



FP7-PEOPLE-2013-IAPP Marie Curie
Industry-Academia Partnerships and Pathways (IAPP)



Cooperative Business and Innovative Rural Development: Synergies between Commercial and Academic Partners

C-BIRD project

www.c-bird.eu

FINAL CONFERENCE

*“Cooperative and innovative rural development – impact and practical implementation of
academia-business collaborative approach”*

27th of October, 2017
Pirot, Serbia



ТРАКИЙСКИ УНИВЕРСИТЕТ
СТАРА ЗАГОРА



Euricse
European Research Institute on
Cooperative and Social Enterprises



UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh



AGROCONSULT
ENGINEERING

COEXPHAL





Agenda

- Who we are?
- Research and scientific results (overview of WP 1 and WP 2)
- Transfer of knowledge (overview of WP 3)
- Dissemination (overview of WP 4)
- Impact and societal value
- Management (overview of WP 5)



The C-Bird Consortium



Our team:



	Researcher	Project partner	Country
1.	Darina Zaimova	Trakia University, Stara Zagora	Bulgaria
2.	Julia Doitchinova	Trakia University, Stara Zagora	Bulgaria
3.	Giulia Galera	EURICSE, Trento	Italy
4.	Francesca Tomasi	EURICSE, Trento	Italy
5.	Jacopo Sforzi	EURICSE, Trento	Italy
6.	Aleksandra Bobic	EURICSE, Trento	Italy
7.	Cynthia Giagnocavo	University of Almería, Almeria	Spain
8.	Emilio Galdeano Gómez	University of Almería, Almeria	Spain
9.	Juan Carlos Pérez Mesa	University of Almería, Almeria	Spain
10.	Mary O'Shaughnessy	University College Cork, National University of Ireland, Cork	Ireland
11.	Anelia Vateva	Agroconsult - Engineering EOOD, Stara Zagora	Bulgaria
12.	Verginia Dobрева	Agroconsult - Engineering EOOD, Stara Zagora	Bulgaria
13.	Beatriz Liñán Urbano	Asociacion de Organizaciones de Productores de Frutas y Hortalizas de Almeria, Almeria	Spain
14.	María Dolores Guillén Salmerón	Asociacion de Organizaciones de Productores de Frutas y Hortalizas de Almeria, Almeria	Spain
15.	Milos Colic	Zip Centar za mlade biznis inkubator DOO, Pirot	Serbia
16.	Ana Petrovic	Zip Centar za mlade biznis inkubator DOO, Pirot	Serbia

The division of responsibilities:



- **Close interaction and collaboration between responsible fellows;**
- **Networking**

1. Research and scientific results (overview of WP 1 and WP 2)



Recognizing rural complexity, C-BIRD project aims to **facilitate the implementation of successful cooperative models** based on mutual economic, social and environmental benefits. We target *small-scale farmers, co-op and producer organizations, agro-industrial enterprises, social enterprises* and the various actors along the agricultural value chain, with the objective of empowering them to become **direct participants in rural development at the local level.**

1. Focus on **opportunities and competitive advantages** of regions, and at the same time correspondence with national priorities;
2. **Multisectoral partnership**, organized on the basis of the principles of openness and inclusiveness;
3. **Holistic integration** within the value chain;
4. Establishment of **international networks** with identical and complementary experience and interest-related activities in academia and business.



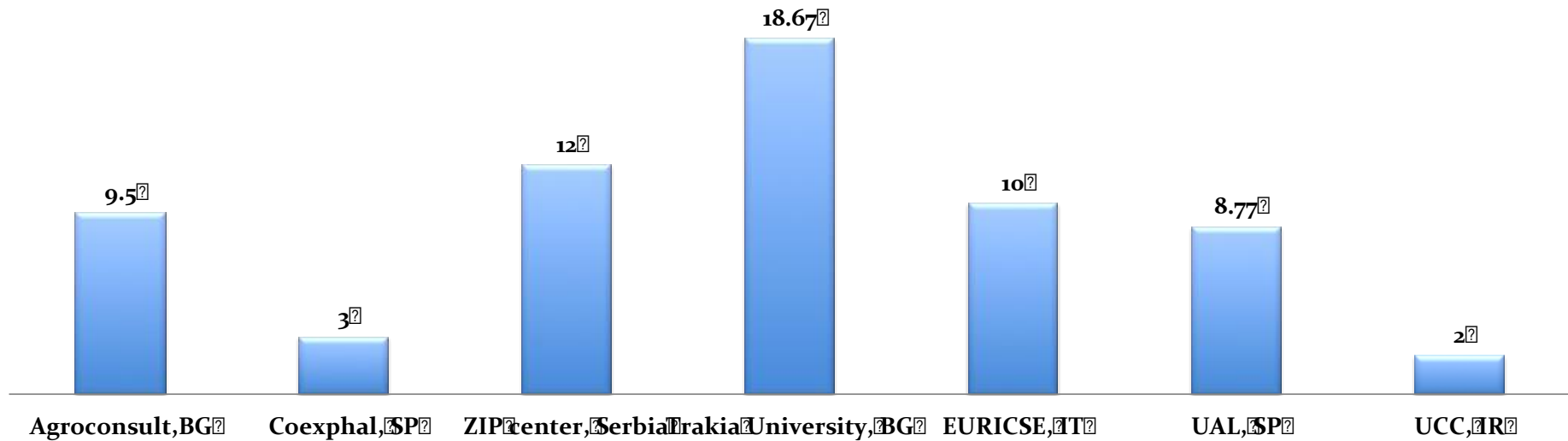
WP 1: RESEARCHER TO COMMERCIAL PARTNER (R₂CP)

- **O.1.1.** Organize *on-site visits*; elaboration of detailed work agenda and objectives to be achieved;
- **O.1.2.** Discussion of *methodological considerations*, debate, explain and justify the research design, evaluation procedures, instruments and target dates;
- **O.1.3.** Carry out *multi-country review*;
- **O.1.4.** Carry out *in-depth analysis* on the work and specific aspects of commercial partners involved;
- **O.1.5.** Produce *reports on the visit result*.

WP 2: COMMERCIAL PARTNER TO RESEARCH CENTRES (CP₂R)

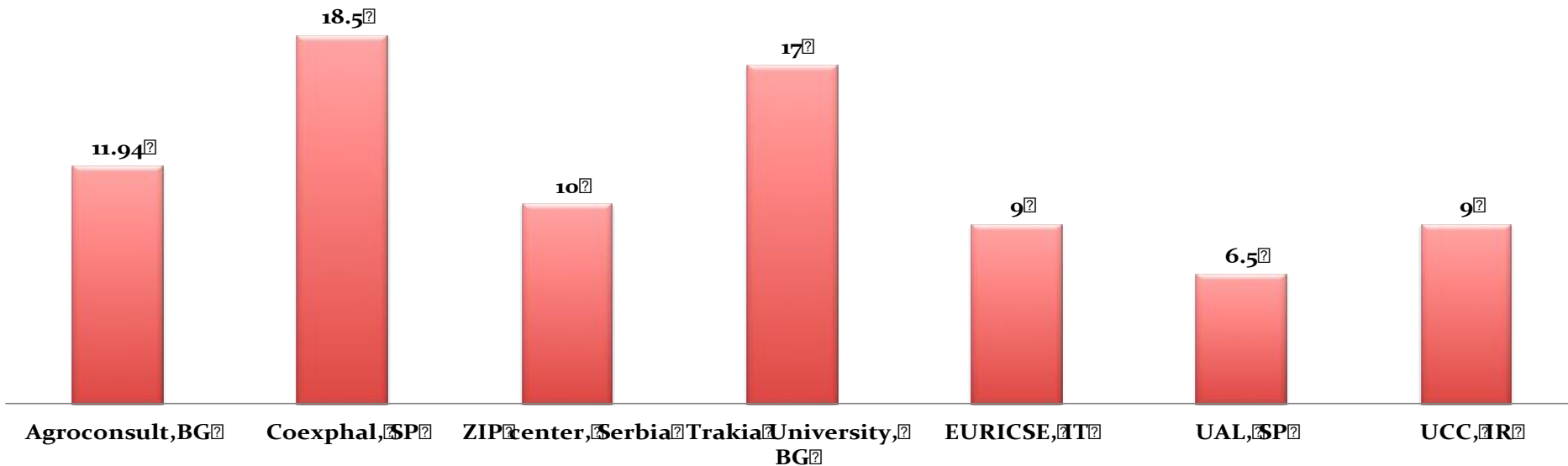
- **O.2.1.** Organize *visits* of commercial partners staff members to research partners;
- **O.2.2.** Provide *feedback* to researchers and *share the experience* of the different countries in the area of agriculture, third sector and environment;
- **O.2.3.** Produce a *report on the visit results*.

Months Outgoing mobility



93% implementation rate!

Months Incoming mobility



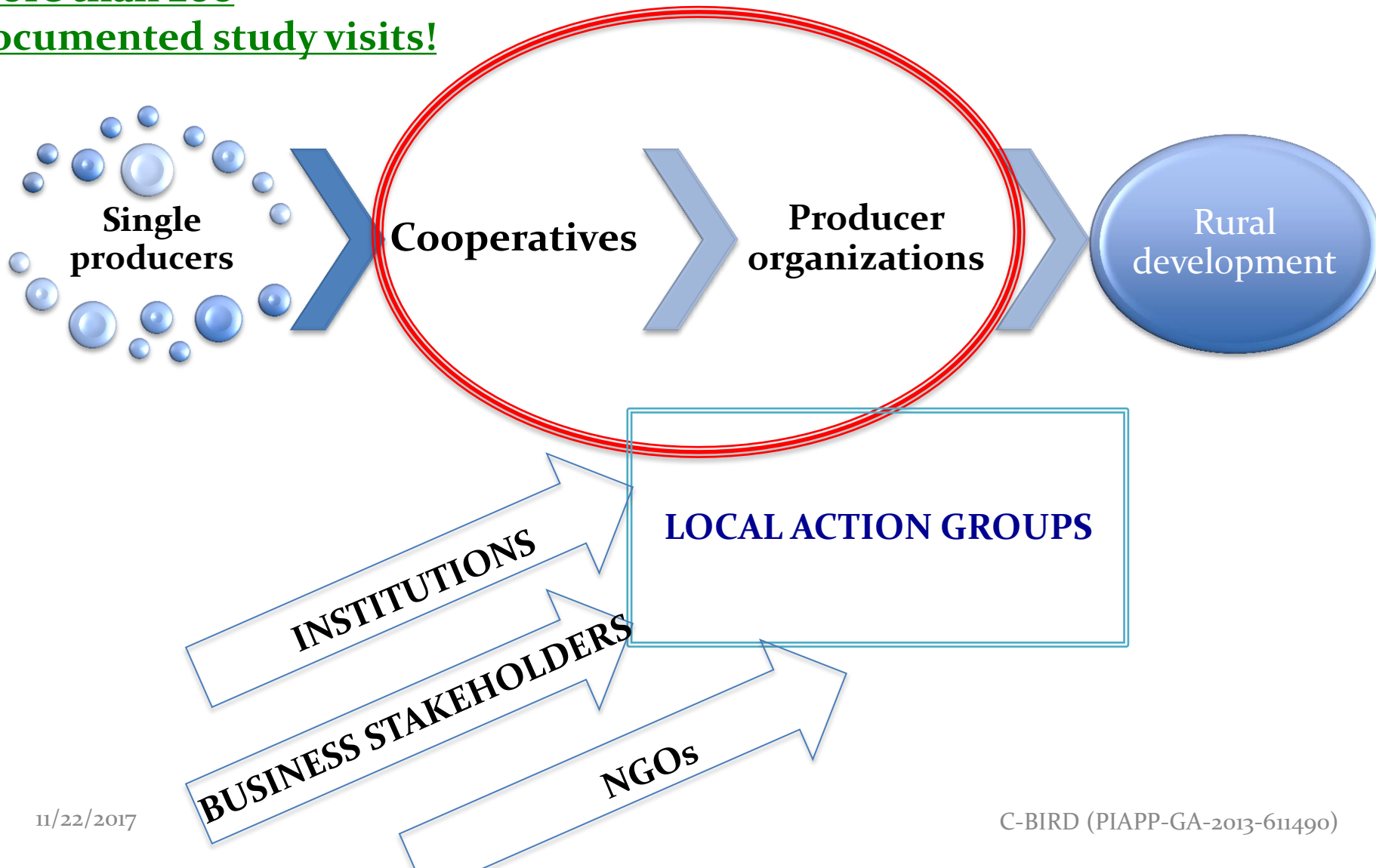


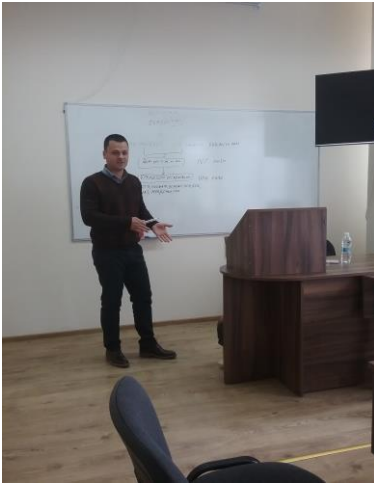
EU success stories!



We involved....

More than 200
documented study visits!





In Bulgaria,...



... in Italy,...



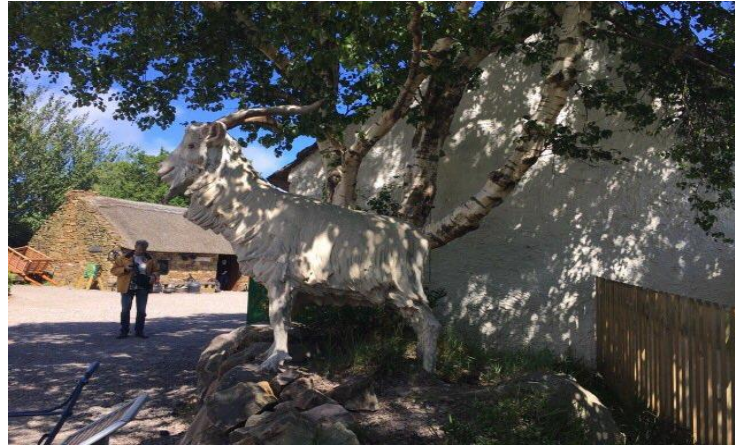
11/22/2017

C-BIRD (PIAPP-GA-2013-611490)

... in Spain, ...



... in Ireland, ...



... in Serbia!



Rural Development

**Economic dimensions
and natural resources:**

Political dimensions:
EU enlargement, Subsidies,
Food safety

**Science and
technology:**
Bio-technology, IT

Agriculture;
Forestry;
Rural
industry;
Services;
Tourism

Land;
Biodiversity;
Water;
Climate;
Fragmentation

**Improvement of local
markets and local economy**

**Community sustainability –
improve rural livelihoods**

Integrated system of rural development



Deliverables (2014-2017):

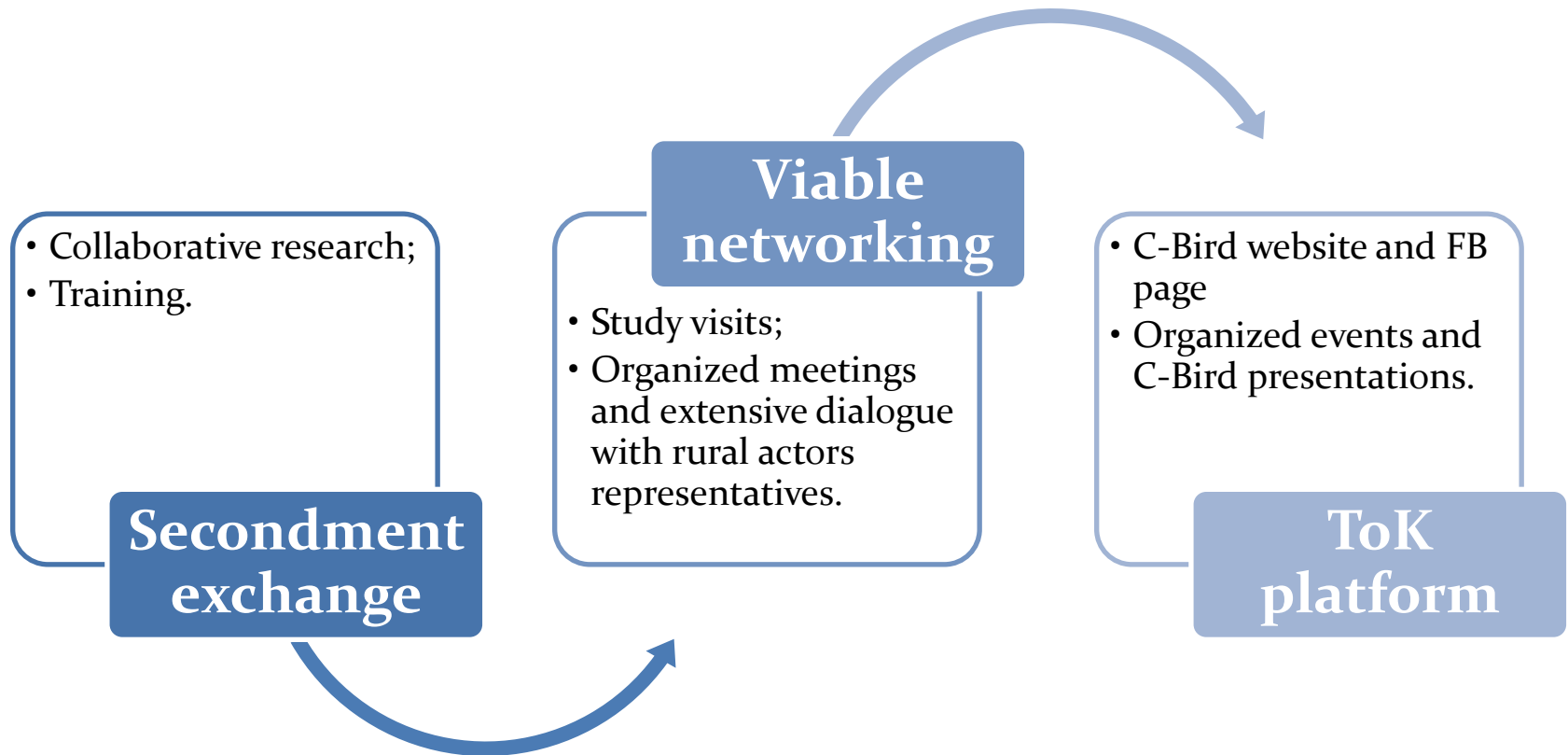
***ICA, EMES,
CIRIEC – 2014,
2015, 2016, 2017***

Regional forums
involving institutional
stakeholders,
responsible for
education, agriculture
and rural
development, social
affairs, finance in Italy,
Serbia, Bulgaria, Spain

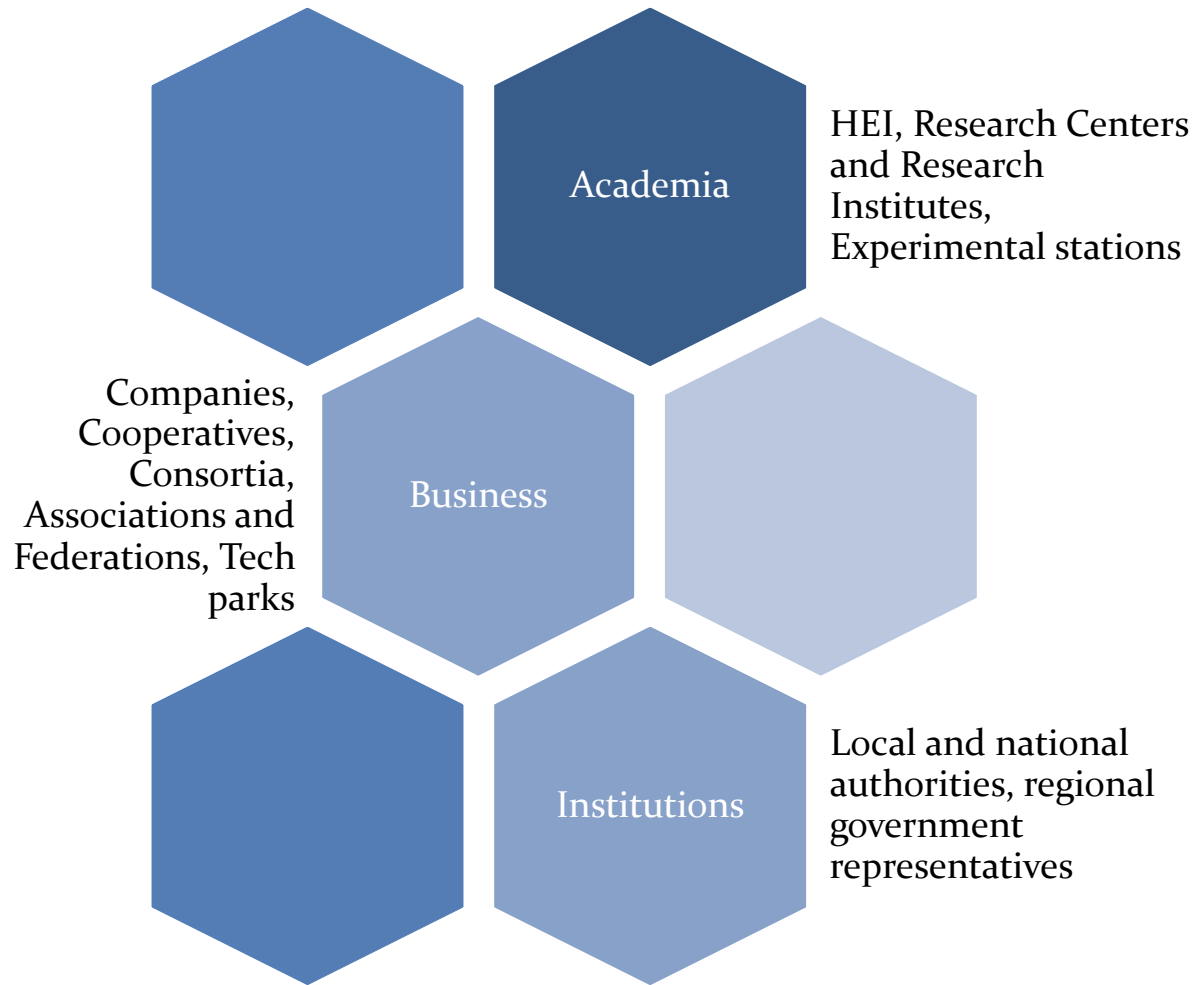
***Institutional
collaboration***

Research work -
journals, book
chapters,
conference papers,
working papers,
study visit reports.
Final scientific
report

2. Transfer of knowledge (overview of WP 3)



Viable networking



ToK platform

- C-Bird project and Consortium identity:
- [C-Bird website](#) and [FB page](#);



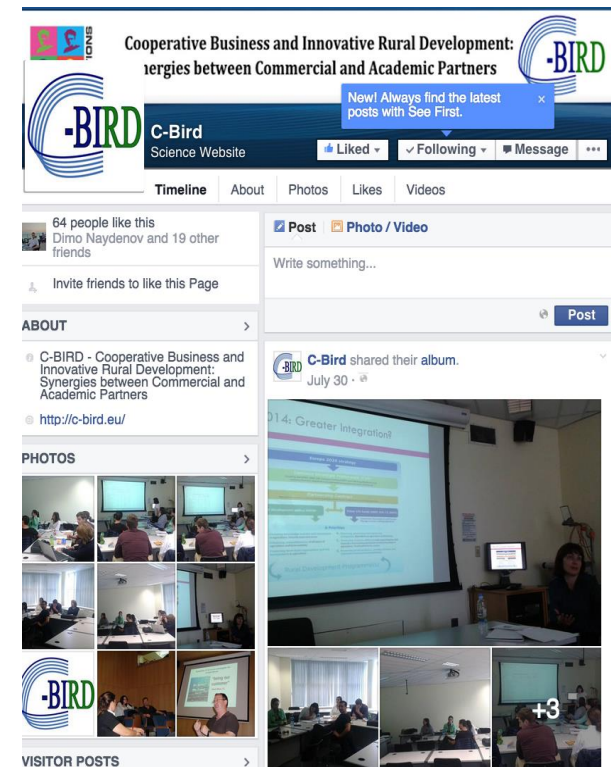
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Design the co-operative rural development through knowledge sharing and sustainable practices!

C-BIRD is a pro-active response in tackling with the economic, social and environmental challenges, while fostering the dialogue and cooperation between research, entrepreneurial communities and stakeholders involved in rural development.

Co-op with us!



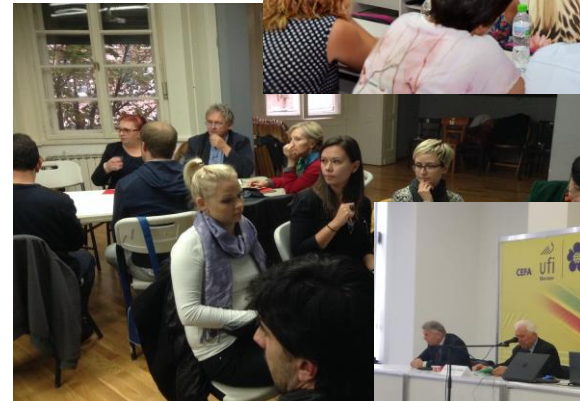
- Templates for banners, posters and power point presentations:



3. Dissemination (overview of WP 4)

Dissemination activity	Planned month	Month of accomplished activity	Year 1												Year 2												Year 3												Year 4												
			1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
Project website (D3.1.)	5	3		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Project facebook (D3.1.)	9	9							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Consortium meetings (incl. kick-off) (D3.4.)	3, 22, 30, 38	3, 6, 22, 32		✓			✓																✓										✓																		
Workshops, seminars, open lectures, round tables, international conference (D3.3.)	6, 17, 33, 40	3, 4, 5, 6, 9, 10, 11, 12, 13, 17, 18, 19, 24, 27, 29, 34, 39, 40, 41, 42		✓	✓	✓	✓			✓	✓	✓	✓	✓				✓	✓	✓					✓			✓		✓						✓								✓	✓	✓	✓				
Reports on study visits (D1.1.; D.2.1.)	10, 18, 24, 33, 43, 46	10, 18, 24, 34									✓								✓					✓											✓									✓			✓				
Theoretical report (D1.2.; D.2.2.)	16, 18	16, 18															✓		✓																																
Scientific publications (D3.2.)	10, 20, 30, 40	11, 14, 16, 24, 27, 29, 34, 40									✓			✓		✓								✓			✓		✓		✓					✓							✓								
Media releases (D3.1.)	3, 4, 5, 6	3, 4, 5, 6		✓	✓	✓	✓																																												
Mid-evaluation report (D5.1.)	22																						✓																												
2 progress reports	14, 37	14, 37													✓																							✓													
2 periodic reports	26, 48	26																									✓																								✓
Scientific reports (incl. preliminary SR) (D.5.2.; D.5.3.)	33	33																																	✓										✓						

- ISTR Stockholm, 2016
- Corporate Direction UCC - Co-operative Sector, 2016
- New strategies for co-operatives:
Understanding and managing co-operative creation, transition and transformation, 24th -27th of May, ICA 2016, Almeria, Spain
- EMES PhD Summer School Seminar, 2016
- "Could networking be a way to empower social enterprises in Serbia?", Belgrade, 7th October, 2016
- “Bridging the gap between practice and knowledge”, organized within the International agricultural fair BATA AGRO, 8th -12th March, 2016



- “Researchers’ night” in 2017 organized in Bulgaria (Trakia University, Stara Zagora),
- “Europe in my region”, 2017 http://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion/,
- “International Conference on Innovations in Science and Education”, Prague, Czech Republic, 2017, www.cbuic.cz
- Balkan Universities Association, 2017, <http://www.baunas.org/>
- Conference "Social entrepreneurship - perspectives and priorities", 2017
- Training seminar “Development of research and science – local conditions”, 2017
- Investment plan for Europe and the opportunities for the Southeastern region - forum Stara Zagora, 2017



4. Impact and societal value



Immediate benefits

- Capacity building and knowledge sharing;
- Two-way exchange knowledge system;
- Practical oriented research.



Long-term benefits

- Improved quality of learning process;
- Value added academic experience;
- Soliciting practical-based expertise.



Individual and organizational benefits

- Improved researcher track and career perspectives;
- Improved visibility of researchers' work;
- Gain broader outcome focus, since profit is only part of the process of *“doing business”*.

5. Management

Our basic management responsibilities:

Planning – expected results and deliverables according to the work programme; Gantt dissemination chart; secondments implementation and Gantt chart;

Decision-making process – on-time information, managing changes, strict and regular communication with the PO;

Informational role – regular communication, timely reporting, monitoring and follow-up;

Interpersonal role – involvement of all fellows in the project implementation, regular interpersonal communication.

Roles and responsibilities

The coordinator



- ☐ Intermediary communication between the REA and the Consortium partners
- ☐ Regular reporting to the REA – progress report, mid-term report, periodic report, financial report, distribution report
- ☐ Keep records and financial accounts
- ☐ Review reports to verify consistency with project tasks
- ☐ Monitor compliance with the GA

The partners



- ☐ Carry out project jointly – secondments, research work, results and deliverables
- ☐ Timely feedback, regular reporting and information for any changes or new circumstances
- ☐ Conclude, together with the beneficiary home organisation, an agreement with each researcher hosted for a secondment
- ☐ Provide all necessary assistance – administrative, scientific, logistic, etc. to the seconded researchers
- ☐ Execute, by the due dates, all payments for which a partners is responsible

Thank you!

