

## THE LIAISON PROJECT

Times are changing! All across Europe, forestry and associated sectors are facing economic and environmental challenges, as well as many exciting opportunities.

**Hierarchy techniques:** font size, weight (bold, italics) and colour guide the reader

Practical and effective new ideas are needed to help farmers and foresters continue meeting the expectations of wider society, whilst at the same time running their own successful businesses and working in harmony with the essential natural resources on which we all depend. **Innovation** is therefore one of the hottest topics of discussion from farmhouse kitchen tables to meeting rooms in Brussels.

There are **many different types** of innovation relevant to agriculture and forestry. Some innovation such as digitalisation is currently very technical, but innovation can also include social or economic dimensions.

Innovation has many elements and encompasses many processes. It is also about networking, information exchange, collective intelligence and the co-creation of new knowledge and ideas. It is about farmers/foresters, advisors, researchers and others **working together in partnership** to find solutions to day-to-day needs, challenges and opportunities.

The **LIAISON project** aims to understand better **what makes a successful partnership** for innovation. Why do some partnerships have the ability to organise themselves, to capture new ideas, to nurture them and create something new? How do they test this and turn it into something with real practical application? The key objective for LIAISON is how to **encourage more of these successful partnerships for innovation!**

## KEY QUESTIONS WHICH WE ADDRESS

**Creating partnerships:** How to ensure trust and collaboration? Which factors ensure trust and collaboration? Can we ensure the involvement of all stakeholders, even when their interests vary or change over time?

**Managing projects:** Who is leading the group? Who is making decisions about the project? And who is benefiting most?

**Spreading the news:** How to ensure an efficient communication and dissemination of the lessons learned from innovation processes?

**Measuring 'success':** How to assess the positive impact of working in partnership for innovation? Which self-assessment tools work well in practice?

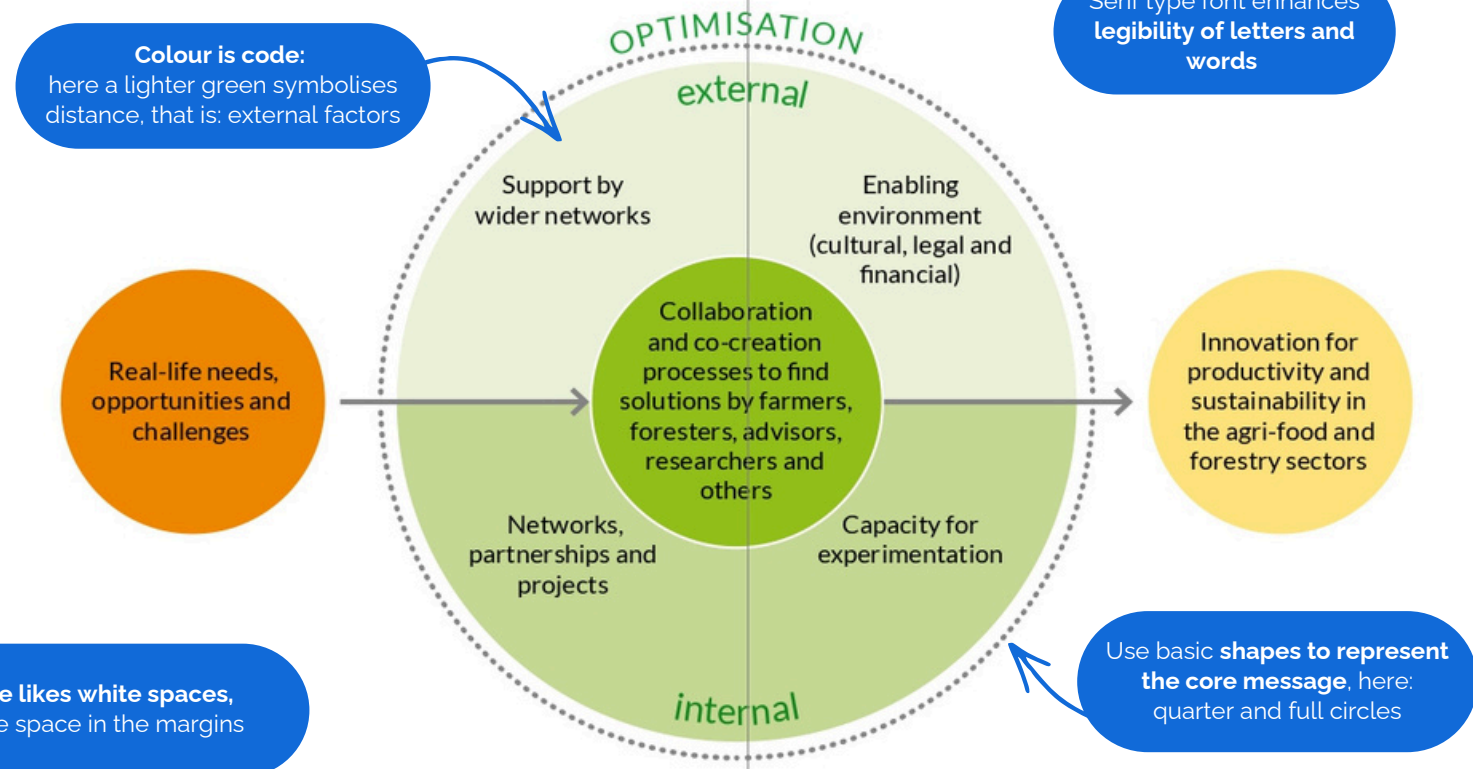
Sans serif type font make headings catchy

## EXPECTED OUTPUT

LIAISON will produce the following relevant and easy to use materials:

- A series of in-depth, hands-on 'How To' guides for creating partnerships, managing projects and effectively disseminating results;
- Policy Briefs on improving the institutional environment for partnerships, projects and networks for innovation;
- Various communication materials including videos and the LIAISON online platform with examples and good practices from successful innovation partnerships in agriculture, forestry and associated businesses or initiatives.

Serif type font enhances legibility of letters and words



## GET INVOLVED!

Get involved with LIAISON if you are a farmer, forester, rural business, NGO, innovation support service provider, policy maker and have a **particular potential of working in partnership**.

The map has **equal distribution and spacing** of elements making it intelligible



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## WORKING TOGETHER

17 partners in 15 countries work together to optimise interactive innovation processes for the delivery of EU policies to speed up innovation in agriculture, forestry and rural areas.

**Colour is code:** green represents agriculture and forestry, reflecting the core focus areas of this project.

### Higher education and research:

- Hochschule für nachhaltige Entwicklung Eberswalde – Policy and Markets in the Agri-Food Sector (HNEE)
- Universidade de Évora – Rural Development Research Department (UEVORA)
- Università di Pisa – Department of Geography (UNIPISA)
- Geography at the University of Cambridge (GdC)
- Universidad Politécnica de Madrid – Evaluation Group (UPM)

**Different colours** for each partner category, which are initially presented in the network pictogram in the LIAISON logo

### Research:

- Institute of Philosophy and Sociology (IPS)
- Stiftelsen Norsk Senter for Bygdeforskning – Rural Centre for Rural Research (RURALIS)
- Agrargazdasági Kutató Intézet – Rural Development Research Department (NAIK)
- Eigen Vermogen van het Instituut voor Landbouw Fisheries Research (EV-ILVO)

### Advisory and research:

- Institut de l'Élevage - French Livestock Institute (IDELE)
- Agriculture and Food Development Authority (TEAGASC)
- Centrum Doradztwa Rolniczego W Brwinowie – Agricultural Advisory Centre Brwinowie (CDR)

### Consultancy and research:

- Highclere Consulting SRL
- Forschungsinstitut für Biologischen Landbau Stiftung (FiBL)

### Innovation brokers:

- Boerenbond Vereniging voor Innovatieve Projecten – Innovatiesteunpunt – Innovation Support Center for Agricultural and Rural Development (ISP)
- The Soil Association Limited (SA)

### Networking and policy analysis:

- Stichting Groep van Brugge – Independent Network on European Agricultural and Rural Development Policy (GdB)

# LIAISON

Optimising interactive innovation

Front page: **minimal elements** to draw reader in



**Photography:** Focus is on subject, light source is behind photographer.

**Visual storytelling:** Two people of different identities together in the field handling technology conveys the topic of the project.