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

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► 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

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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

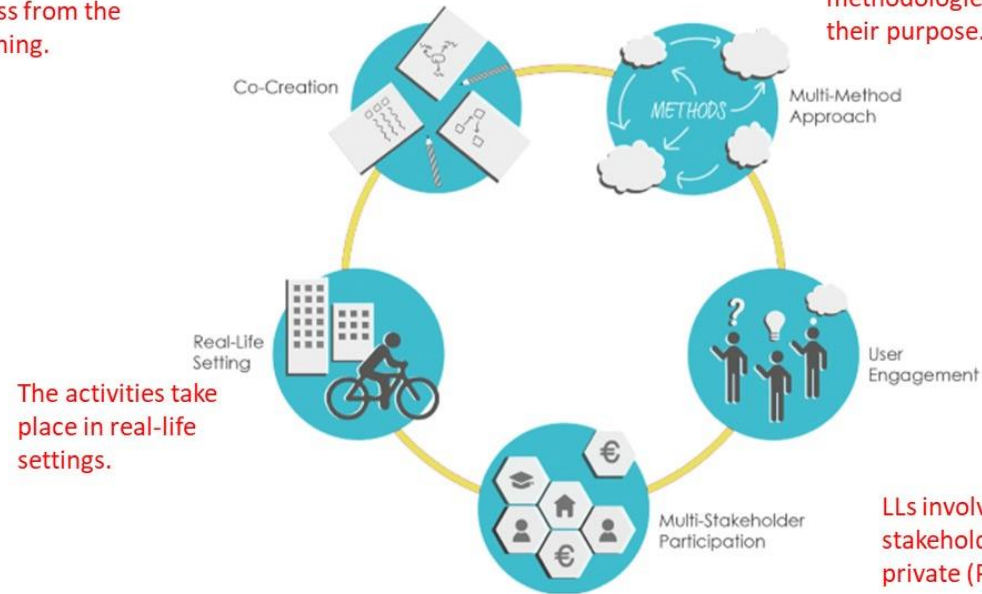
Methodology

- 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.



(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,
Associations,
CIHEAM...

Universities,
Research,

Cooperatives,
Administrations,



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

