



**SIXTH FRAMEWORK PROGRAMME**  
**PRIORITY 8.1 Policy-oriented research - Scientific support to policies - SSP**



**Strengthening Innovation Processes for Growth and Development**

Project acronym: **IN-SIGHT**

Contract no.: **44510**

***Objectives, partners, work to be carried out and time schedule***

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## Project summary

The IN-SIGHT project will contribute to an improved knowledge of innovation systems and processes. Emphasis throughout the project is on gaining a better understanding of linkages in research-practice innovation chains and networks. A guiding idea is to contrast the concept of linear relationships in technology transfer with a more systemic view of innovation networks. In this respect relevant societal and agricultural (knowledge) system changes and alterations in socio-technical networks are explicitly considered. Project goals that are directly linked with that are an identification of weaknesses and factors that lead to failure in present innovation systems and processes as well as the identification of best practice examples. Effective innovation networks and success factors will be identified in a series of case studies and documented. Recommendations will be derived that are directly relevant for European and member states level research programmes, measures in support of innovation and rural development policy.

The direct involvement of relevant institutions and stakeholders in the research process is a key feature of the IN-SIGHT project. Throughout implementation a close cooperation with practitioners from relevant institutions and stakeholders will be ensured. This is implemented through a series of consultations that are directly combined with three in-depth reviews for particular innovation fields. The three in-depth reviews will focus on (a) innovations in agriculture with a particular focus on product and marketing innovations, (b) innovations in environmental technologies with a particular focus on non-food production, bioenergy and water saving technologies, and (c) innovations in rural development with a particular focus on innovations in new rural services and a better use of information and communication technologies in rural areas.

## Project objectives and state of the art

### General objective

Innovation policy can effectively support adjustment processes. It is a key to competitiveness. In order to successfully implement such a policy, existing innovation systems and processes have to be renewed and more effective, novel approaches institutionalised. Innovation services and agencies should encourage the development of new markets, products and services, and facilitate the appropriate processes of learning among farmers as well as other rural actors and entrepreneurs.

The IN-SIGHT project aims at building a conceptual framework and knowledge base for a more effective European policy on innovation in agriculture and rural areas. Both, conceptual framework and knowledge base, should be consistent with the new European agenda for agricultural and rural policy and sensitive to the diversity of the European agricultural and rural systems. The project addresses the question what kind of knowledge and innovation infrastructure is required to support the future needs of rural economies, including the natural resource based sectors. The direct involvement of the concerned institutions and stakeholders in the research process will contribute to the development of policy and practice recommendations that are directly applicable for the work and decision-making of relevant actors at EU, national and regional level.

### Specific objectives

The specific objectives of the IN-SIGHT project are:

- (1) To improve our understanding of innovation systems and processes in European agriculture and rural areas through an analysis and assessment of the related socio-technical structures, factors and interrelations.
- (2) To provide an in-depth analysis for three fields: agriculture and marketing, environmental technologies and rural services. On the basis of the in-depth analysis: to identify weaknesses and factors that lead to

failure, to identify successful innovation systems and processes, including strategic directions, capacities, and organisational/delivery structures, and to learn from best practice examples.

- (3) To provide a synthesis of the knowledge available on the most effective approaches and intervention tools in support of innovations in agriculture and the rural sphere. In particular to increase the understanding of the knowledge and innovation infrastructure that is required to support the future needs of rural economies, including the natural resource based sectors.
- (4) To evaluate the adequacy of public innovation policies at European and member states level in relation to a) the new agricultural policy agenda and b) the improved understanding of effective innovation systems and processes gained in this project.
- (5) On the basis of (1)-(4): To formulate recommendations for a European policy framework for innovations in agriculture and rural areas.
- (6) To initiate a network of agencies and organisations involved in innovation policies in agriculture regarding the issue of knowledge creation and to consolidate it, for example, by establishing a corresponding thematic website.

## Participants list

No.	Participant name	Institution	Country
1	Institute for Rural Development Research at Johann Wolfgang Goethe University, Frankfurt/Main (DE) (project coordination)	IfLS	DE
2	Swiss Centre for Agricultural and Rural Development, Lausanne (CH)	AGRIDEA	CH
3	University of Pisa, Dipartimento di Economia dell' Agricoltura, dell' Ambiente Agro-Forestale e del Territorio (I)	DAGA	I
4	Baltic Studies Centre, Riga (LV)	BSC	LV
5	Wageningen University, Communication Science (NL)	CS-WUR	NL
6	Institut de l'Elevage, Paris (F)	IEL	F
7	Ruralia Institute, University of Helsinki (FIN)	RI-UH	FIN

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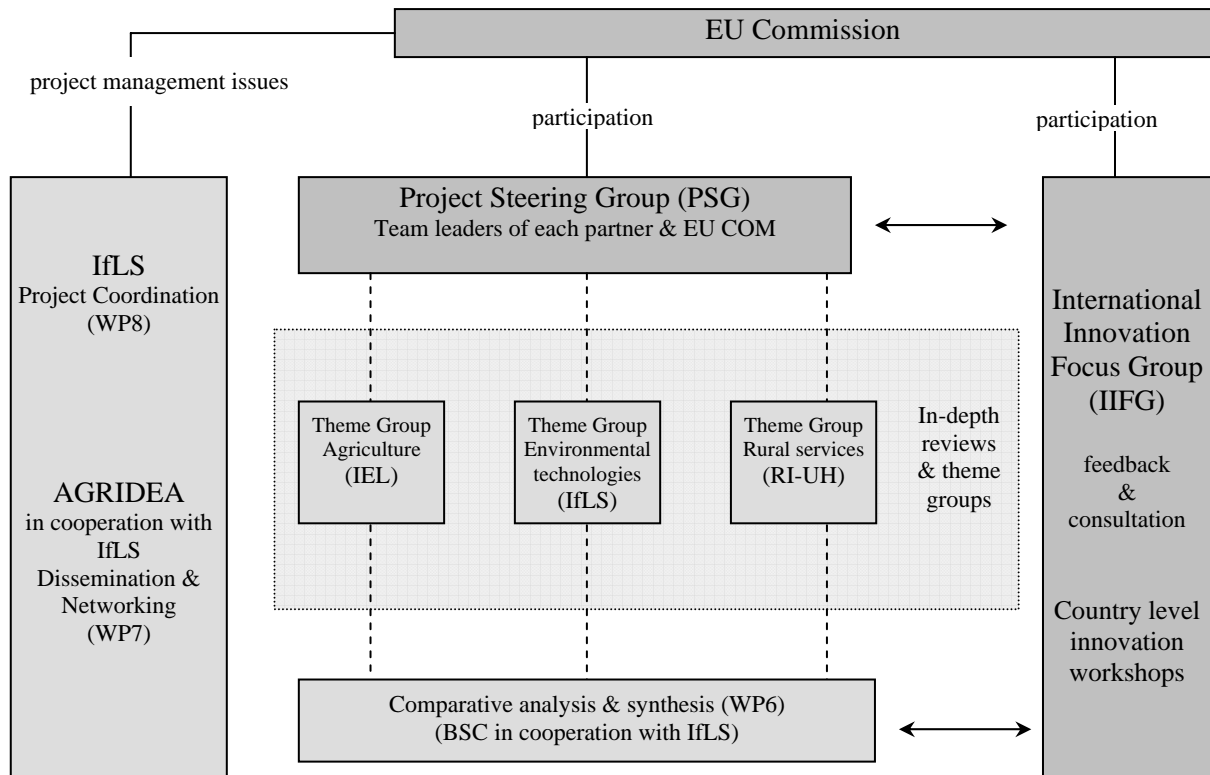
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## Project management

An overview of the project organisation structure is given in Figure 1 below.

**Figure: Overview of the IN-SIGHT project organisation structure**



**Figure: Timing of the different workpackages and their components, meetings and delivery of main outputs**

Month	Year 1												Year 2															
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24				
<b>Workpackages and deliverables</b>																												
WP1	Conceptual frameworks												.....	update						.....	update							
				D1																								
WP2			Overview of national knowledge systems										.....	update						.....	update							
									D2																			
WP3					In-depth agric. technologies															.....	update							
															D3													
WP4					In-depth env. technologies															.....	update							
															D4													
WP5					In-depth review rural services															.....	update							
															D5													
WP6										Comparative analysis and synthesis ... recommendations																		
																					D6							
WP7			Networking and dissemination																									
				D7																				D8				
WP8	Project management and coordination																											
<b>Meetings</b>																												
Project meetings (PM)	PM1							PM2							PM3							PM4						
PSG meeting																												
IIFG meeting																												
National workshops							WS1						WS2					WS3										
Final international conference (D8)																												

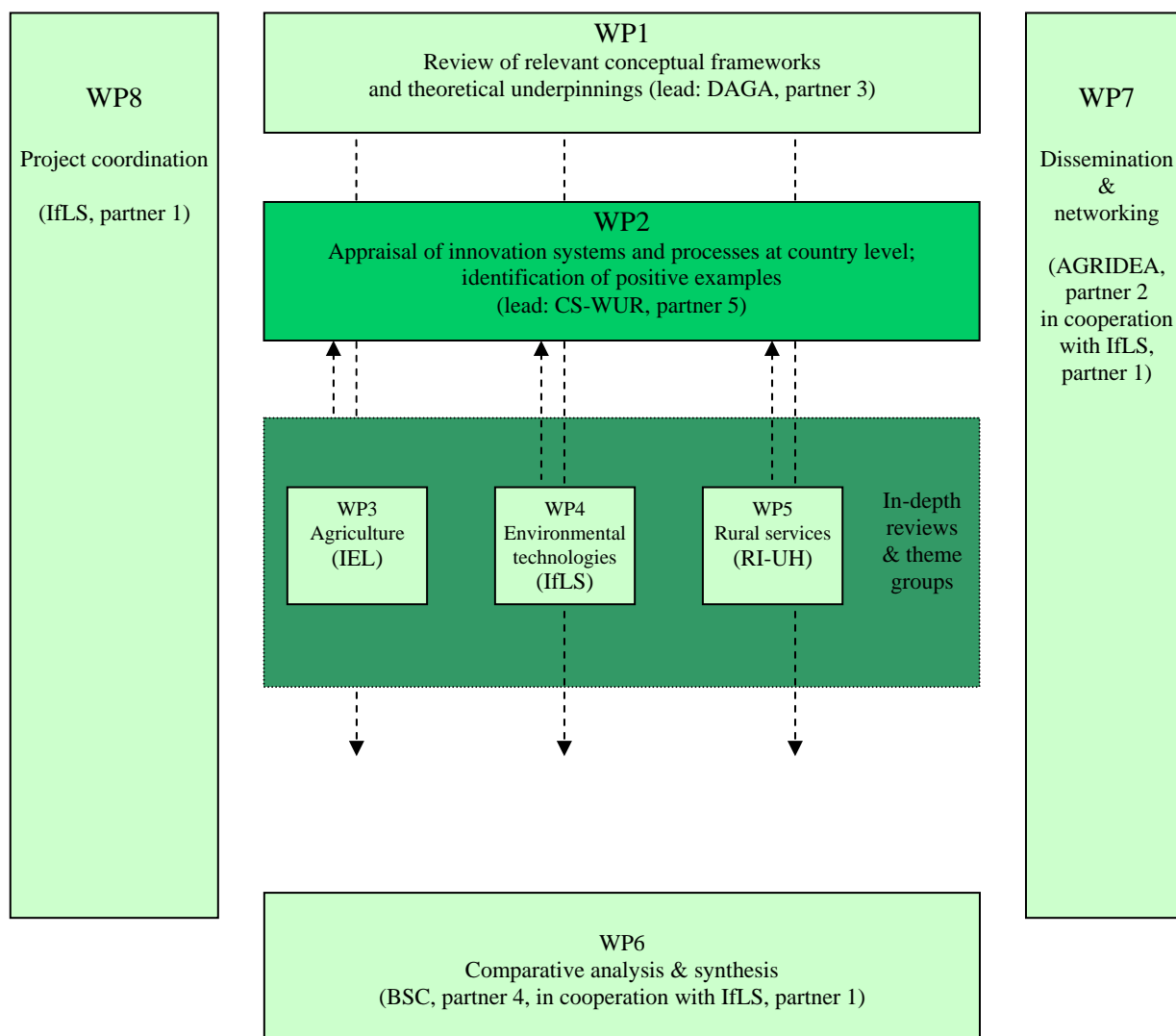


Figure: Interrelations between work packages

## Workpackage list

Work-package No	Workpackage title	Lead contractor No	Person-months	Start month	End month	Deliverable No
1	Review of relevant conceptual frameworks and theoretical underpinnings	3	3.5	1	4	D1
2	Appraisal of innovation systems and processes at country level: identification of positive examples	5	12.1	3	9	D2
3	In-depth review of innovation systems and processes / practical experiences in the field of agriculture, food and forestry	6	8.5	6	15	D3
4	In-depth review of innovation systems and processes / practical experiences in the field of environmental technologies	1	12.5	6	15	D4
5	In-depth review of innovation systems and processes / practical experiences in the field of (new) rural services	7	9.0	6	15	D5
6	Comparative analysis and synthesis: Identification of research gaps and formulation of recommendations	4	6.3	9	20	D6
7	Networking and dissemination	2	12.0	3	24	D7 D8
8	Project management and coordination	1	5.25 *	1	24	-
	<b>TOTAL</b>		<b>69.15</b>			

\* 2.25 p.m. for IfLS plus 3.0 p.m. for consortium management activities of other partners during WPs 1-8

## Deliverables list

Deliverable no.	Deliverable title	WP no.	Lead participant	Estimated person months	Nature <sup>1</sup>	Dissemination level <sup>2</sup>	Delivery date (month)
D 1	Report on the theoretical underpinnings of innovations processes in agriculture and rural development and of the relevant conceptual frameworks	1	3	3.5	R	PU	4
D 2	Innovation systems and processes in agriculture and rural development: An appraisal on the basis of seven country studies	2	5	12.1	R	PP	9
D 3	Innovations systems and processes in the field of agriculture and agricultural marketing: A cross-national analysis of differences in France, Switzerland, Italy and The Netherlands	3	6	8.5	R	PU	15
D 4	Innovations systems and processes in the field of environmental technologies: A cross-national analysis of differences in Germany, Switzerland, Italy, Latvia, France and Finland	4	1	12.5	R	PU	15
D 5	Innovations systems and processes in the field of (new) rural services: A cross-national analysis of differences in Finland, Latvia, The Netherlands and Germany	5	7	9.0	R	PU	15
D 6	Innovations processes in agriculture and rural development: Results of a cross-national analysis of the situation in seven countries. Research gaps and recommendations	6	4	6.3	R	PU	21
D 7	Project website	7	2	8.5	O	PU	4
D 8	International conference	7	2	3.5	O	PU	23

TOTAL 63.9

<sup>1</sup> Please indicate the nature of the deliverable using one of the following codes: **R** = Report; **P** = Prototype; **D** = Demonstrator; **O** = Other

<sup>2</sup> Please indicate the dissemination level using one of the following codes: **PU** = Public; **PP** = Restricted to other programme participants (including the Commission Services).; **RE** = Restricted to a group specified by the consortium (including the Commission Services).; **CO** = Confidential, only for members of the consortium (including the Commission Services).

## Work package descriptions

<b>Workpackage number</b>	1	<b>Start date or starting event:</b>					month 1
<b>Workpackage title:</b> Review of relevant conceptual frameworks and theoretical underpinnings							
<b>Participant id</b>	IfLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant</b>	0.5	0.2	2.0	0.2	0.2	0.2	0.2

### Objectives

The consensus regarding a systems approach to innovation and innovation policies, as proposed by the Maas-tricht memorandum, has stimulated a rich interdisciplinary debate focussed on learning processes through social interaction and interorganisational linkages. Also in the field of agriculture there is a growing attention to systems approaches to innovation, stimulated by the awareness that transition to a more sustainable and competitive agriculture should be accompanied by a review of the principles inspiring innovation policies. Agricultural and rural entrepreneurs are faced with rapid changes and new demands – from quantity to quality, from highly protected markets to highly competitive markets, from specialisation to diversification, from primacy of physical operations to primacy of immaterial activities, from a high level of public support to a reduced level of public support. In order to stimulate and support the changes necessary in the sector, it is essential to reorient agents of innovation (both individuals and organisations) and to encourage learning processes and organisational innovation that more effectively deal with partly conflicting competitiveness, sustainability and multi-functionality goals. In this respect, there is a specific need for conceptual frameworks which are able to bridge theoretical research with the daily practices of innovation agents.

The specific objectives of WP1 are:

- to provide an up-to-date synthesis of relevant conceptual frameworks and theories;
- to work out and consolidate a conceptual framework that facilitates a better understanding of innovation processes in the rural sphere and that supports a planning and evaluation of innovation systems and policies coherent with the new European agricultural policy agenda;
- to contrast a linear relationships understanding of technology transfer with a more systemic view of innovation networks; thereby explicitly considering relevant societal and agricultural (knowledge) system changes and changes in socio-technical networks;
- to provide the conceptual foundation for the country-level appraisal of innovation systems and processes (WP2), and the three in-depth reviews for specific fields of innovation (WPs 3, 4 and 5).

### Description of work

The work to be carried out in this workpackage is:

- (1) DAGA (partner 3) will draft a discussion paper on relevant conceptual frameworks and theories that will be discussed among the research partners during the kick off meeting (PM1).
- (2) On the basis of the discussion of the paper during the meeting the paper will be redrafted. Emphasis will then be on providing a consolidated conceptual framework that facilitates and guides the carrying out of the subsequent workpackages.
- (3) The discussion paper will be revisited during later stages in the project with the aim to contribute to the further development of relevant conceptual frameworks and theories (from theory to practice and back).
- (4) Relevant results of the country-level appraisal of innovation systems (WP2), the in-depth reviews of innovation processes and consultations (WPs 3, 4 and 5), and of the comparative analysis (WP6) will provide additional inputs to a further refinement of a project report on relevant conceptual frameworks and theories.

**Deliverables**

D1: Report on the theoretical underpinnings of innovation processes in agriculture and rural development and the relevant conceptual frameworks (Delivery: Month 4; Lead: DAGA, partner 3)

**Milestones and expected results**

- Discussion paper on the theoretical underpinnings of innovation processes in agriculture and rural development and the relevant conceptual frameworks. The paper will identify theoretical gaps existing in literature and will provide a consolidated conceptual framework that facilitates and guides the carrying out of the subsequent workpackages.
- Minutes of the 1st meeting.

<b>Workpackage number</b>	2	<b>Start date or starting event:</b>	month 3				
<b>Workpackage title:</b> Appraisal of innovation systems and processes at country level: identification of positive examples							
<b>Participant id</b>	IhLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant:</b>	2.0	1.5	1.5	1.5	2.6	1.5	1.5

**Objectives**

This workpackage aims at a critical review of actual innovation practice. It builds on the previous workpackage where relevant conceptual frameworks were examined. In a member states level review of innovation practice in the seven countries presented in the consortium we will examine innovation systems and processes in the agricultural, environmental and rural sphere. The direct involvement of the concerned institutions and stakeholders in the research process will contribute to a better understanding of innovation practice.

The specific objectives of WP2 are:

- to improve the understanding of the actual functioning of innovation systems and processes in European agriculture and rural areas through an analysis and assessment of the related socio-technical structures, factors and interrelations.
- to increase the knowledge about more effective approaches and intervention tools in support of innovations in agriculture and the rural sphere;
- to provide a first assessment of the adequacy of public innovation policies at member states level in relation to a) the new agricultural policy agenda and b) the improved understanding of effective innovation systems and processes gained in this project.
- to identify differences in innovation systems and processes between countries taking into account structural and contextual variation; and to provide the basis for the in-depth reviews (WPs 3-5).

### **Description of work**

The work to be carried out in this workpackage is:

- (1) CS-WUR (partner 5) will elaborate draft methodological guidelines for the country studies. In these guidelines a holistic and systemic approach will be adopted, focussed on innovation systems and networks. The guidelines will include an analytical grid for the country studies with key research questions, indicators, and instructions for analysis and presentation.
- (2) The draft guidelines and analytical grid will be discussed by all partners and agreed upon during the second project meeting (PM2).
- (3) All partners will implement the country study for their country (Finland, France, Germany, Italy, Latvia, Netherlands and Switzerland). The review will include a brief characterisation of the relevant innovation systems in the particular country, including private and public approaches, existing extension services and training. In the reports the characteristics of innovation systems and the particular features of the innovation system in a specific country will be illustrated by suitable examples of innovation actions and processes. Interviews with key actors and stakeholders will be part of the country study. All partners will prepare draft country study reports that will be the basis for the first meeting of the Innovation Focus Group (IFG) in each of the countries.
- (4) All partners will organise the first meeting of the Innovation Focus Groups (IFG) in each of the countries. Findings of the country study will be critically examined and interrelations between context and institutional arrangements and innovation systems' functioning will be discussed. The country study reports will be finalised after this meeting.

### **Deliverables**

D2: Innovation systems and processes in agriculture and rural development: An appraisal on the basis of seven country studies (Delivery: Month 9; Lead: CS-WUR, partner 5).

### **Milestones and expected results**

- Methodological guidelines for country studies.
- Country study reports for Finland, France, Germany, Italy, Latvia, Netherlands and Switzerland.

<b>Workpackage number</b>	3	<b>Start date or starting event:</b>	month 6				
<b>Workpackage title:</b> In-depth review of innovation systems and processes / practical experiences in the field of agriculture and agricultural marketing							
<b>Participant id</b>	IfLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant:</b>	-	2.0	2.0	-	2.0	2.5	-

### Objectives

Building on the first two generic workpackages three in-depth reviews will be carried out in order to deepen the analysis. The in-depth reviews will focus on (a) innovations in agriculture (WP3); (b) innovations in environmental technologies (WP4); and (c) innovations in rural services (WP5).

WP3 aims at delivering an overview of innovation systems and processes in the field of agriculture. A particular focus is on product and marketing innovations. Key areas where innovation and research should focus to increase competitiveness are identified. The role of extension systems, information actions and training will be examined and the strengths and weaknesses of different approaches will be analysed and discussed with key actors and stakeholders. It is asked in how far innovation services and agencies are able to facilitate processes of learning among farmers and the related industries. In this workpackage, as in the project in general, we adopt a systemic approach, focussed on innovation systems and networks.

The specific objectives of WP3 are:

- to provide an in-depth analysis of some recent characteristic innovations in the field of agriculture, with a particular focus on product and marketing innovations;
- to critically examine the processes which have led to the realisation of these innovations, and to analyse the functioning of these processes;
- to identify the role and interplay of different actors in socio-technical networks, including the role of intermediates such as farmers' advisory systems;
- to identify research gaps in the field of innovation systems and processes in the field of agriculture.

The consultation of practitioners from relevant institutions and stakeholders in the in-depth reviews and case studies is of critical importance. A close cooperation will therefore be ensured.

### Description of work

The work to be carried out in this workpackage is:

- (1) IEL (partner 6) will together with IfLS (partner 1) and RI-UH (partner 7) elaborate draft methodological guidelines for the in-depth reviews and for one agriculture / agricultural marketing case study per country. In these guidelines a systemic case study approach will be adopted, focussed on innovation systems and networks. The guidelines will include an analytical grid for the case studies with key research questions, indicators, the description needed of actors and networks involved, and of their strategy and objectives, the roles of different actors, and the main strengths and weaknesses of each case. In the guidelines a systemic approach is adopted, focussed on innovation systems and networks.
- (2) The draft guidelines and analytical grid will be discussed by all partners and agreed upon during the second project meeting (PM2).
- (3) IEL (partner 6), AGRIDEA (partner 2), DAGA (partner 3) and CS-WUR (partner 5) will implement the in-depth analysis of recent innovations in the field of agriculture. One agriculture / agricultural marketing case study will be carried out by each partner, i.e. four in this work package. In the analysis the specifics of particular innovation actions and processes will be examined. Interviews with key actors and stakeholders will be part of the in-depth studies.

- (4) IEL (partner 6), AGRIDEA (partner 2), DAGA (partner 3) and CS-WUR (partner 5) will organise two workshops with relevant actors, stakeholders and experts in their country to discuss and improve the case study (analysis). Each workshop comprises a presentation and discussion of the review, a critical reflection of weaknesses and gaps in the analysis by the participants, and an elaboration of possible improvements in innovation systems and processes.
- (5) IEL (partner 6), AGRIDEA (partner 2), DAGA (partner 3) and CS-WUR (partner 5) will prepare a draft report on the results of the in-depth review. The draft national reports on the results of the in-depth review will be circulated to the Innovation Focus Group (IFG) in each of the countries for a feedback. The country-level study reports will be finalised on the basis of the feedback round.
- (6) The final report on the results of the in-depth review for each country will be the basis for the cross-national analysis to be prepared by the Theme Group (TG) *Agricultural Innovation* under the direction of IEL (partner 6). In this report findings of the in-depth review will be critically examined and contrasted in terms of different institutional arrangements and the functioning of innovation systems. The report includes a synthesis of the country-level reflections on the possible improvements in innovation systems and processes.

#### **Deliverables**

D3: Innovations systems and processes in the field of agriculture, food and forestry: A cross-national analysis of differences in innovation systems in France, Switzerland, Italy and The Netherlands. Report prepared by the Theme Group (TG) *Agricultural Innovation* under the direction of IEL (partner 6) (Delivery: month 15).

#### **Milestones and expected results**

- Methodological guidelines for the in-depth reviews in the field of agriculture including an analytical grid for the case study analysis and presentation of results. Meeting to finalise the guidelines (PM2).
- Workshops between months 7-12 to discuss the in-depth reviews with key actors and stakeholders.
- Draft reports on the results of the in-depth reviews (month 12).
- Final reports on the results of the in-depth reviews (month 15) for France, Switzerland, Italy and The Netherlands.

<b>Workpackage number</b>	4	<b>Start date or starting event:</b>					month 6
<b>Workpackage title:</b> In-depth review of innovation systems and processes / practical experiences in the field of environmental technologies							
<b>Participant id</b>	IfLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant:</b>	2.5	2.0	2.0	2.0	-	2.0	2.0

### Objectives

Environmental technologies are playing an important role in protecting the environment while also helping to boost employment, particularly in rural areas. The European Environmental Technologies Action Plan (ETAP) aims at promoting the research, development and take-up of environmental technologies in Europe.

WP4 aims at delivering an overview of innovation systems and processes in the field of environmental technologies, it will therefore contribute to the ETAP. A particular focus is on bioenergy (e.g. biogas, plant oil, biodiesel) and more efficient water use systems (e.g. water-saving irrigation systems). Key areas where innovation and research should focus to increase competitiveness are identified. A review of methods to codify and disseminate know-how and innovation in this field is included in the analysis. The strengths and weaknesses of different innovation strategies are analysed and discussed with key actors and stakeholders. It is asked in how far innovation services and agencies are able to facilitate an innovation-friendly cooperation between farmers and the related industries. In this workpackage, as in the project in general, we adopt a systemic approach, focussed on innovation systems and networks.

The specific objectives of WP4 are:

- to provide an in-depth analysis of some recent characteristic innovations in the field of environmental technologies, with a particular focus is on bioenergy and more efficient water use systems;
- to critically examine the processes which have led to the realisation of these innovations, and to analyse the functioning of these processes;
- to better understand the innovation dynamics of different eco-innovations, and in this context, to clarify the role and interplay of different actors in socio-technical networks;
- to identify research gaps in the field of innovation systems and processes in the field of environmental technologies.

The consultation of practitioners from relevant institutions and stakeholders in the in-depth reviews and case studies is of critical importance. A close cooperation will therefore be ensured.

### Description of work

The work to be carried out in this workpackage is:

- (1) IfLS (partner 1) will together with IEL (partner 6) and RI-UH (partner 7) elaborate draft methodological guidelines for the in-depth reviews and for one environmental technologies case study per country. In these guidelines a systemic case study approach will be adopted, focussed on innovation systems and networks. The guidelines will include an analytical grid for the case studies with key research questions, indicators, the description needed of actors and networks involved, and of their strategy and objectives, the roles of different actors, and the main strengths and weaknesses of each case. In the guidelines a systemic approach is adopted, focussed on innovation systems and networks.
- (2) The draft guidelines and analytical grid will be discussed by all partners and agreed upon during the second project meeting (PM2).

- (3) IfLS (partner 1), AGRIDEA (partner 2), DAGA (partner 3), BSC (partner 4), IEL (partner 6) and RI-UH (partner 7) will implement the in-depth analysis of recent innovations in the field of environmental technologies. One case study will be carried out in the field bioenergy / efficient water use systems by each partner, i.e. six in this work package. In the analysis the specifics of particular innovation actions and processes will be examined. Interviews with key actors and stakeholders will be part of the in-depth studies.
- (4) IfLS (partner 1), AGRIDEA (partner 2), DAGA (partner 3), BSC (partner 4), IEL (partner 6) and RI-UH (partner 7) will organise two workshops with relevant actors, stakeholders and experts in their country to discuss and improve the case study analysis. Each workshop comprises a presentation and discussion of the review, a critical reflection of weaknesses and gaps in the analysis by the participants, and the elaboration of possible improvements in innovation systems and processes.
- (5) IfLS (partner 1), AGRIDEA (partner 2), DAGA (partner 3), BSC (partner 4), IEL (partner 6) and RI-UH (partner 7) will prepare a draft report on the results of the in-depth review. The draft national reports on the results of the in-depth review will be circulated to the Innovation Focus Group (IFG) in each of the countries for a feedback. The country-level study reports will be finalised on the basis of the feedback round.
- (6) The final report on the results of the in-depth review for each country will be the basis for the cross-national analysis to be prepared by the Theme Group (TG) *Environmental Technologies* under the direction of IfLS (partner 1). In this report findings of the in-depth review will be critically examined and contrasted in terms of different institutional arrangements and the functioning of innovation systems. The report includes a synthesis of the country-level reflections on the possible improvements in innovation systems and processes. A key question will be how to reinforce commercial innovation mechanisms for an increased supply and demand for sustainable products.

#### **Deliverables**

D3: Innovations systems and processes in the field of environmental technologies: A cross-national analysis of differences in innovation systems in Germany, Switzerland, Italy, Latvia, France and Finland. Report prepared by the Theme Group (TG) *Environmental Technologies* under the direction of IfLS (partner 1) (Delivery: month 15).

#### **Milestones and expected results**

- Methodological guidelines for the in-depth-reviews in the field of agriculture including an analytical grid for the case study analysis and presentation of results. Meeting to finalise the guidelines (PM2).
- Workshops between month 7-12 to discuss the in-depth reviews with key actors and stakeholders.
- Draft reports on the results of the in-depth reviews (month 12).
- Final reports on the results of the in-depth reviews (month 15) for Germany, Switzerland, Italy, Latvia, France and Finland.

<b>Workpackage number</b>	5	<b>Start date or starting event:</b>					month 6
<b>Workpackage title:</b> In-depth review of innovation systems and processes / practical experiences in the field of (new) rural services							
<b>Participant id</b>	IfLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant:</b>	2.0	-	-	2.0	2.0	-	3.0

### Objectives

Counter-urbanisation processes, changing interrelations between rural producers and urban consumers and new technical possibilities (in particular information and communication technologies, ICT) lead to a new economic and social dynamic emerging in the countryside. Information technology facilitates the development of new rural services which are supplied by farmers or other rural entrepreneurs. Examples are construction work, transportation services, landscape management, caretaking or the provision and heating of second homes and summer residences. The objective of WP5 is to accumulate knowledge on the most effective approaches and intervention tools for innovation in the field of rural services in rural areas across Europe. The specific objectives are:

- to provide an in-depth analysis of some characteristic innovations for the provision of services in rural areas; with a particular focus on innovations that created significantly new employment in rural areas;
- to critically examine the processes which have led to the realisation of these innovations, and to analyse the functioning of these processes;
- to better understand the role of ICT in innovation processes and in new socio-technical networks;
- to clarify the role and interplay of different actors in socio-technical networks, including the role of intermediaries such as farmers' advisory systems;
- to identify research gaps in the field of innovation systems and processes in the field of (new) services in rural areas.

The consultation of practitioners from relevant institutions and stakeholders in the in-depth reviews and case studies is of critical importance. A close cooperation will therefore be ensured.

### Description of work

- (1) RI-UH (partner 7) will together with IfLS (partner 1) and IEL (partner 6) elaborate draft methodological guidelines for the in-depth reviews and for one rural services case study per country. In these guidelines a systemic case study approach will be adopted, focussed on innovation systems and networks. The guidelines will include an analytical grid for the case studies with key research questions, indicators, description needed of actors and networks involved, their strategy and objectives, roles of different actors, and the main strengths and weaknesses of each case.
- (2) The draft guidelines and analytical grid will be discussed by all partners and agreed upon during the second project meeting (PM2).
- (3) RI-UH (partner 7), BSC (partner 4), CS-WUR (partner 5) and IfLS (partner 1) will implement the in-depth analysis of recent innovations in the field of rural services. One rural services case study will be carried out by each partner, i.e. four in this work package. In the analysis the specifics of particular innovation actions and processes will be examined. Interviews with key actors will be part of the in-depth studies.
- (4) RI-UH (partner 7), BSC (partner 4), CS-WUR (partner 5) and IfLS (partner 1) will organise two workshops with relevant actors, stakeholders and experts in their country to discuss and improve the case study (analysis). Each workshop comprises a presentation and discussion of the review, a critical reflection by the participants of weaknesses and gaps in the analysis, and a brain storming on the possible improvements in innovation systems and processes.

- (5) RI-UH (partner 7), BSC (partner 4), CS-WUR (partner 5) and IfLS (partner 1) will prepare a draft report on the results of the in-depth review. The draft national reports on the results of the in-depth review will be circulated to the Innovation Focus Group (IFG) in each of the countries for a feedback. The country-level study reports will be finalised on the basis of the feedback round.
- (6) The final report on the results of the in-depth review for each country will be the basis for the cross-national analysis to be prepared by the Theme Group (TG) *Rural Services* under the direction of RI-UH (partner 7). In this report findings of the in-depth review will be critically examined and contrasted in terms of different institutional arrangements and the functioning of innovation systems. The report includes a critical review of the role of ICT in innovation processes and in new socio-technical networks and a synthesis of the country-level reflections on the possible improvements in innovation systems and processes.

#### **Deliverables**

D5: Innovations systems and processes in the field of (new) rural services: A cross-national analysis of differences in innovation systems in Finland, Latvia, The Netherlands and Germany. Report prepared by the Theme Group (TG) *Rural Services* under the direction of RI-UH (partner 7) (Delivery: month 15).

#### **Milestones and expected results**

- Methodological guidelines for the in-depth reviews in the field of agriculture including an analytical grid for the case study analysis and presentation of results. Meeting to finalise the guidelines (PM2).
- Workshops between months 7-12 to discuss the in-depth reviews with key actors and stakeholders.
- Draft reports on the results of the in-depth reviews (month 12).
- Final reports on the results of the in-depth reviews (month 15) for Finland, Latvia, The Netherlands and Germany.

<b>Workpackage number</b>	6	<b>Start date or starting event:</b>	month 9				
<b>Workpackage title:</b>	Overall analysis and synthesis, identification of research gaps and formulation of recommendations						
<b>Participant id</b>	ifLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant:</b>	2.0	0.2	1.0	2.5	0.2	0.2	0.2

## Objectives

The objective of WP6 is to synthesize the overall findings of the study by drawing together the results of the cross-national analysis for particular fields of innovation (WPs 3-5), connecting that with the results of WP1 (conceptual frameworks) and WP2 (country level appraisal of innovation systems and processes), and formulating, on this basis, policy and practice recommendations. The question what kind of knowledge and innovation infrastructure is required to support the future needs of rural economies, including the natural resource based sectors, will explicitly be expressed in the synthesis.

The following specific objectives describe this overall goal more precisely:

- Summative analysis of innovation processes and outcomes on the basis of the results of WPs 2-5. Comparisons will highlight important commonalities and differences between countries and innovation areas with regard to process criteria such as: problem situations and factors driving innovations, opportunities for new activities, strategic directions, capacities, and organisational/delivery structures, initiative and risk-taking, learning, implementation and diffusion of innovations. With respect to outcomes attention will be given to the impact of innovation on rural employment.
- Summative analysis of systems and networks of innovation on the basis of the results of WPs 2-5. We define innovation as a change in socio-technical networks, including actors in the network, organisational forms, horizontal connections between networks and their relations with political, social and institutional environment. Comparisons will focus on issues like: 'typical' innovation actors (e.g. initiators, leaders, followers, stakeholders etc.) in areas of competitive agriculture food and forestry, environmental technologies and rural services; 'typical' network-arrangements (e.g. socio-technical relations, organisational forms); horizontal learning and innovation transfer from one group of actors to another, etc.
- Identification and analysis of the most important facilitating and hampering factors regarding rural innovations, as identified in WP2 (appraisal of country level innovation systems/processes) and in the in-depth reviews in three particular areas (WPs 3-5). Identification of institutional barriers: disconnections between the institutions (policy networks), for example education and extension or research and extension.
- Analysis of strategic choices and technological directions in rural innovation. Depending on market conditions, trends in agriculture, rural policies and other factors there are certain country differences with regard to strategic choices, dilemmas and directions of rural innovation. We will compare how choices are made and innovation directions set in various countries and sectors of innovation, e.g.: environmental technology type of innovation (bio-energy, industrial crops, green chemistry, etc); innovation for provision of rural services (farmers as providers of services, care farming, information technology services, etc); competitive agriculture-related innovation. Particular attention will be given to analysis of the role and interface between farmers, other rural actors, public and private organisations to determine and mobilise specific types of innovation. Public and private industry driven innovations, and the role of PPPs will be studied.
- Analysis of economic incentives and financing for rural innovations. Identification and analysis of the main obstacles for the funding of innovations in environmental technologies and rural services. Access to credit to finance innovation, access to capital, role and attitude of banks towards rural innovations and the related business proposals. Availability of venture capital from private investors and start-up finance.
- Analysis and evaluation of innovation services and methods. The role of agricultural and rural advisory services in the dissemination of innovation will be analysed: What are new demands and expectations? How to implement effective local information and training systems? What are appropriate educational programmes, forms and tools of advice regarding innovation? How do public, private and professional rural

innovation organisations and services cooperate in networks?

- Governance of innovation: How innovation is processed and managed from inception to adoption? Analysis of examples of success and failure. The role of political and economic support programmes, and favourable social attitudes towards innovation, values and cultures of innovation.
- Policy recommendations. Comparative analysis and synthesis will result in the elaboration of policy recommendations for regional, national and EU authorities. Both policy and practice recommendations will be developed in close cooperation with practitioners, non-academic partners and other stakeholders.
- Practice recommendations will be addressed to the stakeholders and innovation support organisations, they should include examples of good practice, and efficient tools and methods of innovation.
- Identification of research gaps will mainly derive from the necessity to adopt a systemic approach, focused on innovation systems and networks instead of a linear know-how transfer model.

### Description of work

The summative analysis and synthesis of research results is seen as an iterative process with discussion papers and drafts, workshops, consultation and feedback. The topics that IN-SIGHT will cover are given in the above list of specific objectives. The work to be carried out is structured by the following steps:

- (1) BSC (partner 4) will draft a methodology for the summative analysis based on an analysis grid and a first analysis of the outcomes of workpackages 1-5; deliverables and milestones of these workpackages will serve as input for the comparative analysis.
- (2) BSC (partner 4) will in cooperation with IfLS (partner 1) and DAGA (partner 3) prepare a discussion paper with the main results of WPs 1-5.
- (3) Project internal working groups will be established to deal with the cross-case and cross-country comparisons as soon as the in-depth reviews are finalised. The working groups will be composed around three core themes: innovation processes and outcomes, innovation systems and networks, and innovation services and methods. The working groups will consist of researchers from several countries who will collaborate with representatives of relevant institutions, stakeholders and non-academic partners.
- (4) BSC (partner 4) will in cooperation with IfLS (partner 1) and DAGA (partner 3) develop a concept for the second meeting of the International Innovation Focus Group (IIFG) in month 7.
- (5) BSC (partner 4) will in cooperation with IfLS (partner 1) and DAGA (partner 3) prepare a draft synthesis report on the overall results of the project, integrating working group contributions.

### Deliverables

D6: Innovations processes in agriculture and rural development: Results of a cross-national analysis of the situation in seven countries. Research gaps and recommendations (final report) (Delivery: month 21; Lead: BSC, partner 4).

### Milestones and expected result

- Discussion paper with main results of WPs 1-5.
- Draft comparative analysis methodology.
- Concept for second meeting of the International Innovation Focus Group (IIFG).
- Draft final report.

<b>Workpackage number</b>	7	<b>Start date or starting event:</b>					month 3	
<b>Workpackage title:</b> Networking and dissemination								
<b>Participant id</b>	IfLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH	
<b>Person-months per participant:</b>	5.5	3.0	0.5	0.5	1.5	0.5	0.5	

### Objectives

The direct involvement of practitioners from relevant institutions and stakeholders in the research process is a key feature of the IN-SIGHT project. Throughout implementation a close cooperation will be ensured. The specific objectives of this WP thus are:

- to ensure an effective networking between the consortium and other researchers, practitioners and the policy making community;
- to ensure a successful dissemination of results all along the project through publications, workshops, seminars, the IN-SIGHT project website and in particular the international conference where the project results will be presented to and discussed with interested stakeholders;
- to support the involvement of stakeholders through a participatory approach.

In all dissemination and information activities a particular focus will be on the particular situation and needs of the new member states.

### Description of work

The direct involvement of practitioners from relevant institutions and stakeholders will be implemented through a series of consultations that are directly combined with three in-depth reviews for particular innovation fields. In addition the following activities will be implemented:

- (1) AGRIDEA (partner 2) will in cooperation with CS-WUR (partner 5) develop a concept for the IN-SIGHT project website. The concept will be discussed and agreed upon in the first project meeting (PM1). AGRIDEA (partner 2) will organise the maintenance of the project website, which provides access to project reports and information as well as links to stakeholders websites. The website will include a news section on the project and related issues.
- (2) AGRIDEA (partner 2) will in cooperation with IfLS (partner 1) and CS-WUR (partner 5) develop a concept for project dissemination events and materials (project flyer, meetings, workshops, conference). The concept for all dissemination and outreach activities will guarantee the visibility of the project, the homogeneity of the results dissemination as well as the efficient use of the means.
- (3) Baltic Studies Centre (partner 4) will ensure that in all dissemination and information activities a particular focus will be on the particular situation and needs of the new member states. Baltic Studies Centre will be supported in this respect by the team of the Ruralia Institute at University of Helsinki (partner 7).
- (4) AGRIDEA (partner 2) will in cooperation with IfLS (partner 1) develop a concept for the active participation of innovation stakeholders and practice partners in the IN-SIGHT project. When discussing information needs and effective dissemination strategies with practice partners, particular attention will be paid to ways that ensure that exploitation activities go beyond the project life.
- (5) AGRIDEA (partner 2) will in cooperation with IfLS (partner 1) and CS-WUR (partner 5) develop a concept for the international conference that will be organized at the end of the project to present and discuss the results with a wider audience. The conference will include the presentation and discussion of a concept for an “innovation systems and processes” expert / adviser network created by project partners and stakeholders and having the IIFG as a starting point. Relevant services through such a network such as organisation development, coaching, studies and expertises, etc. will be identified. The overall conference concept will be agreed upon in the third project meeting (PM3).

**Deliverables**

D7: IN-SIGHT project website (Delivery: Month 4)

D8: International Conference (Delivery: Month 23)

**Milestones and expected result**

- Concept for all dissemination and outreach (networking) activities (Delivery: Month 6)
- Draft outline of the project website (Delivery: Month 1)
- Concept for Final Conference (Delivery: Month 12)

<b>Workpackage number</b>	8	<b>Start date or starting event:</b>					month 1
<b>Workpackage title:</b> Project management and coordination							
<b>Participant id</b>	IfLS	AGRIDEA	DAGA	BSC	CS-WUR	IEL	RI-UH
<b>Person-months per participant:</b>	2.25	0.5	0.5	0.5	0.5	0.5	0.5

### Objectives

Overall we adopt a systemic approach in the IN-SIGHT project, focussed on innovation systems and networks. We address all relevant dimensions of innovation processes: the technical, economic, social, institutional and, in some instances, the environmental dimension; the project thus needs a multidisciplinary approach. Throughout implementation a close cooperation with practitioners from relevant institutions and stakeholders will be ensured. Project management and coordination has to actively support the implementation of the IN-SIGHT project along these lines.

The specific objectives of this workpackage correspond with this basic idea:

- to ensure an overall consistency of the work to be carried out; this will be done in close consultation with the Project Steering Group (PSG) consisting of the leaders of the seven national research teams in this project and representatives of the EU Commission;
- to support all workpackage leaders in the planning and implementation of individual workpackages, to ensure a smooth and efficient implementation (incl. a timely availability of all reports), and to ensure adequate linkages between workpackages; results from one feeding into the other;
- to secure linkages between project partners and full sharing of information, by stimulation of open communication between partners and between partners and stakeholders;
- to facilitate the active involvement of key innovation actors, experts and stakeholders in the research process;
- to facilitate a review and assessment by the project participants of the project results and progress towards objectives that have been achieved;
- to provide a direct contact for the relevant Commission services for all communication and reporting.

### Description of work

The work to be carried out comprises:

- (1) IfLS (partner 1) will prepare a draft Technical Annex (TA) for the project and coordinate it with all partners and the relevant Commission services. Based on the TA the project manager will ensure the project will run according to schedule with regard to structure, timing and deliverables, and within budget.
- (2) IfLS (partner 1) establishes a Project Steering Group (PSG) consisting of the leaders of the seven national research teams in this project and representatives of the EU Commission. The PSG will strategically guide the project and take the main strategic decisions. The PSG will meet at least four times around crucial milestones and the two major international workshops. PSG meetings are planned just before the project workshops as to be able to steer the project during the workshops where all partners meet. PSG members will provide input regarding the outcomes of the workshop afterwards by telephone or e-mail.
- (3) IfLS (partner 1) will together with the Project Steering Group (PSG) establish an International Innovation Focus Group (IIFG) for the duration of the project. The idea is to gather representatives of the main actors in the field, including representatives of Commission services, national level institutions involved in innovation systems and processes, representatives of innovation centres having experience in the practical implementation of innovation processes, and representatives of industry, RD practitioners, academics and a small number of additional experts in this field (see p.33).
- (4) IfLS (partner 1) will ensure a smooth and efficient implementation by supporting workpackage leaders in

the planning and implementation of individual workpackages. Related to this is a full sharing of information, and a stimulation of open communication between partners and between partners and stakeholders.

- (5) IfLS (partner 1) will ensure the assessment of progress and results by a direct involvement of relevant institutions and stakeholders in the research process. (Interim) research results will be presented and critically examined in a series of consultations that are directly combined with three in-depth reviews for particular innovation fields. A presentation of the main results of the cross-national comparative analysis to the International Innovation Focus Group (IIFG) (external) at two important stages of the project will ensure a more substantial assessment of progress and results.
- (6) IfLS (partner 1) and PSG members will present the IN-SIGHT project at relevant workshops, seminars and conferences, and discuss the project objectives and results with interested parties, incl. other research organisations working in innovation-related research. The project manager and PSG members will look for ways to formally or informally cooperate with and invite relevant policy makers and researchers in the EU to the project workshops and/or other project partner meetings.
- (7) IfLS (partner 1) and PSG members will review and assess the project results and progress towards objectives that have been achieved. The results of this internal review will be documented in a section of the final report (D6).
- (8) IfLS (partner 1) will be responsible for and coordinate a timely preparation of all reports (activity, financial) required by the relevant Commission services (incl. the final financial audits).

#### **Deliverables**

- none -

#### **Milestones and expected result**

- Technical Annex
- Consortium Agreement (facultative)
- Annual reports