



# The European Technology Platform 'Plants for the Future'

## *The Way Forward*

ESA Annual Meeting  
Brussels, 12 October 2010  
*Marc Cornelissen (Bayer CropScience)*

# Executive track record

- 2004** 'Plants for the Future' - **Vision 2025**
- 2005** **Proposal Strategic Research Agenda (SRA) 2005 - 2025**
- 2005/6** **Consultation:** > 1000 experts, 19 Member States
- 2007** **Final Strategic Research Agenda (SRA)**
- 2009** **Member in ETPs Expert Group of EC**
- 2009** **First National Plant Technology Platforms**
- 2009-11** **Joint ETP-EU projects** (coordinations BECOTEPS, partner in StarColibri)
- 2010/11** **Development of:**
- **Research Action Plan (RAP)**
  - **Innovation Action Plan (IAP)**
  - **Education Action Plan (EAP)**



# Members

- Industry - Academia - Farmers
- European Associations, Individual Companies



223 Institutes,  
Universities  
>28.000 researchers



1.000 Companies



76 Farmers'  
Organisations  
40.000 Coops



# Strategic Research Agenda

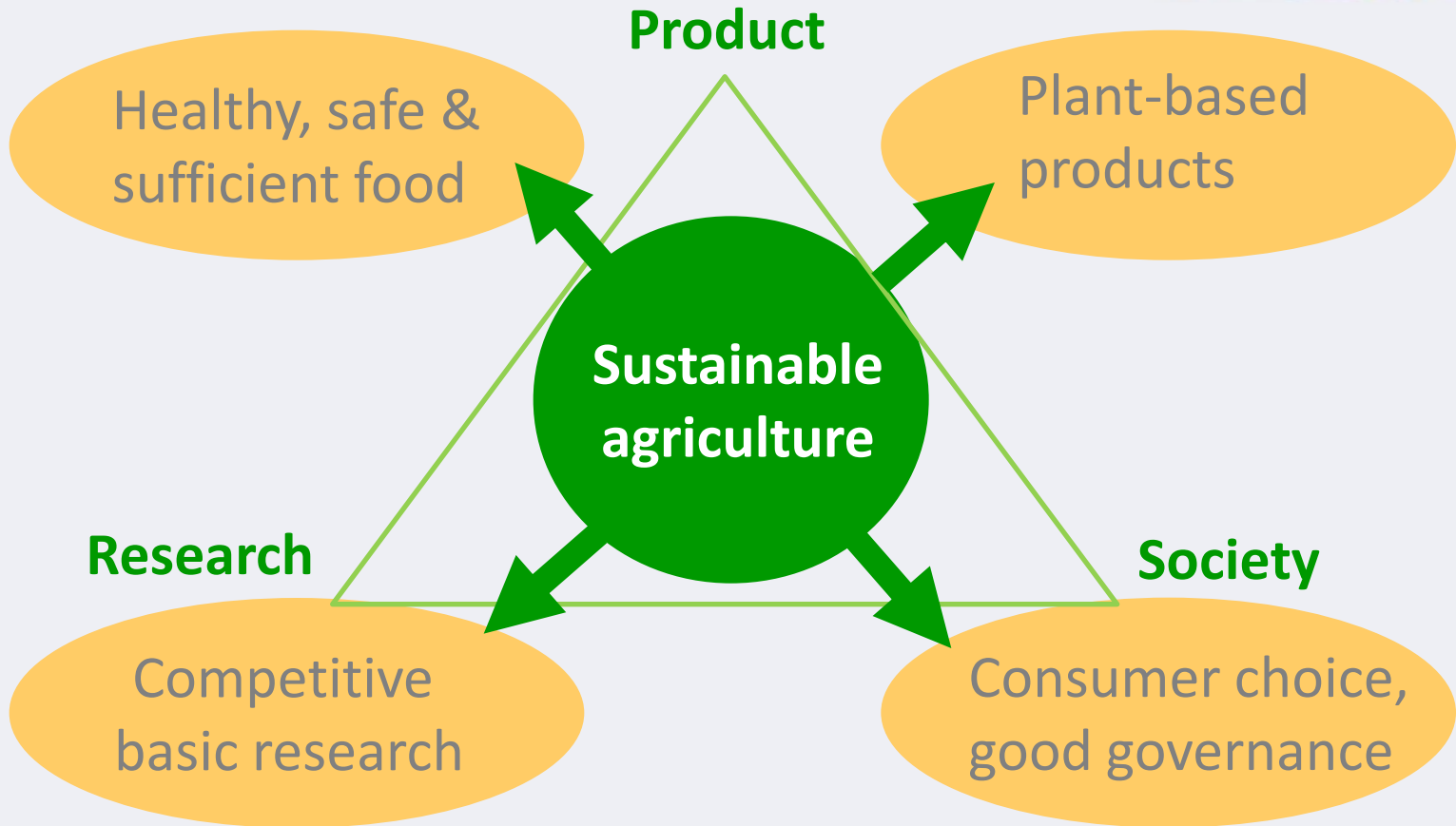


## 5 challenges

1. Healthy, safe and sufficient food and feed
2. Plant based products: chemicals and bioenergy
3. Sustainable agriculture, forestry and landscape
4. Vibrant and competitive research
5. Consumer choice and governance

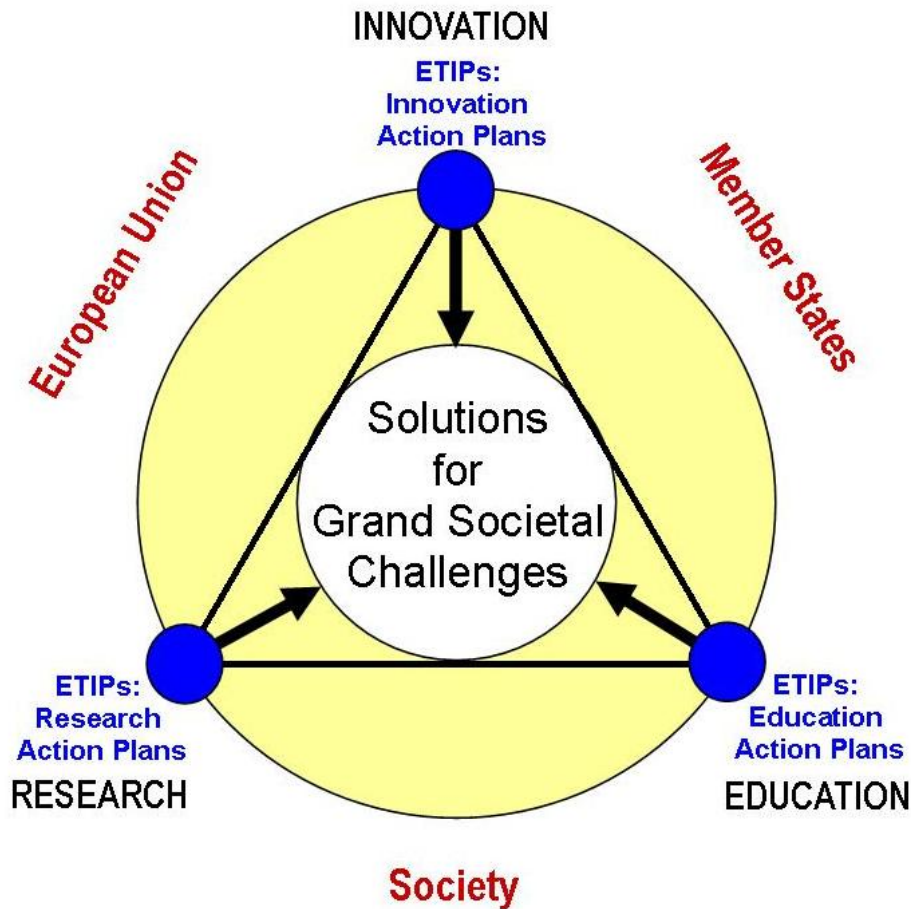


# Current priority setting in SRA





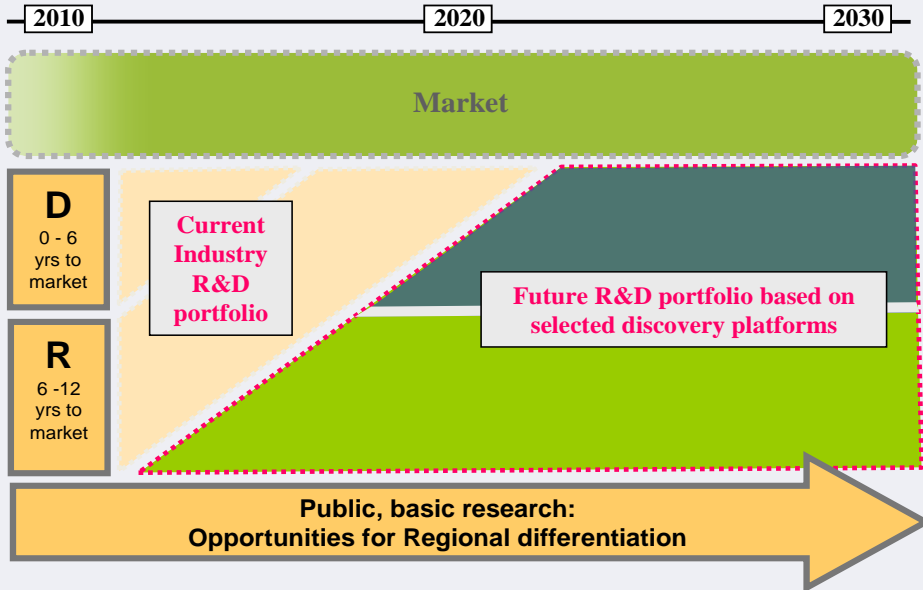
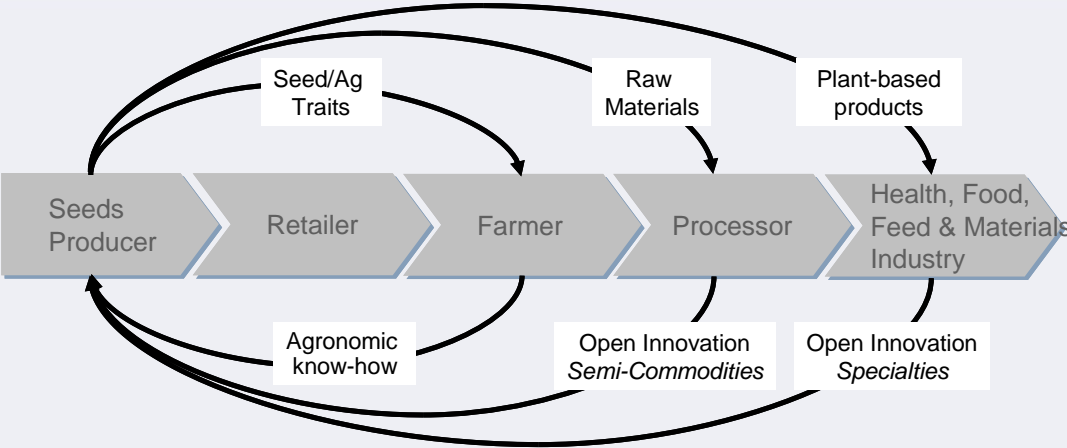
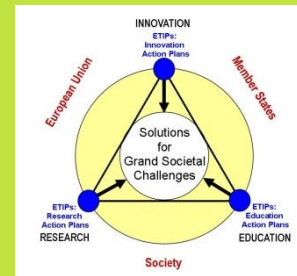
# Plant ETP structure & scope



## Role: COORDINATION

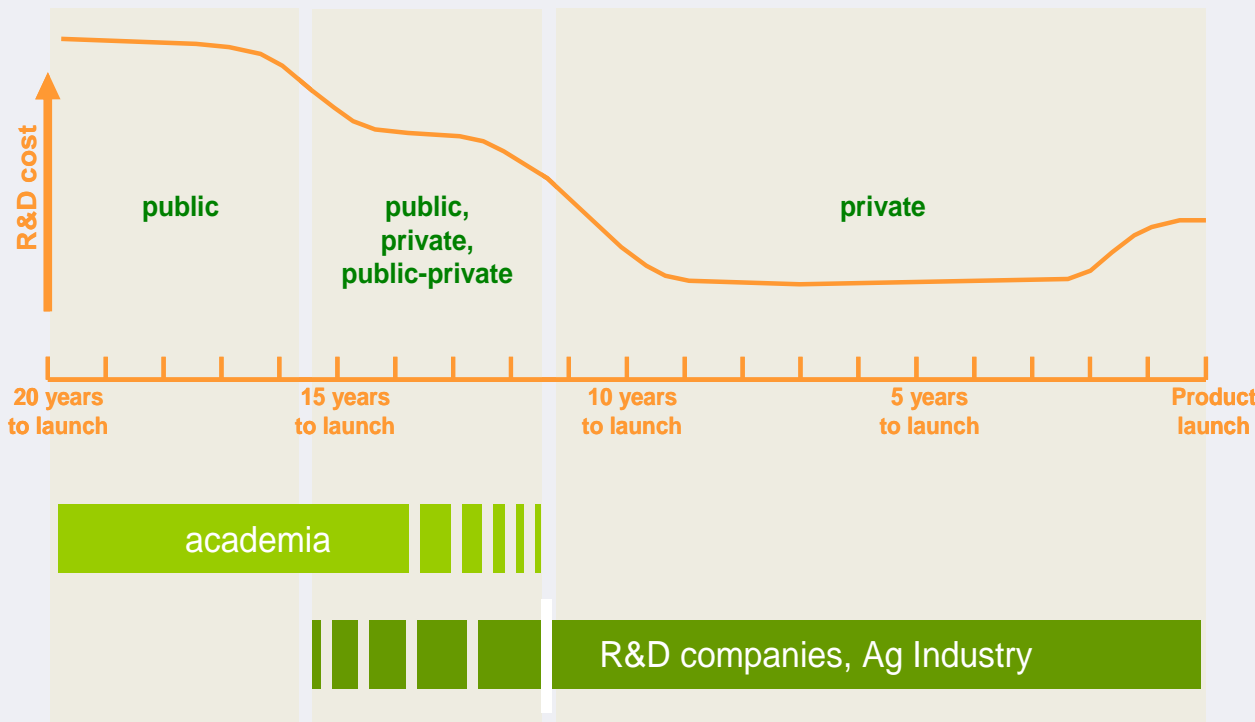
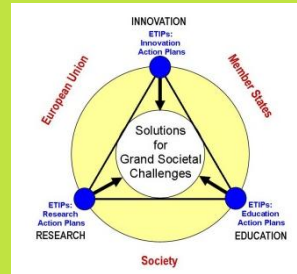
- Steering Council -  
Executive Committee -  
Coordinator
- Equal rights for  
stakeholders & veto right
- Industry lead
- Working Groups
- Budget : 212.412 €

# Solutions to grand challenges start with communication



- Players compete through marketing, pricing and customer-orientation
- Most production, extraction and processing innovation is past
- Strong benchmarking of market value
- Governmental measures have lowered desire for change
- Consolidation of players is common
- Best use of existing infrastructure
- Low ratio R&D versus turn-over
- Resistance to innovation options with:
  - High R&D cost & timelines
  - High business realisation risks
  - Major capital investments

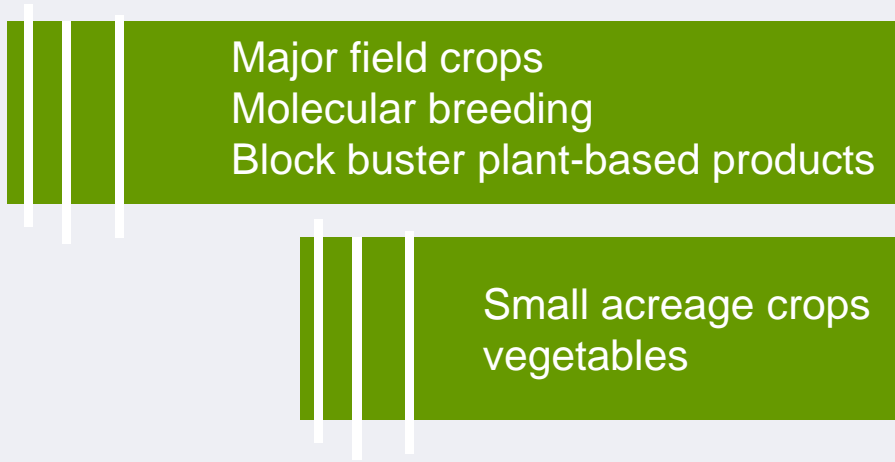
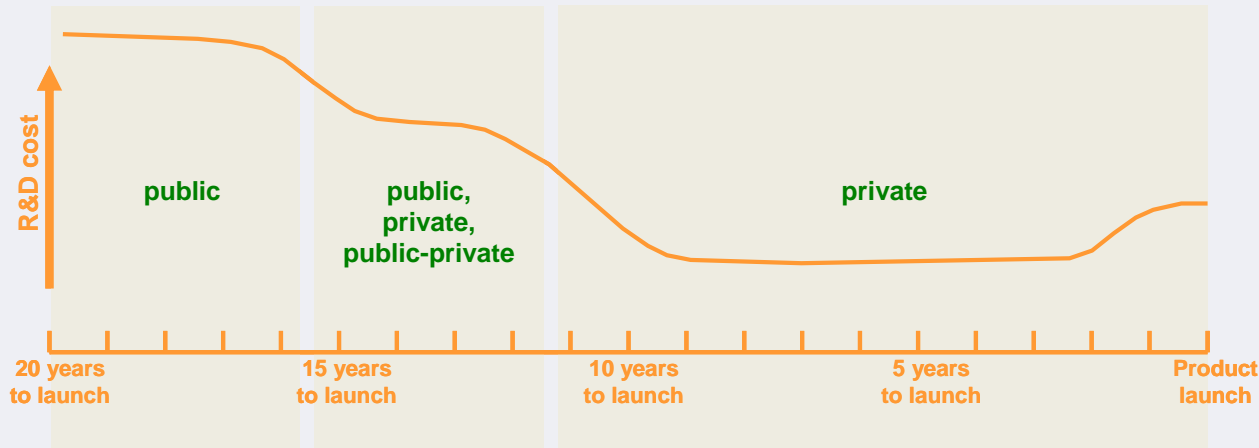
# Stakeholders need to be stimulated in natural role



- Affordable and timely access to new know-how and innovation opportunities is a major challenge to SMEs
- European initiatives should have smart performance indicators in line with intended purpose

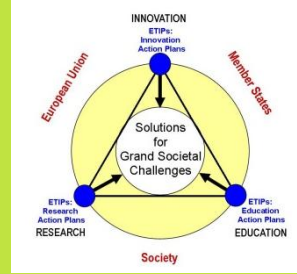


# Aligning academia and Ag-players is required for economic reasons



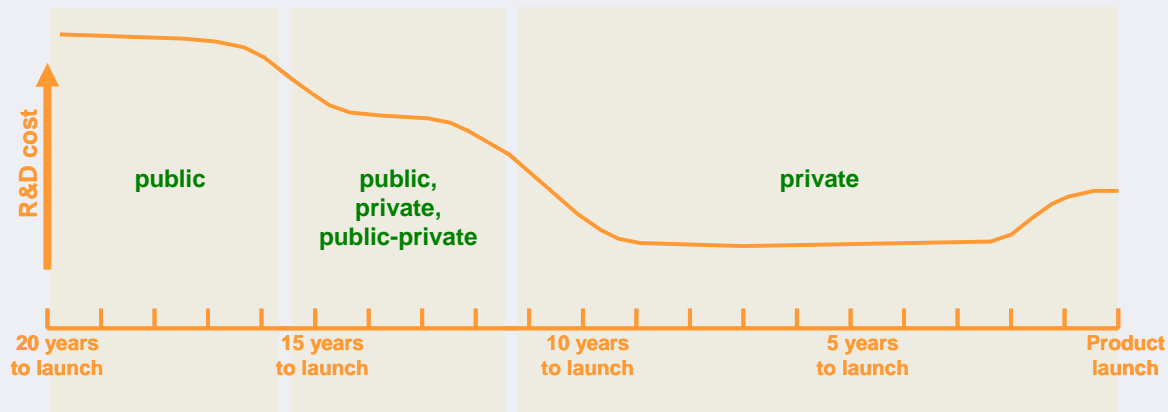
- Pay-back of innovation limits application
- Broad use of discovery research is not readily affordable in small acreage crops and vegetables
- Success requires a consistent integrated approach

# Which actions would stimulate plant-based innovation?



Promote focus and relevance in early research to stimulate local presence of Ag-(R&D) companies

Promote farmers as early test-user



Enable use of all safe processes and techniques

Improve deregulation process for GM traits to reduce cost and time

Improve global leadership and market-pul through Standards and Procurement  
E.g. Water & Nutrient Use Efficiency

# Research Action Plan: focus on sustainable agriculture *(in preparation)*

EU 27		Cereals	Wheat	Sugarbeet	Potatoes	Rape	Sunflower	Tomatoes	Vegetables	...
acreage										
off farm value										
<b>Plant productivity and quality</b>										
Yield	discovery									
	innovation									
Yield stability	discovery									
	innovation									
Product Quality	discovery									
	innovation									
<b>Environmental footprint agriculture</b>										
Crop tolerance to biotics	discovery									
	innovation									
Water and fertilizer use efficiency	discovery									
	innovation									
<b>Exploitation of biodiversity</b>										
Plant genetic resources	description									
	enable use									
	innovation									
Plant pathogens and pests	description									
	innovation									
<p>Advised EU spending level: <span style="color:red">●</span> Reduce <span style="color:yellow">●</span> Maintain <span style="color:green">●</span> Grow</p>										

- Concept slide only -  
Crops to list to be discussed

# Innovation & Education Action Plan *(in preparation)*

## Example topics



### **Innovation Action Plan:**

- Transfer of research into products in markets
- Regulation and its implementation
- Role of public funding and private sector
- Interaction of sectors in the Bioeconomy web
- Financial structures for public (incl. humanitarian aid) and private innovation
- ...

### **Education Action Plan:**

- Skills and expertise
- Interdisciplinary education
- School - university - professional training- life long learning
- ...

# How you could help us



- **Shortlist the areas you consider key to research on in an integrated way**
  - **Provide background to your priorities**
  - **Elaborate on how your priorities could be realised**
  - **Indicate the missing links**
- **Most importantly: tell us and join working groups!**



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*Thank you for your attention*