

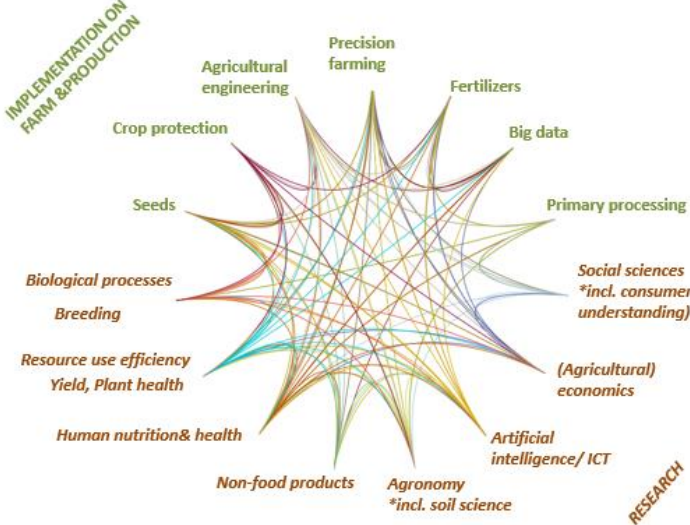
The Integrated Crop Production Partnership for sustainable innovation



The Integrated Crop Production (ICP) partnership is an industry driven public-private collaboration that targets the need of the whole European agricultural value network to innovate sustainably.

- To stepwise facilitate development of **coordinated and collaborative** innovation efforts.
- To **learn** and **benefit** from previous successful & unsuccessful attempts to develop innovation-oriented partnerships.
- To **access information** about the R&D capabilities of the participating stakeholders, their innovation interests & gaps.

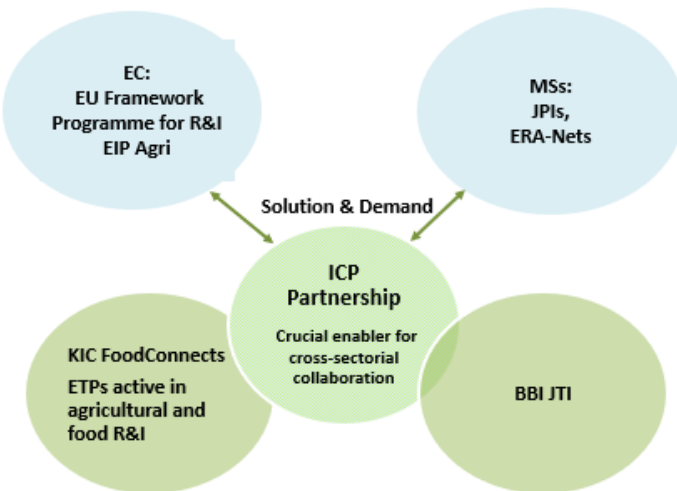
Transition from a linear disciplinary approach to an integrated networking approach



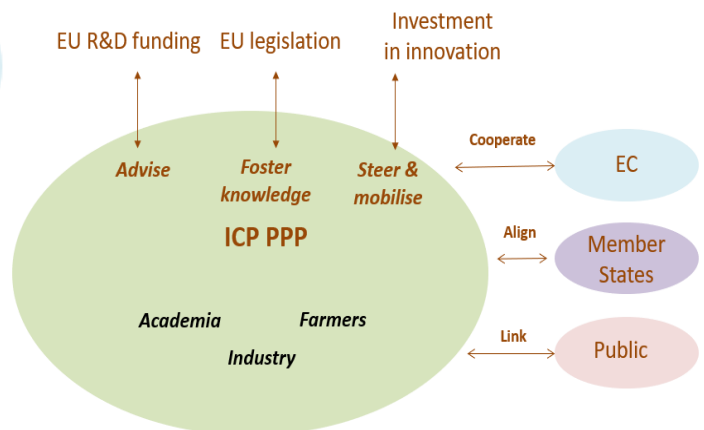
Focal areas tackled by the ICP partnership through coordinated and collaborative efforts

1. Increased yield and yield stability for increased resilience of crops in dynamic and adverse environments
2. Improved resource use efficiency and resource stewardship
3. Improved plant health for resilient production
4. Enhanced food safety
5. Enriched/enhanced plants for food and for non-food products
6. Agronomical strategies
7. Regulatory affairs
8. Big data and data management
9. Consumer research, drivers for consumer acceptance and behavioural change
10. Infrastructure
11. Finance, investment models and economic performance

The intrinsic value of the collaborations is that **stakeholders innovate beyond their resources and make best use of internal and external ideas**. Furthermore, engaging with consumers can increase the ability of the sector to develop a **more agile approach to innovate and create value**, as it allows to better understand customers' needs and behaviours and their willingness to adopt products and their development accordingly.



European added value of the ICP within the EU Bio-economy landscape



Options for implementing - Integrated Crop Production PPP