

Programme

- 08.30** **Coffee**
- 09.00** **Welcome and Introduction**
Professor Seamus Smyth, President Emeritus, National University of Ireland, Maynooth and Chairman of the Teagasc 2030 Steering Committee
- 09.15** **Session 1**
How will key trends and drivers of change shape the development of agri-food and rural areas in 2030?
- Chair
Professor Patrick Fottrell, Chairperson, Science Foundation Ireland and Chairperson, Teagasc Authority Research Committee
- Panelists
Mr Thierry Gaudin, President, Prospective 2100, France
Dr Jan Staman, Director, Rathenau Institute, The Hague, Netherland
Mr Larry Murrin, Chief Executive, Dawn Farm Foods Ltd., Ireland
- 10.45** **Coffee**
- 11.00** **Session 2**
How will land use be different in 2030?
- Chair
Professor Jim Walsh, Vice-president, National University of Ireland, Maynooth, Ireland
- Panelists
Professor Frank Convery, Heritage Trust Professor of Environmental Policy, University College Dublin, Ireland
Dr Willem Rienks, Eururalis Project, Wageningen University and Research Centre, Netherlands
Mr Richard Douthwaite, Feasta, Ireland
- 12.30** **Lunch**
- 13.15** **Session 3**
How will science and technology contribute to changes in land uses and added value in 2030
- Chair
Ms Helena Acheson, Division Manager, Science, Technology and Innovation Policy and Awareness, Forfas, Ireland
- Panelists
Professor Martina Newell-McGloughlin, Director - UC Systemwide Biotechnology Research and Education Programme (UCBREP), Co-Director - NIH Training Programme in Biomolecular Technology and Adjunct Assistant Professor - Department of Plant Pathology, University of California, US
Professor Dietrich Knorr, Department of Food Biotech and Food Process Engineering, Berlin University of Technology, Germany
Professor Donald Fitzmaurice, ePlanet Ventures, Ireland
Dr Peter Smeets, ALTErrA, Wageningen, Netherlands
- 15.15** **Coffee**
- 15.30** **Session 4**
How will the generation and use of knowledge be organised to create added value in agriculture, food and rural areas in 2030?
- Chair
Professor E P Cunningham, Government Chief Scientific Advisor, Ireland
- Panelists
Dr Patrick Crehan, CKA Consultants, Brussels, Belgium
Mr Jorg Bang Andersen, Special Advisor-Innovation, Ministry of Foreign Affairs, Denmark
- 16.45** **Synthesis and Conclusions**
Dr Gunter Clar, Director, Regional Strategies and Innovation, SEZ, Germany
- 17.00** **Close of Workshop**

Teagasc 2030

Teagasc 2030 is a Foresight exercise designed to establish a broadly-shared vision for the Irish agri-food and rural economy in 2030 and its knowledge requirements, with a view to strengthening the strategic capabilities of Teagasc and its relevance to its stakeholders, as well as enabling it to provide proactive leadership in a rapidly changing open-market environment.

The project, which was launched in December 2006, aims to use Foresight methods and processes to develop a long-term vision for Teagasc and an RTDI strategy that will enable the organisation meet the science and technology needs of the agri-food industry and rural economy in the short, medium and long-term.

In 2030, Teagasc will have been in existence for more than 70 years. This project considers what kind of rural Ireland and agri-food industry may exist by then, and what kind of organisation might emerge, with a view to identifying choices that lie ahead and preparing us for the challenges we will face.

Drawing on likely developments in the agri-food sector and rural economy and global developments over the next 20 years or so, Teagasc 2030 will develop alternative scenarios, outlining different possible 'futures' and how they could impact on the organisation. These are designed to stimulate thinking on the ability of the organisation to prepare for different eventualities or 'futures' as they emerge. These scenarios will form the basis for the development of a long-term Teagasc strategy for research and knowledge management.

Out-of-the-Box Thinking Workshop

A Teagasc 2030 Foresight Project Event
RDS, Dublin - Wednesday, 25 July 2007



Introduction

Out-of-the-box thinking requires an openness to new ways of seeing the world and a willingness to explore them. Out-of-the-box thinkers know that new ideas need nurturing and support. They also know that having an idea is good, but acting on it is more important. Results are what count.

Thinking outside the box requires different attributes including:

- Willingness to take new perspectives on day-to-day work
- Openness to doing different things and to doing things differently
- Focusing on the value of finding new ideas and acting on them
- Striving to create value in new ways
- Listening to others
- Supporting and respecting others' new ideas

Objectives:

- To present challenging and innovative views on the future trends and driving forces that will help shape the agriculture, food and rural economy of 2030
- To contribute to the development of the Teagasc 2030 knowledge base
- To challenge participants' assumptions about the future

Format:

The workshop is organised into four high-level thematic sessions. Each session involves short (20 minutes) presentations by a number of key panelists followed by discussion between the panelists and contributions from the audience.

Audience:

Teagasc Authority
Teagasc Senior Management
Foresight Steering Committee
Foresight Panel
Expert Sub-groups
Working Group
Invited Guests

Panelists

Mr Thierry Gaudin is a French futurist and author of several books about futurism and innovation, including "Our Species Odyssey" (1990). He is co-founder and President of the "Prospective 2100" association, an NGO devoted to long-term foresight aiming to promote future studies useful for decision making on a global scale. He recently chaired the Foresight Working Group of the EU Standing Committee on Agriculture Research (SCAR).

Dr Jan Staman is Managing Director of the Rathenau Institute, the Dutch organisation responsible for technology assessment, the evaluation of individual, mainly new technologies; and the evaluation of the Dutch science and technology system as a whole. His special interest lies in how ethical and societal issues are processed in scientific and technological practice, in politics and the creation of government policy.

Mr Larry Murrin is Managing Director of Dawn Farm Foods Ltd. Dawn Farm Foods is part of the Queally Group, Ireland's largest privately owned agri-food business. The company specialises in the production of individually quick frozen (IQF) and chilled cooked meat ingredients for supply to ready meal manufacturers, frozen and chilled pizza manufacturers, the sandwich industry and the foodservice sector in Europe, the Middle East and Asia.

Professor Frank Convery is Heritage Trust Professor of Environmental Policy in the School of Geography, Planning and Environmental Policy, University College Dublin. He is active on a number of EU-wide investigations and bodies, including membership of the Science Committee of the European Environment Agency and President of the European Association of Environmental and Resource Economists. He has written extensively on resource and environmental economics issues, with particular reference to agriculture, forestry, energy, minerals, land use, urbanisation, environment and development in developing countries.

Dr Willem Rienks is based in Wageningen University and Research Centre and is the overall project leader of the EURURALIS project, a major initiative that looks into the impacts of driving forces on the sustainability of rural areas of Europe. He is expert in the field of agriculture, environment, water and spatial planning.

Mr Richard Douthwaite is an economist and co-founder of the Foundation for Economic Sustainability (Feasta), an Irish economic think-tank. His books include "The Growth Illusion" (1992), "Short Circuit" (1996) and the "Ecology of Money" (1999).

Professor Martina Newell-McGloughlin directs the UC Systemwide Biotechnology Research and Education Programme (UCBREP). She is Adjunct Assistant Professor at the Department of Plant Pathology, University of California, Davis, and is Co-director of an NIH Training Grant in Biomolecular Technology, one of only three in California. Prior to this she was Director of the UC System Life Sciences Informatics programme and the local UC Davis Biotechnology Programme. She helped contribute to the formation of Science Foundation Ireland and is now a member of its Board of Directors.

Professor Dietrich Knorr is Head of Department of Food Biotechnology and Food Process Engineering, Berlin University of Technology. He also serves as Research Professor at the University of Delaware, Newark, DE, USA; Adjunct Professor, Cornell University, Ithaca, NY, USA; and Editor of Innovative Food Science and Emerging Technologies.

Professor Donald Fitzmaurice is a Director of ePlanet Funds II based in the Fund's London office. Donald is also an Adjunct Professor at University College Dublin. With over 150 publications and patents to his name, he is established as a leading researcher in the field of nanotechnology. Recently, he was elected a member of the Royal Irish Academy and was awarded the Boyle-Higgins medal. He founded a number of start-ups to exploit his research including Ntera, an innovative display company, and TopChem, a company developing specialised process technology to the pharmaceutical sector. Currently, Professor Fitzmaurice is serving his third term as a member of the Science, Technology and Innovation Advisory Council, the body responsible for advising the national government on scientific developments. Donald's interests extend beyond nanotechnology, to the two other key enabling technologies – biotechnology and information and communication technology.

Dr Peter Smeets is Project Director in the national research programme on the sustainable development of agriculture, based in Alterra/WING, Wageningen University and Research Centre.

Dr Patrick Crehan spent 10 years working in Europe and Japan as a researcher in mathematical physics. In 1996, he dropped out of academia, spending two years working for the European Commission. He worked on RTD collaboration in Information Technologies with countries of the Mediterranean basin, Latin America, Asia and Eastern Europe. In 1998, he left the Commission to work as an independent consultant in international RTD, industrial and economic development policy. In 1999, he founded Crehan, Kusano and Associates.

Mr Jorg Born Andersen is a Special Advisor on Innovation in the Trade Council of Denmark, based in the Ministry of Foreign Affairs.

Dr Gunter Clar is Director of Regional Strategies and Innovation at SEZ in Stuttgart. Prior to this, he was a Senior Policy Advisor in DG Research, EU Commission on secondment from the Baden-Württemberg government. He is a leading international expert in (sectoral, regional, national and trans-national) foresight and other strategic policy design and policy support tools. He has extensive experience in developing, implementing and transferring Foresight and related concepts and activities internationally.

