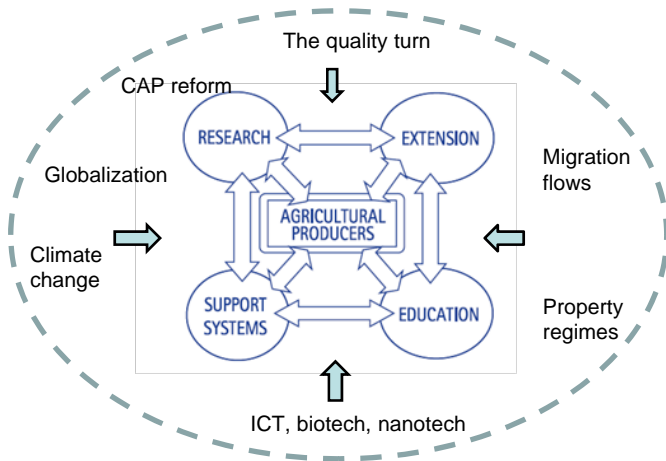


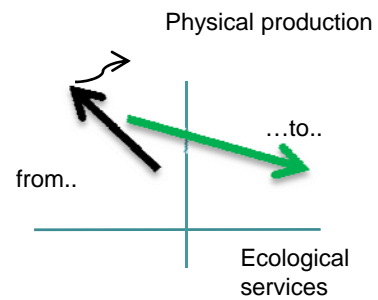
Towards a conceptual framework on agricultural and rural innovation

Gianluca Brunori, Sigrid Rand, Jet Proost

Changing context



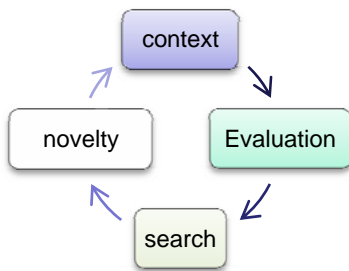
... the need for new innovation trajectories



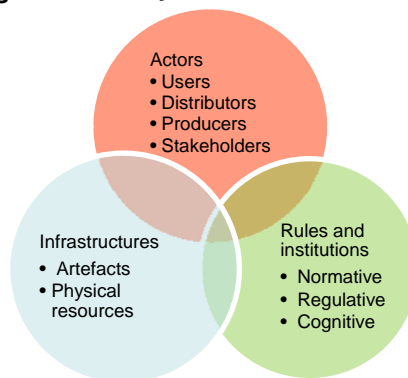
Is it just matter of economic incentives?

Second order innovation at micro, meso and macro level

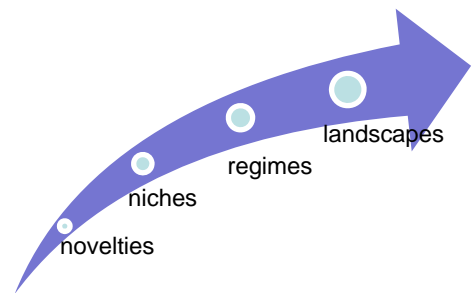
Innovation as a learning process



Hybrid networks



Dynamics of change



Novelties are localised 'breaks of the routines'. They reconfigure the hybrid networks wherein they operate.

Much of their development potential lies in building new relations through which 'tacit knowledge' can be spread. Networks 'close' into steady systems (niches) once actors' identities have become part of common cognitive frameworks and when the consequences of their action are largely coincident with their expectations.

Innovation develops through a progressive aggregation and reciprocal adjustment of roles and identities between actors of different systems. As long as niches develop and consolidate, they modify the networks in which they operate, and challenge dominant rules, actors and artefacts. When rules have become stable and have more structuring effects, a new regime emerges. Socio-technical landscapes provide an even stronger structuring of activities.

How to stimulate innovation for the production of public goods?

- ✓ **Balancing / integrating private and public goals**
- ✓ **Acting upon existing paradigms / stimulating paradigm shifts**
- ✓ **Supporting technological and non-technological innovations**
- ✓ **Balancing social / science driven learning**
- ✓ **Choosing appropriate intervention tools (networking, communication, negotiation)**
- ✓ **Appropriate governance patterns**

