

# MAgrSc Innovation Support Programme

## 2020-2022

**Study title:** Identify and analyse best practices in interactive innovation across Europe and Identify the competencies required by advisors to support interactive innovation

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## I2Connect- Horizon 2020 project

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“Connecting advisors to boost interactive innovation in agriculture and forestry”

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“I2Connect aims to engage and support farmers and foresters in interactive processes”

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“Brings together 42 organisations working in farm advisory services and innovation systems across Europe to share their **Knowledge, Experiences** and to **network with each other**”  
(Kavanagh et al., 2020)

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# Study Rationale

- **What is innovation?** Innovation is the introduction of new ideas, techniques, technologies etc. for the progression of a sector (Kaminski,2011)
- **Why are innovation techniques important?** The slow or insufficient uptake of new knowledge and innovation within agriculture, hampers the smooth transition to a more sustainable agricultural sector (AKIS,2019)
- **How can innovation techniques help?** Enhancement of co-innovation may enable us to sustainably develop the agricultural industry (Ingram,2020)



# Study Aim of i2Connect

- 1) Strengthening the skills, competencies and attitudes of advisors to support interactive innovation
- 2) Enhance and profile the role of advisors in interactive innovation process across Europe
- 3) Create a social support network and networking culture among advisors facilitating interactive innovation processes



# Study Objectives



To identify, describe and validate the common best practices of interactive innovation based on i2Connect case studies and current literature



To analyse a range of these practices to identify the knowledge, skills and attitudinal gaps and competencies required among the farm advisors and their other actors involved.



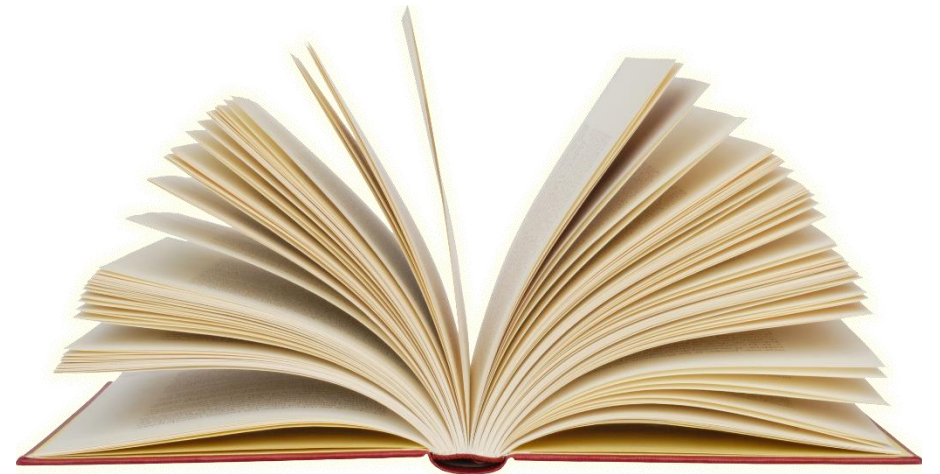
Validate the selection method used for the case studies



To make recommendations for developing best practice innovation support and for the training and continuous professional development of farm advisors and teachers in Teagasc's CPD programme.

# What the Literature is Saying

- For interaction innovation to be enhanced, it is critical to help connecting actors, to facilitate cross-border and transnational EIP Operational Group calls and knowledge exchange (AKIS, 2019).
- As innovations are understood, conceived and perceived by humans, we emphasise the need to develop and understand the role in which actors engaged in innovations play (Knierim, 2015)
- From previous projects such as Winetwork and SheepNet it was shown that innovation facilitators have a crucial role in stimulating knowledge exchange between research and endusers such as farmers (AKIS, 2019)





Literature Review



Case Studies



Questionnaires



Semi-Structured interviews

# Study Methodology



Actors involved in the design of the criteria for i2Connect case study selection  
-> **Semi-Structured interviews**

Advisors/Managers in Teagasc ->  
**Questionnaires and Semi-structured interviews**

Farmers and actors involved in i2Connect  
-> **Case studies**

# Study Population /Sources



# Practical utility of this study to the advisory/education service

- To make recommendations for developing best practice innovation support and for the training and continuous professional development of farm advisors and teachers in Teagasc's CPD programme
  - To establish the level of knowledge, awareness and attitudes of interactive innovation
- Validate the selection method used for the case studies in i2Connect
  - I2Connect project task 2.4

# Schedule of Activities (Work Plan)

## (January 2021 – March 2022)

Months Tasks	1/21	2/21	3/21	4/21	5/21	6/21	7/21	8/21	9/21	10/21	11/21	12/21	01/22	02/22	03/22	04/22	05/22	06/22
Literature Review																		
Proposal																		
Analyse case studies																		
Design Survey																		
Distribute survey																		
Analyse Surveys																		
Select sample population																		
Conduct semi-structured interviews																		
Analyse Interviews																		
Thesis Write up																		
Review and submit																		