



Engaging primary producers in EU projects: keys to success

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The problem

The involvement of primary producers is key for the success of many EU projects, particularly those related to agriculture, environment or bioeconomy. However, their participation is often hindered by factors such as lack of connection with research-, development- and/or policy-related organisations, limited knowledge and/or use of IT resources and, especially in recent times, a lack of confidence in the European institutions.

The solution

Engaging primary producers early in the project and maintaining consistent, fluent communication is crucial for the success of the interaction. The support of agricultural organisations such as farmers' cooperatives, associations or trade unions can also increase engagement. Specific planning and resources must be dedicated to ensure fruitful collaboration (see practical recommendations below).

Benefits



Increased relevance and representativeness of project results.



Maximised impact and implementation of project activities.



Enhanced collaboration between research/development/policy related organisations and practitioners.

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PRACTICAL RECOMMENDATIONS

- Involve primary producers or primary producer organisations with wide networks in the sector as project partners.
- Allocate specific resources to directly interact with primary producers, e.g., participating in agricultural fairs, visiting agricultural cooperatives and farms.
- Offer appropriate compensation for primary producer participation in workshops, events and other activities.
- Remote interaction through emails, social media, teleconference and telephone can be challenging without prior contact and should be the last resort.



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2024

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Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.