

# SAVE THE DATE

# DANUBIONET OPEN

# INNOVATION WORKSHOP



**Date: 6th of October, 2016**

**Venue: Research Institute of Agricultural Economics,  
Hungary, 1093 Budapest, Zsil utca 3-5.**

PANNON Pro Innovations Ltd. and Central European Initiative proudly announce the first open innovation workshop within the DANUBIONET project, as a side event of the 2016 ERDN conference organized by the Research Institute of Agricultural Economics. Challenge to work on and industrial relevance are provided by DOW Agrosciences.

Here, we invite you a lively discussion and exchange of ideas, hence we encourage stakeholders with different backgrounds and of different sectors to apply, in case you feel you can contribute to the discussion on

**How to use the advanced communication channels to improve perception and acceptance of the stakeholders towards the application of sewage sludge based compost in agricultural production.**

*If you wish to contribute to advancing the bioeconomy and strengthen collaboration with other stakeholders from the Danube Region please participate in the DANUBIONET survey available at <http://bit.do/DANUBIONET>*



*DANUBIONET is a pilot activity, implemented in the framework of Danube-INCO.NET project.*

*Danube-INCO.NET is a coordination and support action funded by the EU under FP7 to support the EU Strategy for the Danube Region in the field of research and innovation.*  
<https://danube-inco.net/>



**14th European Rural Development  
Network Conference**

Budapest, 3-5 October 2016



**Knowledge sharing and innovation in agriculture and rural areas**

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## What is open innovation?

*“Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively. [This paradigm] assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their technology.”*

*As defined by Henry Chesbrough author of the book “Open Innovation: Researching a New Paradigm (2006)”. In a simple way, when companies cannot or don't want to invest in R&D from the beginning but rather decide to publish challenges and gather potential solutions from anywhere.*

## What is the main focus of the event?

*The main focus of the event is to work together with DOW Agrosiences in a facilitated and interactive manner to find solutions to the company's challenge. Diverse competencies of the organizers and the well-recognized invited speakers will guarantee a fruitful one day event where the know-how of different stakeholders can be merged and help to overcome a real industrial challenge. Moreover, based on the answers of the DANUBIONET survey the workshop will steer the co-development process into the direction to bridge the gaps usually faced on bioeconomy project developments.*

*The agenda is currently under development but it will include team work with help of facilitators and pitching of the idea in front of a jury including a representative of the challenge owner.*

*This occasion, DOW Agrosiences seek solutions and start discussion about the potential solutions to improve perception and acceptance of the stakeholders towards the application of sewage sludge based compost in agricultural production.*

## What is the challenge?

*The purpose of using sludge in agriculture is due to its nutrient content including phosphorus and nitrogen, and the organic substances for soil improvement. With the advent of circular economy practices and policies, agricultural use of composted sludge is encouraged as the best way for recycling of nutrients. Many physical, chemical and biological parameters and tests are available for the characterization of sewage sludge, what allows measuring and predicting its behaviour when applied to agricultural fields and impact on environment.*

*Despite there are several benefits to use sewage based compost as source of nutrients, there are many stakeholders (farmers, waste water treatment facilities, municipals and broader society) that do not perceive well this option and have diverse concerns. Hence, the challenge is how we could facilitate stakeholder discussion and improve the perception of sludge based compost in the agriculture?*

## Why should I participate?

“We have several reasons to consider your participation. Firstly, now you have the opportunity to test your knowledge in relation to real industrial challenges and work together with challenge owner. If DOW Agrosiences likes your idea this may result in long term cooperation. An outstanding opportunity to turn your ideas to industrial reality. Secondly, we aim to foster cooperation and project generation, hence you can meet like-minded people, discuss with them, find complementary competences and start making projects. Thirdly, you can practice a new approach and learn from facilitators how to turn ideas into business development and pitch your thoughts. Last but not least, we are considering prizes for the teams and also travel reimbursement is offered. Hope, we have convinced you but we are open for your questions.

## What are the next steps?

Please start thinking on potential solutions and soon, latest by mid of August we will publish an Expression of Interest form. If you want to make it sure to receive this form, send the organizers an email. Formally, you can apply by filling this form and returning this to us by a deadline of mid September. Then we will quickly assess the applications, short list them and invite the best 4 or 5 who will also enjoy our generous travel reimbursement.

Application is open for individuals and teams of individuals up to 5 members. Teams are preferred with a complementary composition and competences.

**PANNON Pro Innovations Ltd.** is a private consultancy providing a wide range of project and innovation management activities. Our key topics are sustainability, energy, climate change and bioeconomy. As a full-scale innovation management agency on a mission to make ideas work, we are bringing promising R&D developments to market. As a strategic consultancy dedicated to low carbon economy transition we support our clients to become innovative and resilient.

The **Central European Initiative** is one of the largest and oldest intergovernmental fora active in Central-, East- and South-East Europe, encompassing 18 Countries with a population of about 240 million. Since 1989, the CEI is committed to supporting European integration, and is actively promoting cooperation among its members as well as with a variety of stakeholders that include International Organizations, NGOs, the Academia and other public or private actors. The CEI pursues its goals through a combination of multilateral diplomacy, programme and project management. Cooperation in the field of R&I being on top its agenda, the CEI aims at facilitating the links between science, academia and entrepreneurship in a regional perspective.

Established in 1954, the **Research Institute of Agricultural Economics** in Budapest is the most significant centre of agricultural economics research in Hungary. It has a staff of 131, of which one third conducts research while the rest are engaged in management and analysis of data. AKI's key research areas are: sustainable bio-economy and policy evaluation; natural resource management in agriculture; resource-efficient agri-food value chains; rural development and programme evaluation; development opportunities in freshwater aquaculture; and innovative decision-making tools for agricultural stakeholders. Research results are published in the Institute's own publications, and in Hungarian and international peer-reviewed journals, including its own Web of Science™ journal *Studies in Agricultural Economics*.

**DOW Agrosiences** combines the power of science and technology to passionately innovate what is essential to human progress. We are driving innovations that extract value from materials, polymers, chemicals and biological sciences to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow Agrosiences' integrated, market-driven, industry-leading portfolio of specialty chemicals, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high-growth sectors such as packaging, electronics, water, coatings and agriculture.

For additional information on the

**DANUBIONET**

Open innovation workshop please contact

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