



PRACTICE ABSTRACT NR. 50

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Factors delaying co-creation and progress of a Living Lab

Establishing a Living Lab (LL) brings actors with different knowledge, views and experience into a co-creation process for solving complex issues. The goal of the Norwegian LL is to develop a new advisory service for cooperation between farmers on crop rotation and the main actors are advisors, farmers and researchers. Three main dialogues are evident in the LL. It is between advisors and farmers, where advisors contacted two groups of farmers with experience in crop rotation. These are two pilots of the LL, and the aim is that advisors learn from experience in working with these farmers. The second dialogue is between researchers and farmers, where researchers have contacted farmers joining the pilots and other farmers with experience in the field. During personal and focus group interviews researchers gained knowledge about conditions for cooperation and discussed elements of a new service. The third dialogue is between advisors and researchers in project meetings to share knowledge and experience from the dialogue with the farmers, to reflect on these and discuss input to a new advisory service. Different conditions have delayed the co-creational nature of the work. The meta project that crop rotation is a part of has recently been reorganised involving new ownership, a new project leader and a reduction of budget and activities. Other conditions, such as lack of knowledge and experience in working in a LL and the advisors' lack of prioritising, has influenced progress. For researchers it has been challenging getting involved in the project because of constant changes of project conditions and people involved. It takes time to get to know each other, develop reciprocity, openness and trust, which is decisive for the co-creation of a successful LL.

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ADDITIONAL INFORMATION

The work is concentrated on developing a model on how advisors can motivate farmers for crop rotation, and follow up with service that can help farmers to cooperate and improve their production by crop rotation.

Crop rotation across the farms' borders are challenging and need a strong trust between the farmers. For advisors there is a challenge to develop competence and relevant tasks to facilitate cooperation.

The work from AgriLink includes an analysis on what conditions are needed to and what factors are important to stimulate cooperation.

The work is integrated in a meta project on crop rotation more in general managed by Norwegian Agricultural Extension Service Trøndelag.

You can read more about the living labs in AgriLink here:

<https://www.agrilink2020.eu/our-work/living-labs/>



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>