

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 42

Cross-fertilization activities

The goal of cross-fertilization activities in a European Project is to create and establish a new paradigm of collaboration, according to which the use of external collaborations and emulation with other similar projects allows a higher success rate of the project itself. Cross-fertilization activities in a European project depend on several key factors:

1. **Multidisciplinarity:** Projects benefit from having collaborators with diverse backgrounds and expertise. Partners from different fields bring unique perspectives and contribute to innovative solutions.
2. **Knowledge base:** Partners with a broad knowledge base can generate new combinations and value-added practices. A strong base enables creative synthesis and cross-fertilization.
3. **Organizational diversity:** diverse partners, each with unique knowledge and skills, foster cross-fertilization. However, it is important to keep a limited number of organizations involved to avoid complicating the work.

Encouraging cross-fertilization in projects means fostering an environment where diverse ideas and skills can intermingle. Here are some practical steps:

- Form teams with diverse backgrounds, skills and perspectives: include experts from different fields to promote interdisciplinary collaboration.
- Facilitate regular meetings, workshops, and brainstorming sessions. Encourage team members to share their insights, challenges, and potential solutions.
- Organize project dissemination activities in different contexts where all group members can be involved. Participate in international fairs with abstracts, interviews, joint activities.
- Create platforms, such as internal wikis, forums or collaboration tools where team members can share research findings, best practices and lessons learned.
- Conduct cross-training where team members learn about each other's areas of expertise. This promotes mutual understanding and encourages cross-fertilization

When cross-fertilisation is successful, it leads to a number of advantages such as:

- i) an optimisation of resources;
- ii) further validation of specific methodologies and results;
- iii) refinement or specifications of new requirements : one projet could provide information helpful to another one;
- iv) increase in the audience : a project could provide access to reach other audiences that are not the primary focus of another project ;
- v) limited redundancies in research activities between projects.

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End Users

Farmer & Cooperative, Industry & Retail, Policy maker, Technology provider, other

Country

Italy



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ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

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