



Online inquiry through story-telling: an innovative way to validate our findings

Introduction to LIAISON's use of an online inquiry tool for validating our project findings

Wednesday 29 September 10:00 to 12:00 CEST

Thank you for joining us this morning, we will be starting in a few minutes.



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Wednesday 29 September 10:00 to 12:00 CEST



Welcome!



Introduction to the Sprockler Inquiry

Exploration of the inquiry report

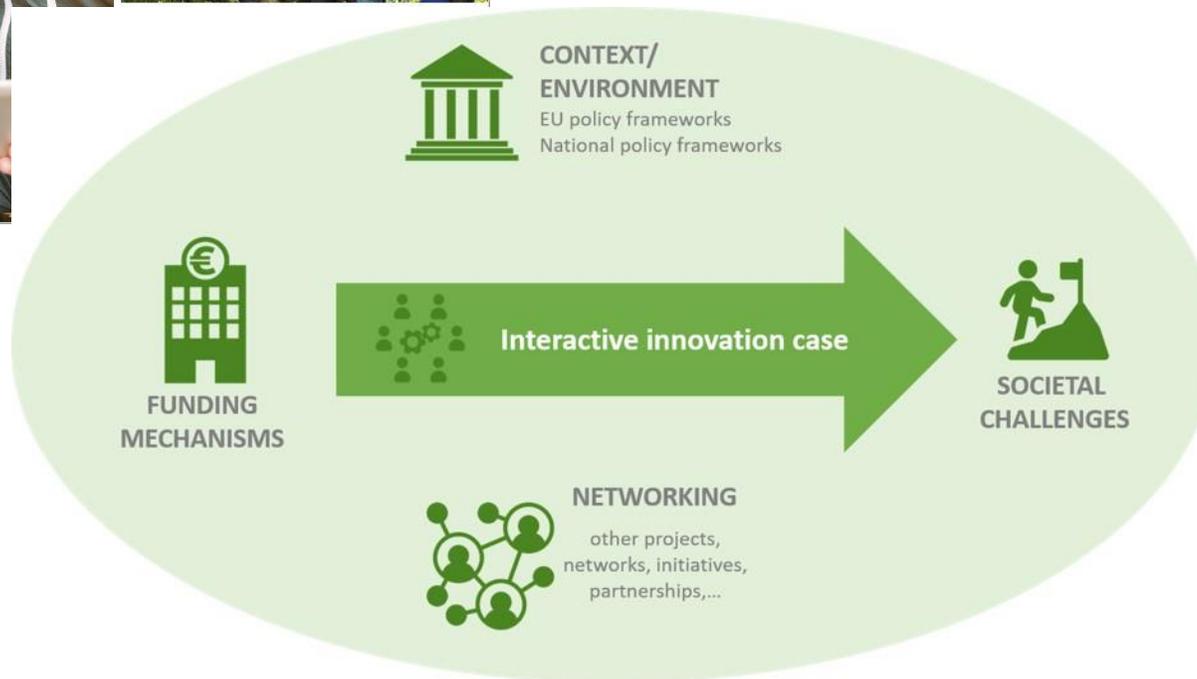
Presentation of the inquiry results

Implications for optimisation

The LIAISON Journey so far.....

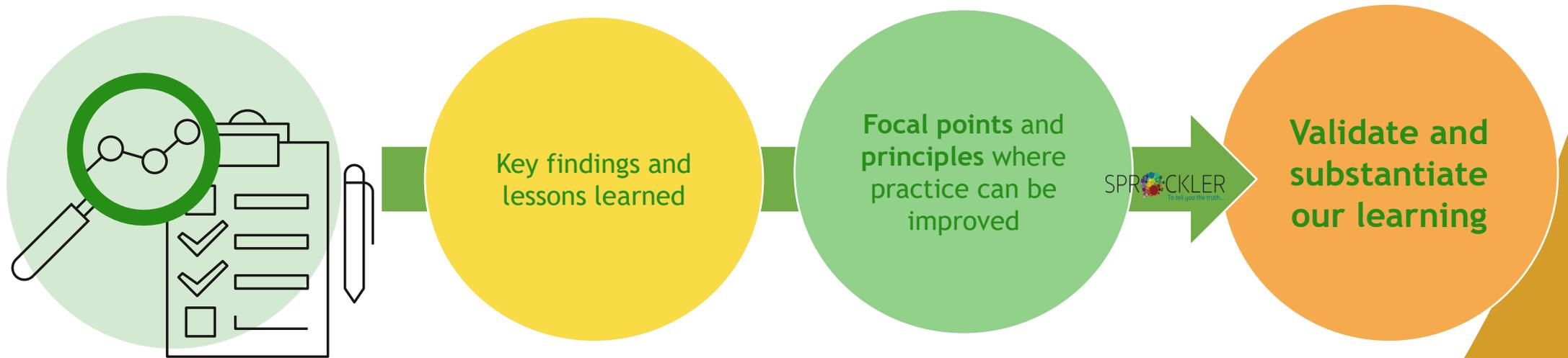


- 17 partners in 15 countries working together
- European Rural Innovation Contest
- 200 examples 'Light-touch' review
- 32 case studies



Key findings and lessons learned in design, planning and management of multi-actor innovation projects

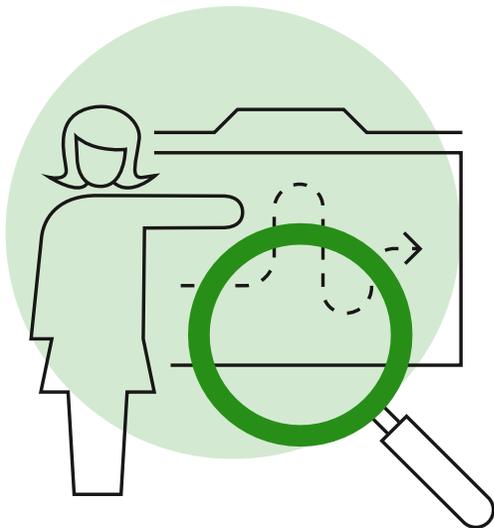
Aim of the inquiry



.....where the design, planning and management practice of multi-actor interactive innovation projects can be improved and strengthened.

Inquiry process

- Launch workshop (26 July)
- Online Sprockler inquiry open for 4 weeks
- Validation workshop (11 Aug & 8 Sept)
 - ✓ Share results of the Sprockler inquiry
 - ✓ Initial joint analysis of the results





Seeing through Complexity
Advanced decision-making • Significant Research • Adaptive Learning
SPROCKLER Designer
Your story-based inquiry and the meaning mapping framework

DESIGNER COLLECTOR VISUALIZER

From **words** to **wisdom**, from **stories** to **statistics**

Create **story-based inquiries** • Collect **actual experiences** • Generate **meaningful data**



DESIGNER



COLLECTOR



VISUALIZER

Inquiry design

Drivers and principles for optimisation:

- **MOTIVATION** of farmers, foresters and other project partners to get involved and stay engaged in the project.
- **KNOWLEDGE FLOW** between project partners
- **CAPACITY** to engage in collaborative activities and to work together, experiment and learn.
- **IMPACT** through external engagement, dissemination and scaling up

For each driver 4 principles to improve or strengthen project design, planning and management of multi-actor interactive innovation projects.

In my story the most important drivers were:

MOTIVATION



KNOWLEDGE FLOW



CAPACITY



IMPACT



About the respondents

Role/affiliation

Farm or forestry business



Advisory services (public, private, any form of advisory services)



Researcher (and any other type of academic)



Representing an NGO or producer's organisation



Policymaker or administration



Exploring the report

<https://visualizer.sprockler.com/en/open/LIAISON>

The screenshot displays the Sprockler Visualizer web application. At the top, the Sprockler logo is on the left, and navigation icons for Collector, Designer, and Visualizer are on the right, along with a 'Log out' button and a language dropdown. The main content area features a story titled 'LIAISON Inquiry: Good Practices for Multi-actor Interactive Innovation'. The story includes a text introduction on the left and a large image of a man and a woman in a field with a drone. Below the image is a paragraph of text. On the right side, there is an 'Interactive legend' with several sections: 'Role/affiliation' (listing Farm or forestry business, Advisory services, Researcher, etc.), 'To what kind of project was your story linked? (by role)' (listing EU H2020 Multi-Actor project, etc.), and 'In my story the very first trigger for innovation was:' (listing need, opportunity, both). At the bottom, a taskbar shows several open files, including 'GA 5 session 3 &...docx', 'LIAISON Good pr...docx', and 'sprockler_inquiry_...zip', with a 'Show all' button.

SPROCKLER
To tell you the truth...

COLLECTOR DESIGNER VISUALISER Log out Language

Stories

LIAISON Inquiry: Good Practices for Multi-actor Interactive Innovation

Stories about an experience regarding an exciting project that sought to innovate:

“ In eastern Ukraine, the public sector advisory services have collapsed owing to the military conflict. At the same time, farmers are more than ever in need of advice and information owing to the disruption to supply chains and transport links, key markets in urban centres and so on. A survey of local farmers showed that, as elsewhere, farmers seek advice and information from a broad range of sources, starting from friends and family (as everywhere) but including the Internet, the private sector, public sector actors such as researchers, and so on. For this reason, we decided that, rather than try to set up a new public-sector advisory service (which would take no account of the complexity of information and knowledge sharing that already existed and would never be economically self-sustaining), the most appropriate strategy would be to encourage the local AKIS actors to work together more closely. Previous research had already suggested that these actors would be willing to do so where it was in their mutual

Since the autumn of 2018, we have assessed a wide range of innovative projects from different European countries and sectors in agriculture and forestry. We have engaged with you or your colleagues at different occasions and are very grateful for the input we received. Based on all your input, we have identified focal points and principles where the

Interactive legend

Click on one of the legend dots to highlight its classification.

Role/affiliation

- Farm or forestry business
- Advisory services (public, priva...
- Researcher (and any other type ...
- Representing an NGO or produ...
- Policymaker or administration

To what kind of project was your story linked? (by role)

- EU H2020 Multi-Actor project
- EU co-funded national project f...
- Other EU funded or co-funded ...

In my story the very first trigger for innovation was:

- need
- opportunity
- both

Overall

- Not classified

sprockler-designer.svg GA 5 session 3 &...docx Failed - Network error LIAISON Good pr...docx sprockler_inquiry_...zip Show all

Exploring the report



In your breakout groups...

Step 1 (first 10 min) Individually scan through the answers in the driver assigned to your group and pick one or two stories and read through the answers related this driver.

Exploring the report

After 10 min come together as a group...

Step 2 Briefly share your reflection from reading through the results on what they say about improving and strengthening multi-actor interactive innovation with your group

Step 3 And then focus your discussion on the probing question per driver

Please select one member of your group to present the key point of the discussion back to the plenary.

Have fun exploring !

<https://visualizer.sprockler.com/en/open/LIAISON>

Probing questions per driver

Driver 1 Motivation: To what extent do projects change ideas or build on ideas. Is the motivation one of continuity and change and do we nurture groups differently accordingly?

Driver 2 Knowledge Flow: We talk of the critical importance of the flow of knowledge between actors - of shared learning. How do we use this flow? What happens to it? How do we translate these flows of knowledge into cumulative actions, how, in short, do we optimise it?

Driver 3 Capacity: Does it come down to money? Funding, for researchers, is relatively accessible H2020 projects tend to be well funded. But funding for farmers, for farmers groups is less accessible. Is this where optimisation is needed?

Driver 4 Impact: We are getting very good at soft impact. Hard impact is a lot more difficult. Discuss!

Driver 1 Motivation

Principle 1: Creating varied opportunities for nurturing inspiration and ideas are an essential part of the innovation process

Principle 2: Maximising the benefits of an innovation partnership works best when the different experiences, strengths and interests of partners are effectively drawn together and combined.

Principle 3: Clear financial advantages and/or better access to external funding support leads to a greater involvement of farmers and foresters in projects and initiatives.

Principle 4: Effective engagement of the actors depends upon trust, shared values, and a common purpose

Driver 1 Motivation

‘ The amount of administrative work linked to the project proposals, management and justification can reduce the motivation of the partners’

‘ The project lasted 5 years. During this time there were 3 regular and 2 caretaker governments - respectively 5 ministers of agriculture. I continued these shifts down the agency hierarchy. These were the most difficult moments for all project stakeholders’

‘Hinderers of motivation throughout the process were long and not effective discussion processes. These were triggered by differing expectations, a lack of trust from one partner, and different priorities of each participant’

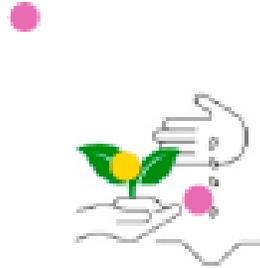
‘Partners were motivated and then frustrated by the application being turned down’

Driver 1 Motivation

Principle 1: Creating varied opportunities for nurturing inspiration and ideas are an essential part of the innovation process



BEFORE the start



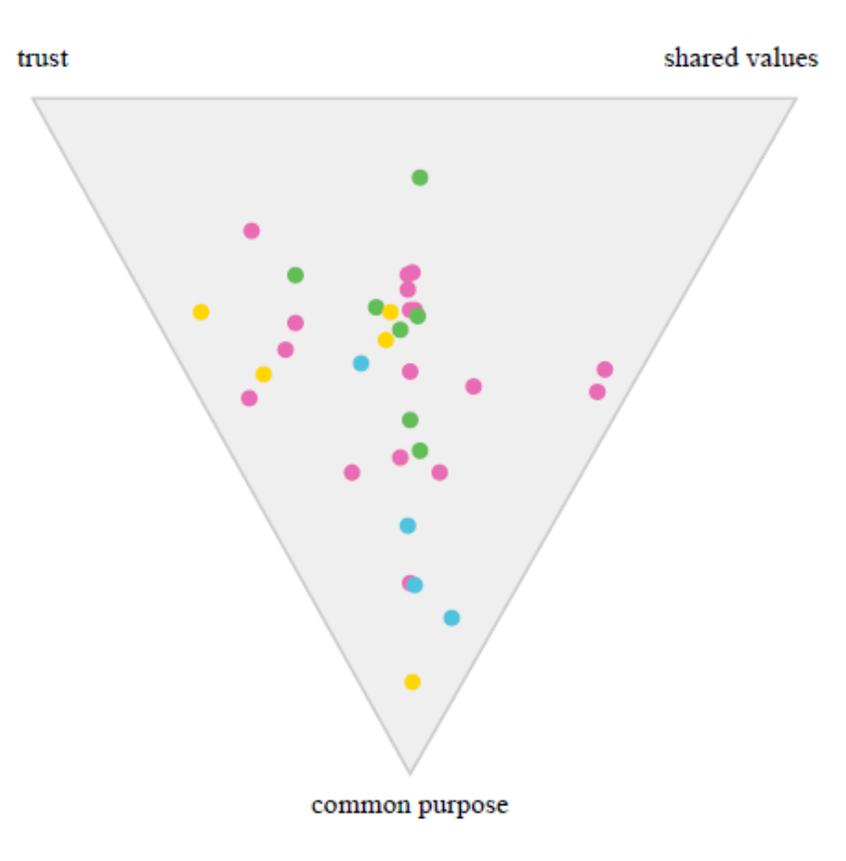
AT the start



**THROUGHOUT
the project**

Driver 1 Motivation

Principle 4: Effective engagement of the actors depends upon trust, shared values, and a common purpose



Driver 2 Knowledge Flow

Principle 5: Local innovation projects build on local knowledge

Principle 6: A well-developed network of advisors can stimulate the emergence of innovation

Principle 7: The role of advisors and researchers should be supportive and facilitating not directive and controlling.

Principle 8: Agricultural and rural innovation partnerships flourish where partnership experiences and lessons are shared and exchanged.

Driver 2 Knowledge Flow

‘The knowledge flow between academics and advisors could be strengthened.’

‘The abundance of knowledge was the inspiration for the project. If anything, we lacked experience in conveying the knowledge. Fortunately, the participants were enthusiastic about exchanging with us, which made up for our lack of experience.’

‘We feel we need to create more safe spaces, structured spaces, where partners in the project can share their experiences, both good and bad, and learn from one.’

Driver 2 Knowledge Flow

Principle 7: In my project the interests were more towards (by role):



Driver 3 Capacity

- The capacity of local actors to set up and configure working structures of innovation
- The capacity to self-organise, manage, administer, collaborate and run multi-actor innovation groups
- The capacity to identify strategic areas of relevant innovation need or opportunity
- The capacity to use, generate and share knowledge
- The capacity to work with external agencies, advisors and support mechanisms
- The capacity to cooperate and link with a broader, inter-networked innovation community
- The capacity to understand and implement EU policy supporting interactive innovation
- The capacity for self-assessment
- The capacity to realise and develop innovation
- The capacity to upscale innovation beyond the group
- The capacity to improve the policy and regulatory environment

Driver 3 Capacity

- The capacity for the partnership to work together
- The capacity for different forms and sources of information and knowledge to flow effectively and efficiently
- The capacity to set and work towards realistic objectives (including the capacity for self-evaluation)
- The capacity to engage with external support

Driver 3 Capacity

Principle 9: Developing and enhancing the capacity for innovation partnerships is as valuable as the innovation itself

Principle 10: All innovation projects require effective leadership

Principle 11: Understanding the risk-taking associated with collaboration in innovative projects is essential to enable the engagement of participants

Principle 12: Flexibility in the engagement of partners across the life of the project is key to enhance project effectiveness

Driver 3 Capacity

Principle 9: In my story the local capacity for innovative partnership:



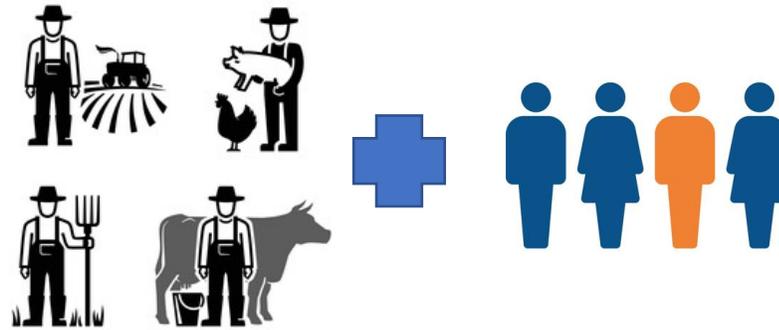
required more attention

was already developed

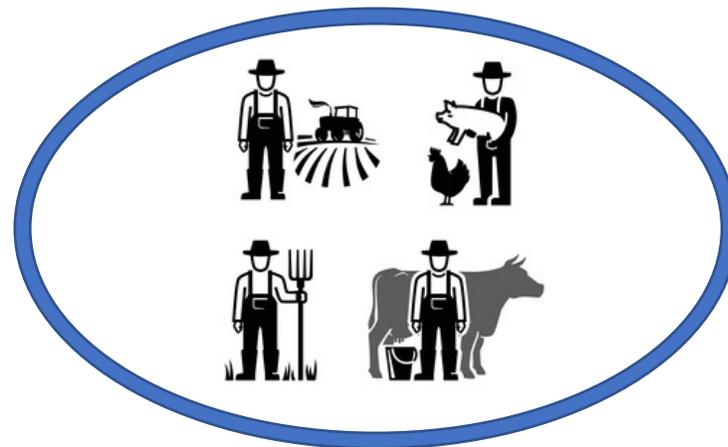
Driver 3 Capacity

Addressing Capacity gaps

Additional
external
expertise



More
inclusive
expertise



Driver 4 Impact

Principle 13: Using established partnerships and prior experience of working together can be effective in driving innovation partnerships but there is often value in looking beyond to new partners to diversify opportunities particularly for innovation impact.

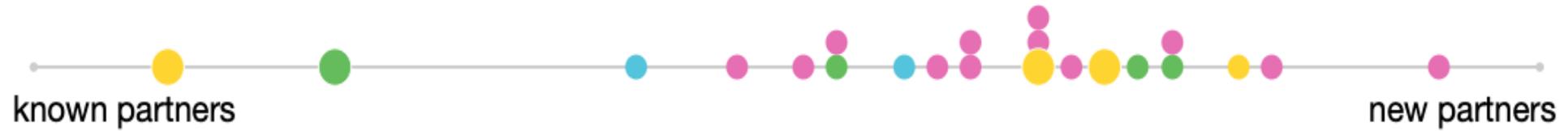
Principle 14: Involvement of the likely (end)users in the creation of the innovative product, process, technology or other output of the project is essential to achieve greater impact in uptake and use.

Principle 15: Taking into account culture and values (local and regional) are an essential factor for achieving lasting impact.

Principle 16: Lasting impact can be achieved by upscaling 'innovativeness' as well as scaling-up the innovations.

Driver 4 Impact

Principle 13: In my story the emphasis was on involving:



Driver 4 Impact

Principle 16: Lasting impact can be achieved by upscaling ‘innovativeness’ as well as scaling-up the innovations.

Innovativeness

- Transfer of good practices in vocational training in the agricultural sector
- Developing network of local AKIS actors
- Knowledge brokering amongst local food system actors
- Developing entrepreneurial skills amongst local business actors
- Developing information systems for sustainable farming practices
- Experimenting with new public/private funding arrangements for supporting local innovation

Driver 4 Impact

'Impact in policies (public sector) seemed much tougher to achieve than impact upon producers and end-users (private sector), and thus why the program/project decided to produce its own pathway independent from public funding programs and schemes'.



Interactive Innovation Tool Box

