



The PASTINNOVA PRIMA project : Developing innovation on Pastoralism with the Living Labs approach 2022-2025

Jean-Paul Dubeuf

► To cite this version:

Jean-Paul Dubeuf. The PASTINNOVA PRIMA project : Developing innovation on Pastoralism with the Living Labs approach 2022-2025. 13th International Conference on Goats, Sep 2022, Budapest, Hungary. hal-03784199

HAL Id: hal-03784199

<https://hal.inrae.fr/hal-03784199>

Submitted on 22 Sep 2022

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



PASTINNOVA



ICG2022
13th INTERNATIONAL
CONFERENCE
ON GOATS

ONLINE
19-22 SEPTEMBER,
2022



The Pastinnova PRIMA project :

Developing innovation on Pastoralism with the Living Labs approach
2022-2025



The PRIMA programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation



Objectives of the project

- Re-enforce the sustainability, profitability and resilience of small pastoral farms, by setting up **innovations, business and organizational models (IBM)** to valorise their full potential as drivers towards agro-ecological transition in livestock production
- To upscale a broad range of innovations to impact on the livelihoods and people of the Mediterranean area
- To cover a broad range of socio-cultural, economic, environmental and policy sides of innovation
- To imagine multifunctional systems including goats and other small ruminants



Methodology

- Developing a co – creation approach between all types of actors (breeders, administrations, citizens, industry, associations, scientists).
- **Living Labs** based on **the creation of spaces to monitor people's responses to innovations** and where designers and researchers could find inspiration by observing users and where test their hypotheses (William J. Mitchell, 2004).
- Since 2006, European Commission promotes a common European innovation system based on Living Labs with the label "European Network of Living Labs" (ENoLL).
- Within a living lab, the participants are involved through different **phases of the innovation cycle** in which they can test, evaluate, and co-create the innovation. This means that participants must be able to **give a positive or negative assessment of the innovation** through, for example, **surveys or in-depth interviews**. They should have the opportunity to shape the innovation **in interaction with researchers and developers**.
- **Co-creation** should be iterative and make use of participatory methods.

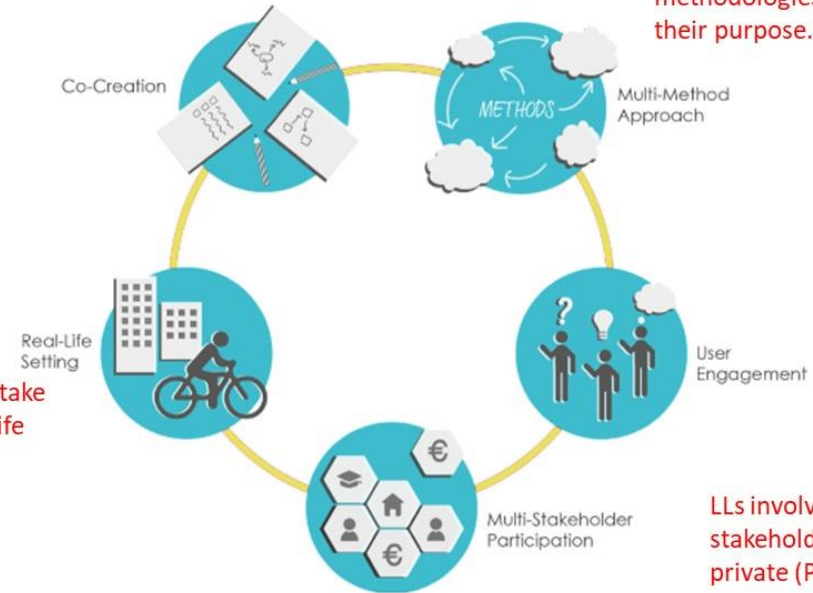
WHAT IS A LIVING LAB?

All stakeholders are actively engaged in the process from the beginning.

LLs combine and customize different user-centred and co-creation methodologies to best fit their purpose.



The activities take place in real-life settings.



LLs involve the user at the beginning of the process.

LLs involve all relevant stakeholders, public and private (PPP-P).

(Source: Living Lab Methodology Handbook, U4IOT, 2017.)

The partnership

- 12 countries involved :

Greece

Italy (Sardinia, Marche, Abruzzi)

Cyprus

France (Corsica and South of France)

Spain (Catalunia)

Algeria (Setif)

Tunisia (Medenine)

Morocco (Northern part Chefchaouenne)

Slovenia

Croatia

- 20 partners :

Academic, Universities, Cooperatives,
Associations, Research, Administrations,
CIHEAM...



PASTINNOVA



The PRIMA programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation



6 Work packages

- **WP 0 :**
Project management and quality assurance
- **WP 1 :**
Diagnosis and organizing and managing the LL approach
- **WP 2 :**
Co-Design, implementation , assessment of Innovative Business Models
- **WP 3 :**
Sustainability of Pastoral systems under different IBM and VCP scenarios
- **WP 4 :**
Demand driven IBM, ICT and vulnerable pastoralists
- **WP 5 :**
Policies and strategies to develop IBM based business and Pastoral organizations
- **WP 6 :**
Dissemination Communication and Capacity building/training

