



# Teagasc AKIS | Ireland

Mark Gibson | 16 May 2018

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# Teagasc Mission & Goals

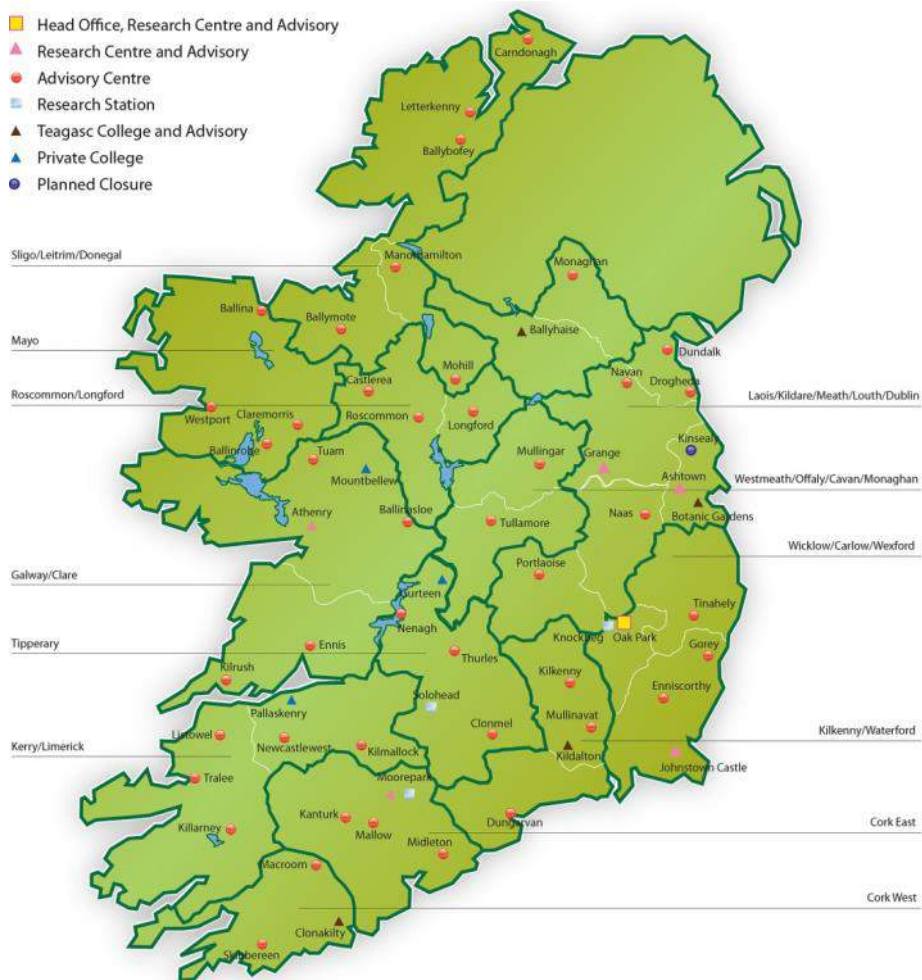
To support science-based innovation in the agri-food sector and broader bio-economy so as to underpin profitability, competitiveness, and sustainability

1. Improve the **competitiveness** of agriculture, food and the wider bio-economy
2. Support **sustainable** farming and the environment
3. Encourage diversification of the rural economy and enhance the quality of life in rural areas
4. Enhance organisational capability and deliver value for money



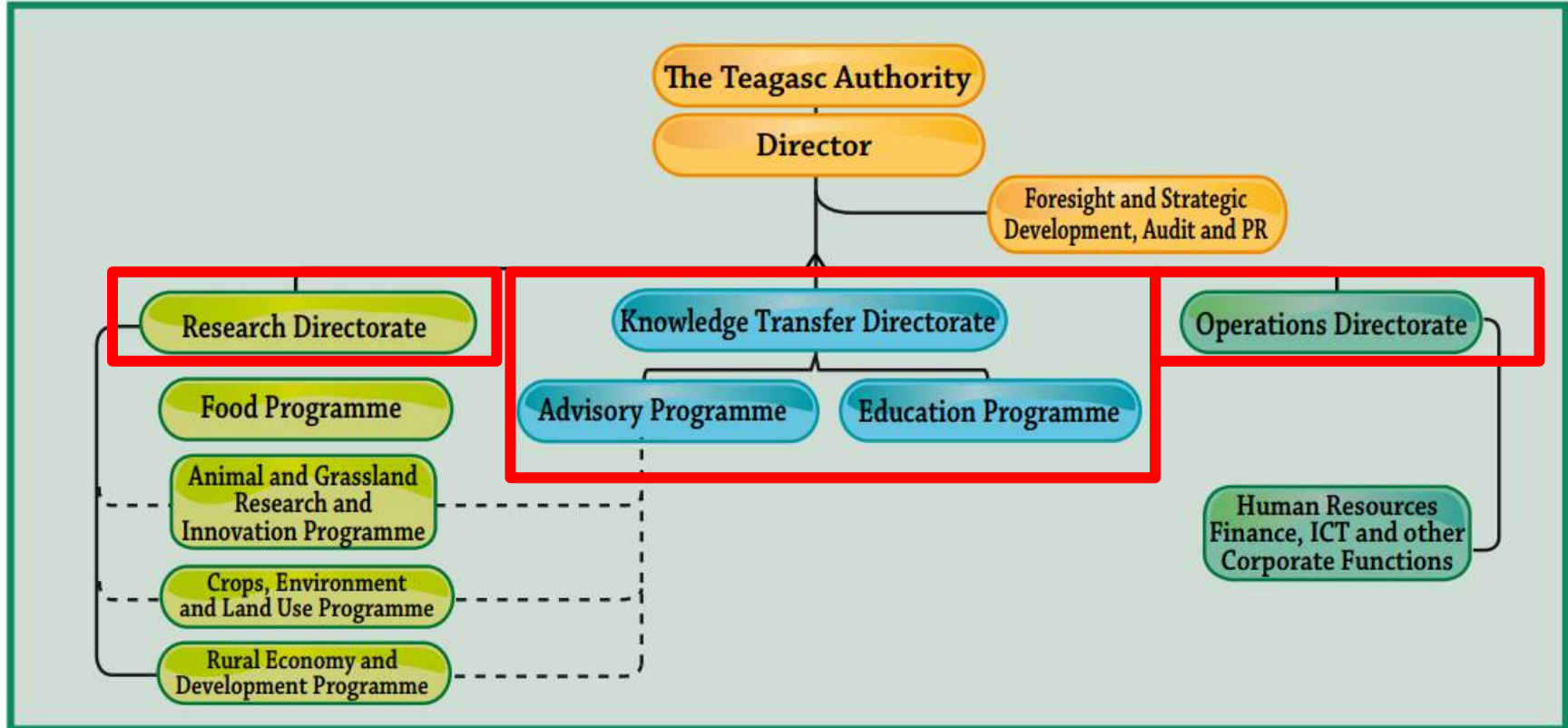
# Location & Staff

52 Advisory offices  
 4 Teagasc colleges  
 3 Private colleges  
 7 Research Centres

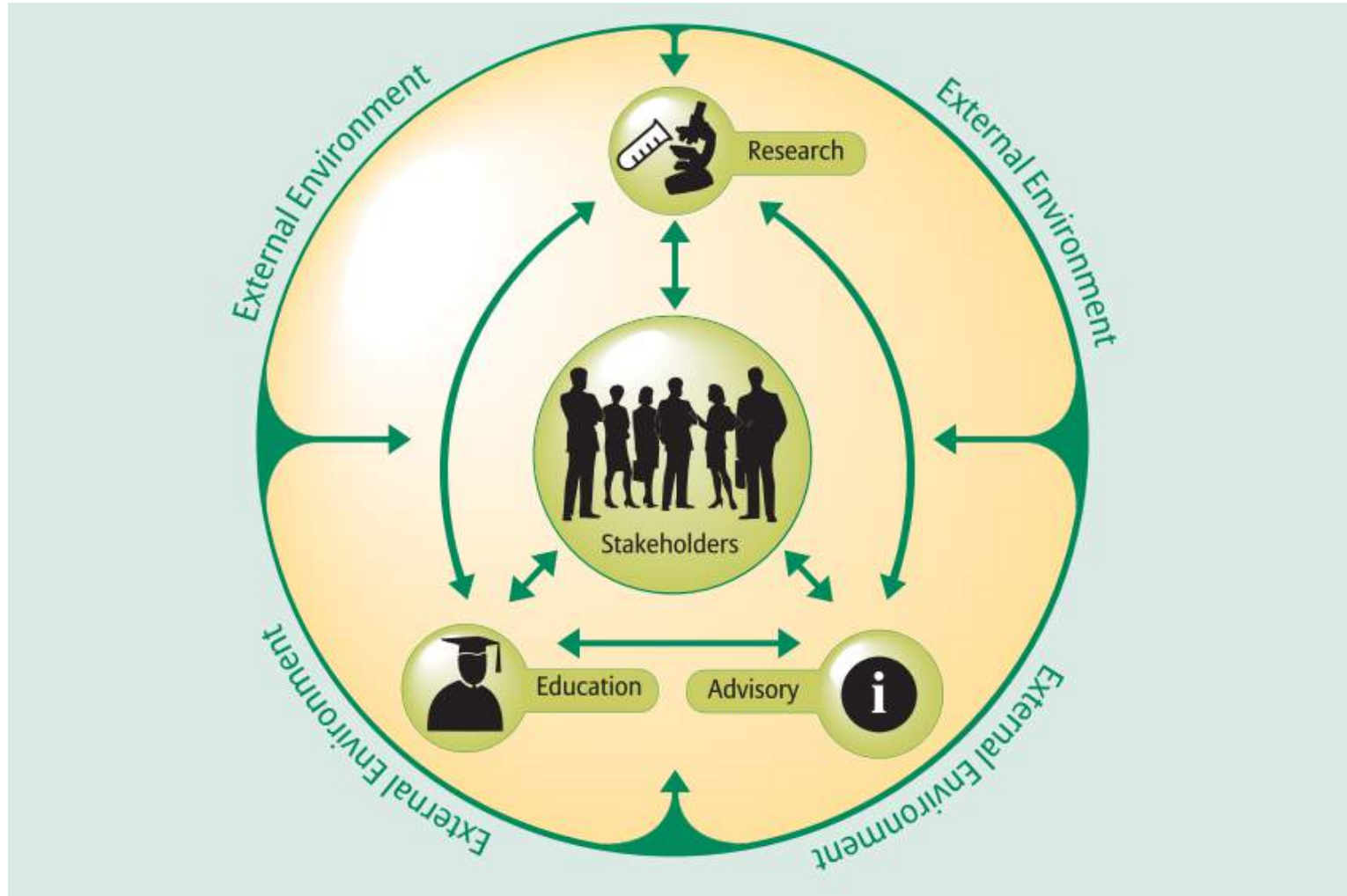


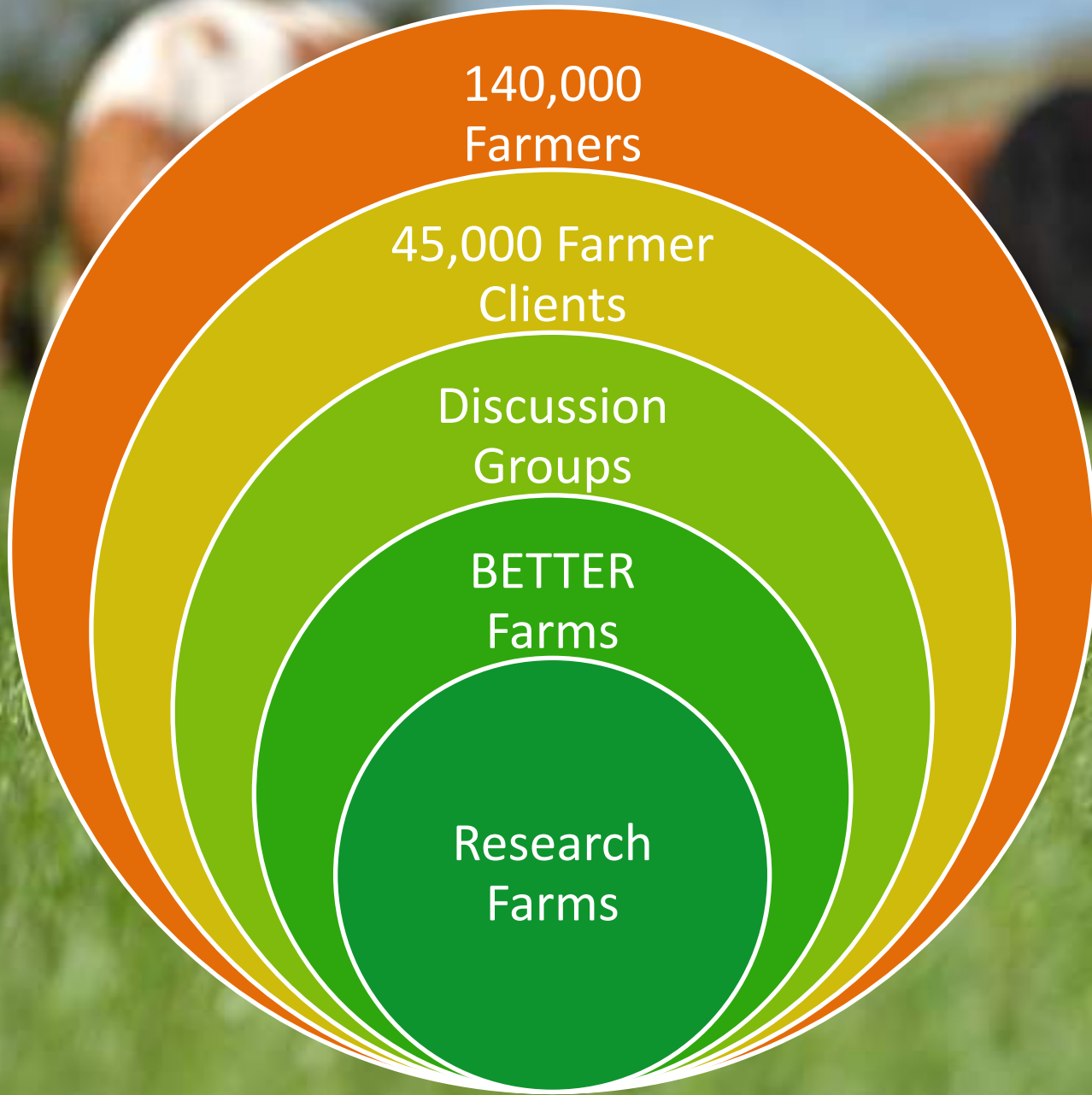
(1,228)	Perm.	Con.	Total
Researchers	115	115	227
Advisors	240	37	277
Education	53	32	85
Specialists	65	0	65

# Teagasc Programmes



# Teagasc AKIS - Model of Innovation Support





140,000  
Farmers

45,000 Farmer  
Clients

Discussion  
Groups

BETTER  
Farms

Research  
Farms





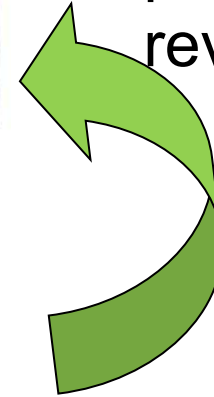


# Integrating Research and Knowledge Transfer

Researchers create new knowledge



Stakeholders participate in programme reviews



Specialists mould this knowledge into information for farmers



Advisers work with farmers to implement the new technology

# Stakeholder Consultation



## Stakeholder Groups

- Agricultural Catchments
- Agricultural Economics & Farm Management
- Agri-Environment Stakeholder Group
- Beef Stakeholder Group
- Cut Foliage Stakeholder Group
- Dairy Stakeholder Group
- Education Forum
- Forestry Stakeholder Group
- Fruit Stakeholder Group
- Mushroom Stakeholder Group
- Nursery Stock Stakeholder Group
- Pig Stakeholder Group
- Rural Development
- Sheep Stakeholder Group
- Tillage Stakeholder Group
- Vegetable Stakeholder Group



- 12 Stakeholder Groups
- National Stakeholder Conference
- Improve input from stakeholders

# Supporting Innovation



# SCAR AKIS 2017

‘Innovation starts with mobilising **existing knowledge**. Innovation is a **social process**, more **bottom-up** or **interactive** than top-down from science to implementation. Even pure technical innovations are **socially embedded** in a process with clients, advisors etc. Very often **partners** are needed to implement an innovation’

# The Horizon 2020 ‘multi-actor’ rule...

- **Stakeholder:** ‘consulted’ at various stages
- **Actor:** actively involved as a partner all along the project

van Oost, 2017

# Typical characteristics

- Co-designed (UX – User eXperience)
- Targeted, often ‘simplified’ (in eyes of ‘experts’)
- ‘Soft’: users feel ‘their needs are met’
- Use of diverse media e.g. images rather than text



**“ The sales team did all they could, so I’d  
have to say the blame for that must fall on  
the consumer.”**

*L'équipe des ventes a fait tout ce qu'elle pouvait, alors je dois dire que le consommateur doit en être tenu responsable.*



Arnstein 1969, adapted in Macken-Walsh 2017



# Focus on current problems and challenges

## Tillage

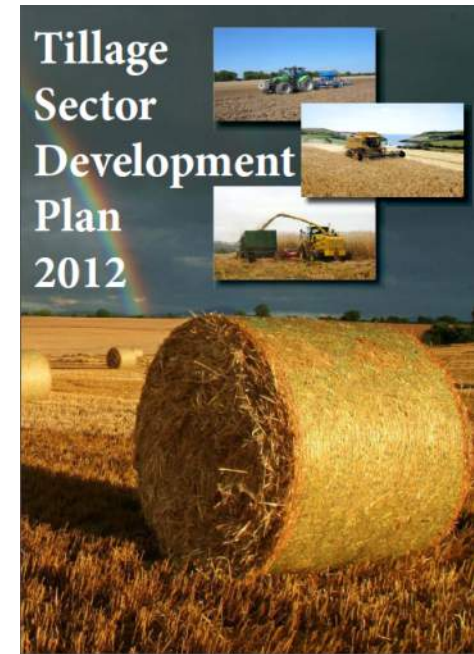
### – Sustainable Use Directive

- Advisors and researchers
- Sprayer test for farmers
- CPE points for industry
- Crop Recorder

### – Tillage sector development plan

### – Barley yields not improving

- Feedback came through research
- Guide to growing spring barley(research & advisory)
- Developed relationship with malting barley industry which has led to joint programme.





The Science of Healthier Animals™







# Grass10

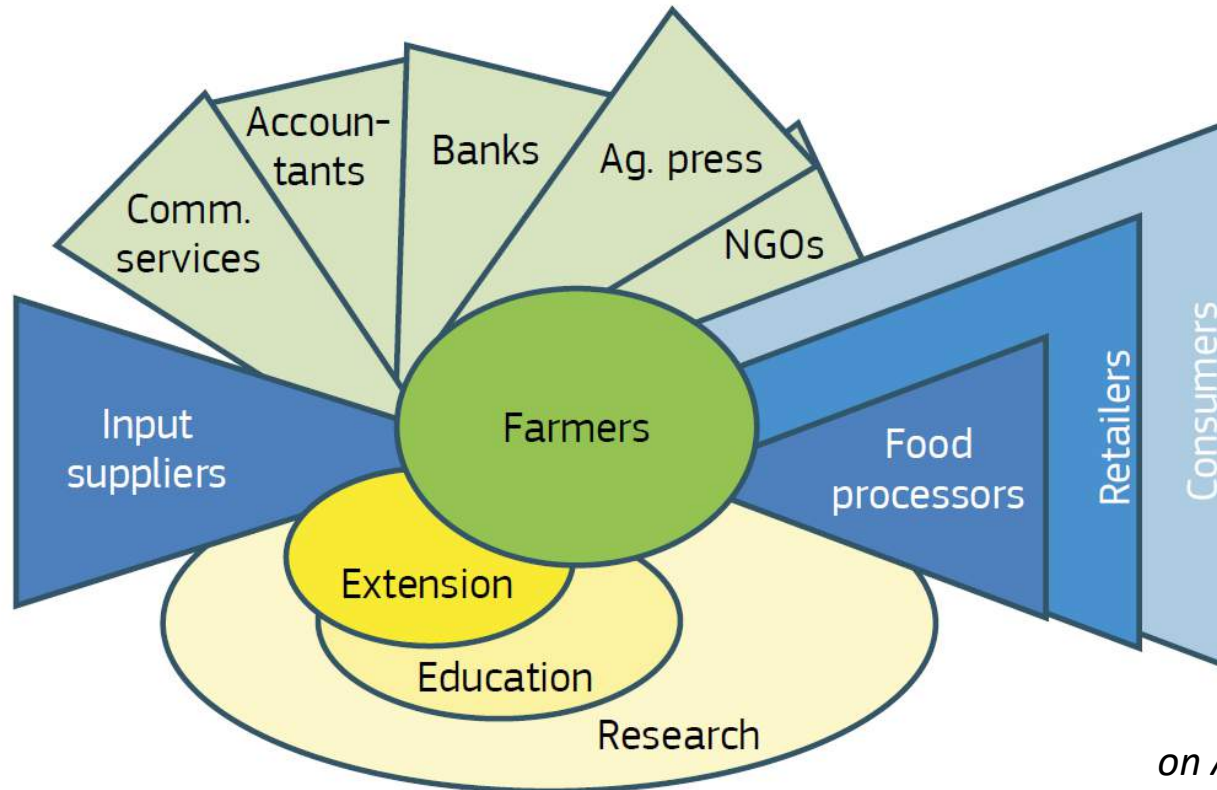
GRASSLAND EXCELLENCE FOR  
IRISH LIVESTOCK



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



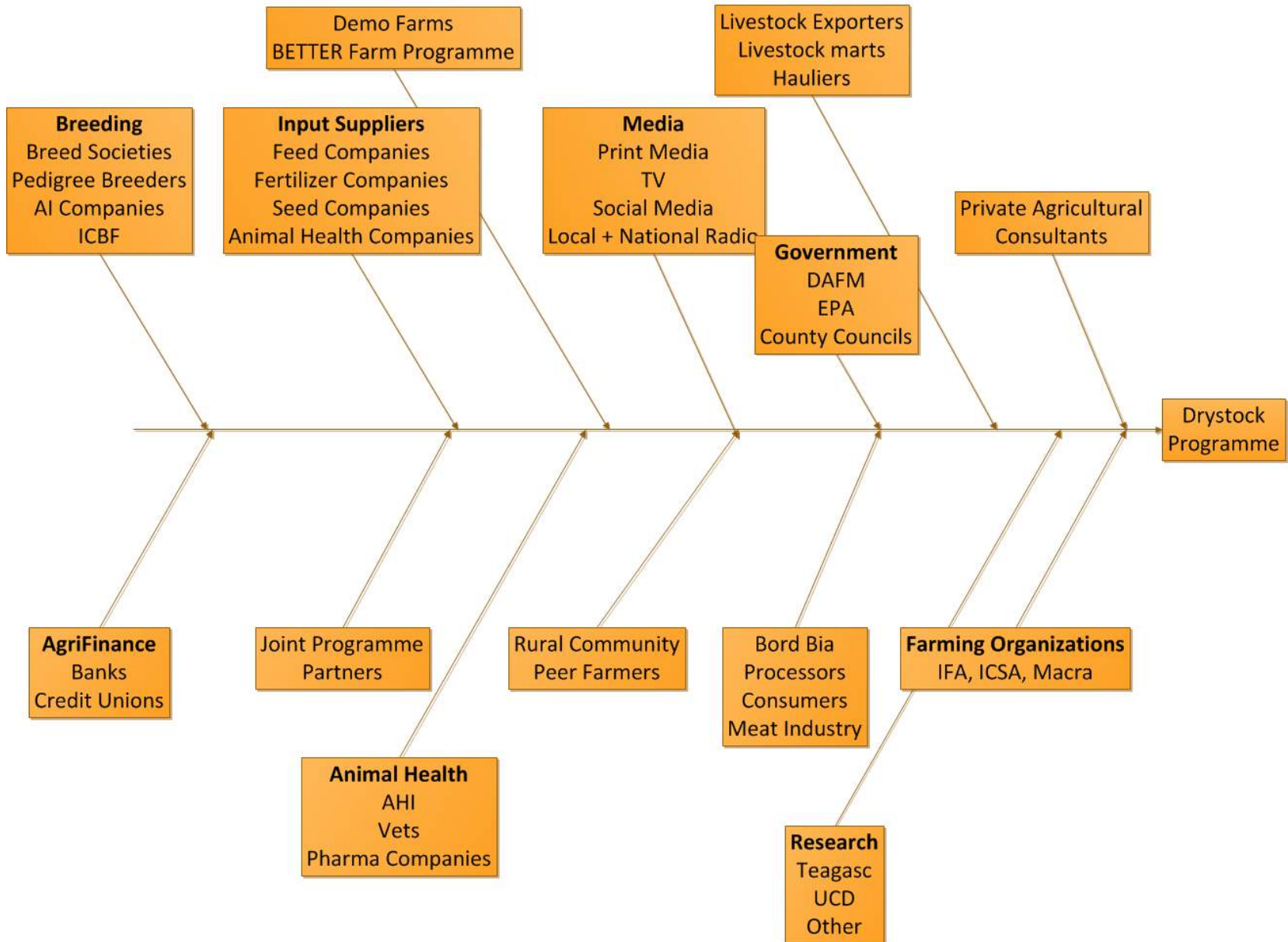
# Agricultural Knowledge and Innovation System (AKIS)



*Standing Committee  
on Agricultural Research (SCAR)  
Collaborative Working Group AKIS (2012)*



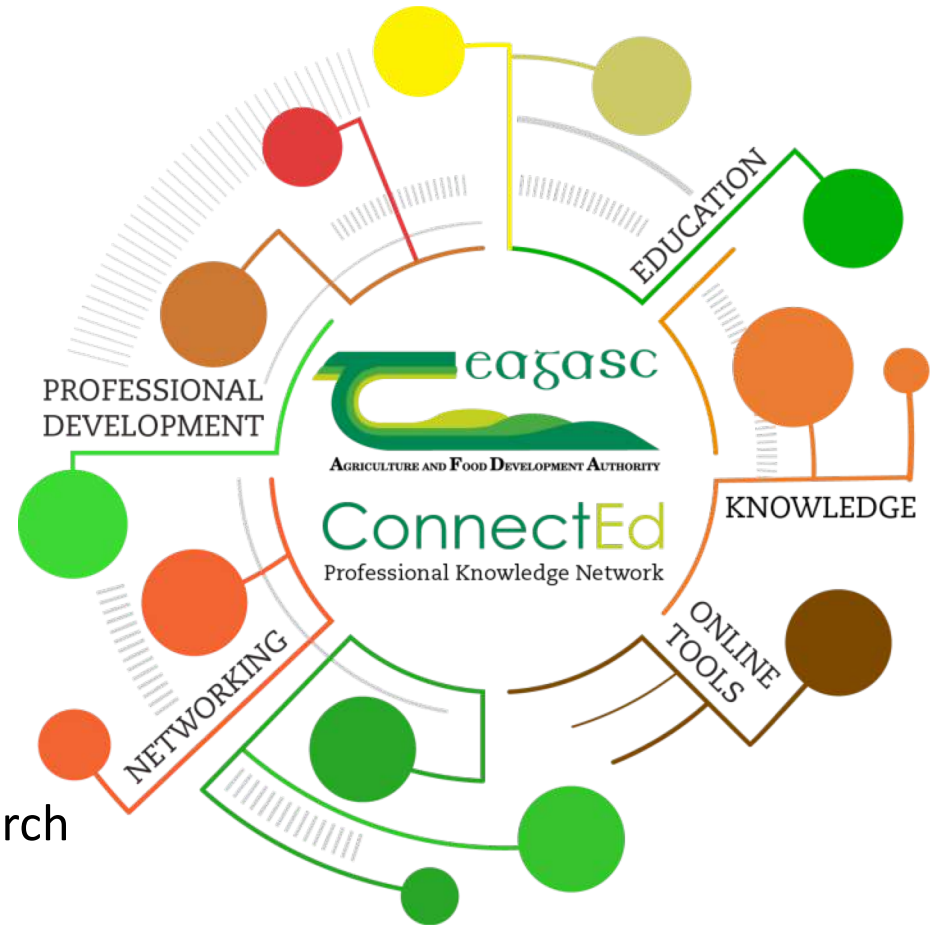
# Teagasc Drystock Knowledge Innovation System



# Teagasc ConnectEd Programme

## Objective

A platform for extending Teagasc's research and knowledge transfer programmes to professionals and businesses operating within or supporting the Irish agri-food sector.





# Who is the programme aimed at?



Animal Health



Veterinary services



Agricultural consultants



Agri-food businesses



Accountants



Solicitors



Co-Operatives



Local authorities



Banking and financial



Insurance



Foresters



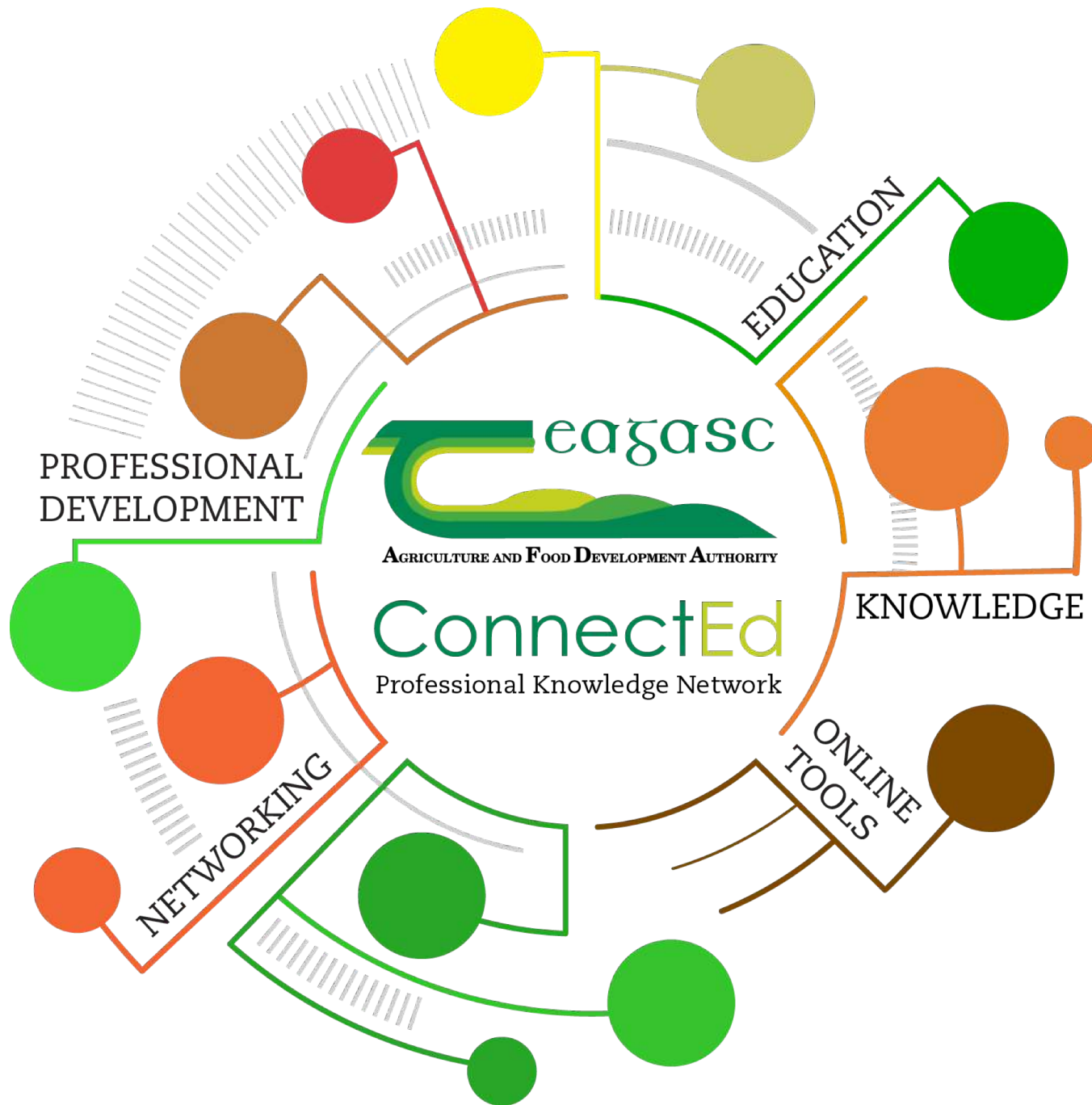
Professional services



# Feedback from stakeholders







# Target Audiences



Animal Health



Veterinary services



Agricultural consultants



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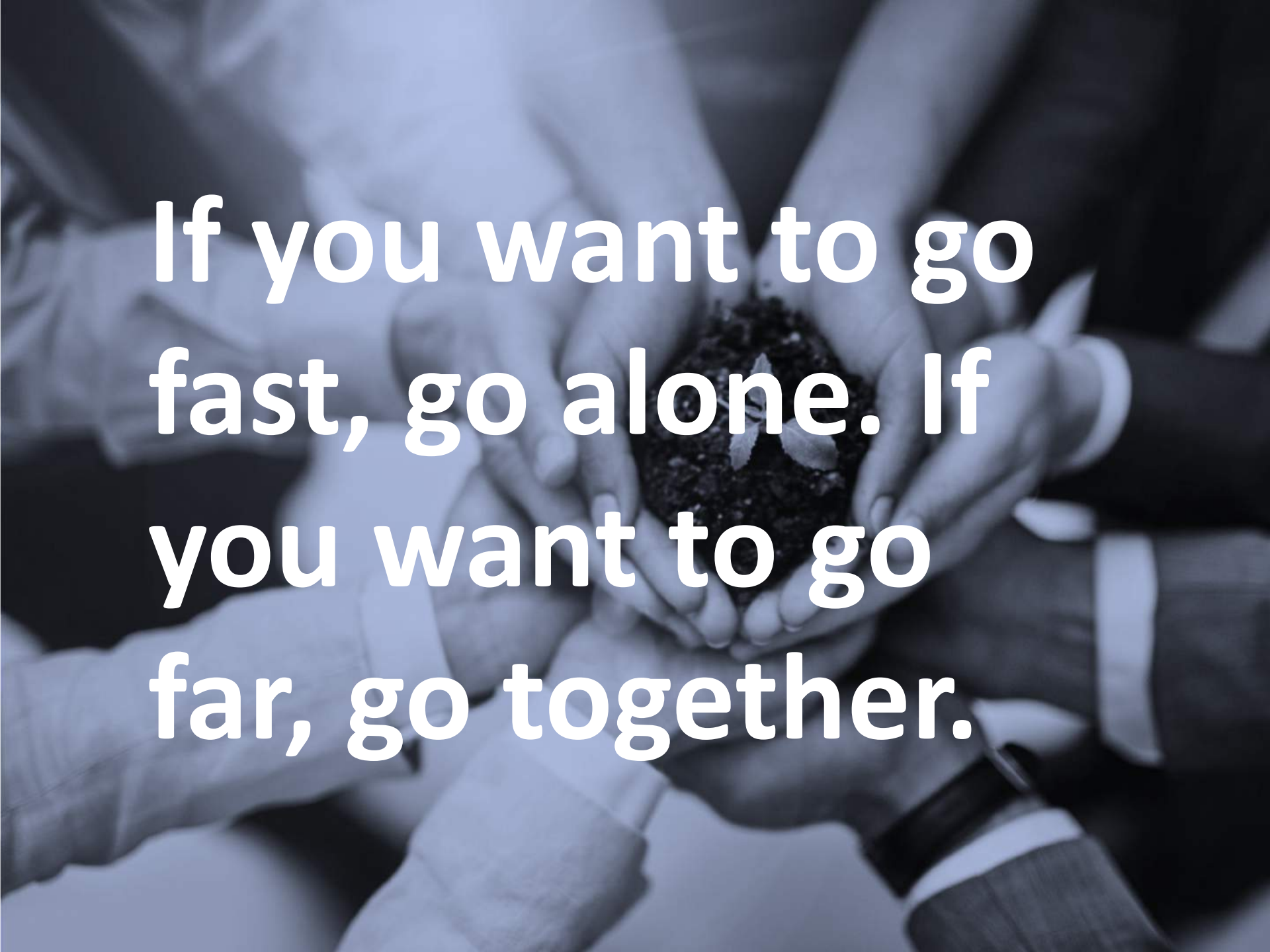


Foresters



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Professional services

A group of hands in business attire are shown from a top-down perspective, cupping a small globe of dark soil. A small green plant seedling with two leaves is growing out of the top of the soil. The entire image has a blue tint. Overlaid on the center is white text.

**If you want to go  
fast, go alone. If  
you want to go  
far, go together.**

Go raibh míle maith agat.

Merci