

## **WORKSHOP**

# **GETTING VALUE FROM INNOVATIVE SOLUTIONS: WHAT NEEDS TO CHANGE?**

**5<sup>th</sup> October 2016, 1:00 p.m. – 7:00 p.m.**  
**Divani Apollon Palace & Thalasso, Greece**

## **CONCEPT**

### ***Session 1 – Farmers leading innovation***

Innovation is fundamental when it comes to supporting the agricultural and forestry sectors in tackling current and future challenges. These challenges cover issues ranging from climate change to resource efficiency, from meeting increasing societal demands to keeping and creating jobs in rural areas. Innovation also helps farmers, forest owners and their cooperatives benefit from the opportunities available under the circular economy and the bioeconomy in the EU.

This session will discuss real examples of how innovation can better resource efficiency and support more sustainable businesses in the agricultural and forestry sectors. The debate will also touch on the support provided by current policies and initiatives in the EU and MS/regions that aim to enhance innovation in agriculture and forestry.

The idea is to provide a platform for an informed and structured debate, involving a wide range of stakeholders.

In order to achieve this, several keynote speeches will be given, followed by a series of panel debates to showcase current achievements, discuss lessons learned, and determine what can be promoted or improved.

During the session, we aim to tackle the following questions:

- What are the main drivers of change to enhance the role of farmers in innovation?
- How is it possible to unlock the full potential of innovation to better use resources in agriculture and forestry?
- What is the importance of adopting a multi-actor approach to successful, innovative projects?

### ***Session 2 – Connecting farmers to the value chain***

Technological developments promise to reshape our business models in the near future. In addition, these developments have triggered a public debate on modern agriculture and innovation in agriculture. The farming community must be ready to seize these opportunities with both hands. Otherwise, there is a risk that the debate will be driven by public opinion, which does not necessarily take the reality of farming into account. Often the whims of Mother Nature and market conditions tend to be forgotten. It is also important to ensure that all necessary technical equipment is available in the future in order to meet the specific needs of farming at a reasonable cost.

During the session, we aim to tackle the following questions:

- How far has the farming community come in terms of placing ‘smart agriculture’ at the heart of global challenges?
- How can we encourage the adoption of climate-smart farming in order to meet farmers’ needs?
- What kind of services can be provided to the farming community?

## DRAFT PROGRAMME

1:00 – 1:30 p.m. Coffee and registration

### ***Session 1 – Farmers leading innovation***

**Moderator: Allan Bowie, President of NFU Scotland**

1:30 – 1:35 p.m. Setting the scene – presentation by the moderator

1:35 – 1:50 p.m. **Keynote speech: *Multi-actor approach – innovation that matters for farmers***

Erik Mathijs, Professor of Agricultural and Resource Economics at the Department of Earth and Environmental Sciences of the University of Leuven; Chair of the 4<sup>th</sup> SCAR Foresight exercise

1:50 – 2:30 p.m. **Panel debate 1: Responding to farmers' needs for innovation**

**Best practices in the MS:**

***Knowledge exchange to boost innovation – the role of farmers in operational groups***

Mirjam Linninger (AT), in charge of implementing the EIP in Austria, Federal Ministry of Agriculture, Forestry, the Environment and Water Management

***Delivering an integrated package of knowledge, information, advice, and training tools***

Tom Kelly (IE), Director of Knowledge Transfer, Teagasc

**Panellists:**

Iman Boot, Senior Expert, Research and Innovation, DG AGRI

Mirjam Linninger (AT), in charge of implementing the EIP in Austria, Federal Ministry of Agriculture, Forestry, the Environment and Water Management

Tom Kelly (IE), Director of Knowledge Transfer, Teagasc

2:30 – 3:15 p.m. **Panel debate 2: Innovation in practice – adding value and better use of resources**

**Business case studies:**

Nutrient recycling – Mads H. Dorff Christiansen, Chief Policy Advisor, Danish Agriculture and Food Council, DK

Smart use of renewable resources – Alain Masure, Vice-President, ValBiom, BE

**Panellists:**

François PrévotEAU (FR), farmer, IAR cluster

Paula Triviño-Tarradas, Project Manager, ECAF

Mads H. Dorff Christiansen (DK), Chief Policy Advisor, DAFC

Alain Masure, (BE), Vice-President, ValBiom

3:15 – 3:50 p.m. **Panel debate 3: Financing innovation**

**Best practices:**

Future Agri COSME and its benefits for farmers – Siegfried Pöpperl, Project Manager, Bürgschaftsbank, North Rhine-Westphalia

**Panellists:**

Arnold Kuijpers, Director European Affairs, Rabobank

Paolo Mosca (IT), farmer, CIA

Siegfried Pöpperl, Project Manager, Bürgschaftsbank, North Rhine-Westphalia

3:50 – 4:00 p.m. **Concluding remarks** by Martin Pýcha, Cogeca Vice-President

4:00 – 4:30 p.m. Coffee break

## ***Session 2 – Connecting farmers to the value chain***

**Moderator: Clive Blacker, agri-tech precision agriculture specialist, UK Trade & Investment (UKTI)**

4:30 – 4:40 p.m. Setting the scene – presentation by the moderator and twitter challenges

4:40 – 5:00 p.m. ***Digital revolution – disrupting and re-thinking business models***  
Speaker to be confirmed

5:00 – 5:45 p.m. **Panel debate 1: Practical solutions – value and services of connected farmers**

**Best practices:**

*Practical solutions: value and services of connected farmers*

Fotis Chatzipapadopoulos (EL), board member of GAIA EPICHEIREIN

**Panellists:**

Hervé Pillaud (FR), livestock farmer, building the connected livestock sector of tomorrow

Max Schulman (FI), cereal farmer, Chair of the Copa and Cogeca WP on Cereals

Fotis Chatzipapadopoulos (EL), board member of GAIA EPICHEIREIN

5:45 – 6:30 p.m. **Panel debate 2: Re-thinking business structures**

**Best practices:**

*Re-thinking business structures*

Henning Ehlers (DE), Secretary General, DRV

**Panellists:**

Miguel Higuera (ES), Director, Spanish Pig Farmers' Association, Asaja

Tiffanie Stéphani, Agriculture and Environment Manager, Fertilisers Europe

Henning Ehlers (DE), Secretary General, DRV

6:30 – 7:00 p.m. **Panel debate 3: Concluding remarks**

**Panellists:**

Maira Dzelzkalēja, Copa Vice-President (moderator)

Richard Markwell, President, CEMA

Cristina Rueda-Catry, Member of Commissioner Hogan's cabinet (tbc)

7:00 p.m. **End of session**