# Pilot project application template

## Contact details of the facilitator

|  |  |  |
| --- | --- | --- |
| **Name** | Céline Vachon | Marie Boitelet |
| **E-mail** | [celine.vachon@na.chambagri.fr](mailto:celine.vachon@na.chambagri.fr) | [marie.boitelet@occitanie.chambagri.fr](mailto:marie.boitelet@occitanie.chambagri.fr) |
| **Affiliation** | Chamber of agriculture of New-Aquitaine | Chamber of agriculture of Occitania and third part of i2connect |
| **Position** | Agro-ecological and ECOPHYTO Engineer | Innovation and R&D transfer engineer |

## Summary of the pilot project (Max. 1600 characters)

(Including stakeholders, problem/challenge, approach, relevant links)

The pilot project we propose is included in a bigger program: ADOPTAE. ADOPTAE is a French 3-year program (from 2023) that aims to promote appropriation and massive deployment by advisors and farmers, of Proven Agro-Ecological Practices (PAEE), defined and targeted by sector and territory, in order to support the agro-ecological transition of farms in New Aquitaine and Occitania. This multi-network project (27 partners involved) must test a methodology for scaling up the PAEEs (e.g. plant covers) based on peer-to-peer exchanges, development of R&D work and farmers' groups, advice for farmers and co-construction of action plans between diversified and complementary actors in workshop areas.

As pilot project, we propose to focus on a key-action of ADOPTAE which occurs at its starting point: **the co-construction of roadmaps and territorial action plans**. They constitute a strategic point to achieve ADOPTAE’s final objective –to facilitate the diffusion of plant covers in all of our workshop areas. The challenge would be **to integrate concepts of interactive innovation and the i2connect guidelines, as a solid working background** for all ADOPTAE partners.

Three steps are identified:

* **Introduce each partner to interactive innovation during the ADOPTAE kick-off** **meeting** scheduled on January 26, 2023. The objective is to enable them to practice it in their areas while co-building the local roadmaps.
* **Support the co-construction of local roadmaps** by partners of each workshop area: ensuring interactivity, innovation, co-creation and partnership, in order to determine specific and well-adapted local actions, that will achieve to spread PAEE.
* **Support the mutual improvement** of the 7 roadmaps built.
* **The pilot project could benefit from both coaching and i2connect tools,** to carry out this learning of interactive innovation.

## Motivation for this proposal to be selected as a pilot project (Max. 1000 characters)

ADOPTAE is a multi-partner program that tries to respond to the very important challenge of the dissemination and appropriation of agro-ecological practices. Partners aim to experiment a strong methodology so based on networking and exchanges between partners but also with the target audience (advisors, farmers), that it is quite likely to benefit from i2connect’s know-how, especially the key-action proposed as pilot project. The latter fits perfectly with the interactive innovation process:

* **It is a strategic action** for which the interactive innovation needs to be at its peak, as it is **the starting point that will set the tone for the rest of the ADOPTAE project**.
* **It calls for cooperation between various, complementary actors** who will work collectively on the same objectives, injecting entrepreneurial skills, specific knowledges and competencies in order to co-construct action plans.
* **It deals with sharing** knowledge and effective intermediation, promoting peer-to-peer exchanges along the value chains and at different territorial levels.

In conclusion, being integrated and coached by i2connect members would be **crucial to “not miss” our first step in the ADOPTAE program.**