



INNO-VEG



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Five year implementation plan

OUTPUT 4.1

AUGUST 2023

REPORT SUMMARY

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1 INTRODUCTION

1.1 INNO-VEG project

The INNO-VEG project has developed innovative methods for carrying out research into field vegetable and potato crops.

The overall objective of the project was to increase the speed and uptake of innovation in the field vegetable and potato sectors by:

- Defining and implementing a new approach for delivering cost-effective research.
- Establishing a cross border innovation network which will create the framework conditions for innovation to facilitate uptake of the new approach.

The project outputs include:

- A Protocol for integrating high-resolution spatial crop data into research experiments.
- A Framework for farmer-led research.
- A cross border innovation network of stakeholders in the '2 Seas' region of the UK, France, Belgium, and the Netherlands.

The Protocol and Framework project outputs represent a new approach for delivering research in the field vegetable and potato sectors.

The cross-border innovation network was set up to facilitate innovation between the precision farming/sensor technology industry, research organisations, and the field vegetable and potato crop sectors across the UK, France, Belgium, and the Netherlands. The innovation network has also been used to promote the Protocol and Framework project outputs.

The INNO-VEG project started in August 2019 and ends in March 2023. Throughout this period, the project has carried out a programme of communication activities to disseminate the project outputs, results and deliverables to the project target groups across the 2 Seas regions.

1.2 Five-year implementation plan

This Five-year implementation plan for the adoption of the new approach for delivering research (the Protocol and Framework project outputs) and for the continuation of the innovation network, aims to continue project promotion/dissemination activities for the Five-year period following the end of the funded project.

The Five-year implementation plan includes a commitment from PP and key OPs and stakeholders to a programme of actions which will maximise the long-term impact and ensure durability of project outputs and results.

2 Methods of communication

This section lists the range and type of actions and activities to be undertaken by project partners, observer partners and stakeholders to promote uptake and ensure durability of project outputs and results.

2.1 Website

Project partners: this includes the project website (www.inno-veg.org) hosted by ADAS, and the INNO-VEG webpages on each of the project partners website. Commitments will be given to retain and manages these web pages.

Observer partners/other stakeholders may be able to offer a commitment to either include information about the project on their own website or to link to the project website.

Target groups: all project target groups

2.2 Social media

Project partners: the project has social media accounts on Twitter, LinkedIn and Instagram. Commitments will be given to retain and continue to post on the project social media accounts, and by individual project partners to continue to promote the project via their own social media channels.

Observer partners/other stakeholders may be able to offer a commitment to promote the project by re-posting content posted on the project social media channels, and by posting about the project on their own social media channels.

Target groups: all project target groups

2.3 Newsletters

Projects partners: commitments will be given to include information about INNO-VEG in project partners own newsletters or email updates.

Observer partners/other stakeholders may be able to offer a commitment to include information about the project in their own newsletters or email updates.

Target groups: all project target groups

2.4 Scientific publications

Project partners may be able to offer a commitment to publish information about the project in the scientific press.

Target groups: mainly target group E (Universities and research centres delivering research), but also target group C (commercial companies commissioning research), D (Technology producers and providers), and F (Commercial companies delivering research).

2.5 Conference presentations

Project partners may be able to offer a commitment to include information about the project at conference presentations.

Target groups: mainly target group E (Universities and research centres delivering research), but also target group C (commercial companies commissioning research), D (Technology producers and providers), and F (Commercial companies delivering research).

2.6 Presentations at other workshops or industry events

Project partners may be able to offer a commitment to include information about the project in presentations at other workshops and industry events.

Observer partners/other stakeholders may be able to offer to support project partners to present information about the project at events/workshops the observer partners/other stakeholders organise themselves.

Target groups: all project target groups

2.7 Integration of project outputs into other projects

Project partners, observer partners and other stakeholders may be able to integrate the INNO-VEG project outputs into other projects/follow up work. For example, project partners may be able to use methodology developed during INNO-VEG in follow on research projects.

Target groups: all project target groups

2.8 Other methods of communications/dissemination

Project partners, observer partners and other stakeholders may be able to suggest other methods of communication/dissemination of project outputs not included above. All methods should be considered.

Two organisations suggested other methods (Arvalis and UNPT). These are listed below:

Arvalis will do the following 'other' activities:

- ARVALIS will disseminate in its 2023 activity report the highlights and main global outputs of the INNO-VEG project.
- ARVALIS will disseminate in its 2023 European Projects brochure the highlights and main global outputs of the INNO-VEG project.
- During the 6 months following the end of the project ARVALIS will also meet with the French Observer Partners to formally present the results of the project and facilitate the dissemination of the results in their own organisation/network.

OP17 French National Union of Potato Growers: UNPT manager is planning to present the main results of the INNO-VEG project to its board, and specifically to a subset of administrators specifically interested in technical issues. After these presentations, the strategy of dissemination of INNO-VEG results by UNPT will be defined, including references put in its website and in its newsletter.

Target groups: all project target groups

3 Five-year implementation plan commitments

All four project partners have committed to a range of actions to continue to promote the project outputs.

All 23 project Observer Partners were contacted and invited to input into the Five-year implementation plan. Twelve Observer Partners were able to provide commitments to actions to continue to promote project outputs. Several others noted that they continued to be supportive of the project and may be able to promote the outputs in the future but were not able to commit to actions at this time.

In addition to the Project Partners and Observer Partners, seven other stakeholder organisations have agreed to actions to continue to promote the project outputs.

Full details of commitments from each organisation are included in Annex D.3.4.2 INNO-VEG Five year implementation plan country meetings.doc. Actions have been collated in an accompanying excel spreadsheet. In summary:

- 19 organisations provided commitments to actions to continue to promote project outputs
- 3 organisations will promote INNO-VEG on their websites
- 12 organisations will promote INNO-VEG via Social media
- 5 organisations will include INNO-VEG in their Newsletters
- 14 organisations will include INNO-VEG in other events or conferences

3.1 Target groups reached

In total 30 organisations were involved in the preparation of the Five-year implementation plan, and 19 have committed to actions to continue to promote the project outputs.

The project aimed to reach 67 individuals/organisations with this project output and to secure a commitment from 5 organisations per country to actions taken at the organisations own cost to continue to promote the project outputs to ensure the long-term impact of the project outputs.

Although the project was below its target number of organisations to involve in the preparation of the Five-year implementation plan, it met its target number of organisations committing to take actions to continue to promote the project outputs.

List of organisations consulted during preparation of the Five-year implementation plan, and those committing to actions to continue to promote the project outputs.

Organisation	Target group	Country	Consulted during preparation of plan	Agreed to actions to promote outputs
Defra	a	UK	Yes	
British Carrot Growers Association	g	UK	Yes	Yes
Brassica Growers Association	g	UK	Yes	Yes
Onion Growers Association	g	UK	Yes	Yes
The Leek Growers Association	g	UK	Yes	Yes
British Leafy Salads Association	g	UK	Yes	Yes
Outdoor Cucurbits Growers Association	g	UK	Yes	Yes
HMC Peas	h	UK	Yes	Yes
Agri-Tech-East	b	UK	Yes	Yes
Sygenta	c	UK	Yes	
Agrii	f	UK	Yes	
Zeeuws Agrarisch Jongeren Kontakt (ZAJK)	g	NL	Yes	Yes
Onion Research Centre	g	NL	Yes	Yes
Xplant	g	NL	Yes	
Department Landbouw en Visserij	a	BE	Yes	
Boerenbond	g	BE	Yes	
French National Union of Potato Growers (UNPT)	g	FR	Yes	Yes
Dutch potato organisation	g	NL	Yes	Yes
Chambre d'Agriculture du Nord-Pas-de Calai	e	FR	Yes	
Pole Legume Nord-Pas de Calais	e	FR	Yes	
GITEP 80	e	FR	Yes	
GERMICOPA	h	FR	Yes	
AHDB	b	UK	Yes	
International Fertiliser Society	i	UK	Yes	Yes
OpsDrone project	d	BE	Yes	Yes
AgriFoodTef	g	BE	Yes	Yes
AgriDataValue	g	BE	Yes	Yes
Agrolink	g	BE	Yes	Yes
Quantifarm	g	NL	Yes	Yes
Adam&Precila	g	NL	Yes	Yes