders' FOOD should be developed at regional, national and EU level
- **Networking, (physical) events and workshops** are important to demonstrate the latest technology and to exchange best practices at regional/national and EU level
- Focus on knowledge exchange and demonstration across borders to enhance **possibilities of replicating** examples and mechanisms from one region to another (EIP-AGRI)

Tips for successful collaboration

Trust, transparency
and expectations

Team facilitation: the
spider in the web

Win-win for both
economic and societal
impact



Potential solutions for future collaboration

Improve possibilities for exchange of data & information in the agri-food chain

The right funding in the right phases of the innovation process

Enforce multi-actor approach for an optimal combination of equipment and skills



Types of support to stimulate collaboration

Towards a mature
innovation
ecosystem

Policy and regulation to
foster cooperation, a
level playing field and
create synergy

Financial support to
prepare innovation
projects





Thank you!

www.ec.europa.eu/research/bioeconomy

www.ec.europa.eu/agriculture/research-innovation_en



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