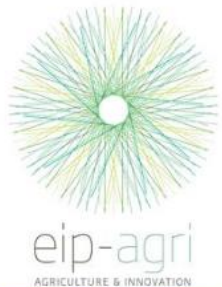




Promoting innovation activities in Sweden

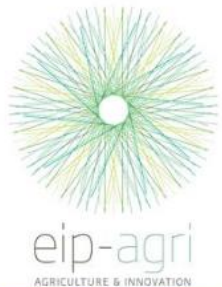
Talinn 22nd of Januar 2020

Inger Pehrson, coordinator,
Swedish Rural Network



EIP-AGRI in Sweden

- Managing authority is the Swedish Agricultural Board (SAB)
- Swedish Rural Network (SRN)
 - is inserted in SAB
 - has a coordinator who works with promotion, marketing, networking and programming
 - has an innovation support group who works part time (support service and brokering)
- Total budget 39 million €





- First call for setting-up funding and project funding opened at the end of August 2015
- Meetings with the advisory selection committee four times per year. The last meetings in February and March 2020.
- Decision meetings for setting up support at least once a month
- Today around 70 projects formally approved, more are coming
- The innovation support group has had contact with about 400 potential applicants

Promotion activities initially

- Information on conferences, seminars, meetings and agricultural fairs
- Articles in agricultural and horticultural press
- Webpage, flyers
- “Kick off” for EIP-Agri with the Minister of Rural Affairs



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2020
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Additional promotion activities

- Newsletter*
- Example application at our webpage*
- Films on social media*
- Podcasts, webinars

* See www.landsbygdsnätverket.se/EIP



[Ansökan om projektstöd](#)



[Checklista till ansökan om projektstöd](#)



[Budget](#)



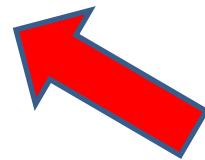
[Checklista till budget](#)

- Innovation races and “Future workshops” with students
- Meetings with project managers and presentation of projects



Communication strategies

Which are the most important challenges in the communication?

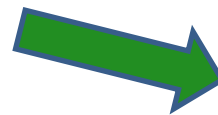


- Innovation is a new concept for many people
- Many practitioners do not realize that their own improvement suggestions or solutions to problems on the farm/in business/in the food chain could be potential innovations.
- An innovation project doesn't necessarily lead to an innovation. That uncertainty is new for both applicants and authorities
- A fear for too complicated rules and application process
- The need for protection of business idea (IPR) can collide with the requirement for dissemination of results

Communication strategies

Which are the most important messages?

- Being able to get 100% reimbursement of project costs, including own work is brand new and a great opportunity
- Being part of an European network /context is new and can bring new contacts, knowledge and experiences



Promotion is much easier and more interesting when projects are running and some projects have finished!



Thanks for your attention!

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