

**SIXTH FRAMEWORK PROGRAMME
SCIENTIFIC SUPPORT TO POLICIES**



Contract for:

SPECIFIC SUPPORT ACTION



Description of Work: Objectives, Partners and Work Packages

Project acronym:	RAPIDO
Project full title:	Rural Areas, People & Innovative Development Proposal
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1. Project summary

Proposal full title: Rural Areas – People – Innovative Development

Proposal acronym: RAPIDO

Summary

A large percentage of Europe's territory consists of rural areas which contain more than half of its population. The Lisbon Strategy, which aims to make Europe the most competitive, knowledge-based society in the world, is focusing on jobs and economic growth, not at least in rural areas. Innovation is seen as precondition to reach these goals. Despite three generations of rural development policies and with the 4th starting in 2007, rural areas still face considerable problems. Many problems of European societies, such as an ageing population, high unemployment rates, social disparities and the lack of adaptive potential to the global market, are more pronounced in rural areas than elsewhere. To overcome these problems, it is essential to link public, private and inter-sectoral initiatives to foster innovation. It is essential to link European programmes and resources available and make best use of the instruments and resources to reach the goals of the Lisbon agenda. To have access to the relevant knowledge about existing options is crucial in this process.

RAPIDO has been established to analyse current best practices concerning the development of innovation in agriculture, forestry, the food sector and the wider rural areas as well as to analyse methods to transfer knowledge to different target groups. Based on the analysis of success criteria and promising options for the future, policy recommendations will be given regarding which areas to focus on and concentrate efforts in the future.

The overall aim of RAPIDO is to support European policies on how to foster innovation and knowledge transfer in rural areas. To achieve this aim RAPIDO has the following specific objectives:

1. To identify key areas on which to focus in agriculture, the food industry and forestry
2. To exchange information on experiences and strategies in rural development and to foster mutual learning and knowledge exchange across regions in Europe.
3. To identify key factors for success, and also existing barriers and constraints to the creation of innovation in rural areas.
4. To identify sectors where innovation would help to create employment in rural areas
5. To analyse the role of different actors (public / private / industry / policy makers / community stakeholders) in the promotion and uptake of initiatives
6. To review the most promising methods to facilitate innovation (processes) and knowledge transfer.
7. To evaluate the role of ETAP (Environmental Technology Action Plan) in fostering innovation in rural areas.
8. To give recommendations on how to facilitate innovation through A: rural policies (question of policy design, efficiency of policies) B: public/private and sectoral initiatives to foster innovative development, C: funding mechanisms and D: bottom up initiatives (local / regional bottom up initiatives)

2. Objectives of the proposed project and state of the art

Objectives

The overall objective of the RAPIDO SSA, is to facilitate innovation and knowledge transfer in rural areas in Europe. This will be accomplished through: scientific analysis of current processes and actors in this field across Europe, the identification of key actors and sectors to focus on in the future and finally by giving **scientific advice as to how to integrate the Lisbon objectives better in to rural development policies.**

To achieve this, the RAPIDO SSA has the following **8 specific objectives**¹:

1. To identify key areas in agriculture, the food industry and forestry (areas with high job creation potential, future markets, future technologies)
2. To exchange information on experiences and strategies in rural development and to foster mutual learning and knowledge exchange across regions in Europe (training/ mutual learning, ICT, etc.).
3. To extract key factors for success and constraints for successful innovation development in rural areas
4. To identify sectors where innovation would help to create employment in rural areas
5. To analyse the role of different actors (public / private / industry / policy makers/ community stakeholders) in the process of promoting and taking up of initiatives
6. To review the most promising methods to facilitate innovation (processes) and knowledge transfer (including analysis of common barriers for both)
7. To evaluate the role of ETAP (Environmental technology action plan) in fostering innovation in rural areas.
8. To give recommendations on how to facilitate innovation through A: rural policies (question of policy design, efficiency of policies) B: sectoral initiatives to foster innovative development, C: funding mechanisms and D: bottom up initiatives (local / regional bottom up initiatives)

Rationale

The renewed Lisbon strategy focuses on growth and jobs within Europe. Innovation has been identified as a means by which to increase the competitiveness of Europe and decrease unemployment. But what is innovation anyway? Innovation can be defined as the introduction of a new good or new quality of good, the introduction of a new method of production, the opening of a new market, the acquisition of a new source of raw material, or by an alteration of an existing industry structure.

Most of the problems European societies are currently facing, such as ageing populations, high unemployment rates, social disparities and the lack of adaptive potential to the global market, are often more pronounced in rural areas than in other regions. However, beside these general problems, rural areas face their own particular set of problems, which have to be addressed by specific strategies and approaches. All of these issues have a major impact on agricultural markets and also on local economies in rural areas. That is where innovation in the sense described above is most needed.

Rural development, including innovation and job creation, are addressed through a number of policies initiatives and funding instruments (see section B.3). Rural development policy, as a component of the Common Agricultural Policy (CAP), is particularly aimed at agriculture and forestry but also at the wider needs of rural areas. But with a few important exceptions, the role of entrepreneurship and innovation has not been given much emphasis in the fields of economics and even less emphasis in agricultural economics. This is particularly surprising, because it has become a priority with policy makers and is a critical aspect of value-added for agriculture. The CAP, however, is not the only relevant policy sector when it comes to rural development and objectives such as job creation, competitiveness and innovation.

The Lisbon and Gothenburg agendas address issues like knowledge based societies, jobs, economic growth and the sustainable development. The Environmental Technologies Action Plan addresses the promotion of new environmentally friendly technologies and the Competitiveness and Innovation Programme provides funding to stimulate and promote innovation. These include particular funding mechanism to reach the Lisbon agenda without compromising the Gothenburg objective of protecting the environment.

It is clear that a detailed review of the aims and objectives of the various policy areas which affect rural innovation and competitiveness is needed. The start of a new funding period and the reviews of the Rural

¹ Every task under the WPs should be linked to at least one specific objective

Development Policy, the Lisbon Agenda and the Sustainable Development Strategy provide an occasion for a thorough analysis of where they are succeeding and failing in their aims as far as rural areas are concerned. The factors which contribute to the success or failure of innovative initiatives need to be assessed, and the main constraints in the way of innovation and knowledge transfer identified.

The Problems

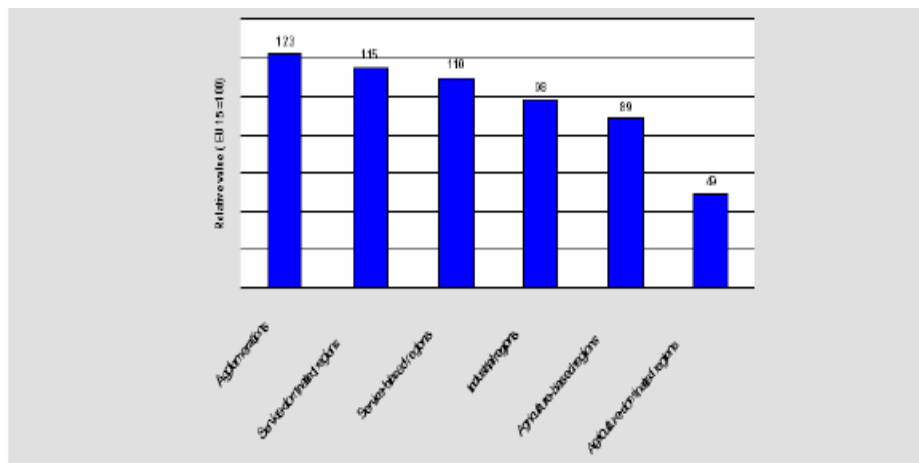
While some generalisations can be drawn about rural areas, they vary greatly in character and one-size-fits-all solutions cannot be found. However, there are problems that a large number of rural areas face. A few of the most obvious will be mentioned here.

Ageing Society: The decrease in the number of people employed in the countryside and an increase in the number who retire to rural areas has caused a change in the age structure of rural populations.

Market and information access: Although the Lisbon agenda focuses on a “knowledge based society”, the reality shows, that there is a strong digital divide between urban and rural areas. Use of internet is lower in rural areas than in towns as is access to broadband internet. This may be partly due to the top-heavy structure of the age demographics in rural areas (as older people are also less likely to use the internet) but it is true for business use too. The graph shows that the use of information communication technologies (ICTs) by business types is lowest in agricultural regions.

Graph B1. Relative digital divide based on access and use of ICTs, by region type. Source: SIBIS²

Therefore the use of **information communication technologies (ICTs)** can be seen as one of the key



sectors for innovation and knowledge transfer. Advances in new information and communication technologies hold much potential for assisting the development of rural economies, entrepreneurship, rural amenities and market re-organisation.

Infrastructure and services: Along with changes in the number people living and working in rural areas, a decline in infrastructures and services can be seen. E.g. Provision of public transport, schools, shops, banks, post-offices should help encourage people to stay in rural areas.

Environmental quality and quality of life: Increasingly intensive farming practices in former times contribute to the destruction of landscapes and the wider environment (along with other sectors like infrastructure and traffic). Environmental problems include loss of biodiversity, eutrophication, damage to soil and water quality, landscape change and greenhouse gas emissions³. Several important ecosystem services have been degraded due to unsustainable practices.

Conclusion

In conclusion, it can be seen that a number of problems need to be addressed in rural areas. Innovation and know-how transfer, in line with the Lisbon and Gothenburg Agendas, should help to create jobs, improve the environment and allow rural areas to become more competitive. How this can be achieved and the

² SIBIS general population survey, 2002

³ Skinner, J. et al. (1997). An overview of the environmental impact of agriculture in the UK. *Journal of Environmental Management*, 50, 111-128.

barriers which currently stand in the way need to be analysed, and methods for overcoming barriers must be elaborated as soon as possible.

Progress beyond State-of-the-art

RAPIDO will build on the fruits of previous research focussing on rural areas (e.g. quality of life programmes under FP 5 such as QLK5-CT-1999-30783 (A spatial peripherality, innovation and the rural economy); QLK5-CT-1999-30819 (Restructuring in marginal rural areas, the role of social capital in rural development); QLK5-CT-1999-30841 (Supply chains linking food SMEs in Europe's lagging rural regions); QLK5-CT-1999-31211 (Supporting and promoting integrated tourism in Europe's lagging rural regions); the cost A12 Action on Rural innovation) as well as on key messages from previous rural development policy evaluations⁴ and the mid term review of the rural development policy under the Agenda 2000.

Based on this, RAPIDO will broaden the understanding on how to create innovative development and how to transfer knowledge about successful initiatives to different sectors, while the analysis will concentrate on key areas, on which rural policy should focus in the future.

RAPIDO will support decision-making for future rural development policy by means of:

- Reviewing current best practice examples where innovation and knowledge transfer have helped to reach the Lisbon objectives in rural areas. The result is expected to be much more than a simple database of examples and will rather enable specialists and future research projects to base their analyses on the work of RAPIDO. The database will be linked to already existing examples like the EURAGRI show cases and databases from previous Framework programs in particular FP5 Quality of life.
- Analysing the options and constraints for job creation and growth of rural economies.
- Building up a network of specialists to exchange knowledge and condense the main findings in a suitable way for decision- and policy-makers.
- Facilitating discussions and exchange of experiences of key sectors for innovation and processes with actors involved in innovation promotion.
- Contributing to the dissemination of the project's results to a wide spectrum of interested end users, including EU and national policy makers, farmers and industry associations, rural NGOs and community groups, etc. (see B 4.5). RAPIDO will therefore strengthen the interface and dialogue between diverse groups affected by policies and those involved in its creation.
- Organising 3 workshops to discuss the relevant issues internally and externally with a wider group of experts. This will be accomplished by inviting a limited number of key people to discuss key options for policy action on a particular theme. This will increase the ability of RAPIDO to provide expert opinions in very different subjects.
- Producing a web-platform and electronic news alerts for rural networks and end-users. Thus providing an information centre that will collect and disseminate critical information and knowledge that is relevant for different actors in rural development
- Producing three thematic policy briefs tailor-made for the needs of policy makers and further decision making. These policy briefs of a few pages will describe the problem, present the results of the analysis, and recommend future policy options.

All these activities will be very important to enhance the integration of the Lisbon agenda objectives better into rural development policies. It is crucial for future rural policies to base decision-making at local, regional, national and European levels on the best available knowledge, evidence and expertise possible.

⁴ European Commission 2006: New perspectives for EU rural development.

3. Participants list

Participant no.	Participant organisation name	Participant country	Participant org. short name
1 (coordinator)	ECOLOGIC- Institute for International and European Environmental Policy	DE	Ecologic
2	Fundazione Eni Enrico Mattei	IT	FEEM
3	Association for the promotion of sustainable Agriculture	DE	FNL
4	University of Trás-os-Montes e Alto Douro	PT	UTAD
5	Institut für Technologie und Regionalpolitik der Joanneum Research	AT	JOANNEUM
6	Lublin University of Technology	PL	LUT
7	Environmental Futures Ltd.	UK	EFL
8	University of National and World Economy	BG	UNWE
9	University of Craiova	RO	UCV
10	German Chambers of Agriculture, Brussels Office	BE	VLK
11	Universitat de València (Estudi General)	ES	UVEG

4 Relevance to the objectives of the SSP Priorities and Sub-Priorities

Objectives of the Work Programme

The general objective of the 2005 work programme is to support the formulation and implementation of Community policies, by providing scientific contributions to policies that are targeted precisely on needs ('demand-driven'). These should cover the range of Community policy areas and keep up to date with new developments, reforms and changes that occur.

RAPIDO complies with the specific sub-priorities of the call:

- 1.1 Modernisation and sustainability of agriculture and forestry including their multifunctional role, in order to ensure the sustainable development and promotion of rural areas and
- 1.2 Tools and assessment methods for sustainable agriculture and forestry management

The modernisation of agriculture is a particularly topical issue due to the reform of the CAP. Over recent years, rural development has increased in importance within EU agricultural policy. As part of the "Agenda 2000" CAP reform, the introduction in 1999 of the RD Regulation 1257/1999⁵ (RDR) marked an important step in towards this policy. The current Council Regulation on Support for Rural Development by the European Agricultural Fund for Rural Development (EAFRD)⁶, that was adopted on 20 September 2005, strengthened it further. The RDR brings together a number of policy measures under a single instrument, forming a 'second pillar' of the CAP concerned with rural development. The EU RD policy is designed to place agriculture in a broader context that also takes into account the protection of the rural environment, the quality of produced food, and the attractiveness of rural areas to young farmers and new residents.

The reform means that rural development is no longer based on agriculture alone, and increased diversification, innovation and value-added products are needed within and outside the agricultural sector. RAPIDO aims to address this question in an interdisciplinary manner by looking at the possibilities for diversification within and outside agriculture which will have a positive impact on both the social conditions in rural areas and on their long-term sustainable development. While the CAP has put large amounts of money into keeping agriculture viable, over the last fifty years, this is not in the long-term a sustainable solution and has also caused a lot of damage. Innovative ways in which rural areas can become more competitive need to be examined and solutions found to how economic rewards can be decoupled from damage to the environment. Agriculture involves a large proportion of European territory therefore it is a key area to address to achieve sustainable development principles.

The support activities of RAPIDO are therefore strictly "demand-driven" orientated. RAPIDO has strong links to the following objectives of the work programmes:

- *To facilitate the successful implementation of new orientations in agriculture*

RAPIDO will identify sectors which are particularly promising for the diversification of agriculture and other types of rural employment, extract the key factors for success of rural initiatives and identify the key actors and successful mechanisms. This will involve the analysis of case studies and establishing new tools and assessment methods for the transfer of innovation and technology. The identification of modern technologies and employment opportunities should contribute to the sustainability and multifunctionality of agriculture. These will include environmentally friendly technologies and also opportunities for farmers to earn money by providing a good quality environment as a public good.

- *Widening the scope of rural development*

„A living countryside is essential for farming, as agricultural activity is essential for a living countryside. Rural development policy is therefore no longer based on agriculture alone. Increased diversification, innovation and value added of products and services, both within and beyond the agricultural sector, are

⁵ Council Regulation (EC) No 1257/1999 of 17 May 1999 on support for rural development from the European Agricultural Guidance and Guarantee Fund (EAGGF) and amending and repealing certain Regulations.

⁶ Council of the European Union (2005): Council Regulation (EC) No 1698/2005 of 20 September 2005 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD)

indispensable in order to promote integrated and sustainable rural development“ (work programme page 33). The 2005 work programme has a clear emphasis on the need to link environmental, economic and social aspects of research on natural resources. RAPIDO has an explicit multi-disciplinary perspective. Involvement of economists, natural and social scientists, as well as stakeholders from various policy sectors, is central to the activities of RAPIDO. This will ensure that the research priorities focused in RAPIDO activities will have clear links to European policy priorities. It will also ensure that the wider social, economic and political constraints of natural resource management are integrated into the work activities and recommendations of RAPIDO and the focus is not laid on agricultural and forestry industries and holdings alone.

- *Sustainable management of Europe’s Natural Resources*

As far as the more specific priorities stated in the call go, the overall approach of RAPIDO directly contributes to the objectives of the sustainable management of Europe’s natural resources. The sustainable management of resources and wastes was one of the four priority areas of the 6th Environmental Action Programme. The objectives were to ensure that the consumption of renewable and non-renewable resources does not exceed the carrying capacity of the environment and to achieve a decoupling of resource use from economic growth. These were described in more detail in the Thematic Strategy on the sustainable use of natural resources⁷. The specific aim of the strategy is to “Reduce the negative environmental impacts generated by the use of natural resources in a growing economy”. The communication describes the importance of facilitating and stimulating growth at the same time as ensuring the state of the environment does not get worse. Means to achieve this are the integration of environmental concerns into other policy areas. The importance of communication between policy makers and information providers is also described.

RAPIDO complies with these objectives by promoting discussion between different groups involved in rural development and particularly by looking at ways in which to promote innovation and areas in which innovation may foster sustainable development. Environmental technologies are particularly important for the decoupling of economic growth from damage to the environment and the project will examine areas where they can be applied and means of facilitating their uptake and use. Thus RAPIDO will attempt to address both environmental and economic issues and find ways for sustainable development and economic growth to complement rather than compete against one another.

RAPIDO complies with the following specific principles:

- *timely and effective scientific inputs for options how to modernise agriculture and forestry and their multifunctional role in order to ensure the sustainable development and promotion of rural areas.*

As discussed in the community added value section, RAPIDO covers a wide range of European policies, plans and funding mechanisms. It is a particularly timely examination of these policy areas as it will take place at the beginning of a new funding period and also shortly after the implementation of one the largest reform of the CAP since its introduction. It is important to assess policy changes at an early stage to establish their likelihood of success.

- *a coherent research base that reflects the increasing integration of Community policies and of the science that underpins them;*

The objectives and actions of RAPIDO will contribute directly to the networking among European research institutions and institutions responsible for agriculture, rural development and environmental policy advice. This will help to build communication between researchers, stakeholders and policy makers and foster greater understanding and consensus of the priority areas for research on innovation in rural areas at the European level. The variety of researchers from different disciplines, backgrounds and institutions should provide together enough expertise to analyse a variety of Community policies and activities undertaken in different member states.

⁷ Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions. Thematic Strategy on the sustainable use of natural resources. SEC(2005)1683, SEC(2005)1684

- *systematic improvements in the relationship between research and policy at all levels in the EU;*

By providing an arena for discussion, RAPIDO can facilitate recommendations and clarify priorities for policies. The objectives and actions of RAPIDO which aim to enhance the knowledge about how innovative technologies are successfully applied or where barriers exist to their dissemination, will help to promote knowledge about how to make rural areas more competitive and make the issue more visible at national and European levels. RAPIDO will also help in bringing national success stories to European awareness. The analysis of the impacts of policies, together with the involvement of both policy makers and researchers in the project, should help improve the relationship between research and policy at all levels in the EU.

- *development of the European Research Area, by encouraging a single 'playing field' in relation to policy-related research.*

On 18 January 2000 the European Commission adopted the Communication "Towards a European Research Area" with the goal of creating a better overall framework for research activities in Europe. The Common Agricultural Policy (CAP) underlines the importance of the co-ordination of European research efforts within the agricultural field and many of the ideas developed in the ERA are relevant to agricultural research. By providing a network for discussion on ways to effectively implement European rural development policy by integrating the main Lisbon objectives and by involving a variety of European partners and networks, RAPIDO will enhance the development of a critical mass of scientists and other resources to address the issues of concern. Scientists involved in the work of RAPIDO will find it easier to build successful consortia for future research projects on rural development and will function as focal points for development of such projects among their colleagues nationally and internationally. The outreach actions of the various partners should encourage a single "playing field" in relation to research on rural development policy.

- *Specific needs of small and medium sized enterprises (SMEs)*

In the cross-cutting section of the work program there is a particular emphasis on SME's. They play a particular important role in the development of innovation as well as in the uptake of successful initiatives in rural areas. Furthermore the proposal lays a particular emphasis on this aspect as well, due to the fact that the co-ordinator and 2 other partners are characterised as SMEs.

In summary RAPIDO reflects all strategic objectives to be reached with an SSA, which are

- to promote and facilitate the dissemination, transfer, exploitation, assessment and/or broad take-up of past and present programme results;
- to contribute to strategic objectives, notably regarding the European research area and
- to prepare future community RTD activities, (e.g. via prospective studies, exploratory measures, pilot actions etc.);

5 Potential impact

5.1. Contribution to standards

- The successful development and application of new business sectors or new approaches inside agriculture and forestry depends heavily on the fact that those meet legal or non binding standards of product quality, processing standards and / or social and environmental standards associated with them. Beside the legally binding standards and regulations the normative standards set by retailers (food, fibre) and the industry of particular relevance (e.g. biomass production, tourism quality standards). To establish new income opportunities (jobs) on the market it is therefore essential to meet these standards.

5.2 Contribution to policy developments and impact on Policies and target groups

The importance of linking the Lisbon strategy with the CAP was emphasised by the Gothenburg Agenda and since in the relaunched Lisbon and Strategic Guidelines for Rural development. A commission newsletter⁸ described how the reformed CAP could help achieve Lisbon's objectives. RAPIDO should help to clarify the links between rural development, innovation and the creation of jobs. A thorough analysis of the various policy areas involved will allow policy makers to consider where they are successful and where they are in need of revision. Case-studies in the various member states will help show how new policies are implemented and which actors and processes are relevant to reach the political goals. The importance of the various actors involved in positive examples of innovative actions should help clarify where top-down policies can make an impact and where bottom-up actions are more important. It should also help to identify where there are barriers to innovation and the dissemination of new technologies and how these can be removed.

The main impact on different European policies areas is described in detail in B.3.4 (European added value). The results of RAPIDO will be widely disseminated over the course of the project. Not only are there eleven partners from a variety of institutes across Europe but several of these partners are parts of pan-european networks. The links between the various partners and experience in international projects should ensure that the results are widely discussed and put to use by policy makers on a national and European level (see section B4.5). These include:

European policy makers

The results are particularly relevant to high-level policy makers involved in the formulation of policies and plans across a number of areas including rural development, innovation, environmental technologies, ICTs and the promotion of the knowledge economy in Europe. The start of a new funding period, the reform of the CAP and the renewal of the Lisbon Agenda and Sustainable Development Strategy means that this is an appropriate time for an assessment of how these policies interact.

Business actors and SMEs

SMEs have been identified as particularly important for the task requested. The dissemination of innovation and new job opportunities in rural areas will depend to a large extent on the involvement of SMEs. RAPIDO will examine the importance of the various actors to promote innovation and technology transfer and case studies and workshops will involve a variety of stakeholders.

National Policy makers

Policy makers on a national level will also be involved in the case studies and final workshops. The implementation of policies is examined in a variety of member states so it can be assessed where they are most successful and what best practices could be followed by other member states.

Farming / forestry groups and farmers

As the main receptor of European funds, farming groups obviously have the strongest interest in how rural development policy develops in the future. Case studies will involve innovative actions and new technologies both within agriculture and diversifying away from more mono or traditional commodity oriented structures in agriculture and forestry.

Other interest groups

⁸ DG Agriculture and Rural Development. Special Edition Newsletter. Putting Rural Development to Work for Jobs and Growth

Not only local SMEs but other rural organisations such as village networks will be involved. These may have a variety of objectives such as provision of services to rural areas, job creation, preservation of the cultural, historic, natural environment. Environmental NGOs across a range of issues will also be important.

Researchers

The results will obviously also be of interest to researchers on rural development both in the institutions involved in the research and other academic, environmental, agricultural, economic and social research institutes. Results will be available through the project website and newsletters and the published conference results. The results are also relevant to those researching possible new technologies. Established innovation poles, etc. will be consulted as to the best way to transfer innovation to a variety of actors.

The need for collaborative research on European level

A Communication from the Commission⁹ talks about the importance of communication and conduction research on European level in order to avoid “fragmentation, isolation and compartmentalisation of national research efforts and systems” and help create a European Research Area (ERA). According to the principles of ERA, research to support Community policies is organised as an integrated activity. RAPIDO meets these principles by ensuring

- timely and effective scientific inputs with the prospect of improved information, exploitation and uptake of results, at national and EU level;
- connection to the EU-funded as well as nationally funded research and thus increasing the integration of Community policies and of the science that underpins them;
- systematic improvements in the relationship between research and policy at all levels in the EU.

European dimension of the problem

RAPIDO will provide added value through the active involvement of a network of Partners from Member States across Europe. This geographical coverage is essential because of the diversity of social, economic and environmental conditions found in rural areas across Europe and the policies that are formulated to address agriculture and rural development.

But despite the fact the general developments and current challenges for rural areas in Europe vary in their extent, the general trends are the same throughout Europe. Rural development policy must apply in all rural areas of the enlarged EU in order that its farmers and other rural actors can meet the challenges of on-going restructuring of the economic sectors. Therefore it seems appropriate to tackle the problems with a collaborative based, European scope.

European added value of the consortium

RAPIDO will provide Community added value through the active involvement of actors, decision-makers and scientists in the field of rural development (through their participation in RAPIDO activities and workshops). Thus, the activities of the specific support action will be enhanced by the informed nature of the actors involved and the Network outputs are likely to make a significant impact on the development of policy, the implementation of policy and the promotion of science to underpin both of these.

The complementarity of the partners and the institutions and areas they represent are shown in Table 4.2 in B.4.2. RAPIDO will bring in high-level expertise from Science and Research policy in the area to work on the aim to make policies to address rural innovation more structured and more effective.

The Lisbon Agenda, Sustainable Development Strategy, Environmental Technologies Action Plan and Rural Development Regulation are implemented at a European level. Therefore it is important to assess the effects of European policies on a European level. However, their real impact on the ground in the member states is what is most important. Therefore the case studies are carried out by the individual project partners in their own countries and fed into the project. The section below, describes which policies are of particular importance to the promotion of innovation in rural areas.

⁹ Communication from the Commission to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions - Towards a European research area COM/2000/0006 final

The project aims are directed towards the modernisation and sustainability of agriculture and forestry. They bring together a number of research objectives and are related to various European policy areas and plans. These are described below:

Policies, plans and regulations

A key aim for the European Union was described by the renewed **Lisbon Strategy**¹⁰ which focused on jobs and growth in order to make Europe the “most competitive and knowledge-based economy” by 2010. The strategy describes the importance of removing barriers in the way of entrepreneurship and innovation and fostering a better environment for small and medium-sized enterprises (SMEs). It describes how research and development, education and innovation are key for ensuring growth and increasing competitiveness; the importance of facilitating innovation, the uptake of ICT and the sustainable use of resources is stressed. Innovation poles should be set up, co-ordination between different actors increased; the promotion and dissemination of ICTs and eco-innovation should be fostered and supported.

The **Sustainable Development Strategy**¹¹ has been established at the European Council in **Gothenburg** in 2001. It aims to build on the objectives of the Lisbon strategy to create more and better jobs and greater social cohesion but also to include more of an environmental dimension.

A recent, rather brief communication from the Commission proposes a **draft declaration on the guiding principles for sustainable development**¹². This describes how the need for environmental protection should be converted into opportunities for employment and a means to promote social cohesion. To promote the objectives of the sustainable development strategy, it is necessary to decouple environmental degradation from economic and social development and to promote investment in environmentally friendly technologies and innovation.

The latest CAP reforms took place in the light of various internal developments and external pressures, such as the WTO negotiations, the EU enlargement process, increased awareness about environmental protection and nature conservation, the need for farming that is more market-focussed and, last but not least, increased expectations regarding food quality and safety.

Following the fundamental reform of the first pillar of the common agricultural policy (CAP) in 2003 and 2004, the Agricultural Council adopted in September 2005 a fundamental reform of rural development policy for the period 2007 to 2013 on the basis of the Commission's proposal of 14 July 2004¹³. The **new rural development policy**¹⁴ from 2007 onwards is designed to place agriculture in a broader context that also takes into account the protection of the rural environment, the quality of produced food, and the attractiveness of rural areas to young farmers and new residents. It provides a unique opportunity to refocus support from the new rural development fund on growth, jobs and sustainability. Rural development policy must help rural areas meet these objectives in the period 2007-2013.

The new Rural Development Regulation will focus on three key objectives: Axis 1: Improving the competitiveness of the agriculture and forestry sectors by restructuring, development and innovation; Axis 2: improving the environment and the countryside by supporting land management and Axis 3: improving the quality of life in rural areas and encouraging diversification of economic activity. All the three axis have a potential to foster innovative development and the transfer of knowledge.

The proposed **Strategic guidelines on rural development**¹⁵ (presented by the Commission in July 2005 and to be adopted by the Agricultural Council in Autumn 2005) identify the areas, for each of the different Axes of the policy, where the use of EU support for rural development creates the most value added at EU level and help realise the Community priorities in particular the Gothenburg and Lisbon Agendas. Member

¹⁰ COM (2005) 24 “Working together for growth and jobs: A new start for the Lisbon Strategy”

¹¹ COM (2002) 82 final. Communication from the Commission: Towards a global partnership for sustainable development.

¹² COM(2005)218 final. Communication from the Commission. Draft declaration on guiding principles for sustainable development.

¹³ COM(2004)490 final: Commission proposal for a Council Regulation on support for rural development by the European Agricultural Fund for Rural Development (EAFRD):14.07.2004. http://europa.eu.int/eur-ex/en/com/pdf/2004/com2004_0490en01.pdf

¹⁴ Council Regulation (EC) N° 1698/2005 of 20 September 2005 on support for rural development by the European Agricultural Fund for Rural Development. OJ L-277, 21/10/2005.

¹⁵ COM (2005) 304 final Proposal for a Council Decision on Community strategic guidelines for Rural Development (Programming period 2007-2013)

States will have to adopt national strategic plans to translate these EU guidelines to their specific situation and then draft their rural development programmes, which will have to include the priorities in their national strategic plans.

The LEADER programme also continues as LEADER + and is important as a cross-cutting initiative across all axes to build local partnerships, promoting co-operation and innovation and improving local governance. Eco-innovation will be a major driver for future economic growth in the EU (Commissioner Dimas at European business summit recently). The world market for environmental goods and services continues to grow at around 5% per year. In this market, Europe is one of the leaders in some environmental technologies. The **Environmental Technologies Action Plan ETAP**¹⁶ aims to create a link between Lisbon and Gothenburg by promoting new technologies which improve European competitiveness and growth and at the same time achieve environmental objectives by being more environmentally friendly than the alternatives. It was developed in concert with stakeholder groups in order to decide on the approach taken. In the end, it was decided that instead of promoting particular technologies which might in the end, turn out not to be the most effective, the Action Plan should take a more broad generic approach to removing barriers to innovation and promoting technologies which fitted with particular environmental themes in line with the **6th Environment Action Programme (6EAP)**¹⁷.

Development of ICT within Europe has been identified as the key to reaching the Lisbon objectives and described as the backbone of the knowledge economy. ICT should increase economic growth, produce employment and strengthen the European social model¹⁸. The initiative "**i2010: A European Information Society for growth and employment**"¹⁹ lays out the broad policy orientations to encourage innovation and use of ICTs and builds on the lessons learnt through the eTEN, eContent and MODINIS programmes. Dissemination of ICTs to rural areas is a priority due to the problems of remoteness and lack of employment faced there. EU initiatives to address the "digital divide" include the establishment of the "High Level Group on the Employment and Social dimension of the Information Society" (ESDIS)²⁰. Work of ESDIS over 2003 and 2004 focused on local dimensions of the information society and lead, in 2005, to a commission working document on how to include certain groups²¹. Other single initiatives have been the TWISTER initiative co-funded by the EC to enable 100 rural communities in Europe to get broadband for free.

Funding for innovation programmes

A programme of particular interest to this proposal is the **Competitiveness and Innovation Framework Programme (CIP)**²² which is being established to strengthen competitiveness and innovation capacity in the EU. It aims to encourage the use of information technologies, environmental technologies and renewable energy sources. Providing for the interests of Small and Medium Enterprises (SMEs) is a cross cutting theme of the programme. The CIP will bring together several existing support programmes for competitiveness and innovation. The idea behind this is to make it more visible and comprehensible to the public. It is made up of three specific sub-programmes: **The Entrepreneurship and Innovation Programme (EIP)** (one of a number of instruments which support the ETAP). **The Information and Communication Technology (ICT) Policy Support Programme** is part of the i2010: European Information Society strategy. **Intelligent Energy Europe (IEE)** is devoted to energy efficiency and renewables.

¹⁶ COM (2004) 38 Stimulating Technologies for Sustainable Development: An Environmental Technologies Action Plan for the European Union.

¹⁷ Decision 1600/2002/EC of the European Parliament and of the Council laying down the Sixth Community Environment Action Programme.

¹⁸ Price Waterhouse Coopers for the Ministry of Economic Affairs the Netherlands, 2004. Rethinking the European ICT Agenda.

¹⁹ COM(2005)229. Communication from the Commission. i2010: A European Information Society for growth and employment

²⁰ See http://europa.eu.int/comm/employment_social/knowledge_society/esdis_en.htm

²¹ SEC(2005)206 eInclusion revisited: The Local dimension of the Information Society

²² COM(2005)121. Proposal for a decision of the European Parliament and of the Council establishing a Competitiveness and Innovation Framework Programme (2007-2013)

Initiatives to promote and disseminate innovation in rural areas could be funded under several different European programmes. The **Structural and Cohesion funds**²³ are used to tackle regional disparities and support regional development through payments to help develop infrastructure, telecommunications, human resources and research and development. **European Agricultural Fund for Rural Development (EAFRD)**²⁴ is the funding instrument to support rural development in the new period and covers the three axes described above. Research in the new period will be funded under the 7th **Framework Action (FP)**²⁵ Programme.

5.3 Risk assessment and related communication strategy

No potential risks for society citizens from the project are to be expected.

²³ COM(2004)487. Proposal for a Council Regulation laying down general provisions on the European Regional Development Fund, the European Structural Fund and the Cohesion Fund.

²⁴ COM(2004)490. Commission proposal for a Council Regulation on support for rural development by the European Agricultural Fund for Rural Development (EAFRD):14.07.2004

²⁵ COM(2005) 119. Proposal for Decision of the European Parliament and of the Council concerning the seventh framework programme of the European Community for research, technological development and demonstration activities (2007 to 2013)

6 Project management and exploitation /dissemination plans

6.1 Project management

RAPIDO has opted for a very straightforward project management system. General project management will be carried out by the coordinator: Rainer Müssner, Ecologic – Institute for International and European Environmental Policy, Berlin, Germany.

The Co-ordination of the project will be organised at four levels:

- Project Co-ordinator/ project office
- Project Coordination Group (general coordination of the activities.)
- Work Package leaders (coordinate activities of each task and WP)
- General Assembly of consortium partners (approve major decisions)

Project Co-ordinator. The Project Coordinator will be the overall scientific and administrative manager of the project and will be the responsible for all the contact with the Commission regarding this project. He will chair the Coordination Group and the General Assembly and will be responsible for organising its meetings/workshops.

He will be assisted by a collaborator in charge of day-to-day management of the project, direct assistance to the partners and supervision of the timetable of the activities and the timely submission of reports and deliverables to the Commission. He will also be assisted by an accounting officer that will be responsible for all the financial matters and the conference team of ecologic. This team forms the **Project Office (PO)**. **PO** will take responsibility to link external partners (FP6 projects, regional and European organisations active in rural development, leader initiatives, etc.) to the current project.

The PO collects all audits, reports and other information from the WPs and ensures that the partners fulfil their legal and contractual obligations towards the Commission and the other project partners. The coordinator can refuse to accept documents and receipts if they do not meet the legal requirements of the Commission or do not correspond to the contract or to general decisions taken previously by the General Assembly. The PO will carry out the following tasks:

- Guarantee adequate administrative and scientific project control with respect to deliverables, milestones, and reports
- Take care of financial, budgetary, time planning, and contract matters
- Organise the submission of annual reports, cost statements, and financial audit certificates (at the end of the project) to the commission
- Implement the scheduled work packages
- Review, in cooperation with the work package leaders, the quality of the project deliverables
- Over-see that the scientific tasks objectives and tasks are fulfilled in a timely and cost-effective way.
- Assist all partners in the preparation and conduction of tasks
- Link with regional and European organisations, the different Commission services (e.g. DG Environment, DG Agriculture,) and general public

Project Coordination group (PCG). The PCG will be responsible for the general scientific management of the project. The PCG is chaired by the Project Co-ordinator, and comprises the work package leaders. In close collaboration with the co-ordinator, the PCG is also responsible for the overall supervision of the scientific content of all activities carried out by the project partners. Work and progress of the project will be analysed at least twice a year during the PCG meetings and the plan for the following period will be updated accordingly. All the major decisions taken by the PCG will be taken to the General Assembly for confirmation.

WP leaders. Each major work package (WP) has a WP leader who will be the main person responsible for the correct execution of the tasks and for its deliverables and reporting to the co-ordinator and Project Co-ordination Group. The WP Leader will co-ordinate the tasks and activities of the Work Packages and will assemble the results of the different tasks to send them to the co-ordinator. They will also represent the WP e.g. during meetings of the Project Co-ordination Group (PCG) where they will give short reports of the

overall activities of the WP. In some case, where task leaders have been assigned, those can take the place of the WP leader if he/ she cannot attend the meeting of the PCG.

General assembly of Consortium partners: Each partner in the project has unique expertise and knowledge to integrate in the work packages and the offer all project. This includes the case studies from the member states as well as specific contributions to the review processes in the work packages 2-5. Furthermore, they will actively take part in the planned workshops. All partners have the responsibility to disseminate information about the planned project outcomes in the respective communities in their home countries. The general assembly is the main decision making body of the project. Although quite common in SSA's, a special advisory body will not be established. External quality control will be guaranteed through the involvement of experts and members of the end user groups (e.g. Commission DGs Agriculture and Research) in the bi-annual workshops.

Review and assessment of project results and progress towards objectives

Review: Every 6 months, review reports are carried out at the WP level during which overall progress with respect to the work plan and the use of resources are reviewed and integrated into the yearly scientific project reports. The PCG will meet twice a year at the venue of the planned workshops to carry out reviews of work progress and control the quality of the project development.

In case of serious deviations from the objectives, the scientific officer of the project will be informed immediately and a solution to achieve the objective in time will be found.

The quality control of the project will be carried out by:

- measuring the output of the project (milestones, deliverables)
- comparing this with the goals set
- adjusting the project inputs to compensate differences, if necessary.
- timely delivery of results, assuring quality of work executed
- monitoring budgetary and technical results
- input for internal and external reporting and documentation.
- Organising an internal peer review process, including external specialists prior to publication

Management of knowledge

The management of knowledge within the project will be ensured by the services provided in work packages as well as by the active involvement of all partners. It is thus strongly linked to the communication strategy (see 6.2).

Building up knowledge: All knowledge building activities of RAPIDO (e.g., database on best practice examples, workshop conclusions, review results of WP 3-5) are intended to produce results and recommendation in written form for distribution and sharing. Some of them will be available directly electronically, e.g. the workshop summaries, others will be posted on the RAPIDO-website as soon as they are available.

Storing and sharing knowledge: The central element within the knowledge management is the project website. Thus, the knowledge obtained from RAPIDO activities will be available to all partners and all interested stakeholders and active players (industry, policy, land use associations) for further dissemination at the sectoral, regional and national level. Furthermore, in work package 1, a database with best practice examples for analysis will be stored in a way that it is usable for third parties after the end of the project.

6.2 Plan for using and disseminating knowledge

RAPIDO is a cross-sectoral, policy-oriented project. The thematic reviews, workshop summaries and policy recommendations produced in the different work packages are an effective means to target the main users of the project. It is expected that the key users of the project - the policy makers and stakeholders as well as researchers in the agricultural and rural development scene, the representatives of the NGO's (e.g. farmer

associations) and private companies (e.g. farm device suppliers, retailers, tourism industry) - will contribute to achieve the main aim of the project, i.e. to facilitate innovation and knowledge transfer in rural areas.

The main outcomes of the project (The thematic reviews, workshop summaries and policy recommendations), will be discussed and disseminated as follows:

- In order to disseminate the information of the project (objectives, conference, results) to the key users of the project, a mailing-list will be established in close co-operation with the European Commission services in particular the relevant DGs (see also end-user groups). Over the course of the project, three electronic newsletters will be produced and sent to the contacts on the mailing-list. Further, all relevant stakeholders listed as well as the distribution lists of partners will be included. The first newsletter will be distributed at the beginning of the project (outlining the objectives of the project), the second after the second workshop and the last after final workshop including recommendations for the future work on innovation in rural areas (results of the larger workshop and policy recommendations).
- As the project aims to give support to policies, it is essential to pre-process the achieved results and information for the policy maker end user. This is done in the format of 1-3 page policy briefs with the essential information and options for future policy making.
- Moreover, the key findings of the Policy Briefs and the Conference will be presented in an article and published in scientific journals related to rural development and land use policies.
- All the above-mentioned activities and the results expected, will be linked to ongoing projects on national and European level currently carried out by the partners. The members of the end user group will also use their networks to disseminate the results and key findings.

Communication strategy within the consortium

Within the consortium, the purpose of communication is an effective management of the project, a comprehensive understanding of the project within the consortium and the active involvement of all partners in the activities.

To achieve this, the main communication pathway within the consortium, will be the direct link between the coordination of the project and the partners. Besides the regular personal communication in the workshops and by phone and email etc., the project website in particular, will provide information in different forms. Besides general information on the project, it will report on the latest achievements in different work packages. The website will make available all documents derived from the work packages as well as the workshops so that all partners as well as external interested parties will be kept updated.

For the communication between partners in the work packages, interactive management and technical meetings play an important role in the communication strategy. During the execution of each task, each institute or organization will ensure a proper exchange of information with the work package leader, who will keep the project coordinator updated on the activities (e.g. minutes of meetings, task reports, relevant publications). The project coordinator will inform the consortium about the project status, the planning and all other important issues.

RAPIDO will contribute considerably to a pan-European transfer of skills and expertise. It will lead to the bringing together of complementary skills in the field of new and promising strategies and approaches in rural development. The combination of expertise in the consortium will also enhance the scientific and applied competitiveness of all partners involved.

Intellectual property rights

Provided by the co-ordinator and PO, all management structures and controlling measures and issues concerning **Intellectual Property Rights** will be laid down in a consortium agreement that has to be signed by each partner. All partners agree to contribute their expertise and results to all partners. All partners agree to accept the priority rights of the authorship in terms of **Good Scientific Practice**.

6.3 Raising public participation and awareness

The internal and external communication structure described here, provides a sound framework for the use and dissemination of knowledge and the expected results. With the national and pan-European networks of the partners and the inclusion of different groups of policy makers, RAPIDO can guarantee successful outreach activities. Through a variety of means (see above), the awareness raising about the issues of innovation and know-how transfer in rural areas should reach different stakeholders including those outside the above mentioned main target groups. The following dissemination pathways will be followed:

Communication strategy outside the consortium

RAPIDO → European Policy bodies: The main goal of RAPIDO is the direct communication of results and policy recommendations to the European commission. Due to the cross-cutting character of rural development affairs and the focus of the SSA, several DGs are implicated. In particular: DG Agriculture and Rural Development (here link to STAR committee), DG Research, DG Environment DG Employment, Social affairs and equal opportunities, DG Regional Policies, DG Enterprise and Industry and DG Information Society and Media. The links and contacts that the lead, as a European policy consultancy organization, has already established and those other partners will be used and strengthened continuously.

End users (non exhaustive) and target groups:

The deliverables from the work packages are addressed to policy makers at EU, national and regional level, but are also relevant to other categories identified below:

EU policy-makers

DG Agriculture, in particular the STAR-Committee

DG Environment; DG Research; DG Regio

Government of the regions

High Level Group on the Employment and Social dimension of the Information Society” (ESDIS

National policy-makers of EU 25

National ministries and administrations related to agriculture

National ministries and administrations related to the wider rural development (including nature conservation and water management)

European and national unions / organisations and stakeholders

European and National Farmers Unions and Associations

European and National Consumer protection organisations

Food / Energy supply chain industries

AGENDA 21 initiatives

European and National Associations of municipalities and regions

NGOs (WWF, BirdLife International, etc.

National heritage organisations (e.g National Trusts in UK)

Recreational associations, other user groups – (many of these will be quite involved in lobbying / policy process so the output should also be relevant to them)

RAPIDO → other European actors / projects: Each partner in RAPIDO is obliged to use its professional networks for the benefit of the project. Due to the heterogeneity of the consortium, in this way a wide audience and very different groups can be reached. The German Chamber of Agriculture and the Association for the promotion of sustainable agriculture are partners in RENE (Rural Extension Network Europe, partners in 15 EU countries) and EISA (European initiative for sustainable agriculture, partners in 7 countries) respectively. These networks include groups like farm supply industries, workers initiatives, regional national networks on the promotion of sustainable agriculture, AGENDA 21 groups, industry groups and others. Other partners are members of regional networks to promote rural development, e.g. EFL in the Norfolk-Network (www.norfolknetwork.uk) or UTAD in the Upper Douro river (Spain/Portugal). Over the course of the project, the various efforts underway to encourage rural innovation and networking will be taken into account. Almost all the EU Member States are represented on the EURAGRI platform which provides informal exchange of information on agricultural and rural development issues. Opinions on

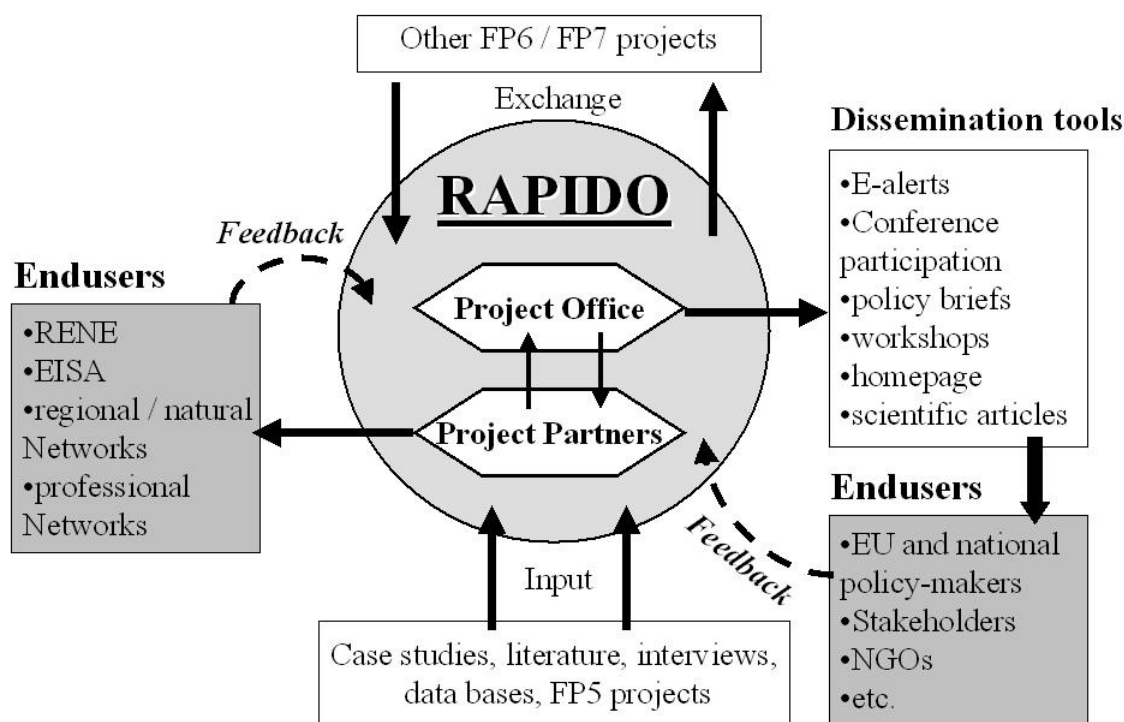
developments in science, society and industry - as they relate to agriculture in Europe - are presented by ministries of agriculture and the top management of national research organisations. The EU's Agriculture DG and Research DG are guest members. EURAGRI is a tool to communicate with the scientific community working in the agriculture and food research sectors and a forum where research managers can benchmark the effectiveness of their work. RAPIDO intends to link to these platform to enhance the widest possible visibility.

RAPIDO → Scientific community: RAPIDO partners include the coordinators and/or partners of several EU projects on agricultural and or rural development topics in the 5th and 6th framework program. Thus it will be possible to use complementary effects between different research projects. In addition to the direct communication to the scientific community via e-news-alerts , workshops, and articles in scientific journals, RAPIDO will use the derived network from these activities to directly communicate its outcomes to the science community.

A particular strong link will be established to the other SSA established under the same task (IN-sight) to enhance mutual exchange of information and experiences. Personal contacts have been established to the coo-ordinator. He will be invited for the planned 2 workshops of Rapido and key-players of Rapido will actively contribute to the final public conference of IN-sight.

To summarize, the structure of RAPIDO as well as its communication strategy will enhance communication and collaboration between scientists and stakeholders on the national and European level and address policy-makers and end-users of rural development initiatives. It will thus allow a more effective transmission and application of innovative approaches and allow a science based improvement of EU policies.

Fig. 5.4 Communication and Dissemination of Knowledge



7 Workplan – for the full duration of the project

7.1 Introduction – general description and milestones

The overall objective of the RAPIDO SSA is to facilitate innovation and knowledge transfer in Rural Areas in Europe. RAPIDO will implement its overall objective through **eight specific objectives** : 1: to identify key areas in agriculture, food industry and forestry (areas with high job creation potential, future markets, future technologies); 2: to exchange information on experiences and strategies in rural development and to foster mutual learning and knowledge exchange across regions in Europe (training/ mutual learning, ICT, etc.); 3: to extract key factors for success and constrains for a successful innovation development in rural areas; 4: to identify sectors where innovation would help to create employment in rural areas; 5: to analyse the role of different actors (public / private / industry, policy makers community stakeholders) in the process of promoting and taking up of initiatives; 6: to review the most promising methods to facilitate innovation (processes) and knowledge transfer (including analysis of common barriers for both); 7: to evaluate the role of ETAP (Environmental technology Action plan) in fostering innovation in rural areas and 8: to give recommendations on how to facilitate innovation through A: rural policies (question of policy design, efficiency of policies) B: sectoral initiatives to foster innovative development, C: funding mechanisms and D: bottom up initiatives (local / regional bottom up initiatives)

These objectives will be addressed in an implementation plan comprising eight work packages. The work packages address the objectives as shown in the table.

	1	2	3	4	5	6	7	8
WP 1		X	X		X			
WP 2	X	X	X					
WP 3				X				
WP 4							X	
WP 5					X	X		
WP 6	X	X	X	X	X	X	X	X
WP 7								X
WP 8	X	X	X	X	X	X	X	

Table B6.1 How work packages 1-8 relate to objectives 1-8

Link between WPs

The work carried out in the different work packages, though under the leadership of different organisations from different member states, will be linked to avoid repetition of work, utilise the different expertise of the various partners and make sure that the conclusions from one work package feeds into the others. The workshops (WP 6), have the particular aim of making sure that the results are discussed and taken into account throughout the course of the project. The order that the work packages are carried out (i.e. WP 1 first and WP 6 last) has been selected deliberately to allow the later work packages to build on the results of the earlier ones. In particular information gathering from the first three work packages will be used in the analysis carried out by the last three. Case studies are carried out for WP 1, questionnaires for WP 2 and case studies are also needed for WP 5. An effort will be made to combine these efforts so that it is not necessary to carry out three different surveys. The evaluation matrix established in WP 1, will therefore, take into particular account, what is needed by the other work packages and the leaders from each package will need to work in concert and combine knowledge. WP 5, the review of environmental technology issues will examine the key sectors identified in WP 2 and 3, in order to assess how they are environmental technology issues can positively influence them. There are also links between the processes examined in WP 6 (to transfer innovation and knowledge) and WP 5 (ICTs) as ICTs may themselves be used as an way to transfer knowledge about a variety of sectors. The results from WP 4 (the role of different actors) are also important when looking at WP 6 (how knowledge and innovation is transferred) and it is likely that the report “linking

people with information” will be produced jointly through the two work packages. The final policy recommendations will of course build on the results of the final work shop which will be carried out towards the end of the project and take all work package results into account. The project out put and dissemination to stakeholders (WP 7) will also involve the results of all work packages. WP8 (project management will make sure that all deliverables and outputs will be in time and meet high quality standards.

WPs RAPIDO and respective work in the IN-sight project

Some of the above mentioned WPs will complement the work packages of the IN-SIGHT project. This are for example WPs 3-5. Other like WP1 and 2 will broaden the data base for both projects (e.g. WP 1) or will deepen the understanding of the issues raised in inside in parallel (e.g. WP2). An analysis of the DOW of Insight shows, that a clear emphasis is placed to innovations inside agriculture and forestry. While procedural and social aspects of innovation development and application are covered inside the WP 3-5 in the insight project these are a special emphasis of RAPIDO to be covered in WP 5. This is reflected not at least in the different allocation of efforts in both projects.

Both WP4 deal with environmental technology initiatives. While inside will focus on case studies the approach of RAPIDO is more about a policy evaluation of the implementation of ETAP and an analysis of constrains for a better implementation in the member states. Both approaches will compliment each other.

WP6 (workshops) of RAPIDO has been reduced compared to the original proposal. The final public workshop has been cancelled and compensated by an active involvement of RAPIDO partners in the planed conference of IN-SIGHT. These will link both dissemination strategies. Active involvement of IN-SIGHT results in the policy briefs of RAPIDO is welcome.


7.2 Planning and timetable

Work package list	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	XX	XX
WP 1 Best Practice examples for innovation in rural areas																										
WP 2 Review of key areas for innovation																										
WP 3 Sectors where innovation would help create employment																										
WP 4 Review of environmental technology initiatives																										
WP 5 Review of processes and actors to foster innovation and efficient methods to transfer knowledge on innovat.																										
WP 6 1 kick-off and 2 work shops	KM																									
WP 7 Dissemination																										
WP 8 Project management																										

KM= kick –off meeting

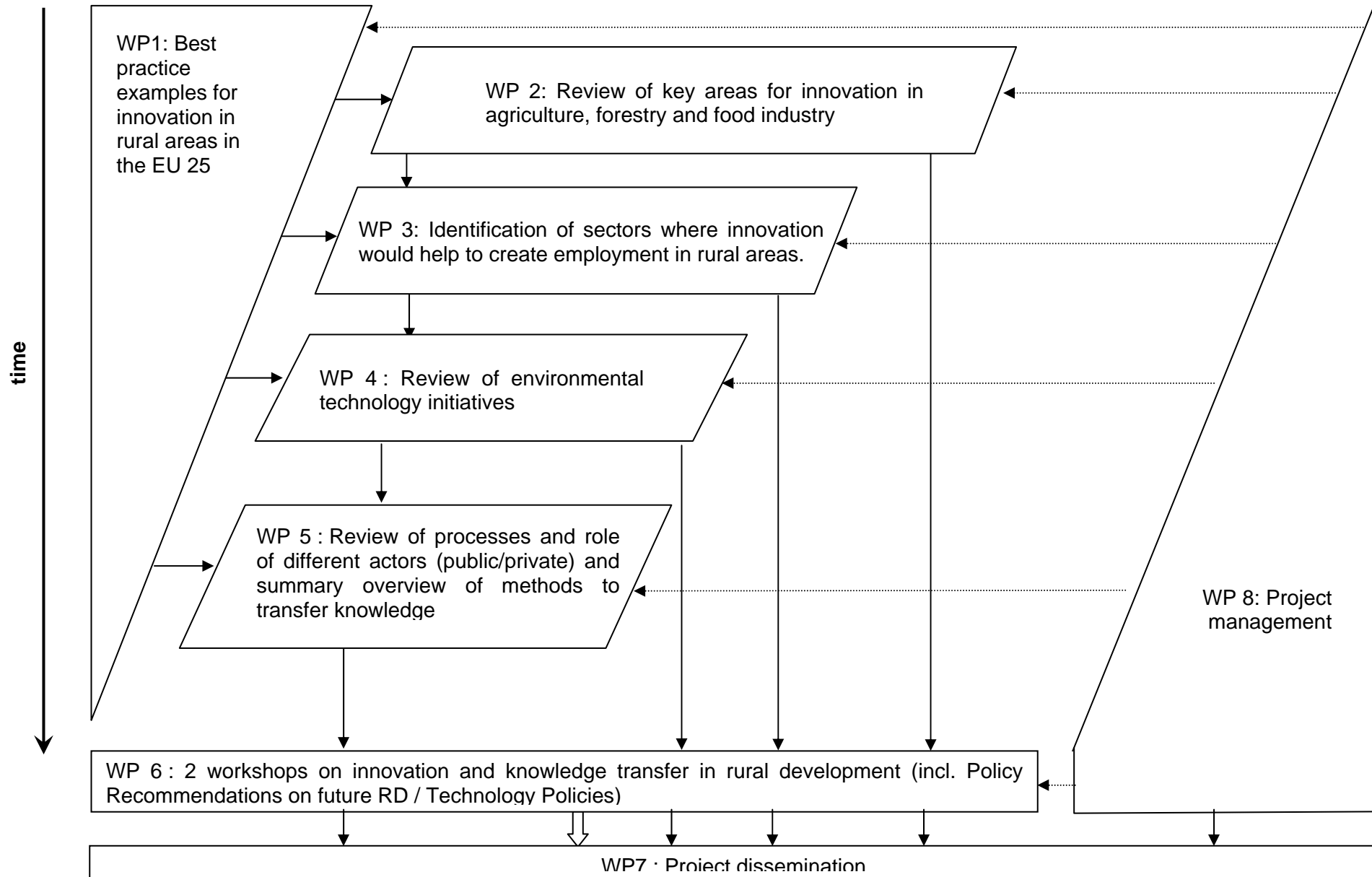
XX columns mark the project follow up for the coordinator

NL= electronic news-alert

 = workshop

PB = policy brief

7.3 Graphical presentation of the work packages



7.4 work package list

Work-package No ²⁶	Work package title	Lead contractor No ²⁷	Person-months ²⁸	Start month ²⁹	End month ³⁰	Deliverable No ³¹
	Support activities					
1	Best practice examples for innovation in rural areas	2	6,9	2	7	D1.1 D1.2
2	Review of key areas in agriculture, food and forestry where innovation and research should focus	3	6,5	3	8	D2
3	Identification of sectors where innovation would help to create employment in rural areas	4	8,3	7	12	D3
4	Review and assessment of environmental technology initiatives and their dissemination strategies	1	3,6	13	18	D4
5	Review of processes and role of different actors (public/private) and summary overview of methods to transfer innovation to the relevant actors	11,5,6	16,6	10	20	D5.1 D5.2 D5.3 D5.4
6	2 workshops + 1 kick-off meeting	1,2+ 4	6,3	1,9,20	1,20,22	D6.1 D6.2
7	Dissemination	1	2,5	1	24	D7.1 D7.2 D7.3 D7.4 D7.5 D7.6 D7.7
	Co-ordination activities					
8	Project co-ordination	1	2,0	1	24	D8.1 D8.2 D8.3 D8.4
	TOTAL		52,7			22

7.5 Deliverable list

²⁶ Work package number: WP 1 – WP n.

²⁷ Number of the contractor leading the work in this work package.

²⁸ The total number of person-months allocated to each work package.

²⁹ Relative start date for the work in the specific work packages, month 0 marking the start of the project, and all other start dates being relative to this start date.

³⁰ Relative end date, month 0 marking the start of the project, and all ends dates being relative to this start date.

³¹ Deliverable number: Number for the deliverable(s)/result(s) mentioned in the work package: D1 - Dn.

Deliverable No³²	Deliverable title	Delivery date³³	Nature³⁴	Dissemination level³⁵
D 1.1	Best practice data base on case studies for innovation development and transfer in rural areas	6	0	PU
D 1.2	Evaluation matrix to assess future initiatives and projects in the area of innovation	3	R	PU
D 2	Report on results of questionnaire on promising concepts and areas where to focus for innovation in agriculture, forestry and food industry.	9	R	PU
D 3	Synthesis report on identification of the sectors with high potential to create employment in rural areas	13	R	PU
D 4	Report on the application of ETAP in the Member states (including constrains for a better application)	18	R	PU
D 5.1	Report on Analytical framework	11	R	PU
D 5.2	Report on role models and actors in fostering innovation in rural areas	17	R	PU
D 5.3	Synthesis report and recommendations on the organisations and process management	21	R	PU
D 5.4	Report on key factors for successful knowledge transfer mechanisms in rural areas.	17	R	PU
D 6.1	Updated work plan	2	R	PU
D 6.2	Workshop binders (1-2)	11, 22	R	PU
D 7.1	Project web site	3	O	PU
D 7.2	First electronic news alert	8	O	PU
D 7.3	Second electronic news alert	16	O	PU
D 7.4	First Policy Brief	11	O	PU
D 7.5	Second Policy Brief	22	O	PU
D 7.6	Article in scientific journals (submitted)	24+2	O	PU
D 7.7	Two one-page policy summaries for the DG h websites	11, 22,	O	PU
D 8.1	First year scientific project report	14	R	PU
D 8.2	Second year scientific project report	24+2	R	PU
D 8.3	First year financial project report	14	R	PU
D 8.4	Second year financial project report	24+2	R	PU

³² Deliverable numbers in order of delivery dates: D1 – Dn

³³ Month in which the deliverables will be available. Month 0 marking the start of the project, and all delivery dates being relative to this start date.

³⁴ Please indicate the nature of the deliverable using one of the following codes:

R = Report

P = Prototype

D = Demonstrator

O = Other

³⁵ Please indicate the dissemination level using one of the following codes:

PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

7.6 Work package descriptions

WP 1 will address best practice examples from all over Europe, to learn from these experiences and to use them as background material for the review and analyzing steps of the work to be done.

The overall objective is to distinguish key actions and sectors to facilitate innovative actions in the EU's agricultural sector and rural areas in general. The challenge is to identify innovative actions which support the consolidation of European agriculture's role as an economically competitive and environmentally sustainable activity, while also respecting its important land management function and embedding it in a diversified rural economy while contributing to the socio-economic development of rural areas.

The success of new innovations does not depend solely on the character of the innovation itself, but perhaps more on the conditions where it is introduced and whether the social acceptance necessary for making innovation and knowledge transfer work in a socio-economic context exists.

The analysis of ongoing or concluded projects for the support of innovation in rural areas and in agriculture will thus particularly take the social and institutional framework for introduction of innovation and the support of processes of knowledge transfer into account, and will identify factors for success and factors that have proved to be mayor constraints for an innovation to be successfully developed.

WP 2 will conduct a review of key areas in agriculture, food and forestry where innovation and research should focus. The work will cover all aspects of agricultural and forestry activities from food production and marketing to the production and marketing of raw materials, energy crops, offer of environmental services, recreational aspects, general rural services etc. Besides the key areas, the question of technologies, their dissemination and use has to be particularly addressed. This includes the farm supply industry, such as the agrochemical industry, agricultural machinery, etc.

Partly on the basis of examples presented by WP 1, the focus of present activities, sectors and technologies will be analysed, to highlight which possibilities for innovative actions are already addressed and which need more attention. The evaluation must include different regions within the European Union. This should help identify possible ways to transfer information, approaches, experiences and knowledge between regions, at the same time revealing issues where a general lack of knowledge on the European level is apparent.

The main tasks are: to identify possibilities (areas, technologies) which in general have not yet been (fully) exploited up to now; to identify open questions and possible constraints (for example lack of experience or knowledge).

WP 3 In the process of further integrating the Lisbon agenda into rural development policy, innovation is expected to strongly contribute to the building of local capacity for employment and activity diversification. A special focus is given to the provision of services making best use of information and communication technologies. The main objective of WP3 is to identify the sectors where innovation could enhance employment opportunities in rural areas. A related objective is to analysis the potential double role of ICT in the process of employment creation: being a growing sector itself on one side and simultaneously a key method of transferring knowledge for other promising sectors and building the capacity for local employment in rural areas. The information expected from WP3 is three-fold: (1) identifying the key variables to enhance job creation related to innovation, namely the role of ICT; (2) to identify which types of innovation (e.g. products, processes, technological, markets, organisational) show more potential for enhancing job opportunities in different rural areas; (3) to discover what type of innovation-related employment is created. This information will be then organised according to this triple axis referential: sectors; innovation features; type of jobs created in order to assess how to develop the potential of innovation in the different sectors to support the building of local capacity for employment in different rural areas.

WP 4 is dedicated to review and assessment of environmental technology initiatives and the strategies for their dissemination. Environmental technologies in general can have a wide range of applications

inside and outside of agriculture. Precision agriculture, enhance fertiliser and pesticide application and environmental friendly processing technologies of wastewater and residuals are only a few examples.

The Environmental Technologies Action Plan (ETAP) was established in 2003 with the aim of promoting environmentally friendly technologies and thus helping achieve the objectives of the Lisbon and Gothenburg Agendas simultaneously.

In 2004, a Commission Communication on ETAP set up 25 actions around these three themes, therefore it should be possible to review how successfully ETAP has been implemented so far. Together with the partners the WP leader will (A) identify the relevant actors and markets for environmental technologies e.g. business, SMEs; (B) identify the job-creation effects of environmental technologies in rural areas and finally (C) identify how environmental technologies are disseminated and the problems they face with their wider application.

This review will include the original objectives, how they are being implemented, the actions identified by the Commission Communication, National roadmaps for environmental technologies and the first report on implementation of ETAP. Particular technologies relevant to rural development from the areas and sectors identified in WP 2 and 3 will be selected and the role of ETAP (support function) analysed.

WP5: The introduction of methods to promote innovation in a territory, should consider the interaction between private and public actors, initiatives and constraints. The development of innovative projects not only relies on appropriate tools but also on their effective implementation processes and the “management of change”. The role and self-knowledge of different actors explains why innovative projects which may look very good on paper, often do not develop as expected. While some actors are more progressive, and adopt quickly to new technologies, others are strongly resistant to any kind of change. Bearing this in mind, the work package will (A) analyse and characterise actors, organisations and processes responsible for innovative change and the interfaces between private and public entities and (B) characterise the external conditions responsible for success or failure — or the possible reorientation — of innovative projects in rural areas.

The first step to achieving these objectives is to set out a proper analytical frame allowing the capture of the organisational issues and processes involved. Actors game theory and rural development analysis (see for example the use of ‘CAPE matrix’ for participatory future study exercises in territorial units), combined with evaluation methodology will be the basis for such a task. The basis will be the case studies elaborated in WP1.

The work consists in carrying out the above case studies using the **analytical framework** and identify the main findings in terms of organisational and management rules. Methodologically the WP relies mainly on **semi-structured interviews** carried out with project managers, private agents and target groups of the projects, also with regards to contextual actors.

The analysis will include a brief review of existing research on transaction costs and on the resource-based view of the firm as applied to (rural) innovation and SMEs. The main challenges facing attempts to create an environment for fostering innovation / successful use of new technology may well relate more to entrepreneurial risk and to lack of resources available to firms than to communication of new opportunities. That is, the problem may be not so much informing people of the opportunities, but rather **managing the risk of innovation** such that it is seen as acceptable, and ensuring that resources such as suitably skilled staff are available. This will be especially true if dealing with quite deprived rural communities, where the prospective entrepreneur has to balance up the potential improvements from a possibly poor but acceptable standard of living against the potentially ruinous impacts of failure.

How do small sustainable businesses evolve under different conditions?

In the context of knowledge transfer, it is particularly important to understand how individual (potential) entrepreneurs **derive their information** about new technologies and opportunities. In some cases this may be through formal channels such as agricultural extension services, in others via innovation networks, in others via agricultural and other specialist media, in others through family and community contacts, or in other ways. Different ways of communicating knowledge and opportunities will have different levels of success in encouraging innovative activities. The WP will seek to

understand how people derive their information, how they would like to derive information, and which channels are most associated with successful innovation.

WP 6

In order to facilitate discussions and mutual learning between experts, the WP leaders and partners and the end user groups two workshops are envisaged as part of WP 6. The aim will be to discuss the main results of the various work packages, to produce draft thematic recommendations, to plan the next steps for the project and to prepare the first policy briefs. These events are essential to adequately link the activities carried out by the various work packages and make sure the results are integrated as they are obtained. External experts are invited in order to add new dimensions to the discussions and to integrate external knowledge in the envisaged outputs such as e-news alerts, summaries and policy briefs. The policy briefs are particularly important as a final output aimed to engage policy-makers and help them to consider options for future policy development. They should provide an overview of the themes covered and the possible options available. The various objectives of the proposal will be covered by two different policy briefs. Furthermore the workshops will help to exchange information with the IN-SIGHT project

WP 7 Dissemination of results

Within the consortium, the purpose of communication is an effective management of the project, a comprehensive understanding of the project within the consortium and the active involvement of all partners in the activities.

One of the main goal of RAPIDO is the direct communication of results and policy recommendations to the European commission and other relevant actors that foster innovation or that are end user of innovative developments. Due to the cross-cutting character of rural development affairs and the focus of the SSA, several DGs at European level but also “multiplicators” like agricultural associations, networks , and food supply chain industries (to name just a few) are target groups.

A full list of target groups can be found in Section 6.3.

Dissemination will be done by different, passive and active means, explained in detail in the work package description. The policy decision making level is a particular target group where an emphasis will be st.

WP 8 Project management

For management of a SSA with 11 partners and in order to strengthen mechanisms and processes for innovative development and knowledge transfer in rural areas, it is essential to have the resources and capacities to fulfil the necessary co-ordination, networking and disseminating tasks appropriately. Networking of the consortium, including partners with different cultural and professional backgrounds and different tasks and responsibilities can only be done, with specific skills and modern management procedures. Therefore the management of the project will be done by the co-ordinator and his assistants in the project office, the central information facility and central organisation structure to guarantee optimal communication between partners. The co-ordinator, together with the WP and tasks leaders will form the project co-ordination group (PCG) that is responsible for the scientific co-ordination of the project.

Work package number 1	Best practice example analysis	Start date or starting event:					2
Participant id	2	All others					
Person-months per participant	3,8	0,2-1,0					

Objectives

The overall objective is to distinguish key actions and sectors to facilitate the implementation of innovation in the EU's agricultural sector and in rural areas in general. The challenge is to identify innovative actions to support the consolidation of European agriculture's role as an economically competitive and environmentally sustainable activity, while respecting its important land management function and embedding it in a diversified rural economy to contribute to the socio-economic development of rural areas.

Success of innovation does not depend solely on the character of innovation itself but even more on the conditions when it is introduced, e.g. the social acceptance necessary for making innovation and knowledge transfer work in a socio-economic context.

The analysis of ongoing or concluded projects for the support of innovation in rural areas and in agriculture will thus examine, in particular, the social and institutional framework for introduction of innovation and for the support of processes of knowledge transfer, and will identify factors for success (and failure) in these processes.

Description of work

Task 1: Choice of case studies

The project partners will be invited to propose case studies to be analysed, a choice from these case studies will assure that all relevant fields of innovation are covered across a variety of members states. FEEM will build up on the show-case studies from previous research-projects (http://europa.eu.int/comm/research/agriculture/project_showcase/showcase.html) already established at the Commissions DG Agriculture and Rural Development and from case studies documented from previous projects.

Task 2 Development of an evaluation matrix

The analysis of the case studies requires a common evaluation matrix in order to show data in a way in which it can easily be compared in the manner necessary for the analysis subsequently made under WP 2-5.

With regards to the work of WP 2, data on the number of innovation projects per key field presented, can be only a preliminary indicator for establishment of the key areas. Forms of cost-efficiency valuations, and indicators on social and ecologic impact will be defined in collaboration with the co-ordinators of WP 2. The description of case studies must thus give answers all the three areas which need to be addressed to determine sustainability:

- social = e.g.: are new jobs coherent with the rural inhabitants qualifications profile or will they attract a new workforce from outside the area? Which type of new processes/impacts are induced by new developments ?),
- environmental (environmental impacts of new or changing activities)
- economic value of innovations induced (evaluating the value of environmental and social goods produced).

With regards to WP 5, information on the role of key actors and stakeholders will be necessary, in order to obtain indicators for the evaluation of the processes of implementation (network analysis, etc.). Special attention will be paid to the role of policies supporting these initiatives.

The work relating to the determination of key areas and sectors (WP2+3) will be covered by a specific part

of the evaluation matrix dedicated to the characterisation/classification of techniques and mechanisms used for innovative environmental technologies, political and economic (e.g. biomass production) initiatives developing. In co-ordination with WP 4, a set of indicators and/or criteria for the description and evaluation of these initiatives will be established.

Task 3 Individuation of success criteria

The success of innovation will be measured according to the above mentioned criteria defined by the principle of sustainability. Confronting successful projects following the single areas of the evaluation matrix, common factors can be individuated as success factors.

Expected outcomes:

The description of best practices of innovation in rural areas all over the EU, will furnish a structured documentation of case studies, integrated by a valuation of the sustainability of each initiative analysed. The documentation will put into evidence the specificity of the local situation and the factors which potentially can be transferred and applied to the analysis and the design of implementation processes in other situations. Describing the case studies in this way, a best practice guide will be the most obvious result of the study of case studies. A second result will be the evaluation matrix developed in collaboration with the co-ordinators of WP 2, 3 and 4 which may potentially serve as a scheme of analysis for decision processes for politicians and stakeholders confronted with the introduction of innovations.

Deliverables

- D1.1 Best practice database on case studies for innovation development and transfer in rural areas
- D1.2 Evaluation matrix to assess future initiatives and projects in the area of innovation

Milestones³⁶ and expected result

- M1.1 Draft database structure
- M1.2 Draft evaluation matrix to assess projects

³⁶ Milestones are control points at which decisions are needed; for example concerning which of several technologies will be adopted as the basis for the next phase of the project.

Work package number 2	Review of key areas in agriculture, forestry and the food industry	Start date or starting event:						3
Participant id	3	All others						
Person-months per participant	2,7	0,2-1,0						

Objectives

The overall objective is to identify key areas and/or technologies which offer a potential for employment and new/additional jobs in agriculture, the food sector and forestry, with a particular focus on job creation potentials in rural areas.

Description of work

Agriculture and forestry are the main land users and play a key role in the management of natural resources in rural areas and in determining the rural landscape. Agriculture makes a valuable contribution to the socio-economic development of rural areas. As farmers and foresters of Europe struggle to find ways to increase income, interest in „adding value“ to farm products has grown tremendously. The options for adding value are manifold, from processing, over product change, distribution networks and even entering new markets for products or services.

The central questions is where to create added value within agriculture, forestry and also within the parts of the food chain which are still close enough to original production. Key questions are:

Where are areas / markets **inside** agriculture, forestry and food sector to create added value here? What are areas / technologies to concentrate investments in the future? Where are opportunities (markets) to enhance the agricultural sector's ability to move away from a traditional, commodity-oriented agriculture to an innovative, consumer-oriented agriculture?

Furthermore, this work package is designed to identify areas with multiple positive effects e.g. as the growing of energy crops including the subsequent marketing of electric energy and also of waste heat for local heating or drying purposes for example.

Experiences, approaches and business potentials from different regions within Europe are to be compared and evaluated, thus highlighting possibilities for potential areas, activities and markets within agriculture , forestry and food sector which are not covered by the traditional production of commodities.

In the course of the evaluation of potentials and experiences with regard to individual sectors and/or technologies, weak spots and resulting recommendations are to be identified.

Task 1: Development of a questionnaire in close co-operation with WP 4+6 within RAPIDO, to be sent to partner associations/organisations/companies in several European countries, addresses to be obtained via the RAPIDO-partners / their network and the European partners of FNL/ILU (EISA)

Task 2: Analysis of relevant literature on agriculture, forestry and food chain (focus on economy, business development, technology etc.)

Task 3: Evaluation of results of the questionnaire and development of a result matrix.

Task 4: Deduction of key policy recommendations on which areas to focus in setting the scene for further innovation development.

Deliverables

D2 Report on results of questionnaire on promising concepts and areas where to focus for innovation in agriculture, forestry and food industry.

Milestones³⁷

M2.1 Draft questionnaire ready

M2.2 Results of literature and case study survey analysed

³⁷ Milestones are control points at which decisions are needed; for example concerning which of several technologies will be adopted as the basis for the next phase of the project.

Work package number 3	Identification of sectors where innovation would help to create employment in rural areas		Start date or starting event:	7			
Participant id	4	All others					
Person-months per participant	4,6	0,2-1,0					

Objectives

The main objective of WP3 is to identify the sectors where innovation would enhance the creation of employment in rural areas. A related objective is to analysis the potential double role of ICT in the process of employment creation: being a market on one side and simultaneously a key means for promoting knowledge transfer to the promising sectors for the building of local capacity for employment. The identification of these promising job creation-sectors will be carried out based upon the analysis of (i) how different sectors in rural areas have dealt with innovation in recent years; (ii) which of the emergent sectors are more innovation-related; (iii) and also how innovation can foster new initiatives or reshaped existing ones (namely in more classical sectors such as agriculture and tourism). This analysis will take account of heterogeneity among rural areas (e.g. remote, depopulating, semi-urban) and will be conducted at different levels (local, regional, national and EU) as far as available information allows. The information expected to be obtained as the result of this analysis is three-fold: (1) identifying the key variables to enhance job creation related to innovation, namely the role of ICT; (2) to identify which type of innovation (e.g. products, processes, technological, markets, organisational) show more potential for job enhancing in different rural areas; (3) to know what type of innovation-related employment are created. This information will be then organised along this triple axis referential: sectors; innovation features; type of jobs created in order to assess how to develop the potential of innovation in the different sectors to support the building of a local capacity for employment in different rural areas.

Description of work

1. Review of relevant quantitative data sources and statistical systems at regional, national, EU and international level to assess job, entrepreneurial initiatives and SME creation by different sectors in rural areas in recent years as a response to the to existing incentives;
2. Review of relevant qualitative data sources at national, EU and international level (previous related research projects, research reports, case-studies reporting, official documents (national and EU), rural stakeholders and organisations reports and other informative documents, press releases, in order to identify promising sectors, initiatives success and key factors to success in existing experiences.
3. Development of an comprehensive framework to identify the critical features for the development of the potential for employment creation related to innovation for different types of sector's
4. Discuss and add new information to that comprehensive framework and their results with partners, experts and relevant stakeholders, using an electronic and mail survey and also to the project workshops and others types of information exchange.

Deliverables

D3 : Synthesis report on identification of the sectors with more potential to create employment in the wider rural areas

Milestones

M3.1.Draft synthesis report before first workshop.

Work package number 4	Review and assessment of environmental technology initiatives and their dissemination strategies	Start date or starting event:	13
Activity Type	Support activity		
Participant id	1	8-11	
Person-months per participant:	2,0	0,2-1,0	

Objectives

This work package aims to review and assess environmental technology initiatives and the strategies for their dissemination.

1. The Environmental Technologies Action Plan (ETAP) was established in 2003 with an aim to promote environmentally friendly technologies and thus help achieve the objectives of the Lisbon and Gothenburg Agendas simultaneously. The Plan aimed to establish actions around three main themes:
 - getting from research to markets;
 - improving market conditions;
 - acting globally

In 2004 a Commission Communication on ETAP set up 25 actions around these three themes. It should be possible to review how successfully ETAP is being implemented so far and what it is potential in the future.

2. Identify the relevant actors and markets for environmental technologies e.g. business, SMEs
3. Identify the job-creation potential of environmental technologies in rural areas
4. Identify how environmental technologies are disseminated and the problems experienced with their dissemination

Description of work:

- Review and assess environmental technology initiatives set up by ETAP. This should include reviewing the original objectives, how they are being implemented, the actions identified by the Commission Communication, National roadmaps for environmental technologies and the first report on implementation of ETAP.
- Select particular technologies relevant to rural development from the sectors identified in WP 2 and 3 and identify how they are supported through ETAP. Relevant sectors for rural areas might include:
 - Renewable sources of energy e.g. biofuels, windpower, etc.
 - Water recycling and reuse
 - Flood prevention
 - Technologies to fight land degradation
 - Soil monitoring and the development of agri-environmental indicators on soil erosion and degradation
 - ICTs both sensors, GIS, control systems which could have multiple uses in agriculture

Case studies from WP 1 should help feed into achieving objectives 2, 3 and 4 e.g.

- the identification of the actors and markets most important for environmental technologies (actors important for innovation, dissemination and uptake);
- the job creation potential of environmental technologies - both how jobs have been create and the potential for further job creation or diversification

- dissemination of environmental technologies, how to raise awareness about the availability of environmental technologies, which actors (governments, business, NGOs, the media, financial institutions) (this also feeds into WP6)

Deliverables

- **D4** Report on the application of ETAP in the Member states (including constrains for a better application)

Milestones and expected result

M 4. Draft assessment of the ETAP, how effectively it has been implemented and how it could help create employment opportunities in rural areas for the 2. workshop.

Work package number 5	Review of processes and role of different actors (public/private), summary overview of methods to transfer innovation to the relevant actors			Start date or starting event:	10			
Participant id	11	5	6	All others				
Person-months per participant	1,5	1,9	4,9	0,2-4,0				
Objectives								
Area 1: Role of actors								
<p>The role and self-understanding of different actors involved in the creation and use of innovative approaches is a key element in the overall process of fostering innovation. Different groups have different behavioural models and follow different objectives. Therefore the development of innovative projects does not only rely on appropriate tools but also on a deeper understanding of the processes and people involved. In fact it is the management of change, with a strategic perspective. It also helps to understand why innovative projects which may look good on paper, do not develop as expected. The introduction of innovative approaches in a territory, should consider the interaction between private and public actors, initiatives and constraints.</p>								
Area 2: Information transfer								
<p>Knowledge and the access to information can be seen as a precondition necessary for innovation and sustained growth. The regional dimension gains new importance especially for the exchange of knowledge and for learning processes; here the focus is on the necessity and forms of proximity for knowledge exchange.</p> <p>Clusters and networks are among the non-market devices that can, together with communication technologies, be understood as „social technologies“. Those have received renewed attention in recent years not only as a tool for regional development in general but as an institution of knowledge creation and diffusion between different groups.</p>								
<u>Key questions will be:</u>								
How do rural stakeholders and (potential) entrepreneurs currently derive their information relating to new technologies, opportunities, available aid, etc?								
What is the role of partnerships between different groups to exchange information? What is the role of “leaders, champions”								
What are the opportunities arising from new IC technologies and the adaptation of information to the behaviours and needs of target groups (how they would like to receive information in future)?								
What is the benefit of pooling and networking to enhance information exchange?								
With regards to the above, the objectives of the WP address four issues:								
<ol style="list-style-type: none"> (1) To characterise the internal conditions of projects, analysed in terms of actors organisations and processes carrying on the change, at the interface private/public, that explain the success of innovative projects. (2) To analyse the role of institutions e.g. technology transfer centres, Agricultural Innovation Centres, SME’s in the process of fostering innovation. (3) To review the most promising methods to enhance information exchange concerning new technologies and innovate approaches to relevant actors in agriculture/food industry/forestry (i.e. extension systems, information actions, training) (4) To analyse the role of networks, partnerships and regional and thematic clusters for information transfer 								

Description of work

Task 1

The first aim of this work package, is to set a proper **analytical framework** allowing the capture of organisational issues and processes. Actor game theory and rural development analysis combined with an evaluation methodology will be the basis of this task.

Task 2

The second task will consist of **assessing the above case studies using the analytical framework** and identifying the main findings in terms of organisations and management rules. The methodology will mainly rely on semi-structured interviews carried out in the case-studies areas, also with regards to contextual actors. Interviewees will mainly be managers of innovative projects and private agents involved in them, having experienced success or failure, allowing them to analyse the conditions aimed at in the WP.

Task3

The task will be a brief review of existing research on transaction costs and on the resource-based view of the firm as applied to (rural) innovation.

Task 4

Analysis of the information exchange process in the case studies.

Task 5:

To evaluate the contribution of the knowledge transfer process related to the overall impact and success of the case studies.

Task 6

Review of the most promising methods for knowledge exchange and dissemination strategies.

Deliverables

- D5.1: Report on Analytical framework
- D5.2: Report on role models and actors in fostering innovation in rural areas
- D5.3: Synthesis report and recommendations on the organisations and process management
- D5.4 Report on key factors for successful knowledge transfer mechanisms in rural areas

Milestones³⁸ and expected result

- M4.1 – Draft report with WP findings during the second team workshop (see WP 6)

³⁸ Milestones are control points at which decisions are needed; for example concerning which of several technologies will be adopted as the basis for the next phase of the project.

Work package number 6	Kick-off meeting and workshops	Start date or starting event:				1, 10, 21
Participant id	1	2	4	All others		
Person-months per participant	2,0	0,8	1,0	0,1-1,0		
Objectives						
<ul style="list-style-type: none"> To organise 2 workshops for up to 20 people (including partners) to discuss the results and output of WP 1+2 and WP 3-5 respectively. 						

Description of work

Task 1: Kick-off meeting:

A one-day kick-off meeting for about 12-15 persons in Berlin in project month 1 will be organised for all partners. All travel and accommodation costs are included in the partners' budget.

The kick-off meeting aims:

- To discuss and update the first annual workplan
- To identify relevant political trends and possible implications for the project;
- To begin discussion on the methodological frameworks for WP 1+2 incl. Analytical framework

Task 1: Two thematic workshops

Both two-day workshops will be designed for up to 20 participants (including partners, external experts and key personal from the IN-SIGHT project). Participation will be on invitation only, with relevant partners and selected senior policy makers, specialists and actors involved in innovation and knowledge transfer in rural development. Reimbursement costs for up to 10 persons per workshop are included in the budget. Ecologic in collaboration with the lead partners will prepare a draft agenda and will prepare the relevant documents. A draft agenda of the workshops will be submitted to DG Research for approval. All organisational issues will be handled by the partners: FEEM for the first workshop in Italy, and UTAD for the second workshop in Portugal.

First Workshop

The first two-day thematic workshop for up to 20 participants will be held in Italy in project month 7 (host: FEEM).

The first workshop aims to:

- discuss the main results of WP 1+2 and first results from WP3
- produce draft thematic recommendations
- discuss the next working steps
- prepare the first policy brief

Second Workshop

The second two-day thematic workshop for up to 20 participants will be held in Portugal in project month 15 (host: UTAD).

The second workshop aims to:

- discuss the main results of WP 3-5
- produce draft thematic recommendations

- discuss the next working steps
- prepare the second policy brief

The host of each workshop will be responsible for both, the draft summary of the meeting, the preparatory minutes, as well as for the organisation of the meetings, including accommodation and travel costs of selected participants and speakers.

Deliverables

D6.1: Updated Workplan after kick-off meeting

D6.2: Workshop binders (1-2)

Milestones³⁹ and expected result

M 6.1: Kick-off Meeting: Germany, project month 1

M 6.2: First thematic Workshop: Italy, project month 10

M 6.3: Second thematic Workshop: Portugal, project month 21

³⁹ Milestones are control points at which decisions are needed; for example concerning which of several technologies will be adopted as the basis for the next phase of the project.

Work package number 7	Dissemination	Start date or starting event:					1
Participant id	1						
Person-months per participant	2,5						
Objectives							
This work package intends to:							
<ul style="list-style-type: none"> disseminate project outputs to key stakeholders and end users, expert communities and the wider public 							

Description of work:
<ul style="list-style-type: none"> Dissemination of results <p>The dissemination of results is oriented towards the objectives and aims set out in section B 4.5.</p> <p>This includes in particular the following tasks:</p> <ul style="list-style-type: none"> To construct and maintain the project website (http://www.rapido-workshop.org/en/index) for documentation and dissemination of project results. The website is regularly updated and provides all logistical information on the events. It constitutes an important communication platform for participants in this project (incl. stakeholders, local research communities and the advisory board). The English website for general access consists of the following sites: “About this Project”, “Project Background”, “Partners”, “Downloads”, and “About the events”. To place 1-2 publications in scientific journals (participation of all partners, editor is the co-ordinator) To produce and disseminate three electronic news alerts. All partners will actively take part in the process of selecting potential recipients and producing the contents. Ecologic will put together the contact database. The news alerts inform participants of the workshops as well as other interested persons or groups via email about the results of the workshops and work package results, as well as thematic networks established and projects running concerning rural development and national and European rural policy agencies. To produce two policy briefs in the follow up of the workshops. To send hardcopies of all deliverables to various relevant DGs To produce two one-page policy summaries for the websites of DG Agriculture and DG Research <p>To disseminate information and results of the project to responsible national authorities and interested parties by each partner.</p>

Deliverables
D7.1: Project website
D7.2: First electronic news alert
D7.3: Second electronic news alert
D7.4: First Policy Brief
D7.5: Second Policy Brief
D7.6: Article in scientific journals
D7.7: Two one-page policy summaries for the DG AGRI, DG Regio+ DG Research websites

Milestones⁴⁰ and expected result

M7.1: Project website is accessible by project month 2

M.7.2: Electronic news alerts and policy briefs ready latest 8 weeks after workshops

⁴⁰ Milestones are control points at which decisions are needed; for example concerning which of several technologies will be adopted as the basis for the next phase of the project.

Work package number 8	Management	Start date or starting event:				1
Participant id	1	All others				
Person-months per participant	1,0	0,1				
Objectives						
This work package intends to:						
<ul style="list-style-type: none"> ensure that the project meets all its objectives, on time and within the budget 						

<p>Description of work:</p> <p>Project management</p> <p>Responsibilities of the Co-ordination Office:</p> <ul style="list-style-type: none"> Taking care of financial, budgetary, time planning, and contract matters To guarantee adequate administrative and scientific project controlling with respect to deliverables, milestones, and reports To organise the submission of annual reports, deliverables cost statements, and financial audit certificates (at the end of the project) to the commission To implement the scheduled work package To co-ordinate the construction and maintenance of a project website that will connect all the partners and build a link to interested parties To support the first and second workshop in Portugal and in Italy To link with the project with rural development initiatives, other research projects of FP6 and upcoming projects under FP 7, associations, respective DGs, stakeholder groups and other interested parties.
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Deliverables

- D8.1:** First year scientific project report
- D8.2:** Second year scientific project report
- D8.3:** First year financial project report
- D8.4:** Second year financial project report

Milestones⁴¹ and expected result

- M8.1:** Responsibilities among project partners are distributed by the beginning of project month 2
- M8.2:** Project outputs are delivered according to the project time schedule in expected quality by the end of the final project month

⁴¹ Milestones are control points at which decisions are needed; for example concerning which of several technologies will be adopted as the basis for the next phase of the project.