

EUROPEAN CONFERENCE

«**ENTREPRENEURIAT
RURAL ET CRÉATIVITÉ**»

21 NOVEMBRE
& 22 2013

«**TOWARDS... CREATIVE RURAL
ENTREPRENEURSHIP**»

Workshop 2

R&D and innovation in agriculture

Avec
le soutien de la



Wallonie



Fonds européen agricole pour le développement rural :
l'Europe investit dans les zones rurales.

Innovation and creativity are on everyone's lips, at the agenda of the 2014-2020 program (European Innovation Partnership « Agricultural Productivity and Sustainability » - Europe 2020 Strategy, Creative Wallonia) ...

- Creativity is the ability of a group of individuals to imagine or construct and implement a new concept or a creative solution to a problem
- The innovation is the implementation of a product (good or service), a new or significantly improved process, a new marketing method or a new organizational method in the practice of company, organization, workplace or external relations.

To go to a creative economy, some tracks can guide entrepreneurs:

- Transdisciplinary hybridization (open up, observe the practices of other disciplines ..)
- Strategic collective intelligence (stay alert, keep your eyes open to experimentation in the world ...)
- Collaborative principle (involving different skills ...)

Objectives of the workshop

- Become familiar with the concept of innovation and creativity in agriculture, identify ingredients, triggers, value added
- Clarify with the participants of the workshop (work started on the bus) what is an innovation
- First analysis of innovation in agriculture through the study of the hemp supply chain and the factors that have contributed.
- Analysis of innovation in agriculture through various case studies (pm)

Analysis of hemp SC

- Context elements / triggers that led to the emergence of innovation
- Method or process that led to the emergence of this new industry
- Factors resistance to innovation
- Needs of actors, tools, devices, partnerships that allowed the actors to innovate and overcome resistance.
- Collective issues facing the supply chain to change, creativity and innovation
- Tracks innovation: who, how, devices?

Key issues related to hemp SC

- Other opportunities for hemp supply chain ? Growth factors?
- Walloon Hemp carrier ambitious new projects? Which ones ?
- Others... to identify with the participants



Hemp supply chain

Chanvre wallon Asbl, Bel' Chanvre/
Pur' Chanvre, ChanvreEco, IsoHemp

*How to consider innovation in
context of the next
programming period
2014-2020*

Context

- European Innovation Partnership « Agricultural Productivity and Sustainability » :
- Origins of the EIP-AGRI
- Setting up Operational Groups
- EIP Actions funded under Rural Development
- Farm Advisory System
- Innovation Brokers
- EIP Actions funded by Research and Innovation Policy (Horizon 2020)
- Facilitating knowledge exchange

Innovation in agriculture

Case studies

NewFarm, Agricovert, Pierre Le Maire, BEP
& Boulangerie Legrand

Critères d'analyse

- Éléments déclencheurs de l'innovation
- Méthode ou processus permettant l'émergence
- Facteurs de résistance
- Compétences mobilisées
- Ressources activées
- Partenariat activé
- Solutions apportées
- Enjeux collectifs
- Pistes d'innovation identifiées
- Éléments de transférabilité (contraintes, facteurs clés)

Analysis criteria

- Triggering factors of innovation
- Method or process enabling the emergence of innovation
- Resistance factors
- Skills required/ mobilised
- Activated resources
- Activated partnership
- Solutions provided
- Potential solutions for innovation identified
- Core elements for transferability (constraints, key factors)



Réseau wallon
de Développement Rural

Innovatech
Isabelle Radoux

Instructions for speakers

- Be concise
- Respect the time limit
- Do not dwell too much on contextual elements
- Focus on the elements of analysis