Networks in support of rural Europe

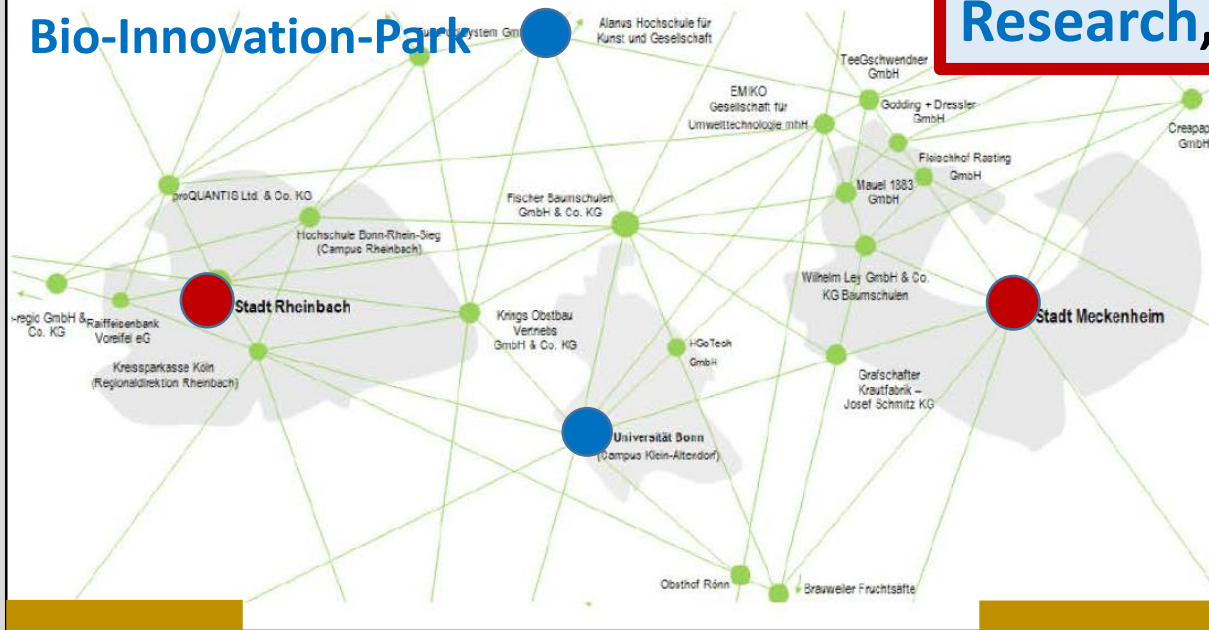G. Schiefer
P. Shahrezaie
proQuantis

Networks in support of **rural Europe**

Bio-Innovation-Park

Who: **Policy**, **Business**, **Research**, **Communities**

Networks in support of rural Europe

Bio-Innovation-Park

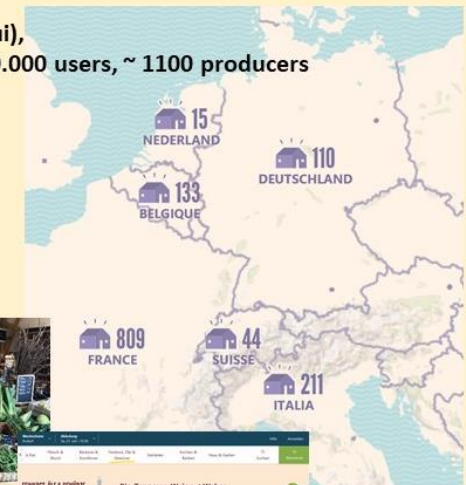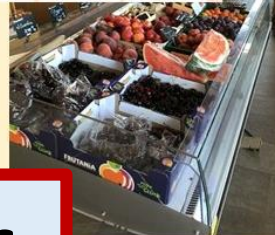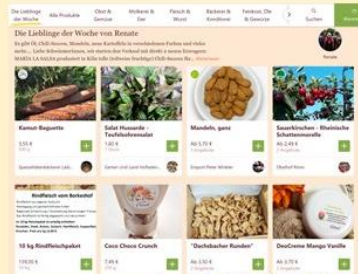**Who**: **Policy**, **Business**, **Research**, **Communities**
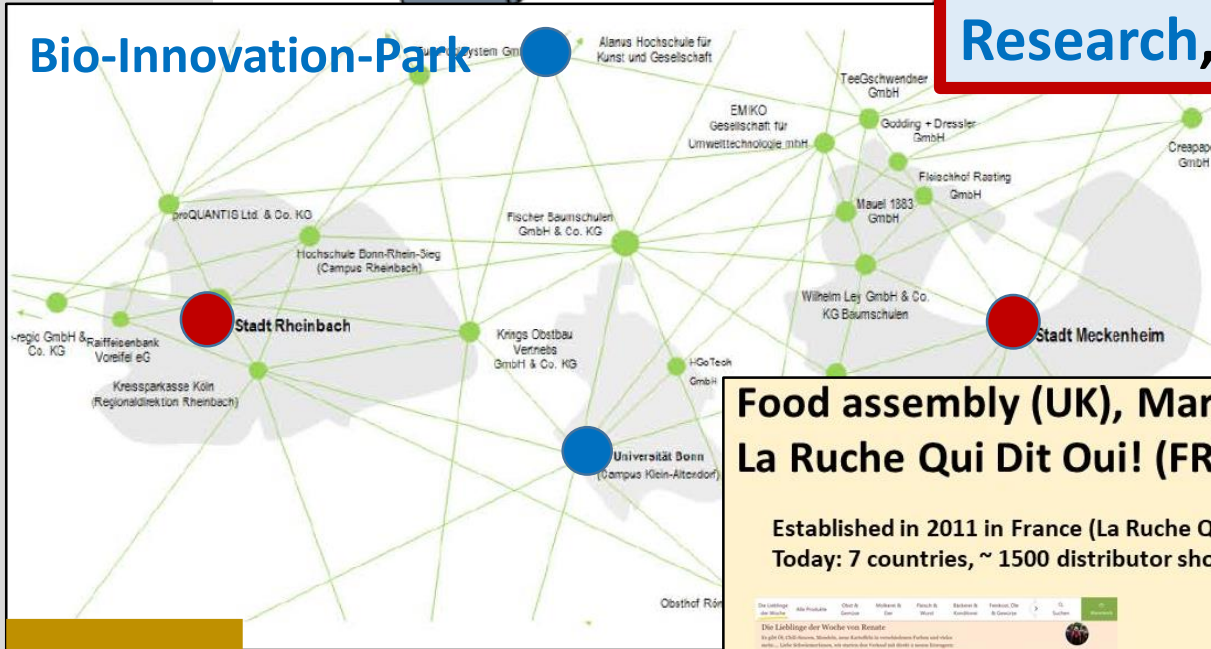
Food assembly (UK), Marktschwaermer (DE)
La Ruche Qui Dit Oui! (FR)   https://www.youtube.com/watch?v=DOjc_7XXAJ0

Established in 2011 in France (La Ruche Qui Dit Oui),
Today: 7 countries, ~ 1500 distributor shops, ~ 100.000 users, ~ 1100 producers

15 NEDERLAND
110 DEUTSCHLAND
133 BELGIQUE
809 FRANCE
44 SUISSE
211 ITALIA

Who: **Farmers** + Consumers

How to characterize/find Networks

Sectors /focus

RUBIMO project matrix

Sectors

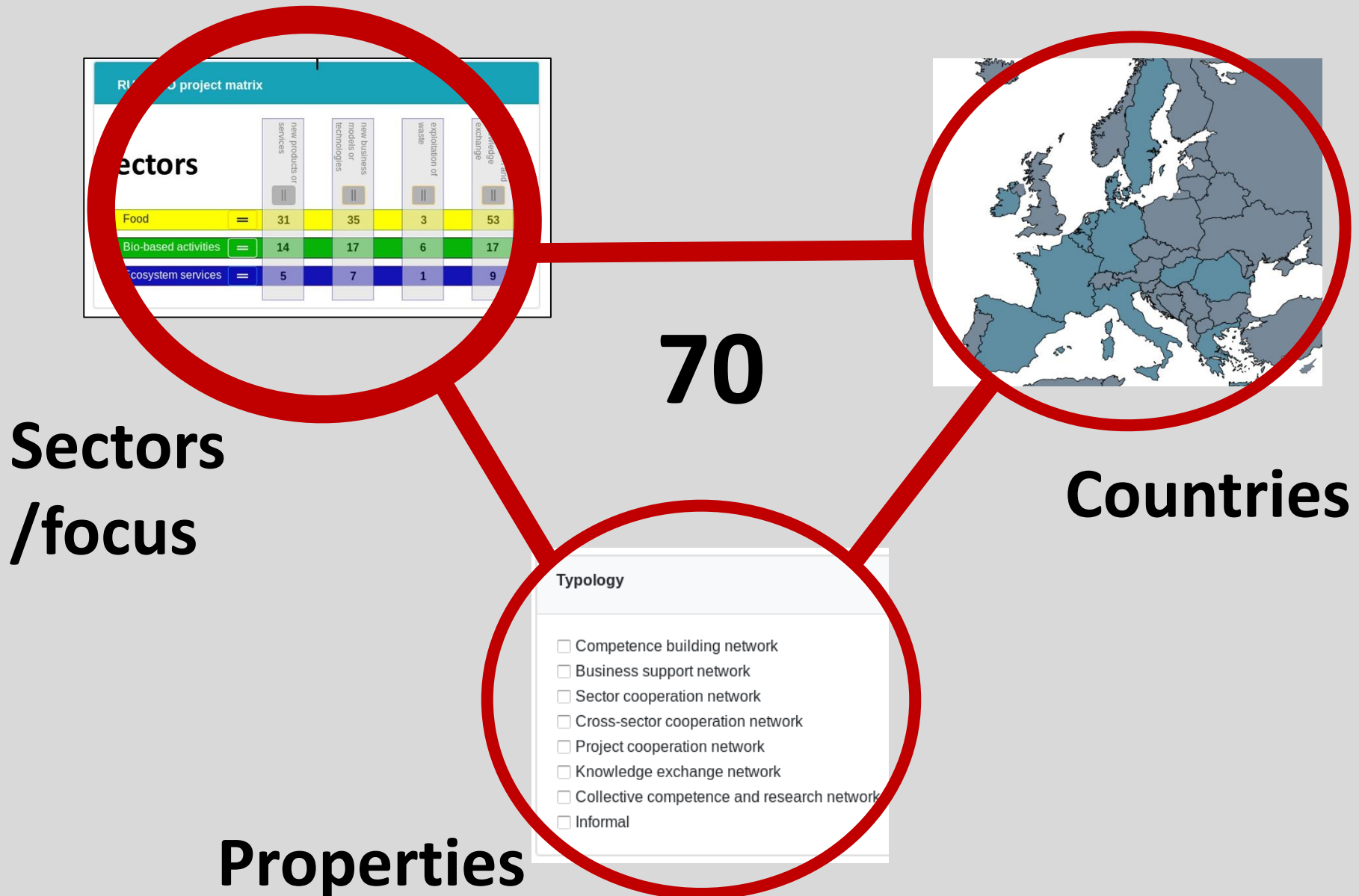|		new products or services	new business models or technologies	exploitation of waste	knowledge and exchange
Food	=	31	35	3	53
Bio-based activities	=	14	17	6	17
Ecosystem services	=	5	7	1	9

70

Countries

Typology

☐ Competence building network
☐ Business support network
☐ Sector cooperation network
☐ Cross-sector cooperation network
☐ Project cooperation network
☐ Knowledge exchange network
☐ Collective competence and research network
☐ Informal

Properties

How to characterize/find Networks

RU___D project matrix

Sectors

		new products or services	new business models or technologies	exploitation of waste	knowledge exchange
Food	=	31	35	3	53
Bio-based activities	=	14	17	6	17
Ecosystem services	=	5	7	1	9

Sectors /focus

70

Countries
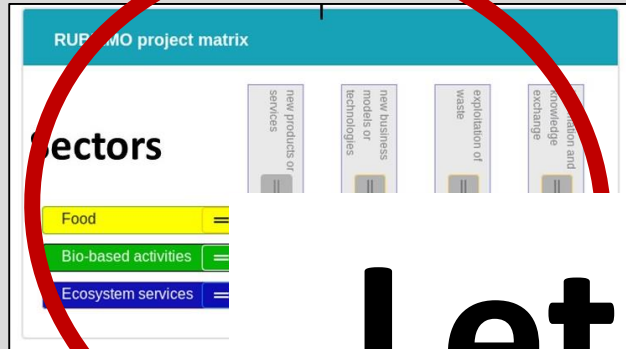
Typology

- ☐ Competence building network
- ☐ Business support network
- ☐ Sector cooperation network
- ☐ Cross-sector cooperation network
- ☐ Project cooperation network
- ☐ Knowledge exchange network
- ☐ Collective competence and research network
- ☐ Informal

Properties

How to characterize/find Networks

Focus

New **products/** services | New busi-ness models/ **technologies** | Exploi-tation of **waste** | Exchange information/ **knowledge**

RUBIZMO project matrix

Sectors		new products or services ‖	new business models or technologies ‖	exploitation of waste ‖	information and knowledge exchange ‖
Food	=	31	35	3	53
Bio-based activities	=	14	17	6	17
Ecosystem services	=	5	7	1	9

☐ Knowledge exchange network
☐ Collective competence and research network
☐ Informal

Countries

Properties

How to characterize/find Networks

Sectors /focus

RUP___MO project matrix

Sectors

	new products or services	new business models or technologies	exploitation of waste	knowledge and exchange
Food	31	35	3	53
Bio-based activities	14	17	6	17
Ecosystem services	5	7	1	9

70

Countries

Properties

Typology

☐ Competence building network
☐ Business support network
☐ Sector cooperation network
☐ Cross-sector cooperation network
☐ Project cooperation network
☐ Knowledge exchange network
☐ Collective competence and research networ___
☐ Informal

How to characterize/find Networks

Sectors /focus

Properties

RUPEMO project matrix

Sectors

		new products or services	new business models or technologies	exploitation of waste	knowledge exchange
Food	=	31	35	3	53
Bio-based activities	=	14	17	6	17
Ecosystem services	=	5	7	1	9

Typology
57 networks selected in 13 countries

- ☑ Competence building network
- ☑ Business support network
- ☑ Sector cooperation network
- ☑ Cross-sector cooperation network
- ☑ Project cooperation network
- ☑ Knowledge exchange network
- ☑ Collective competence and research network
- ☑ Informal

Typology

Impact
57 networks selected in 13 countries

- ☑ Improving business development
- ☑ Improving employment
- ☑ Improving finance access
- ☑ Improving information/knowledge
- ☑ Improving market access
- ☑ Improving production development
- ☑ Improving shared values for regional development

Impact

Cooperation
57 networks selected in 13 countries

- ☑ Enterprises (EP)
- ☑ EP+Policy (PO)
- ☑ EP+Research (Res)
- ☑ EP+Pol+Res
- ☑ Citizen/OTHER

Cooperation

How to characterize/find Networks

Sectors /focus

70

Countries

Properties

How to characterize/find Networks

Sectors /focus

Countries

Properties

☐ Competence building network
☐ Business support network
☐ Sector cooperation network
☐ Cross-sector cooperation network
☐ Project cooperation network
☐ Knowledge exchange network
☐ Collective competence and research network
☐ Informal

Let's start with tool
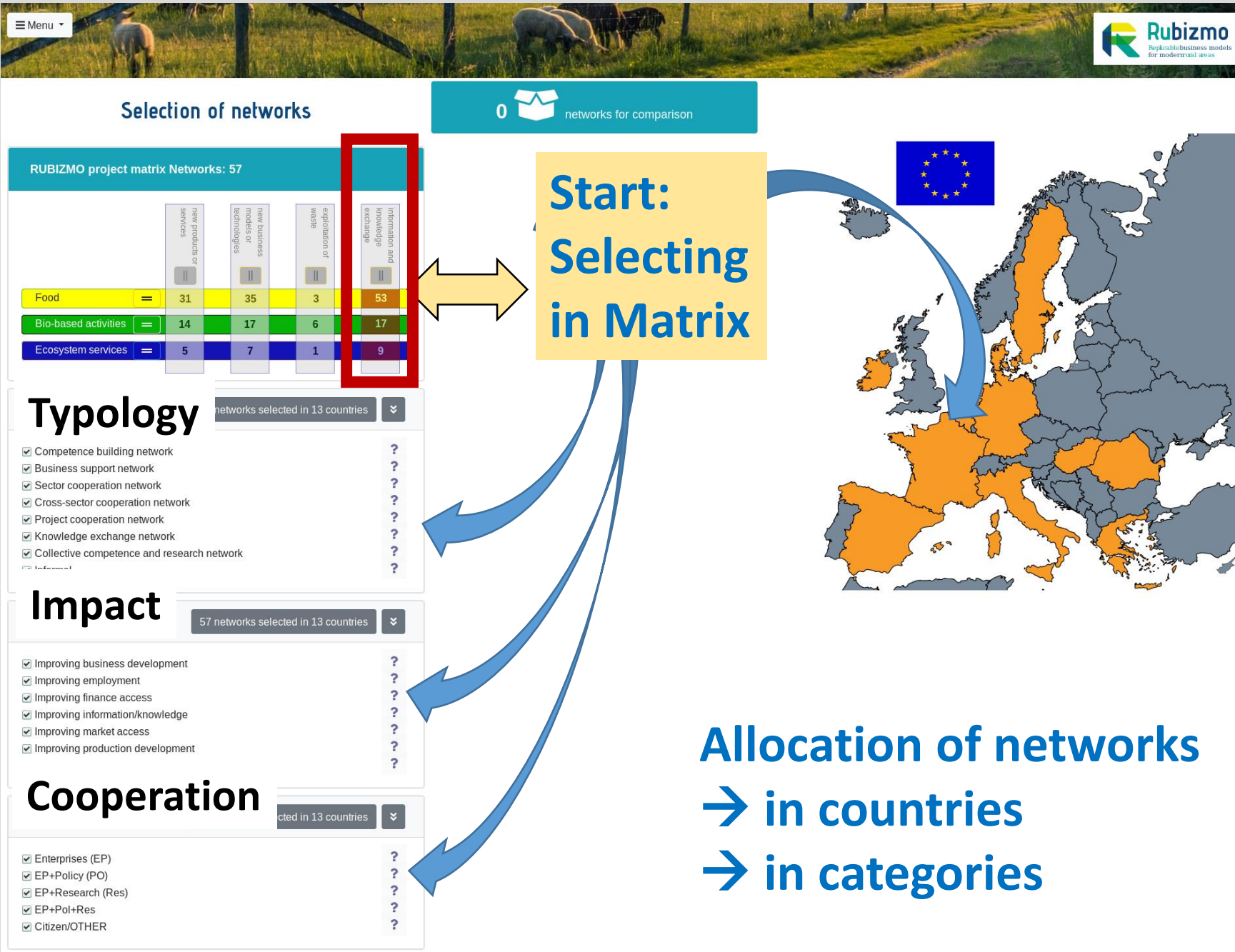
System organization: what's in

Open european database on networks
in food, bio-based activities, and ecosystem services

The database allows the identification of networks across Europe which are active in food, the use of renewable resources, and in ecosystem services. It provides in addition information on how to proceed in developing appropriate networks.

Rubizmo
Replicable business models for modern rural areas

Selection of networks

Concept for network creation

Tutorial – Video

A database developed within the European RUBIZMO project (2020) RUBIZMO has received funding from the European Union's Horizon 2020 research and innovation programme under grant N°773621.

System organization: what's in

Open european database on networks
in food, bio-based activities, and ecosyst...

The database allows the identification of networks across Europe which are active in food, the use of renewable resources, and in ecosystem services. It provides in addition information on how to proceed in developing appropriate networks.

Identify suitable clusters/networks

Selection of networks

Concept for network creation

Tutorial – Video

System organization: what's in

Open european database on networks
in food, bio-based activities, and ecosyst...

The database allows the identification of networks across Europe which are
active in food, the use of renewable resources, and in ecosystem services.
It provides in addition information on how to proceed in developing
appropriate networks.

Identify suitable clusters/networks

Who is interested to know:

- **Policy**: Models for rural **development**
- **Initiators**: Finding network **models**
- **Networks**: Finding network **partners**
- **Enterprises**: Finding networks **to join**
- **Research**: Analysing criteria of **success**

The search platform

3 Search opportunities:
→ **Matrix (1)**
→ **Countries (2a)**
→ **Properties (2b)**

Selection of networks

0 networks for comparison

RUBIZMO project matrix Networks: 57

		new products or services	new business models or technologies	exploitation of waste	information and knowledge exchange
Food	=	31	35	3	53
Bio-based activities	=	14	17	6	17
Ecosystem services	=	5	7	1	9

Start: Selecting in Matrix

Typology

networks selected in 13 countries

- ☑ Competence building network ?
- ☑ Business support network ?
- ☑ Sector cooperation network ?
- ☑ Cross-sector cooperation network ?
- ☑ Project cooperation network ?
- ☑ Knowledge exchange network ?
- ☑ Collective competence and research network ?
- ☑ Informal ?

Impact

57 networks selected in 13 countries

- ☑ Improving business development ?
- ☑ Improving employment ?
- ☑ Improving finance access ?
- ☑ Improving information/knowledge ?
- ☑ Improving market access ?
- ☑ Improving production development ?
- ☑ Improving shared values for regional development ?

Cooperation

...cted in 13 countries

- ☑ Enterprises (EP) ?
- ☑ EP+Policy (PO) ?
- ☑ EP+Research (Res) ?
- ☑ EP+Pol+Res ?
- ☑ Citizen/OTHER ?

Selection of networks

0 networks for comparison

RUBIZMO project matrix Networks: 57

	new products or services	new business models or technologies	exploitation of waste	information and knowledge exchange
Food	31	35	3	53
Bio-based activities	14	17	6	17
Ecosystem services	5	7	1	9

Start: Selecting in Matrix

Typology

networks selected in 13 countries

- ☑ Competence building network ?
- ☑ Business support network ?
- ☑ Sector cooperation network ?
- ☑ Cross-sector cooperation network ?
- ☑ Project cooperation network ?
- ☑ Knowledge exchange network ?
- ☑ Collective competence and research network ?
- ☑ Informal ?

Impact

57 networks selected in 13 countries

- ☑ Improving business development ?
- ☑ Improving employment ?
- ☑ Improving finance access ?
- ☑ Improving information/knowledge ?
- ☑ Improving market access ?
- ☑ Improving production development ?

Cooperation

cted in 13 countries

- ☑ Enterprises (EP) ?
- ☑ EP+Policy (PO) ?
- ☑ EP+Research (Res) ?
- ☑ EP+Pol+Res ?
- ☑ Citizen/OTHER ?

Allocation of networks
→ in countries
→ in categories

Selection of networks

0 networks for comparison

RUBIZMO project matrix Networks: 57

	new products or services	new business models or technologies	exploitation of waste	information and knowledge exchange
Food	31	35	3	53
Bio-based activities	14	17	6	17
Ecosystem services	5	7	1	9

Start: Selecting in Matrix

Typology

networks selected in 13 countries

- ☑ Competence building network ?
- ☑ Business support network ?
- ☑ Sector cooperation network ?
- ☑ Cross-sector cooperation network ?
- ☑ Project cooperation network ?
- ☑ Knowledge exchange network ?
- ☑ Collective competence and research network ?

Impact

57 networks selected in 13 countries

- ☑ Improving business development ?
- ☑ Improving employment ?
- ☑ Improving finance access ?
- ☑ Improving information/knowledge ?
- ☑ Improving market access ?
- ☑ Improving production development ?

Cooperation

...cted in 13 countries

- ☑ Enterprises (EP) ?
- ☑ EP+Policy (PO) ?
- ☑ EP+Research (Res) ?
- ☑ EP+Pol+Res ?
- ☑ Citizen/OTHER ?

Allocation of networks
→ in countries
→ in categories

Option: Allocation of networks in countries

Select networks from Sweden

Selection of networks

RUBIZMO project matrix Networks: 57

	new products or services	new business models or technologies	exploitation of waste	information and knowledge exchange
Food	31	35	3	53
Bio-based activities	14	17	6	17
Ecosystem services	5	7	1	9

Typology
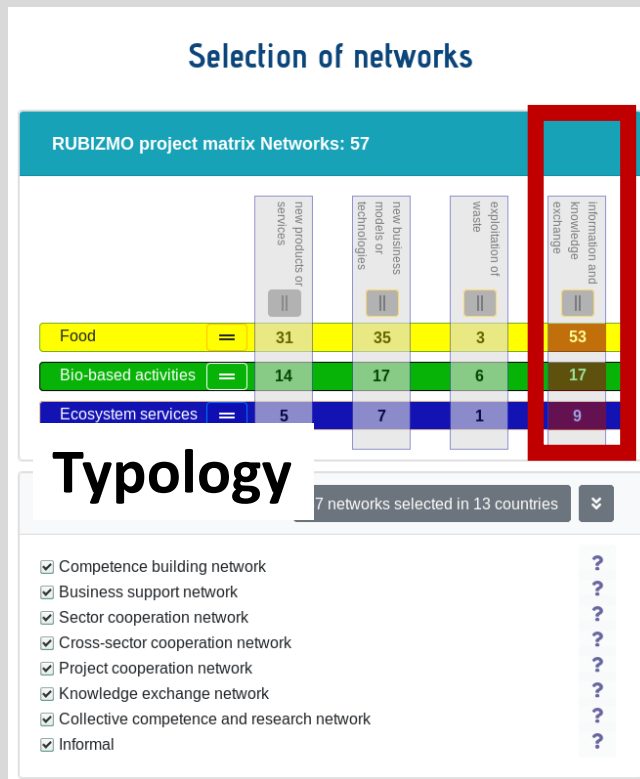
0 networks for comparison

3 networks selected in Sweden select for comparison

- Green Tech Park (GTP)
- Skane Food Innovation Network (SFIN)
- Oresund Food (dismantled 2011)

7 networks selected in 13 countries

- ☑ Competence building network ?
- ☑ Business support network ?
- ☑ Sector cooperation network ?
- ☑ Cross-sector cooperation network ?
- ☑ Project cooperation network ?
- ☑ Knowledge exchange network ?
- ☑ Collective competence and research network ?
- ☑ Informal ?
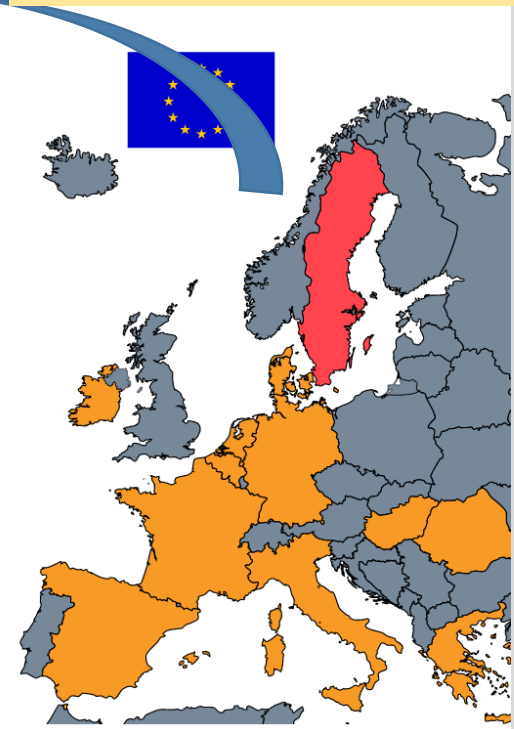
Other countries could be added

Option: Allocation of networks in countries

Select networks (if too many) for detailed anaylsis

Selection of networks

RUBIZMO project matrix Networks: 57

		new products or services	new business models or technologies	exploitation of waste	information and knowledge exchange
Food	=	31	35	3	53
Bio-based activities	=	14	17	6	17
Ecosystem services	=	5	7	1	9

3 networks selected in Sweden select for comparison

- ☑ Green Tech Park (GTP)
- ☐ Skane Food Innovation Network (SFIN)
- ☑ Oresund Food (dismantled 2011)

57 networks selected in 13 countries

Typology

- ☑ Competence building network   ?
- ☑ Business support network   ?
- ☑ Sector cooperation network   ?
- ☑ Cross-sector cooperation network   ?
- ☑ Project cooperation network   ?
- ☑ Knowledge exchange network   ?
- ☑ Collective competence and research network   ?
- ☑ Informal   ?

Overview on selected networks

French Scenario 📍 France +

Document proposed by an agricultural consortium aiming to streamline efforts in the French Agriculture sector. Expertise collaboration between ACTA (14 agricultural technical institutes) and GIS Relance Agronomique to analyze different scenarios for the future of French agriculture. Goals …

Climate Scenario 📍 France +

Climate Scenario is an EU comparative analysis of scenarios of fight against climate change for agriculture at the 2035 horizon. The goal is to develop new agricultural business models based on greenhouse gas emission reduction. National support is required to develop sustainable agricultu…

BioBourgogne 📍 France +

Bio Bourgogne is an association that brings together organic farmers, research and knowledge transfer organizations and provides a marketing structure through an official logo that is pasted on products from the Bourgogne (Burgundy) region in France. It was created in 1981 and acts as a c…

Cluster Food NRW 📍 Germany +

The Excellence Cluster Food NRW was developed by regional government with the aim to promote its major industry sectors in becoming more innovative and competitive. The innovation policy of North Rhine Westphalia aims to bring science, research and industry closer together to release the p…

Detailed information

PDF

Detailed information

Video

Select networks for comparison

Comparison selected networks

Select favorite

Selection: | Global G.A.P. | BioBourgogne | French Scenario | ✔ Compare

French Scenario ◉ France
Document proposed by an agricultural consortium aiming to streamline efforts in the French Agriculture sector. Expertise collaboration between ACTA (14 agricultural technical institutes) and GIS Relance Agronomique to analyze different scenarios for the future of French agriculture. Goals …

Climate Scenario ◉ France
Climate Scenario is an EU comparative analysis of scenarios of fight against climate change for agriculture at the 2035 horizon. The goal is to develop new agricultural business models based on greenhouse gas emission reduction. National support is required to develop sustainable agricultu...

BioBourgogne ◉ France
Bio Bourgogne is an association that brings together organic farmers, research and knowledge transfer organizations and provides a marketing structure through an official logo that is pasted on products from the Bourgogne (Burgundy) region in France. It was created in 1981 and acts as a c...

Cluster Food NRW ◉ Germany
The Excellence Cluster Food NRW was developed by regional government with the aim to promote its major industry sectors in becoming more innovative and competitive. The innovation policy of North Rhine Westphalia aims to bring science, research and ...

Comparison selected networks

features	French S...	BioBourg...	Global G...
Food (Replace)		⊘	⊘
Food (Upgrade)		⊘	
Food (Collaborate)	⊘	⊘	⊘

Typology		**Typology**	⌄

features	French S...	BioBourg...	Global G...
Competence building network			⊘
Business support network			⊘
Sector cooperation network		⊘	⊘
Cross-sector cooperation network			
Project cooperation network			
Knowledge exchange network	⊘		
Collective competence and research ...		⊘	⊘
Informal			⊘

Impact	**Impact**	⌄

Coop	**Cooperation**	⌄

Summary printout about favorite network (example)

Criteria	Model requirements			Own business situation				Decision
Criteria with relevance for model	Relevance (impor-tance) of criteria for model (1-5)	Possible levels of realiza-tions	Required level of realization by model (1-5)	Criteria level realized by enterprise	Levels of deficien-cies	Activity for elimination of deficiencies	Estimated cost ranges for Elimination of a single level of deficiencies	Total costs Total deficiencies (col 6) * cost according to range (rough indications on levels of costs without guarantee)
1	2	3	4	5	6	7	8	9
External								
Internet	4	1=none; 5=5G	2	3	1	n/a	n/a	
Public transport	3	1=none; 5=frequent	1	3	2	n/a	n/a	
Roads	4	1=gravel; 5=highway	3	3	0	n/a	n/a	
Service environment	4	1=poor; 5=exceptionel	1	3	2	n/a	n/a	
Attractive environment	3	1=poor; 5=exceptionel	3	3	0	n/a	n/a	
Internal								
Marketing knowledge	4	1=poor; 5=perfect	2	3	1	n/a	n/a	
Internet qualification	5	1=email; 5=social media	4	3	-1	A: Training of employees B: Hiring consultant	A: 1 B: 2	A: <= 10.000 B: <= 50:000
Engagement of employees	5	1= poor; 5=very high	5	3	-2	Offering bonus payments	2	<= 100.000
Access to new customer group	4	1= none; 5=perfect	4	3	-1	Hiring marketing group	3	<= 100.000
Proximity to new customers	3	1=close; 5=outside region	4	3	-1	Improving online communication and house delivery services	4	<= 500.000
Service orientation	3	1=poor; 5=perfect	2	3	1	n/a	n/a	

Summary printout about favorite network (example)

Criteria	Model requirements			Own business situation			Decision	
Criteria with relevance for model	Relevance (impor-tance) of criteria for model (1-5)	Possible levels of realiza-tions	Required level of realization by model (1-5)	Criteria level realized by enterprise	Levels of deficien-cies	Activity for elimination of deficiencies	Estimated cost ranges for Elimination of a single level of deficiencies	Total costs — Total deficiencies (col 6) * cost according to range (rough indications on levels of costs without...)
1	2	3	4	5				6
External								
Internet								
							n/a	n/a
At… en…	…ceptionel	3	3	0	n/a	n/a		
Internal								
Marketing knowledge	4	1=poor; 5=perfect	2	3	1	n/a	n/a	
Internet qualification	5	1=email; 5=social media	4	3	-1	A: Training of employees B: Hiring consultant	A: 1 B: 2	A: <= 10.000 B: <= 50:000
Engagement of employees	5	1= poor; 5=very high	5	3	-2	Offering bonus payments	2	<= 100.000
Access to new customer group	4	1= none; 5=perfect	4	3	-1	Hiring marketing group	3	<= 100.000
Proximity to new customers	3	1=close; 5=outside region	4	3	-1	Improving online communication and house delivery services	4	<= 500.000
Service orientation	3	1=poor; 5=perfect	2	3	1	n/a	n/a	

Suitable Network found

How to get in

Open european database on networks
in food, bio-based activities, and ecosystem services

The database allows the identification of networks across Europe which are active in food, the use of renewable resources, and in ecosystem services. It provides in addition information on how to proceed in developing appropriate networks.

Rubizmo
Replicablebusiness models
for modernrural areas

username

password

Log in

Forgot your password?

Access requires prior registration involving the acceptance of the database's policy on data protection.

A database developed within the European RUBIZMO project (2020)
RUBIZMO has received funding from the European Union's Horizon 2020 research and innovation programme under grant N°773621.

Status ? Objectives ?

**Open european database on networks
in food, bio-based activities, and ecosystem services**

The database allows the identification of networks across Europe which are active in food, the use of renewable resources, and in ecosystem services. It provides in addition information on how to proceed in developing appropriate networks

Rubizmo
Replicable business models
for modern rural areas

- ➢ **Open for controlled use by January** (contact RUBIZMO)
- ➢ **Open for general use mid 2020**

- ➢ **Status: number of networks 70**
- ➢ **Objective: 170 networks by end 2020**

Open european database on networks
in food, bio-based activities, and ecosystem services

The database allows the identification of
active in food, the
It provides
appropria

➤ ...ary

➤ ...for general use mid 2020

➤ Status: number of networks 70
➤ Objective: 170 networks by end 2020

Thank you
- and welcome as user -