

Set up of Advisory and Beneficiaries Board

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nno4agrifood



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INNO-4-AGRIFOOD

Project Information

Title:	<i>“Capitalising the full potential of on-line collaboration for SMEs innovation support in the Agri-Food ecosystem” (Grant Agreement No 681482)</i>
Duration:	<i>March, 2016 – August, 2018 (30 months)</i>
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Project Overview:	<p>INNO-4-AGRIFOOD is an EU-funded project set on fostering and stimulating online collaboration for innovation amongst SMEs active within the European Agri-food Ecosystem. To this end, INNO-4-AGRIFOOD aims at delivering a set of demand-driven value propositions including:</p> <ul style="list-style-type: none"> • A new generation of innovation support services to be provided by specialised innovation consultants to agri-food SMEs, enabling them to capitalise on the full potential of online collaboration for innovation. • A suite of ICT tools to support the delivery of the novel online collaboration for innovation support services. • A series of e-training courses to equip innovation consultants with the knowledge and skills required to successfully support the online collaboration for innovation endeavours of agri-food SMEs. <p>All INNO-4-AGRIFOOD value propositions will be co-created, demonstrated and validated in real-life contexts. Moreover, the accumulated experience and lessons learned of the project will be diffused across Europe so as to fuel the replication of its results and thus enable SMEs in other European sectors to tap into the potential of online collaboration for innovation as well.</p>
Consortium:	<ol style="list-style-type: none"> 1. Q-PLAN INTERNATIONAL LTD (www.qplan-intl.com) - Greece 2. APRE - Agenzia per la Promozione della Ricerca Europea (www.apre.it) - Italy 3. IMP³rove - European Innovation Management Academy (www.improve-innovation.eu) - Germany 4. EFFoST - European Federation of Food Science and Technology (www.fffost.org) – The Netherlands 5. BioSense Institute (www.biosens.rs) - Serbia 6. National Documentation Centre (www.ekt.gr) - Greece 7. Europa Media Non-profit LTD (www.europamedia.org) - Hungary

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1. Introduction

The current document constitutes the report on the **Set-up of the Advisory and Beneficiaries Boards** of the INNO-4-AGRIFOOD project, which has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 681482. In particular, the current report provides an overview of the scope and expected contribution of the project's Advisory Board (AB) and the Beneficiaries Board (BB) along with an outline of their operation and management as well as a list of their individual members (i.e. their composition). Chapter 2 of the report elaborates on the overall management and procedures of preparing/updating the report, Chapter 3 focuses on the AB of the project and Chapter 4 provides details on its BB.

2. Overall management and procedures

The report on the Set-up of Advisory and Beneficiaries Board was produced by EFFoST and has been approved by the Project Coordinator (Q-PLAN). EFFoST will be responsible for updating the report when changes in the composition of the two boards occur. INNO-4-AGRIFOOD consortium partners as well as AB and BB members may propose new members for both boards. The Project Coordinator (Q-PLAN) in consultation with EFFoST will decide on inviting the suggested new board members. When new board members are invited to join they will receive this report, detailing their expected contribution along with the scope, structure, operation and management of the Advisory and Beneficiaries Boards of INNO-4-AGRIFOOD. In case of a positive response to the invitation, their participation will be evidenced via a signed Letter of Intent.

Important remarks

- ➔ The Advisory Board (AB) as well as the Beneficiaries Board (BB) of INNO-4-AGRIFOOD will be open for new members to further expand the reach of the project.
- ➔ This AB and BB are not legal entities. Participation in their activities is based on a volunteer basis.
- ➔ The AB and BB are expected to be active until the end of the project (i.e. August 2018).

3. Advisory Board

3.1 Scope

The Advisory Board of INNO-4-AGRIFOOD is a small group of selected experts of the Agri-food Ecosystem, including technology and innovation providers, with knowledge and experience on the innovation needs and problems that agri-food SMEs are currently facing.

3.2 Expected contribution

The Advisory Board acts as an external consultation body to the project, providing meaningful advice and feedback. In fact, Advisory Board members will be presented with the ideas and achieved results of the project (e.g. key documents or power point presentations), based on which they will be expected to discuss and provide their comments and recommendations. INNO-4-AGRIFOOD will only seek to share knowledge and exchange views with Advisory Board members and in no way, will effort be placed on their shoulders. Finally, members of the Advisory Board are also encouraged to keep their various networks within the Agri-food Ecosystem informed about activities and outcomes of the project with a view to supporting their wide-spread diffusion and uptake.

3.3 Operation and management

Advisory Board meetings (either virtual or physical) will take place at key stages of the project. Participation in these activities is foreseen on a voluntary basis, but the travel and subsistence expenses will be covered, in the case of physical meeting. The first physical meeting will be the **Co-creation Workshop** that will be held in Amsterdam, the Netherlands. Moreover, Advisory Board members will also be involved in **3 virtual validation workshops** to provide the project with valuable feedback on the services, tools and e-learning offers of the project as well as with novel ideas that could be incorporated into their design.

Note

Several Advisory Board members have already been interviewed about their views and experience with respect to online collaboration for innovation amongst SMEs active in the European Agri-food Ecosystem. Their input in this respect will be reflected in the deliverables (i) D1.1 Agri-food Value Chain Analysis Report and (ii) D1.2 Agri-food SME Profiling and Needs Analysis Report.

3.4 Current composition of the Advisory Board

At the moment, the Advisory Board of INNO-4-AGRIFOOD consists of 5 experts as depicted by the table that follows (Table 1).

Table 1: Current composition of the Advisory Board

No	Name	Organisation / Initiative	Country
1	Julio Carreras	Chairman of EEN Agrofood Sector Group (EU) AINIA “Asociacion de Investigacion de la Industria Agroalimentaria”	Spain

No	Name	Organisation / Initiative	Country
2	Brian McKenna	Former Scientific Coordinator of ETP “Food for Life” European Technology Platform “Food for Life”	EU
3	Matti Pastell	Member of EIP-AGRI Natural Resources Institute, LUKE	Finland
4	Spyros Fountas	Member of EIP-AGRI Agricultural University of Athens	Greece
5	Kees de Gooijer	Chief Inspirational Officer TKI Agri&Food Top Consortium for Knowledge and Innovation Agri & Food	Netherlands

4. Beneficiaries Board

4.1 Scope

The Beneficiaries Board of INNO-4-AGRIFOOD is comprised of representatives of leading organisations within the Agri-food Ecosystem, including associations of SMEs, Large Enterprises and Farmers, Agri-food Societies, Clusters, Forums, Initiatives, Centres of Excellence, etc., at national, EU and global level. All these organizations and mostly their members and networks stand to greatly benefit from the novel on-line collaboration for innovation support services of INNO-4- AGRIFOOD, either directly (as SMEs) or indirectly (as collaborators of SMEs in innovation activities).

4.2 Expected contribution

The members of the Beneficiaries Board are expected to assist INNO-4-AGRIFOOD by:

- Using and testing the on-line collaboration for innovation support services of the project.
- Providing feedback and advice on these services in accordance with the needs of the agri-food sector.
- Identifying and suggesting additional SMEs and/or innovation intermediaries that could participate in project activities.
- Informing and inviting their contacts within the Agri-food Ecosystem to benefit from the value propositions of INNO-4-AGRIFOOD when they will be properly developed and available.

The aim of INNO-4-AGRIFOOD is to exchange knowledge and establish mutually beneficial synergies with the members of the Beneficiaries Board. Indeed, the project will only ask for their views and ideas when necessary along with their suggestions and recommendations with respect to reaching agri-food communities of beneficiaries, rather than require actual effort from them.

4.3 Operation and management

The members of the Beneficiaries Board will have the opportunity to participate in project activities as well as meet (either virtually or physically) with INNO-4-AGRIFOOD partners, Advisory Board members and other external stakeholders at key stages of the project. Participation in these activities and meetings will be on a voluntary basis. Travel and subsistence expenses of Beneficiaries Board members will be reimbursed in case they are invited to physical meetings, the first of which will take place in the frame of the **INNO-4-AGRIFOOD Co-creation Workshop** (to be held in Amsterdam, the Netherlands). In addition, Beneficiaries Board members will also be invited to participate in **3 virtual validation workshops** so as to provide the project with valuable feedback, ideas and recommendations regarding the value propositions of INNO-4-AGRIFOOD and their demand-driven development.

Note

Several members of the Beneficiaries Board members have already been interviewed about their views and experience with respect to online collaboration for innovation amongst SMEs active in the European Agri-food Ecosystem. Their input in this respect will be reflected in the deliverables (i) D1.1 Agri-food Value Chain Analysis Report and (ii) D1.2 Agri-food SME Profiling and Needs Analysis Report.

4.4 Current composition of the Beneficiaries Board

A total of 12 experts comprise, at the moment, the Beneficiaries Board of the project (see the following table).

Table 2: Current composition of the Beneficiaries Board

No	Name	Organisation / Initiative	Country
1	Courtney Paisley	Director YPARD Young Professionals for Agricultural Development	Global
2	Christoph Herr	Director Spotfolio Spotfolio	Germany
3	Helena McMahon	Coordinator TRADEIT project “Support for the Traditional Food Sector”, IT Tralee	EU, Ireland
4	Roger van Hoesel	Managing Director Food Valley NL Food Valley Netherlands	Netherlands
5	Vasso Papadimitriou	Director General SEVT Federation of Hellenic Food Industries	Greece
6	Alessandro Censori	App4Inno project (south East Europe) Veneto Agricoltura – Regional Agency for Agriculture, Forestry and Agri-Food Sectors	Italy
7	Milan Solaja	VOIVODINA ICT Cluster	Serbia
8	Susanne Braun	Coordinator TRAFON project “Traditional Food Network to improve the transfer of knowledge for Innovation, University of Hohenheim	EU, Germany
9	Vera Ilieva	Project manager BASSCOM	Bulgaria
10	Kees de Gooijer	Chief Inspirational Officer TKI Agri&Food Top Consortium for Knowledge and Innovation Agri & Food	Netherlands
11	Nevena Vracar	Manager DELTA AGRAR	Serbia
12	Michael Litsardakis	SEPVE , Association of Information Technology Companies of N. Greece	Greece