ATTRACTISS

Empowering Innovation
Support Services

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List of acronyms

DIY	Do-It-Yourself
ISS	Innovation Support Service
AKIS	Agrucultural Knowledge and Innovation System
IP	Intellectual Property

Executive Summary

This report documents the proceedings of the first Do-it-Yourself-Laboratory (DIY-Lab) held in Germany, within ATTRACTISS. The workshop aimed to contextualize the DIY-Lab format outlining its objectives and methodologies. A key focus was on identifying and adapting methods from diverse industries, underscoring the importance of cross-sector learning. Given the current challenges necessitating cross-border collaboration and the prevalence of cross-innovation, learning from other sectors is imperative for effective problem solving and innovation. This is also relevant when shaping the skills and abilities of Innovation Support Services in agriculture. The report provides insights into the workshop's execution, summarizing the key learnings derived from the discussions and activities. It also offers a glimpse into future DIY-Labs, outlining the direction for continued exploration and collaboration.

The core messages emphasized throughout the protocol are twofold: firstly, the necessity of looking beyond conventional boundaries, driven by the demands of contemporary challenges and cross-innovation dynamics. Secondly, the importance of leveraging existing knowledge and practices from various sectors, rather than reinventing the wheel. Furthermore, the report delves into the process of exchange and learning among participants, highlighting valuable insights that will inform future DIY initiatives. It underscores the collaborative nature of innovation and the significance of interdisciplinary approaches in fostering sustainable solutions. In essence, the report serves as a testament to the value of cross-sector collaboration and the continuous exchange of ideas, providing a foundation for future DIY-Labs and innovation endeavours.

1.   Introduction

Increasing specialization and fragmentation of the different areas of society, such as science, administration and business with their knowledge and specialist expertise, as well as separate funding pools, are making the challenge of sustainability ever more difficult. Sustainability needs a multitude of disciplines and requires knowledge, skills and experience from very different areas and thinking outside the box. As various sectors become more specialized, the potential for siloed thinking and isolated problem solving grows. This fragmentation can hinder the holistic understanding required for sustainable development. Issues like climate change, resource depletion, and social inequality are complex and interconnected, demanding a multifaceted understanding. Today's challenges often lie at the intersection of scientific, economic, social, and environmental domains. Addressing these challenges effectively requires collaboration between diverse disciplines to harness their collective knowledge and expertise. Moreover, separate funding pools for different sectors may result in a lack of financial synergy. Sustainable solutions often require integrated efforts that cut across traditional funding categories. The need for a multitude of disciplines in sustainability arises from the recognition that complex challenges demand a diversity of perspectives. Scientific insights, administrative efficiency, and business acumen must converge to formulate and implement effective strategies. This should be taken into account when promoting and supporting innovation.

1.1.   Purpose of the report

This report serves as the foundational documentation of the DIY-Lab format, offering a detailed examination of its origins, objectives, methodologies, and outcomes. At its core, the report seeks to provide a thorough understanding of why embracing a cross-sector approach is imperative and how it can drive innovation and collaboration.

The report begins by contextualizing the DIY-Lab within the broader landscape of innovation promotion, emphasizing the need to transcend traditional sector boundaries. It explores the diverse structures and instruments utilized in various sectors, offering a nuanced understanding of their respective approaches to fostering innovation. By highlighting differences and unique needs across

industries, the report sets the stage for a deeper exploration of the DIY-Lab's significance. Moving forward, the report delves into the genesis of the first DIY-Lab, dissecting the decision-making process behind its format, setting, and participant selection. Through a detailed analysis, it illuminates the driving forces that culminated in the workshop's inception, providing valuable insights into its underlying objectives and vision. An agenda overview is provided in Table 1, offering a structured outline of the workshop's proceedings and thematic focus areas. This serves as a roadmap for readers to navigate through the diverse topics covered during the event.

Subsequently, the report presents a tabular protocol (Table 2) of the workshop, capturing the essence of presentations, discussions, and key insights shared by participants. This documentation serves as a valuable resource, preserving the essence of the event and facilitating future reference and analysis. Reflecting on the outcomes of the workshop, the report critically evaluates the effectiveness of the program, soliciting feedback and reflections from participants. By assessing the strengths and weaknesses of the conceptual framework, the report offers actionable recommendations and insights for enhancing future iterations of the DIY-Lab. Furthermore, the report synthesizes the major learnings and insights gleaned from the workshop, with a particular focus on identified methodologies and their potential for adaptation across sectors. This analysis serves to distil the essence of the workshop's discussions, offering valuable insights for future innovation.

1.2.   Relation with other activities in the project

In Task 3.2 , we have set out to look for proven tools and methods for supporting innovators and start-ups outside the agricultural sector in order to test them, adapt them if necessary and thus work successfully across sectors and for the agricultural, food, forestry and rural areas. This task aims to explore the landscape of innovation support services in agriculture and draw insights from other sectors, shedding light on best practices, challenges, and opportunities. By taking a holistic view that spans sectoral boundaries, we aspire to contribute to the development of more effective and inclusive innovation support strategies, ultimately benefiting the agricultural sector and beyond. The aim of the DIY-Labs is to get to know methods and tools for promoting innovation in different sectors in order to discuss and try out their possible applications together. Methods and

tools that appear useful for working with innovators and operational groups in the agricultural sector will be collected and incorporated into the "Innovation-Support-Toolbox" as part of ATTRACTISS.

1.3. Objectives and Expected Impacts

The objectives and expected impacts of the DIY-Lab are manifold, encompassing a comprehensive exploration of structures and methodologies prevalent in diverse industries, particularly regarding innovation support. The primary aim is to get insights from these sectors, understanding their operational frameworks, methodologies, and approaches to innovation support. Through this process, we seek to identify successful strategies that can be adapted or adopted within the agricultural domain, thus avoiding the need to reinvent the wheel.

Crucially, the focus lies on leveraging existing successes to address contemporary challenges. By shifting our focus from industries to action fields, we can more effectively target innovation support efforts. This entails identifying transferable methods and practices from other sectors and assessing their applicability within agriculture. Furthermore, we aim to establish networks and collaborations with these industries, recognizing their importance in enhancing the own work at as an Innovation Support Service (ISS).

The DIY-Lab also provides a unique opportunity for both quantitative and qualitative analysis. Through systematic examination, we seek to shed light to the conditions and settings conducive to successful adaptation and implementation of innovative practices. Ultimately, the workshop serves as a platform for interdisciplinary learning and collaboration, with the overarching goal of fostering sustainable growth and development within the agricultural sector.

1.4. Overall approach

LSKH in co-creation with Agrarthaer, ISP and other ATTACTISS partners has developed the methodology of the DIY-Lab. A DIY-Lab in education describes a place where students and learners can be active and creative. It is a philosophy that puts the student in the centre of the learning experience. DIY-Labs offer several distinctive features that foster self-directed learning, experimentation, creativity, and collaboration. Learners have the autonomy to choose and pursue

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projects aligned with their interests, fostering self-directed learning. These labs promote hands-on experimentation and research, allowing individuals to gain practical experience and develop solutions to real-world problems. Moreover, DIY-Labs cultivate creativity by providing access to various tools and technologies, enabling the development of innovative solutions and prototypes. Interdisciplinary approaches are encouraged, allowing learners to merge different fields such as technology, art, design, science, and music. Collaboration within the DIY community fosters idea exchange and mutual learning. These labs often feature an open learning environment where mistakes are embraced as part of the learning process. Overall, DIY-Labs serve as inspiring spaces where individuals can enhance their skills, refine problem-solving abilities, and pursue their passions.

This open design of the DIY-Labs in Task 3.2 should, on the one hand, arouse the participants' curiosity and, on the other hand, focus on participation and trying things out. The format is flexible enough to discover and develop "methods and tools" and new forms of cross-industry collaboration together with partners who were still unknown at the beginning. The aim was not to predetermine the method or process from the outset, but rather take into account the experiences and needs of the partners in each of the four planned DIY-Labs.

2. Innovation support services and structures outside agriculture

Innovation support services play a crucial role in fostering growth and development across various sectors, including the business, science, and creative sectors. Understanding the distinct characteristics of each sector is essential for cultivating effective strategies that transcend traditional boundaries.

We know that event and consulting formats have been established in the business development sector and in the science sector, for example, which have led to success for innovators and start-ups. We want to leverage this wealth of experience from other sectors. In the DIY-Lab, we want to find out more about the framework conditions of these tested and well-functioning methods and, ideally, transfer them to the agricultural sector.

As demonstrated earlier, the **importance of looking beyond one's own sector** cannot be overstated. This chapter delves into the unique attributes of different sectors — business, science, and the creative industry — to provide a foundation for comprehending their workings and structures. By exploring these key aspects, we aim to break down barriers, facilitate cross-sector learning, and lay the groundwork for thinking beyond sectorial confines. These insights not only enhance our understanding of individual sectors but also create a solid foundation for thinking across sectors and fostering synergies that benefit all. In the following sections, we will outline the fundamental aspects of innovation support services and structures of each sector. This exploration serves as a step in promoting cross-disciplinary collaboration and innovation.

2.1. Business Sector:

Incubators and accelerators are integral to the business sector, serving as vital innovation support services for start-up's and early-stage companies. They offer physical infrastructure and shared facilities, reducing overhead costs and providing access to cutting-edge technologies. The presence of experienced mentors and advisors within these programs guides start-up's in areas like business strategy and product development, leveraging industry insights and

best practices. They can also provide access to funding, facilitated through established investor networks. Networking opportunities within these programs foster collaboration, partnerships, and connections with industry experts and potential clients.

The **access to funding** through grants, loans, or venture capital, along with facilitating connections with potential investors, is characteristic for innovation support structures in the business sector. This assistance ensures a robust financial foundation for start-up's and innovative projects, allowing them to access capital for research, development, and scaling operations. Facilitating connections with investors expands networks, fostering valuable partnerships, collaborations, and business opportunities.

Assistance in **market research and analysis** enables businesses to stay informed about evolving market dynamics, helping them align their products and services with current trends. By identifying opportunities, companies can capitalize on emerging niches and untapped markets, fostering innovation and growth. Developing effective market entry and competition strategies is essential for navigating the competitive landscape. This strategic guidance is particularly valuable for start-up's and early-stage companies, helping them make informed decisions and increase their chances of success.

As stated earlier, **networking** is essential in many processes. Opportunities for businesses to connect with industry experts, potential partners, and customers, along with collaboration platforms to encourage knowledge sharing and joint ventures, are vital for innovation support structures in the business area.

By facilitating this transfer, innovation support structures bridge the gap between theoretical advancements and real-world implementation. **Assistance in adopting and integrating new technologies** is equally crucial as it enables businesses to stay competitive. By facilitating the adoption of innovative technologies, support structures contribute to the overall modernization and sustainability of businesses. Additionally, the integration of new technologies can lead to the development of novel products and services, opening up new market opportunities and revenue streams. By offering assistance in this integration process, Innovation support structures empower businesses to channel the full potential of emerging technologies and drive continuous innovation.

Workshops, seminars, and training programs aimed at enhancing the skills of entrepreneurs and employees, along with support in developing a culture of innovation within organizations, are crucial components of innovation support structures. These initiatives play a role in fostering a dynamic and forward-thinking environment that propels businesses toward sustained success. Skill development encompasses various aspects, including strategic planning, market analysis, and cutting-edge technologies, ensuring that individuals within the organization are well prepared to contribute to innovation. Support in developing a culture of innovation within organizations is equally significant. Encouraging creativity, risk-taking, and a mind-set of continuous improvement fosters an environment where novel ideas can flourish. Innovation support structures can actively influence cultivating this culture by providing guidance on fostering creativity, promoting collaboration, and recognizing and rewarding innovative contributions.

2.2. Science Sector:

Like in the business sector, the provision of adequate funding is essential for conducting high-quality research, enabling scientists and researchers to explore innovative ideas and address complex scientific challenges. This **financial support** facilitates the acquisition of necessary equipment, materials, and labour, ensuring that research projects can be conducted effectively. Innovation support structures, by making these funding opportunities available, encourage scientists to explore novel ideas and unconventional approaches that might lead to breakthrough discoveries. Furthermore, support in navigating grant application processes is equally important. Applying for grants can be a complex and competitive process, requiring researchers to adhere to specific guidelines and demonstrate the potential societal or economic impact of their work. Providing **access to scientific infrastructure** such as state-of-the-art laboratories, equipment, and facilities, along with shared research spaces to encourage collaboration, maps a task for innovation support structures in the science sector. These resources are fundamental in fostering a conducive environment for research and development. Innovation support structures can facilitate in ensuring that researchers have the necessary tools and facilities to carry out sophisticated experiments and analyses.

In addition, **collaboration with industry partners** is instrumental in translating scientific research into practical applications. Industry partnerships provide a bridge between academic discoveries and real-world implementation, allowing for the development of innovative technologies and solutions that address market needs. This collaboration often results in the creation of commercially viable products and services, contributing to economic growth and competitiveness in the science sector. The **technology commercialization** is integral in bridging the gap between research advancements and the market, ensuring that scientific breakthroughs contribute to societal and economic development. Innovation support structures play a vital role in guiding researchers and scientists through the complexities of the commercialization process. Effective **intellectual property (IP) management** is significant in protecting the outcomes of scientific research in that process. Innovation support structures aid in navigating the intricacies of patenting, trademarking, and other forms of IP protection. This protection not only safeguards the efforts of researchers but also encourages investment by providing a secure environment for innovation. IP management also facilitates the negotiation of licensing agreements, allowing businesses to legally utilize and commercialize the developed technologies. Lastly, also **facilitating cross-disciplinary collaboration** is a task for innovation support in the science sector. Platforms for scientists from different disciplines to collaborate on innovative projects and interdisciplinary research programs foster a dynamic environment that accelerates scientific progress and enhances the overall impact of research endeavours. They enable scientists from diverse disciplines to come together, share ideas, and pool their expertise. The synergy created through collaboration can result in novel approaches to complex problems, driving breakthrough discoveries and advancements. This cross-pollination of ideas contributes to a more holistic and comprehensive approach to problem solving.

2.3. Creative Sector:

Creative incubators, spaces supporting the development of creative projects and start-up's, as well as mentorship and guidance for artists and creative entrepreneurs are highly relevant for innovation support structures in the creative sector. These elements collectively contribute to fostering a dynamic and thriving ecosystem that nurtures creativity, collaboration, and the successful realization of innovative ideas. Creative incubators provide a supportive environment for the development of innovative projects and start-up's within the creative sector,

comparable to the accelerators and incubators in the business sector. These spaces often offer essential resources such as **physical workspaces, funding opportunities, and networking events**. Inside or outside these incubators, **mentorship programs** contribute to the professional growth of creative talents by providing them with the knowledge and skills necessary for success in the competitive creative sector. This collaborative spirit enhances the collective creativity of the sector and promotes the mutual success of its participants.

Support in copyright, trademark, and patent protection for creative works, along with legal advice on intellectual property issues, holds paramount importance for innovation support structures in the creative sector. These elements serve as crucial safeguards for the intellectual assets of artists, designers, and creative entrepreneurs, ensuring the protection of their innovations and fostering a thriving creative ecosystem. **Legal advice** on intellectual property issues is particularly significant. Innovation support structures offer guidance to artists and creative entrepreneurs, helping them navigate the complexities of IP law. In the dynamic and rapidly evolving landscape of the creative sector, where ideas and designs are valuable assets, intellectual property protection becomes a cornerstone of innovation.

Lastly, exhibition and Showcase Opportunities offer artists a means to exhibit their talents to a broader audience. These elements play an important role in providing visibility, recognition, and networking opportunities, fostering a dynamic environment that stimulates creativity and innovation. These platforms, often online or physical spaces, serve as curated spaces for artists to present their creations, reaching potential collaborators, clients, and enthusiasts. Visibility on such platforms not only helps individual artists but also contributes to the overall exposure and diversity of the creative sector. Opportunities to participate in exhibitions, festivals, and events amplify the impact of creative works. Participation in such events not only enhances an artist's profile but also fosters connections with industry professionals, peers, and potential patrons, leading to collaboration and networking opportunities. These platforms contribute to the ecosystem of the creative sector by creating a vibrant marketplace for innovative ideas and artistic expressions. Exhibitions and festivals serve as focal points for the exchange of ideas, trends, and best practices within the creative community. This cultural exchange stimulates creativity, inspires new approaches, and contributes to the evolution of artistic practices. This interdisciplinary

collaboration is especially valuable in the creative sector, where the fusion of different art forms often leads to ground breaking and innovative outcomes.

2.4. Conclusion

Innovation support services are vital across diverse sectors, including business, science, and the creative industry. Recognizing the importance of transcending traditional boundaries, this chapter delves into the distinct characteristics of each sector to facilitate cross-sector learning and collaboration. By breaking down barriers and fostering synergies, the aim is to promote innovation beyond sectorial confines, benefiting all stakeholders.

In the **business sector, innovation support revolves around incubators and accelerators, providing vital infrastructure and mentorship** for start-ups and early-stage companies. Funding opportunities, networking platforms, and market research assistance are characteristic features, ensuring robust financial foundations and strategic guidance for navigating competitive landscapes. Similarly, in the **science sector, innovation support focuses on funding, access to scientific infrastructure, and collaboration** with industry partners. Intellectual property management and technology commercialization play significant roles, bridging the gap between research advancements and real-world applications. Cross-disciplinary collaboration platforms foster dynamic environments that accelerate scientific progress. In the **creative sector, innovation support includes creative incubators, mentorship programs, and legal advice on intellectual property** issues. Copyright, trademark, and patent protection are crucial safeguards for creative works, ensuring the protection of intellectual assets. Exhibition and showcase opportunities provide visibility and networking platforms for artists, fostering a vibrant marketplace for innovative ideas and artistic expressions. Overall, by exploring the fundamental aspects of innovation support services across sectors, this analysis promotes cross-disciplinary collaboration and innovation, laying the groundwork for future advancements and growth.

There are major differences in the financial resources and funding opportunities of the support structures in the various sectors. Nevertheless, many methods, tools, and event formats are transferable to the agricultural sector.

3.   Report on the 1st DIY-Lab in Germany

The LKSH discussed, planned and jointly implemented the methodology of this event in preparation with the guests and speakers from the other sectors. The aim of the participants was to learn from others (e.g. tools and methods), to network and to explore and create opportunities for future cooperation in promoting and supporting innovation.

The initial question was how we could effectively get to know and understand the perspectives, working methods and approaches of innovation supporters from the other areas involved in just one day. After the presentations of the working methods, the second part of the event therefore involved working together in two workshops to delve deeper into the topic and understand the approach of the two examples. In the third part, the World Café, we worked with the participants on tools and methods in the various phases of the innovation process. The results of this DIY-Lab are basis and starting point for further events both in the region and in the ATTRACTISS project.

Given all the information and the theoretical discussions above, a cross-disciplinary view on innovation support structures is necessary. The first DIY-Lab within the task 3.1 in the ATTRACTISS Project seeks to address this need by incorporating the insights gained from the exploration of various sectors. The overarching goal of the DIY-Lab was to create a dynamic platform that mirrors the three key sectors — business, science, and the creative industry — providing an opportunity for mutual learning. This workshop stands as a unique opportunity to extend the understanding beyond the agricultural domain, delving into how innovation promotion is successfully implemented in other sectors. Through a series of presentations and interactive workshops, participants will gain practical insights into proven methods and tools. The aim is to foster a collaborative environment where individuals can learn from each other and draw inspiration for their own work.

As stated, the focus of this DIY-Lab goes beyond innovation services in the agricultural sector; it delves into the broader realm of cultivating a culture of creativity and innovation. Specifically, the discussions will explore how cooperation between universities and companies can be strategically and successfully supported. The DIY-Lab is not merely a broadening of perspectives;

it provides tangible tools and methods that participants can directly apply in their daily work.

In the following sections, the agenda, participants, and key outcomes of this DIY-Lab will be outlined and discussed. This report serves as a documentation of the collaborative efforts and outcomes of the first DIY-Lab in Germany, offering a foundation for future initiatives in the field. The intention is to provide diverse insights that complement and bolster the theoretical framework established thus far. Through this comprehensive overview, we aim to inspire further cross-disciplinary collaboration and innovation in the realm of innovation support structures.

3.1. Introduction

The objective of the workshop was to offers a unique opportunity to look beyond agriculture and learn how innovation promotion is successfully implemented in other sectors. In various presentations and interactive workshops, the participants will gain practical insights into proven methods and tools in order to learn from each other and gain new impetus for their own work. In addition to innovation services in the agricultural sector, the focus will be on how a culture of creativity and innovation can be created and how cooperation between universities and companies can be supported in a targeted and successful manner. This first DIY-Lab aims not only a broadening of perspectives, but also concrete tools and methods that can be apply directly. In order to achieve this, the multi-actor approach one again came into practice.

The program for the workshop was carefully curated with specific objectives in mind. After identifying various sectors, partners, and representatives from each sector were sought to ensure inclusivity and diverse perspectives in the program. The goal was to incorporate viewpoints from every sector to garner fresh insights and stimulate innovation. Additionally, following the cross-thinking approach, the aim was to identify parallels and differences among sectors, establish connections, and draw meaningful conclusions. Efforts were successful in identifying contributors from the creative, scientific, and business sectors, each capable of providing valuable input within their respective domains. Furthermore, the agricultural sector was also represented in the program.

Following the initial presentations, the DIY-Lab transitioned into interactive sessions where participants actively engaged in discussions. Emphasis was placed on fostering participant involvement and encouraging the sharing of experiences. The culmination of the workshop took the form of a World Café session, structured around three central questions aimed at gathering participants' insights and facilitating collaborative discussions. Through this co-creative process, participants collectively synthesized their experiences and drew meaningful conclusions.

Concluding the event was a discussion on the outcomes and a forward-looking perspective on how the insights gained would inform future DIY-Labs and be disseminated to a wider audience. The focus was on leveraging the learnings to drive ongoing innovation and knowledge sharing within the DIY-community. NeroSuBianco (NSB) in Italy will host the next DIY-Lab in 2025.

3.2. Event Details

The first DIY-Lab in Germany took place in the Federal District of Schleswig-Holstein, marking a significant milestone in the realm of testing tools and methods and look beyond the agricultural sector regarding innovation support structures and instruments. The decision to kick off the DIY-Labs in a familiar environment was deliberate, aimed at fostering a sense of closeness among participants. Thus, Osterrönfeld, situated close to Rendsburg, was chosen as the venue for several compelling reasons.

One of the primary considerations was the availability of a suitable space equipped with the necessary tools for the workshop. The choice of Osterrönfeld also offered excellent accessibility for participants, being located near the highway and strategically positioned at the geographical centre of the federal district. The venue, situated at the "Grüner Kamp" boasts a vibrant ecosystem with numerous organizations and stakeholders, including the Chamber of Agriculture, the federal farmers association (Bauernverband Schleswig-Holstein), and the Faculty of Agriculture of the Kiel University of Applied Sciences.

The specific location within the Faculty of Agriculture, known as the orange salon, was deemed optimal for the workshop. Despite its simplicity, the venue was equipped with essential equipment, making it conducive for intensive collaborative work with approximately 20 participants. Furthermore, the timing of

the event during the semester holidays ensured an undisturbed environment, complemented by robust digital infrastructure to support the workshop activities.

In terms of sustenance, arrangements were made for lunch and coffee, which were ordered and prepared by DEULA Kitchen, conveniently located nearby. Importantly, participation in the event was free of charge, reflecting the commitment to inclusivity and accessibility. It is noteworthy that the workshop was conducted in the German language to cater to the local audience.

Scheduled for the 13th of February 2024, the timing of the event in mid-February was carefully chosen to align with the preferences of the target demographic. This timeframe also conveniently fell outside the working semester and fieldwork commitments for farmers, allowing for maximum participation. The workshop spanned the entire day, from 9:00 to 17:00, providing ample time for participants to engage in hands-on activities, collaborate closely, and facilitate meaningful networking opportunities.

3.3. Participants

The program for the workshop was designed with a multi-actor approach, aiming to engage a diverse range of participants. Invitations were extended widely, drawing upon both existing networks and reaching out to new actors. Efforts were made to ensure representation from various sectors, with a particular emphasis on attracting participants beyond the agricultural sphere. The goal was to create

Figure 1: The Participants of the 1ˢᵗ DIY-Lab in Osterrönfeld, Germany

a platform for networking and facilitate interactions among individuals from different backgrounds.

While the majority of participants had an agricultural background, including representatives from public and private, the event also welcomed scientific actors from the Faculty of Agriculture, including professors, researchers, and students. Some participants held dual roles, serving as both members of EIP Operational Groups and other representatives of local networks. The event successfully attracted participants from diverse sectors, including business development and technology transfer, startup funding, the local European Digital Innovation Hub, as well as creative business and marketing professionals. This broad spectrum of attendees contributed to enriching discussions and fostering interdisciplinary collaboration.

Overall, the workshop served as a platform for bringing together individuals with varying expertise and perspectives, promoting networking opportunities, and facilitating knowledge exchange across sectors.

3.4. Reflection and Feedback

Setting

The selection of the workshop's setting was deliberate, aiming to ensure accessibility and provide a conducive environment for the targeted audience. A small room equipped with the necessary tools was chosen, prioritizing convenience and functionality. Despite the space being almost too small, this decision contributed to creating a familiar and intimate atmosphere for participants. The quiet time at the faculty further supported the working atmosphere, minimizing distractions and allowing for focused discussions and activities. However, the setting, while practical, was perceived by some as lacking excitement or visual appeal. Its simplicity may have bordered on being mundane or unremarkable, although this also meant fewer distractions, allowing participants to concentrate on the workshop's content. Overall, the chosen setting successfully served its purpose by facilitating a productive working environment, albeit with some trade-offs in terms of aesthetics or ambiance.

Participants

It was absolutely imperative to ensure representation beyond the agricultural sector, despite the inherent challenges in reaching out to diverse audiences. The effort invested in this endeavour proved to be immensely rewarding. Reaching out to a wide range of actors with varied backgrounds, interests, needs, and expectations was indeed challenging. Each group brought its unique perspective to the table, presenting a diverse array of viewpoints and priorities.

However, this diversity was also the strength of the multi-actor approach. By bringing together individuals from different sectors, it fostered the creation of novel ideas, the forging of synergies, and facilitated mutual learning experiences. While reaching out to the targeted audience demanded considerable energy, it was deemed essential for the workshop's efficacy and progress. Despite the challenges, the effort invested in broadening participation beyond agriculture was deemed indispensable for the success of the workshop and the overall advancement of its objectives. This was also a key response in the feedback. The networking opportunities and the finding and forming of new cooperation opportunities were rated as very beneficial and positive.

Program

The workshop featured a diverse mix of activities, which was generally well received. However, it was crucial to remain mindful of the needs and preferences of the target audience when designing the program. One of the key takeaways from the World Café discussions was the importance of evaluating the value stream of events. It is essential to assess whether the designed program effectively meets the needs of the participants and provides them with tangible benefits. Without offering value, participants may be reluctant to attend or may opt for alternative formats.

Figure 2: Discussing the first results of the world café.

In the current landscape, especially in the aftermath of the COVID-19 pandemic, there is stiff competition among various events targeting the same audience. To stand out and succeed in this competitive environment, it is imperative to offer something unique and valuable. Working with a multi-actor approach adds another layer of complexity to this challenge. Balancing the interests and preferences of diverse actors in the program requires careful consideration and strategic planning to ensure that the event appeals to all stakeholders and remains relevant and engaging.

Figure 3: Participants working during the world café (I).

Overall, while incorporating a variety of activities is important, it is equally essential to prioritize the needs and expectations of the target audience. By doing so, organizers can ensure the success and effectiveness of the event amidst a competitive landscape. This is especially true if you want to address a new target group and are looking to think outside the box.

The networking and cross-sector collaboration at the event received widespread praise from participants. It fostered meaningful connections and facilitated interactions between individuals from different industries, contributing to a rich exchange of ideas and experiences. The workshop also benefitted from a productive working atmosphere and an optimal group size, which enhanced engagement and collaboration among participants.

Figure 4: Participants working during the world café (II).

The creative input provided by "NewCommunication" was particularly lauded for its innovative approach, which was unfamiliar to many attendees. His contributions added valuable insights and sparked creativity among participants. The output of the workshops and the world café was significant, with concrete initiatives emerging for ongoing collaboration and exchange. These initiatives laid the groundwork for continued cooperation and knowledge-sharing beyond the event, ensuring its lasting impact on the participants and their respective organizations.

Figure 5: Sharing experiences across various sectors.

4.   First Insights

This workshop provided an insight into the diversity of innovation funding and the various support structures for innovators, start-ups and founders across sector and funding fund boundaries. The DIY-Lab also covered their different requirements and expectations of support. Even at regional level, stakeholders are not automatically closely networked. However, knowing about each other is the decisive starting point for intensive cooperation. Only those who know about each other can network themselves and others, enable cooperation, use synergies and support and promote innovations and stakeholders in the best possible way.

Many applicants and innovations can be found in the cross-sector area, i.e. at the interfaces between sectors. This places demands on the support structures to think outside the box and provide support on a correspondingly broad basis. On the demand side, there is a clear **need for cross-sector networking**. Innovation service providers in the agricultural sector must take this into account in the future.

This need on the part of applicants may not have been very pronounced five to ten years ago, i.e. at the time when the first innovation service providers started to work in Europe. Today, however, this expectation on the part of stakeholders is inherent and must be taken into account by support structures when providing advice. **Adaptability and flexibility** are important characteristics of a successful innovation service provider and network manager. Some innovation service providers, possibly aided by their infrastructural connections, are already making targeted use of innovation promotion methods from other areas. This has a direct influence on the projects and project results. Close cooperation with start-ups, accelerators and incubators is conducive to disseminating project results and bringing them to market. EIP and other projects can only benefit from this.

There are many points of contact for cooperation and interfaces. It should not be perceived that the diverse funding landscape from different funds are mutually exclusive sector boundaries. Rather, they should be seen as a larger ecosystem with many small funding programs and support structures that need to be used creatively for our target group. To this end, it is important to know when, how and what is being funded in other areas in order to be able to respond even better to the needs of applicants and provide optimal support.

In order to enable innovation service providers to think and act comprehensively and to facilitate good cross-sector networking, it is obviously important to **know where the commissioned innovation service providers are located**. The goal was to get to know tried and tested support methods and tools from non-agricultural areas in order to apply them into the field of agriculture and rural areas. It was assumed, that it is possible and necessary to learn from each other's support practices in order to adapt things and create synergies. In the world-café, it became clear that this goal was shared by all participants and was formulated both as a challenge but also all as an urgent wish. All participants called for further cooperation and an intensive exchange. In order to make the most of the opportunities for collaboration, it is **essential to think across industries and sectors** and to approach topics and challenges from different perspectives. In the best-case scenario, cross-industry networking can lead to a joint search for solutions for innovators and to tailor-made, practice-oriented, relevant innovations in the agricultural sector.

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A number of methods, tools and network formats from the various sectors were presented. It seems very likely that they can be applied to other sectors. However, it has not yet been possible to conclusively evaluate and test these tools for promoting innovation in the agricultural sector with this first DIY-Lab. This will be done in the coming weeks. The assignment to the various phases of the innovation process will be made when the new methods and tools are entered into the toolbox for the ATTRACTISS website.

5. Annex

5.1. Agenda

Time	Topic
09:00	**Welcome and introduction**
	Carola Ketelhodt, Chamber of Agriculture Schleswig-Holstein, Consortium partner ATTRACTISS
09:30	**Presentations and impulses on methods and tools in innovation consulting in various industries**
	„Innovation support service in the agricultural sector" *Markus Hartmann, Innovation office at the Chamber of Agriculture Schleswig-Holstein*
	„StartUp - Funding and financing" *Dr. Annelie Tallig, Wirtschaftsförderung und Technologietransfer Schleswig-Holstein GmbH (WTSH)*
10:30	**Coffee Break**
	„Creative and innovation culture" *Sören Mohr, NewCommunication, Kiel*
	„Innovation between university and company - Cooperation and instruments" *Guido Schwartze, Christian-Albrechts-University Kiel, Center for Entrepreneurship*
12:00	**Joint Lunch**
13:00	**Workshops on practical application** *What are the prerequisites for successful innovation promotion and consulting?*
	„Ideation & Cross Innovation" *Sören Mohr, NewCommunication, Kiel*
	„Risk and opportunity, freedom and responsibility - How to learn/teach how to deal with it?" *Guido Schwartze, Christian-Albrechts-University Kiel, Center for Entrepreneurship*
14:45	**Coffee Break**
15:15	**Exchange of best practices and experiences**
	World Café
16:30	**Summary and outlook**
	Carola Ketelhodt, LKSH
	End.

5.2. Protocol

Agenda	Presented by	Content
Welcome and Introduction	Carola Ketelhodt	• Welcome by Carola Ketelhodt • Introduction to the topic • Short summary: 10 years of EIP in Europe • What are ISS? Why are they important? • Introduction to ATTRACTISS • Introduction of the participants
		•
Presentations and impulses on methods and tools in innovation consulting in various industries		
Innovation support service in the agricultural sector	Markus Hartmann	• Targeted innovation promotion and support is relatively new in the agricultural sector - since 2014, Since then: EIP has been written as a success story • Bottom-Up- and Multi-actor-Approaches as core ingredients of EIP • To support this approach, there are structures (ISS) • Support structures in the federal states are an important prerequisite for success! • Every support structure is different and this also has an impact on the projects • In Schleswig-Holstein: • Opening in 2014 at the Chamber of Agriculture • Core tasks: Advice and support with the application process, Mediation and networking, Support with

		administrative processing, Transfer of results and public relations work
		• Close networking with "green partners" from the agricultural sector, especially with partners from the advisory sector.
		• Many EIP projects in SH deal with the development of advisory tools and the results are most likely to find concrete application in advisory services.
		• Lower Saxony:
		• The Lower Saxony Innovation Centre as an independent strategy and technology consultancy for the state government of Lower Saxony
		• Core tasks: Networking, Project identification and initiation (lighthouse projects), Location marketing
		• Many sector-specific and cross-ministerial networks that co-operate
		• Cross-industry co-operation
		• Start-ups as a tool for promoting innovation combined with EIP Agri as two extremely effective tools that together unleash even more power.
		• Collaboration with accelerators and incubators
		• EIP-Agri offers the ideal platform for testing innovative ideas directly on farms. This creates added value for farmers, who can benefit from the start-ups' creative ideas.
		• Intensive networking in all directions
		• Berlin/Brandenburg:
		• Change of ISS at the beginning of 2024
		• Support structures are very diverse, are lived out in different ways and are

		• fragile due to time limits and tendering procedures • Each structure fulfils the core functions of ISS differently, is connected differently and thus determines the innovation ecosystem in the region in its very own way, consciously and unconsciously • The ISS have an influence on the projects, the composition of the group, the thematic focus and the utilisation of the project results
StartUp - Funding and financing	Dr. Annelie Tallig	• Presentation WTSH, Research and technology funding with corresponding funding programmes • innovation consulting • Innovation check, digital counselling • Start-up funding for the federal state, support for start-ups • From the pre-seed to the growth phase • Focus on technology • Services and funding instruments: • Networking with partners in the innovation ecosystem • Pre-seed, seed phase, start-up phase, growth phase • Start-up grants, Seed-Bonus/ SeedInvest-Bonus, Innovation Fund, Baltic Business Angels, … • Core task: Not generating ideas, but primarily supporting ideas • Methods: • Speaking and talking, • organising meetings (summit events, 1:1 matching, • discussions with intensive feedback)

		• Matching events, • impulse evenings for various target groups, • jury participation, • SME meets start-up events
Creative and innovation culture	Sören Mohr	• Advertising agency NewCommunication, • How to come up with the first idea • Three areas: Creativity methods (organisational framework, brainstorming), creativity techniques (combining and connecting, cross innovation), mindset • Mindset and setting/environment: There are enablers and inhibitors, both of which must be known in order to understand and influence the process • Stimuli: • Creative personality, curiosity, thinking outside the box, this can be trained. (Reference to cross innovation and overcoming sector boundaries) • Attention. Stay in the process and work with concentration, e.g. mobile phone as an inhibitor • Problem sensitivity. Know the need for optimisation, can it be done better in a different way? • Solution-orientation. "We've always done it this way" "There's no other way" "There's no alternative", overcome this thinking and focus on the solution • Thinking with all senses, finding solutions via other senses, senses as individual approaches to solving a problem.

		• Allow mental cinema, play through even unrealistic scenarios, just keep thinking • Allow humour, creativity and humour go hand in hand • Ability to work in a team. Be on first-name terms, everyone is equal, no hierarchies • Courageous. Express ideas. Every unspoken idea is a knot in the head. • Allow stupid ideas. 95% is bullshit, but 5% is what counts. • No criticism! In the first step, no criticism should be voiced so as not to disrupt the flow of creativity. You can sort things out later. • Inhibitors: What interferes with the initial idea in the innovation process • Functional fixation. Object has a function. Iron = frying pan • Target fixation: ask the right initial question! Do not narrow down the solution with the question. Synonyms, hyperonomy, scissors in the head. • Comfort zone: Good ideas do not take place in the comfort zone. Comfort zone, Fear zone, Growth zone, Development zone (Panic zone) • Low expectations, "I'm happy with 3%". E.g. aspirations in Silicon Valley • Lack of self-confidence • Time pressure • Killer phrases: No criticism in the idea generation phase (even non-verbal) • Questioning everything is creativity! • Methods:

		- Invest a lot of energy in asking the right questions. - Goal formulation, central statement, common denominator - Reduce complex briefing to a clear formula, max. 1 A4 page - What is actually being sought? What is the actual problem? - After 5x "why" do I come to the actual problem, dive deep into the question! - Shoulder look method: "look at this, I've got something", evaluation is requested, feedback is obtained (criticism is allowed here) - Creative sessions as a method, no more than 5 people working on a creative task (also brainstorming) - Impulse meetings: proactive thinking about topics - Impulse channel. Use the channel only for ideas, Swarm intelligence 60-minute training sessions: upskilling (professional development), updates (learning and informing), fuckups (reports on failures) Learning from failures. - Innovation and Evolution Days 4-6 hours per year. - Idea ping-pong in pairs: playing ideas back and forth
Innovation between university and company - Cooperation and instruments	Guido Schwartze	- What is EDIH.SH: 156 hubs in the EU, offering networking and experience. Copying and copying, but also dealing with new things. Don't reinvent the wheel twice

		- Springboard to 156 hubs in Europe. Network control: who can help, provision of networks - InnovateNow, determine degree of innovation - Innovation management, strategy and maturity level - Freedom and responsibility in the innovation process, risk and opportunity, first focus on opportunities - Challenges: Climate change, national debt, social systems, demographic change, internal and external threats. - Meeting challenges through innovation and cooperation - Innovation = idea plus revenue (idea plus money) - Leap innovations and incremental innovations. (graph paper and white sheet) - Cooperation is so important because technological progress is so fast. Therefore: co-operation across sectors! - Think in thematic areas and in problems with few solution restrictions - Cooperation across generations, experience of the old and creativity and (naivety?) of the young. Experience trap. - Cooperation via institutions, not just via the state, companies, science, ... - Cooperation with universities: Digital Challenge event, aim: disruption, questioning meaning. - Methods:

		• Resource-based collaboration: team pitches • Challenge-based thinking: reverse pitches • Idea-based: Hackathons
Workshops on practical application		
Ideation & Cross Innovation	Sören Mohr & Participants	• Creative methods and creative techniques • Creativity is always on and starts in the various subject areas • Subject area: Products • Suppliers, raw and auxiliary materials • Production and processing • Distribution • Maintenance • Product life cycle & recycling • Modifications, adaptations, combinations, integrations • alternative uses • New industries and markets • Product portfolio/product families • Finding niches • Surrounding services • Subject area: Services • new and complementary • concentrate and outsource • Rethink services altogether • Find products that match the existing service • Service before, during, after use of a product? • Consultancy, installation, operation, quality assurance, maintenance, • dismantling

		- Make up for shortages: Resources, time, will, knowledge, ability, authorisation - Subject area: Business models - Renting/leasing - Razor Blade - Add On - Flat rate - Subscription - Franchising - Peer to Peer - Pay what you want - Self-service - Auction - Direct Selling - Creative methods: - Brainstorming - Idea ping-pong - Morphological matrix - Creative techniques: - Combining and connecting - Eliminating and omitting - Exaggeration - Replacing (details, parts, materials, purposes, forms, functions, environment, ...)
Risk and opportunity, freedom and responsibility - How to learn/teach how to deal with it?	Guido Schwartze & Participants	- The connection between freedom and responsibility, one is not possible without the other. Egoism and cooperation. How many rules do I need and which rules do I fulfil on my own responsibility? - If I take on more responsibility, then I can exercise more freedom - Germany is the country with the most insurance. Minimising risk in Germany

		at the expense of opportunities. Also belongs together • Every farmer is an entrepreneur: responsibility and freedom, opportunities and risks • Regulations condense scope for decision-making (freedom at the expense of risk minimisation) • Problem: Rejection of responsibility and diffusion of responsibility • Desire for responsibility and success • Focus more on risk than on opportunities when innovating; only those who take risks can generate returns. There is energy there! It must be better utilised! • Positive risk = opportunity! • Flexibility to react to risk. • You have to be able to afford not to innovate • Live out your passion!
Exchange of best practices and experiences		
World Café Panel 1: How can an active innovation ecosystem be created? Which methods and tools can help (me)?	Participants	• Bringing innovation expertise to universities and the education system • Cross-border cooperation • Interdisciplinary cooperation • Learning from joint projects • Finding a common vocabulary and speaking the same "language" • Partnerships and cooperation instead of duplicate structures • Bottom-up and goal-orientation, close cooperation's • Key messages: cross-border and interdisciplinary cooperation is a central desire but also a challenge,

which almost all participants see as an opportunity and identify as a goal. Instead of creating parallel structures and generating an oversupply, a focus should be placed on cooperation. Joint projects were also mentioned as a way of learning from each other and thus overcoming barriers. The bottom-up approach, i.e. a focus on the needs of practitioners and customers as well as a focus on goal-orientation, was identified as the right approach. The close dialogue and cooperation should help to find a common vocabulary that makes cross-sector exchange possible.

- What creates the added value of being part of something (e.g. event, project, cooperation...), Value Stream
- "There is no free lunch"
- Where are the people and innovators who can help me? Identify and contact them!
- Selective event management
- Less is more!
- Overcoming sensitivities
- The goal-orientation mentioned above is also seen as the right approach. In order to facilitate networking, there is currently an oversupply of dialogue rounds and formats that have contributed to saturation among innovators. This is why the focus is increasingly on the value stream, i.e. intensively addressing the question of what offers concrete added value in being part of something. Closely linked

		to this is the question of where to find the people and networks that will help me in my situation. The first step is to identify and contact them. This goes hand in hand with the need to know these networks or to be aware of them. In order to link them, cooperation should be used. Instead of creating parallel structures here too, co-operation is the better choice for such formats. • Several concrete methods that enable a comprehensive and open exchange across borders were singled out as particularly effective: • Methods: • Working out loud and communities of practice • Science slam • Innovation round table • Reverse pitches • Fuck-up meetings • Joint "Innovations" platform
World Café Panel 2: Which methods and tools help me to provide people and projects with the best possible support in planning, developing and implementing the	Participants	• It became clear once again that a cross-border approach is also desirable in the planning, development and implementation of projects, both across (federal) state borders and across sector borders. • Cross-sector • Cross-border • The following aspects were mentioned in the planning and development process. The idea of a project guide or project service to minimise the hurdles in the application process and to make funding measures and opportunities

innovation process?		better known is receiving particular attention. • Iterative process in the project workflow • Project guide for the application process • Project service • The idea of networking and networking aspects came to the fore during the discussion. The idea of being able to learn from one another is particularly clear at this point. • Involving alumni • Bringing and solving problems • Network with other projects • Experience report from (successful) projects • Experience report plan/actual • Project goal - something must remain • The following concrete formats were suggested in the discussion: • Innovation manager get-together • webinar • Workshop in the project, e.g. group dynamics
World Café Panel 3: How can an open and lively innovation network be created? What methods and tools can I use to contribute to an active	Participants	• Prerequisites for a lively innovation network: • Responsiveness • Openness yes, "felt" no • Trust and sympathy • The following points were mentioned in order to contribute to an active network. • Offer contact opportunities • Use contacts: offer - seek • mentoring system

exchange within the network and to anchoring it?		• Observation of existing formats • Utilise synergies in the network • The following were mentioned as concrete first steps or approaches to contribute to an innovation network: • Create a map for stakeholders • First step: LinkedIn group • Initialisation of joint projects • Problem platform for companies/SMEs • Digital support (AI) for networks (not yet available)
Summary and outlook		
Summary and outlook	Carola Ketelhodt	• Insights into the diversity of innovation funding and a wide range of support structures • Needs of innovators, start-ups and founders in the various sectors identified • Innovations arise particularly in the cross-sector area, i.e. at the interfaces between sectors • Therefore: networking, enabling collaboration, utilizing synergies and providing the best possible support for innovations and stakeholders • Overcoming funding fund boundaries • Promote collaboration with start-ups, accelerators and incubators • Think and develop a larger innovation ecosystem across sectors • Disseminate project results through new networks and bring them to market • The location of the commissioned support structures is decisive for the

		direction of consulting, support and the type of innovations. • We have gained deep insights into other sectors and have been able to get to know and collect methods and tools from others. • In the best-case scenario, cross-industry networking can lead to a joint search for solutions and support for innovators and to tailor-made, practice-oriented, relevant innovations in the agricultural sector too • EIP and the projects will benefit from this in the future