

MAgrSc INNOVATION SUPPORT PROGRAMME 2020-2022

Study Title: An examination of the use of online tools for evaluation and impact assessment of multi-actor innovation in the beef advisory services in Ireland in the context of COVID-19

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Study Background



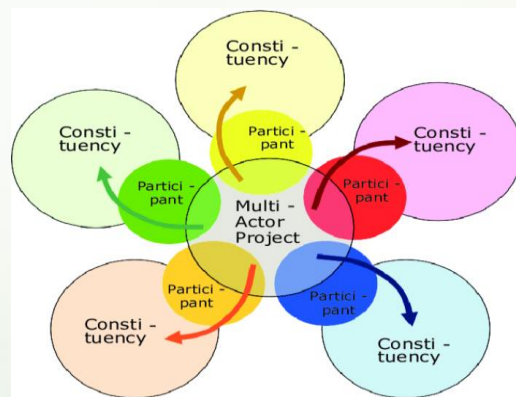
“working in partnership for innovation”



Boosting the sustainability of the European beef sector



Digital tools and services for supporting a more productive and sustainable agriculture.



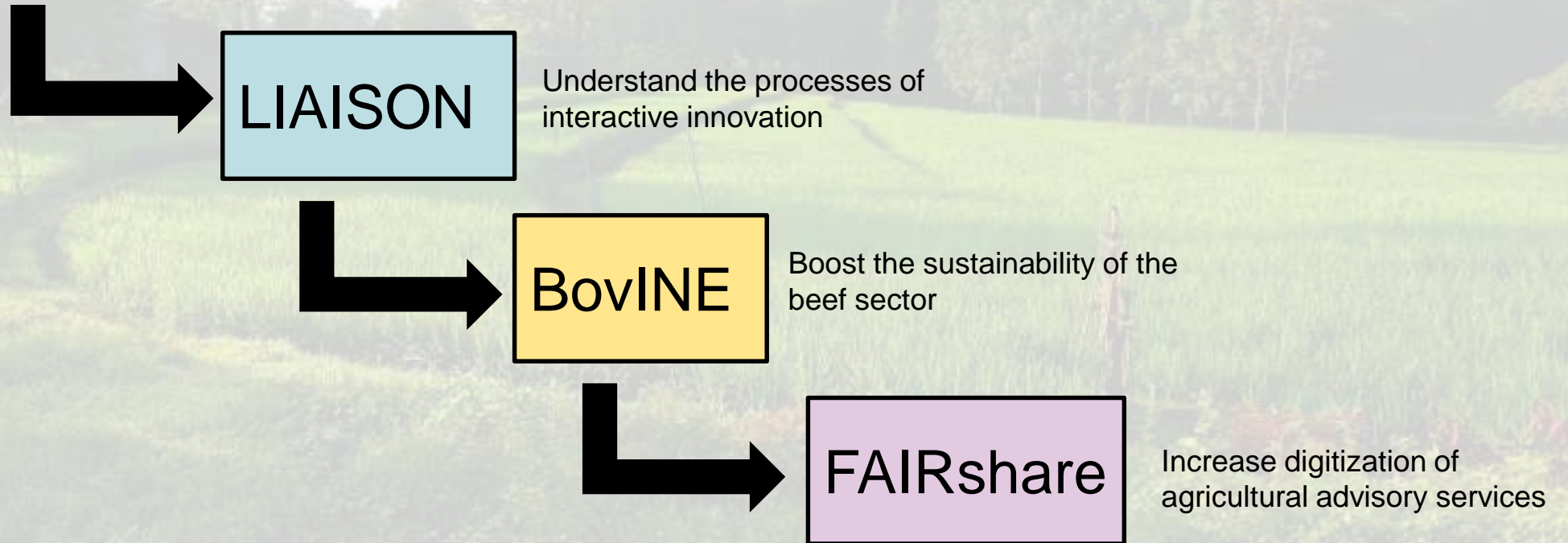
Multi-actor Approach



COVID-19 Context

Study Rationale

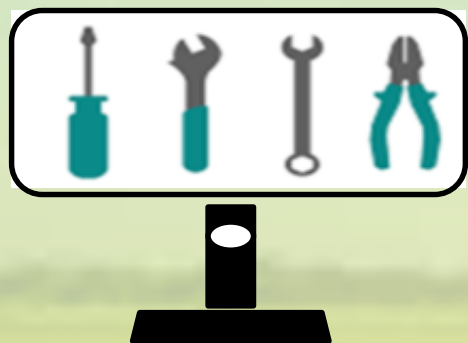
Online/distance/evaluation/impact assessment



Study Aim & Objectives

To aid in the empowerment of agricultural advisors to embed digital tools in different advisory and farming contexts across the EU.

1



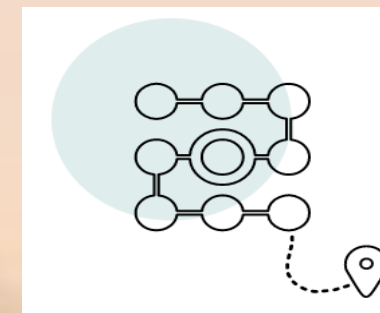
Selecting impact assessment and evaluation tools

2



Determining the experiences encompassed by implementer/participants

3



To provide learnings for online/distance evaluation/impact assessment approaches

What the Literature is Saying

The interactive innovation model focuses on systems of relations such as “R&D activities, structural links, tacit knowledge, interactive learning, the cultural context, social processes, national and regional innovation systems and customer and supplier relations” (Johannessen, 2009)

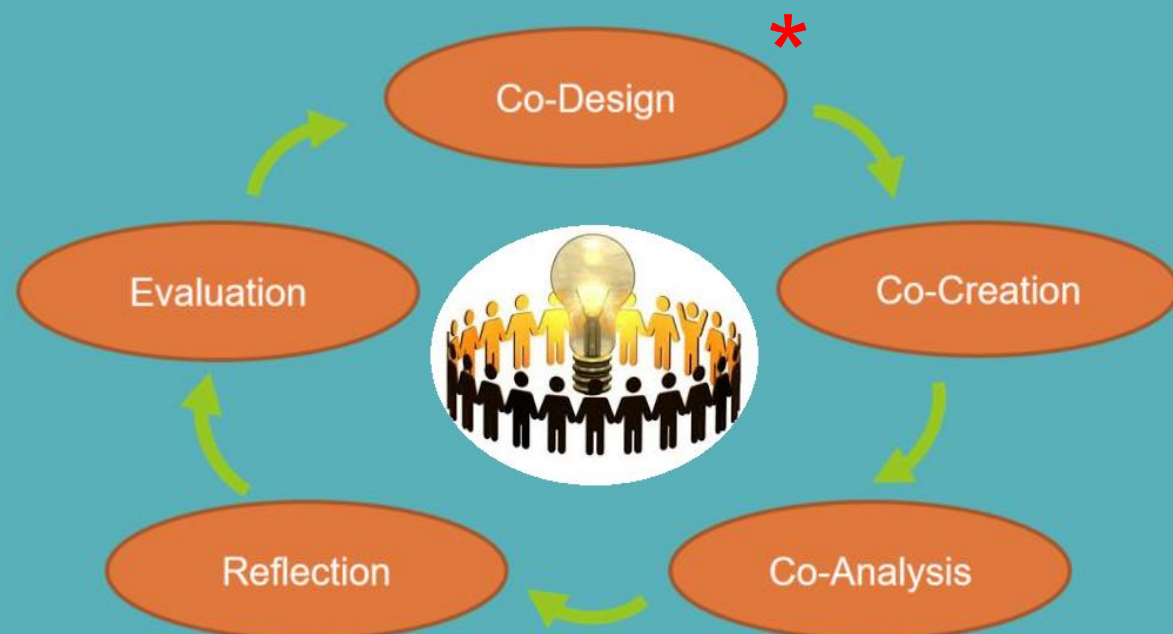
The simplistic view of innovations being inventions passed to end-users is now discarded and is replaced by a broader view on innovation, as a result of multiple interactions of different components, such as “farming systems, supply chains and economic systems, policy environments, and societal systems” which support the idea that innovation is an outcome of agricultural innovation systems (Klerkx, Van Mierlo and Leeuwis, 2012).

Interactive Innovation

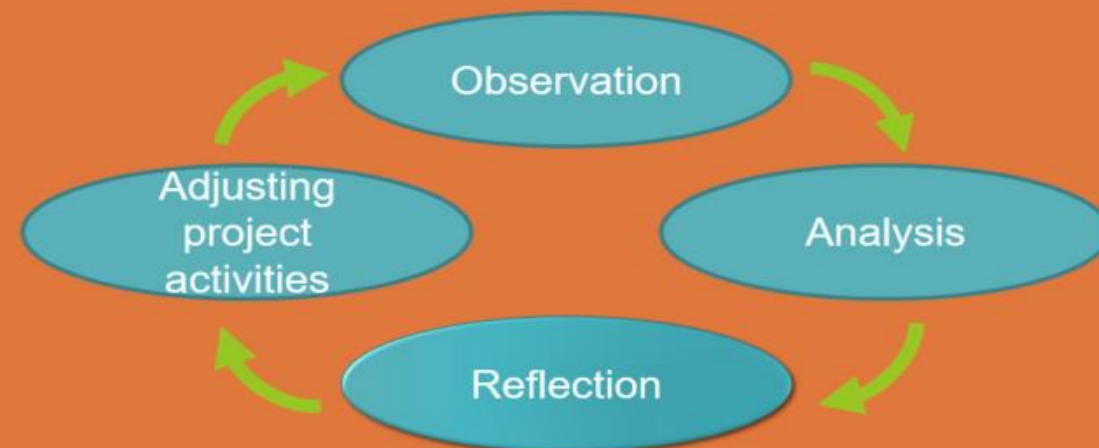
Traditionally, methods and practises used to assess and evaluate agricultural innovations only focused on outputs, results and impacts following the linear approach, but in the last ten years or so, there has been growing interest in developing a new analytical framework that is capable of assessing the complexity and capacity development of the aims of interactive innovation (Cristiano and Proietti, 2018)

Study Methodology

Participatory Learning and Action Research (PLAR)

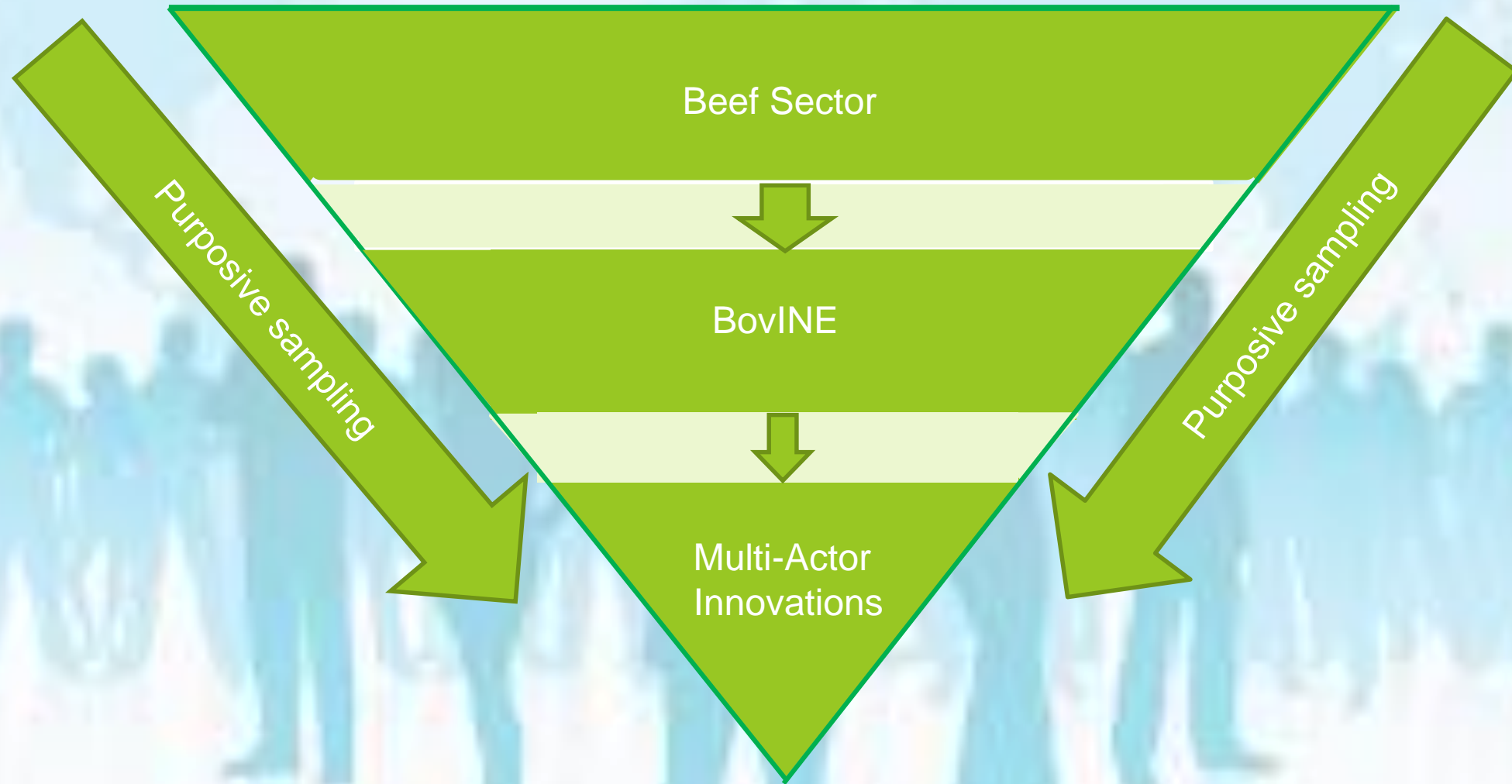


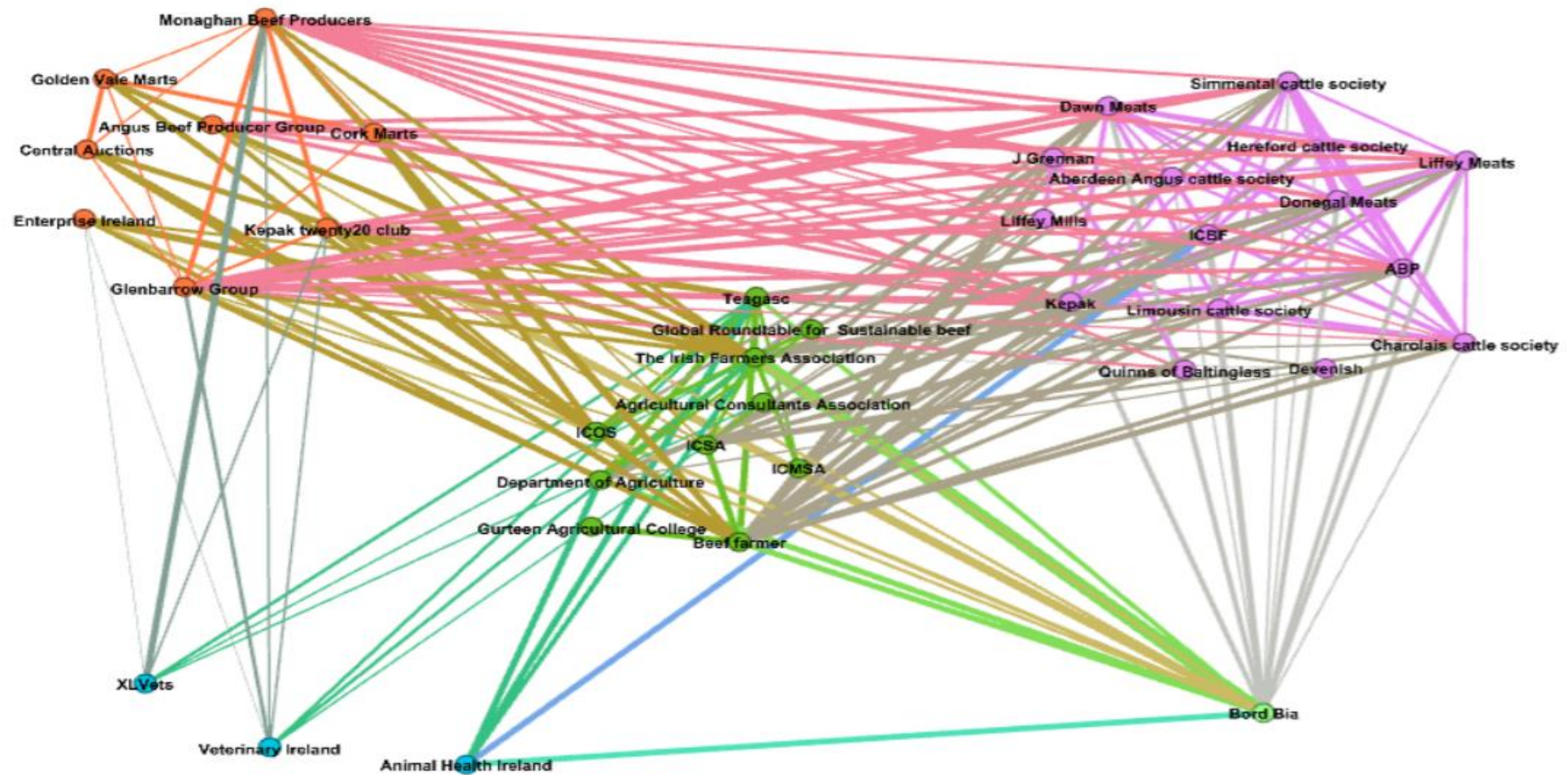
Reflexive Monitoring



Reflective Writing

Study Population & Sampling Methods

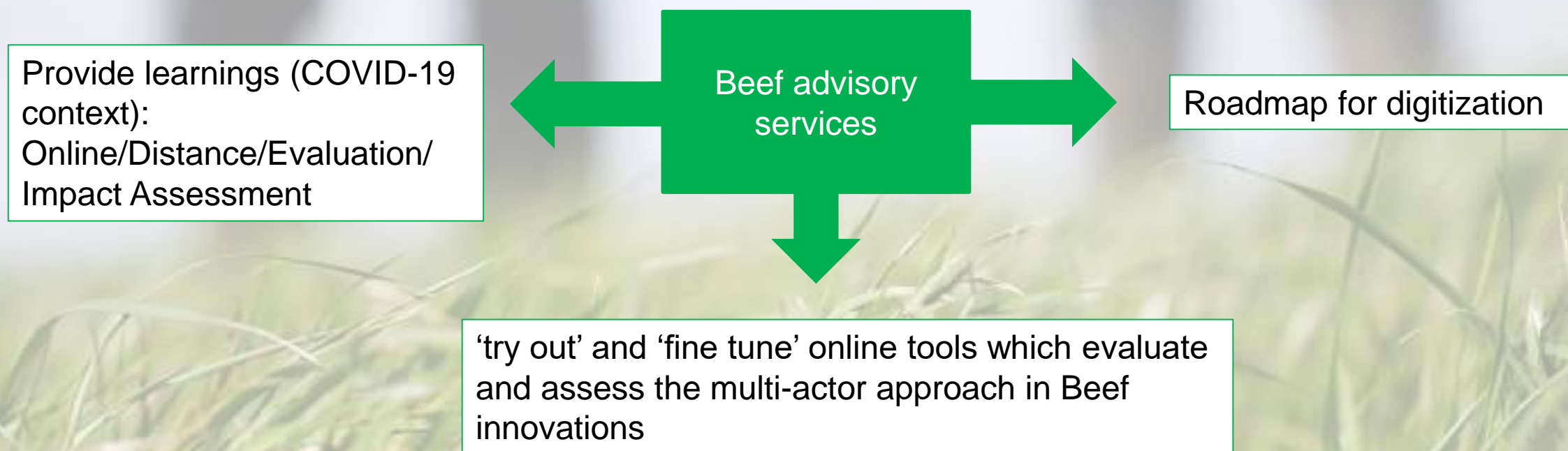




Production efficiency & meat quality	(40.54%)
All	(27.03%)
Socio-economic resilience	(21.62%)
Animal health & welfare	(8.11%)
Environmental sustainability	(2.7%)

(BovINE, 2021)

Practical utility of this study to the advisory/education service



Schedule of Activities (Work Plan)

