



Key points from the Food innovation Action Plans



Scope

- Innovation as a key driver for the *competitiveness* of the agrofood sector
- Regional action plans and specific measures to boost *Knowledge Generation, Diffusion and Exploitation* in the food sector

Outline

- Scope and Objectives
- Methodology
- Key points
- Next steps



Objectives

- To develop action plans promoting food research, technological development and innovation in the participating Inno- Food SEE regions
- To feed the debate for the development of the various funding instruments for Programming Period 2014-2020

Methodology

- **Phase 1:** using the results of previous mapping exercise and SWOT analyses to develop suggestions for the measures
- **Phase 2:** a meeting with selected stakeholders and decision makers per region/ country to feed the consultative process for the development of the Operational Plans
- **Phase 3:** discussion of the Operational Plans in the project Conference in Bari- Italy
- **Phase 4:** synthesis of the feedback in the final report

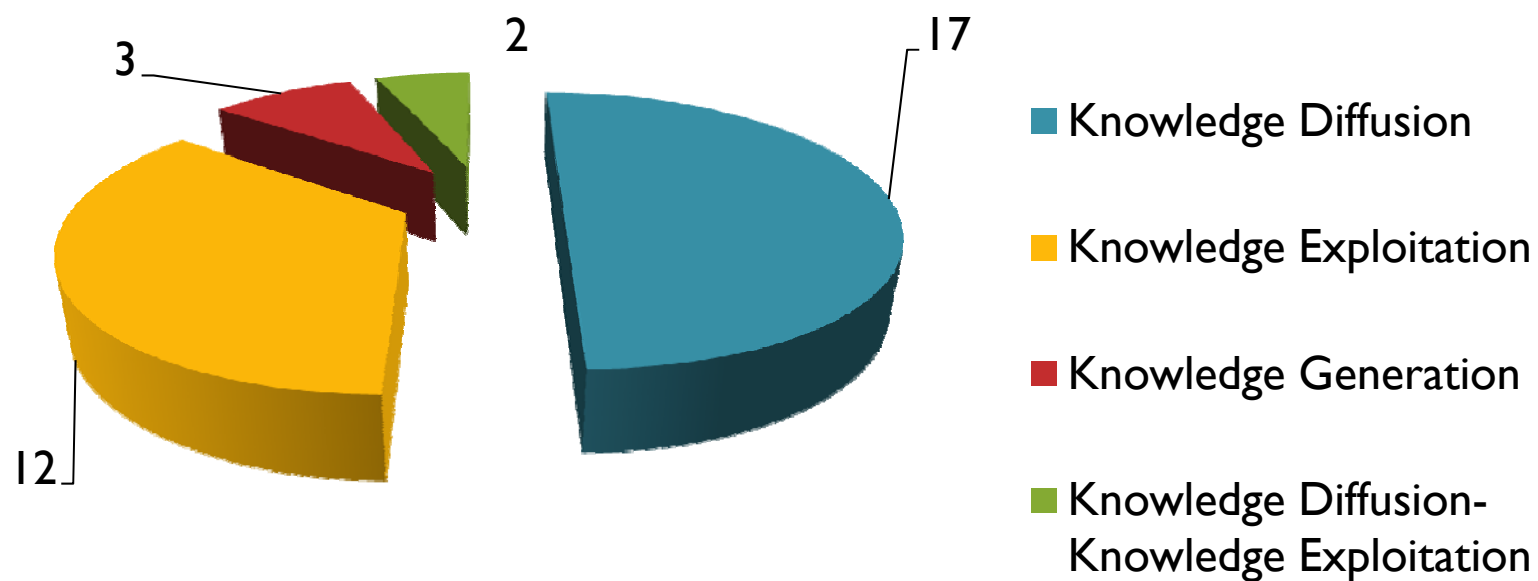
Regional innovation policy instruments

- Targeting
 - *knowledge generation*
 - *knowledge diffusion*
 - *knowledge exploitation*

	Knowledge generation	Knowledge diffusion	Knowledge exploitation
Traditional instruments	Technology funds, R&D incentives/supports/grants Support for scientific research and technology centres Support for infrastructure development Human capital for S&T	Science parks Technology transfer offices and programmes Technology brokers Mobility schemes, talent attraction schemes Innovation awards	Incubators Start-up support Innovation services (business support and coaching) Training and raising awareness for innovation
Emerging instruments	Public-private partnerships for innovation Research networks/poles	Innovation vouchers Certifications/accreditations	Industrial PhDs Support for creativity and design Innovation benchmarking
Competitiveness poles			
Competence centres			
New generation of scientific and technological parks and clusters			
Venture and seed capital			
Guarantee schemes for financing innovation			
Experimental instruments	Cross-border research centres	Open source-open science markets for knowledge	Regional industrial policy Innovation-oriented public procurement

Source: Nauwelaers, C. and A. Primi (forthcoming), *Innovation Policy and Regions: Policy Spaces, Strategies and Challenges*, Regional Development Working Papers, OECD Publishing, Paris.

35 measures from all ERDF regions



Examples of proposed measures (Central Macedonia)

Measure	Type	Target groups
BioAgroFood Cluster	Diffusion	SME, RTD entities, other actors
Standardisation and upgrade of local agrofood products	Exploitation	Farmers, SMEs, RTD entities, other actors
Support of research cooperation projects	Generation	SME, RTD entities, other actors
Innovation Vouchers	Diffusion-Exploitation	SME, RTD entities, other actors
Mobility schemes for researchers to agrofood companies	Diffusion	SME, RTD entities, other actors
Support in the development of analytical laboratories and related services	Diffusion-Exploitation	SMEs, research entities, clusters
Financial measures for the development of spin- offs and start- ups for the agrofood sector	Exploitation	Researchers , technicians
Enhancing the cooperation of the primary agricultural sector and the manufacturing food sector	Exploitation	Farmers, SMEs, other actors
Updating the academic curricula of academic studies to match current agrofood needs	Diffusion	Academia, students

Example of measure analysis

Name of the measure	Support in the development of analytical laboratories and related services
Region	Central Macedonia (Greece)
Timeframe	Medium term (2-5 years)
Rationale	Agrofood companies would particularly benefit by acquiring access to accredited analytical methods and tools, pilot units and infrastructure for standardization, testing and development of new food products and quality control.
Particular sector and subsector	All food sectors
Objectives	<ul style="list-style-type: none"> ➤ To facilitate standardisation of food products to meet various standards set by the international markets ➤ To support the development of new food products
Core activities	- Supporting the development of infrastructure such as analytical laboratories, pilot units, etc.
Implementing entity	Region of Central Macedonia or General Secretariat for Research and Technology
Financial resources	Regional Operational Plans or National Research and Technology Programme
Target groups	Agrofood SMEs, research entities, clusters, etc.
Indicators for implementation success	<ul style="list-style-type: none"> - Number of new food products developed - Number of agrofood companies serviced by the laboratories and pilot units

Key points I

General lack of awareness of SMEs about food innovation potential

- Need for **Knowledge Diffusion** measures

Practical approach to problem solving in the food industry

- Need for **Knowledge Exploitation** measures

Understanding of the benefit of cooperating with all members of the agrofood value chain

- **Clustering** as a commonly used tool for cooperation

Regional funding for innovation is limited

- **Knowledge Generation** can be more appropriately dealt by national and European funds

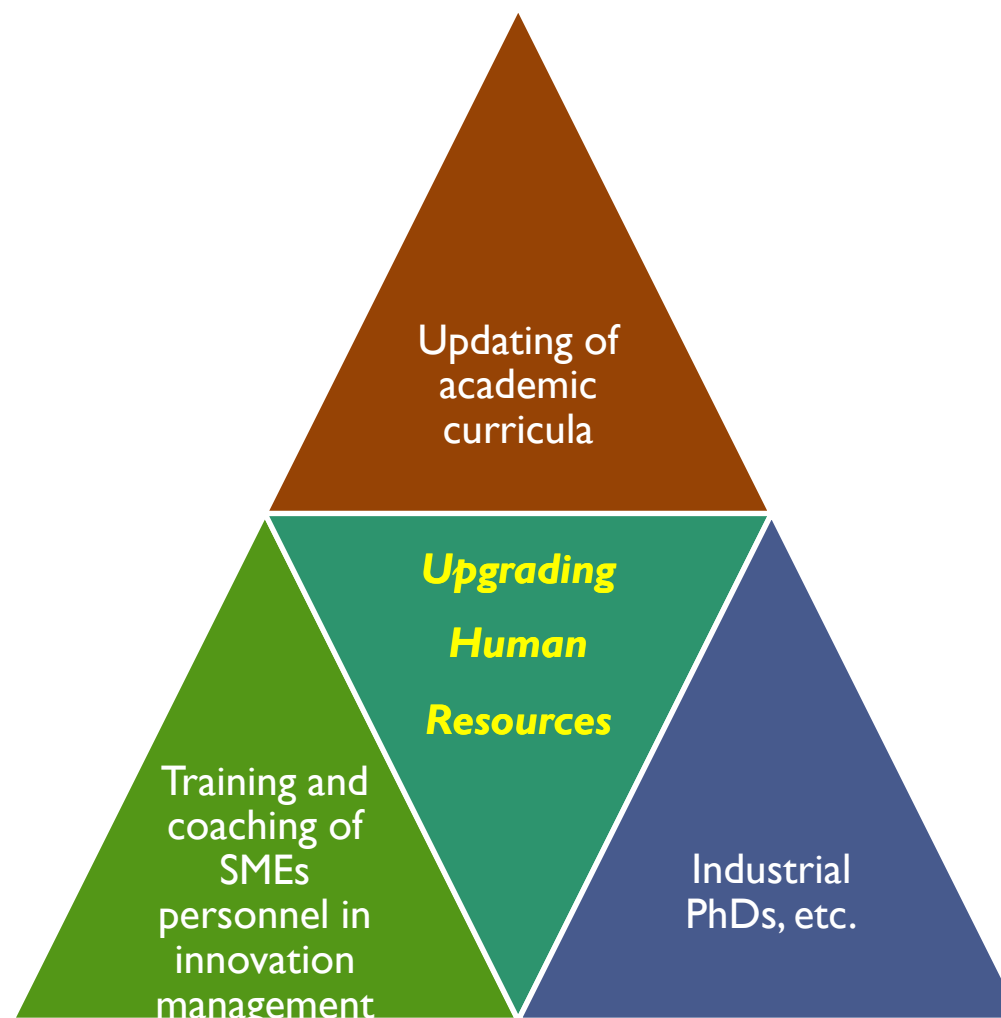
Key points II

Involvement of
SMEs is key in
the majority of
proposed
measures

Engagement of
various action
(standardization
bodies, support
services, funding
institutions,
consumer
associations,
consultants, etc.)

Farmers and
their association-
cooperation of
primary sector
with food
manufacturing

Key points III



Inno- Food SEE

Name of the measure	Inno- Food SEE
Objectives	<ul style="list-style-type: none"> - To facilitate the cooperation of food SMEs and RTD entities at a SEE level - To commonly exploit resources and infrastructure at a SEE level - To enable the development of a common 'SEE food brand'
Core activities	<ul style="list-style-type: none"> - Access to common research infrastructure - Small scale innovation projects to valorize and highlight the value of common traditional food products - Innovation and technology transfer support to enterprises/ SMEs - Training workshops for entrepreneurs and researchers on food innovation and innovation management - Common marketing and branding - Exchange of research and technical personnel - Development of market surveys and foresights - Common information campaigns to create consumer awareness on local products - Internationalisation activities
Financial resources	Future transnational cooperation and European financial instruments such as the successor of the SEE Programme or Horizon 2020
Target groups	SMEs, RTD entities, support organizations, consumers

Financing the measures

**Regional
Operational
Programmes**

**National
Sectoral
Programmes**

**Future
Transnational
Cooperation
Programmes**

Horizon 2020

Private funds

Next steps

- Sustain and enforce the network of stakeholders (*SMEs and their associations, research entities in each region, regional authorities, consumer associations, consultants, etc.*)
- Involve regional planning authorities and introduce them the measures
- Discuss the adoption of food innovation measures
- Follow up the process and monitor the results

Thank you!

