



From Knowledge to Adoption In Living Labs

Madeleine Arseneau
Knowledge Officer





Living Labs in Agriculture

In response to environmental, economic, and social challenges, the living labs approach to innovation management is receiving increasing attention within the agricultural sector.

The approach holds great promise for:

- accelerating the co-development and adoption of innovations
- for catalyzing system-wide transitions for greater resilience and sustainability
- for encouraging scientific knowledge and data exchange through collaboration
- driving policy development



Living Labs at Agriculture and Agri-Food Canada

AAFC recognized that urgent action is needed to accelerate our response to climate change and other agri-environmental challenges.

Starting 2018, AAFC launched a **nationwide network** of living labs to help accelerate the development and adoption of sustainable practices and technologies by Canadian farmers.



Agriculture and
Agri-Food Canada



Agricultural Climate Solutions – Living Labs

- New 10-year program (2021–2031)
- Focused on carbon sequestration, reducing GHG emissions, and providing other environmental co-benefits
- Rapid scale-up to 14 living labs



**AGRICULTURAL
CLIMATE
SOLUTIONS**

agriculture.canada.ca/agricultural-climate-solutions



A Nationwide Network

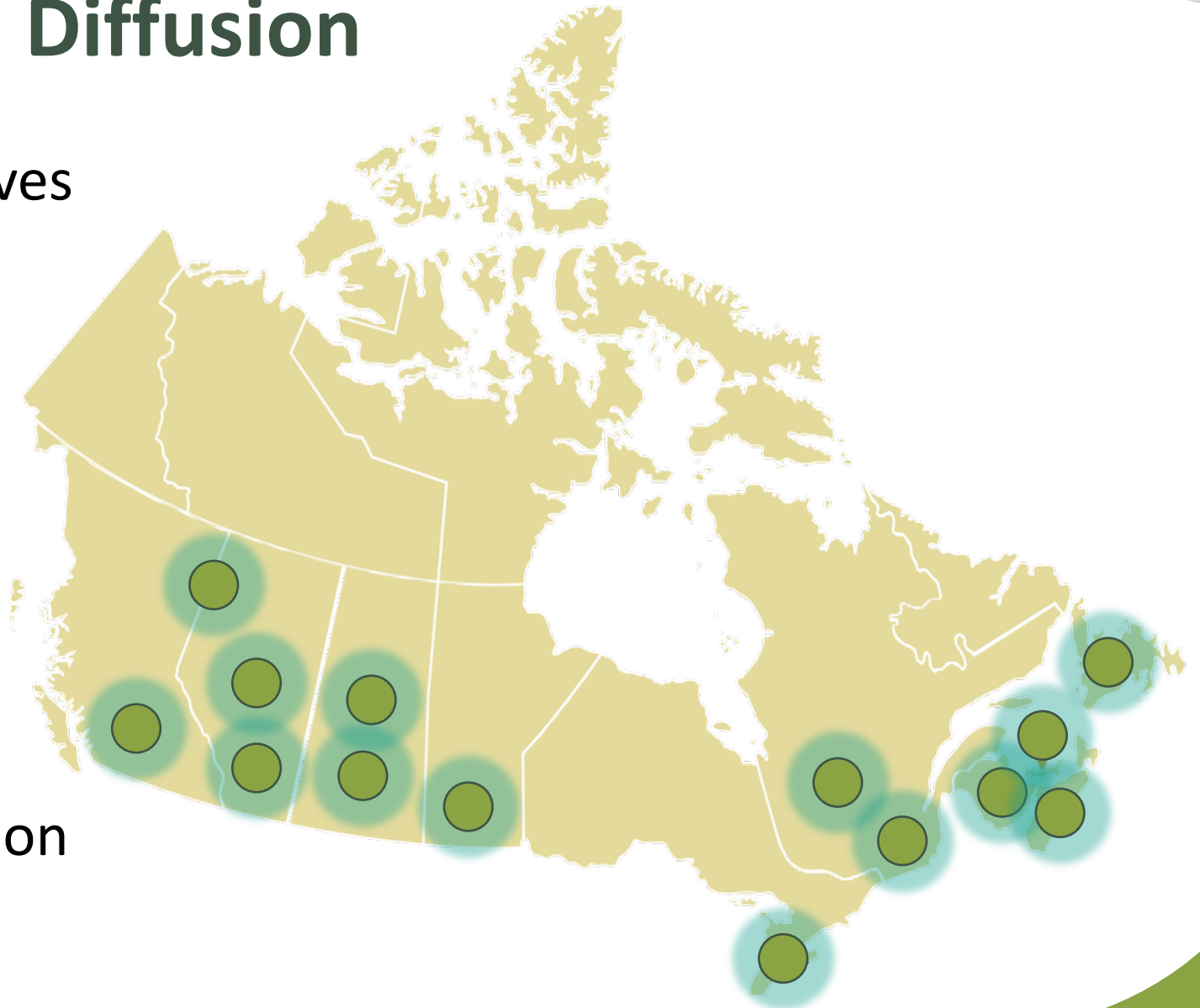
- Each living lab uses the same living labs approach.
- Each living lab is aiming for the same ultimate goals.
- But the approach is adjusted to local priorities and the needs of producers.





Local and Regional Diffusion

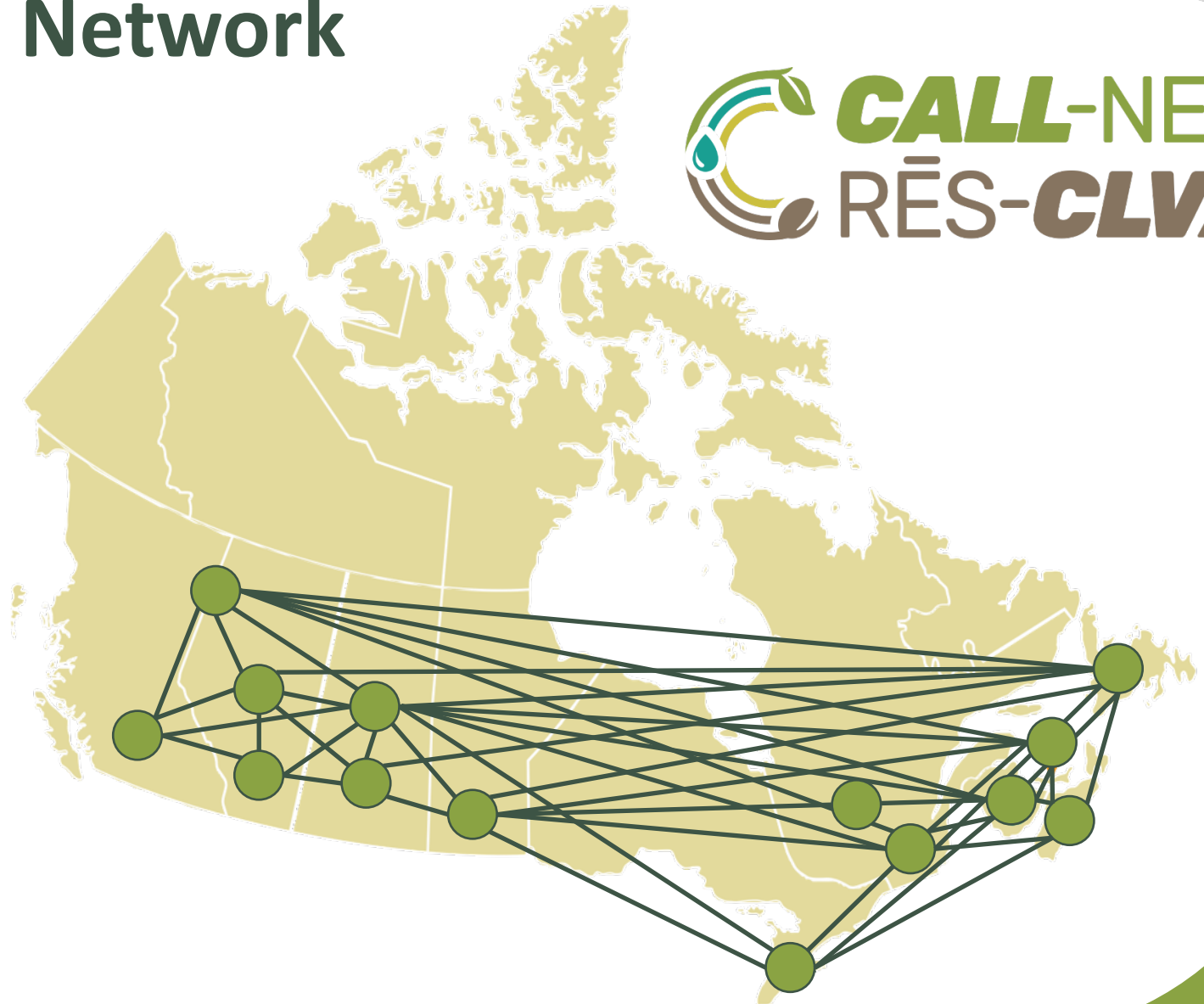
- Knowledge exchange drives innovation and research *within* the living lab.
- But knowledge is also exchanged with the broader community to improve the work in a living lab.
- This is also how we reach broad-scale adoption by other producers.





Sharing Across the Network

- Rapid scale-up of the network under ACS.
- There are many opportunities for sharing lessons
- Help the network function as a network:
 - Workshops
 - Webinars
 - Training sessions





Why Exchange Knowledge in Living Labs?

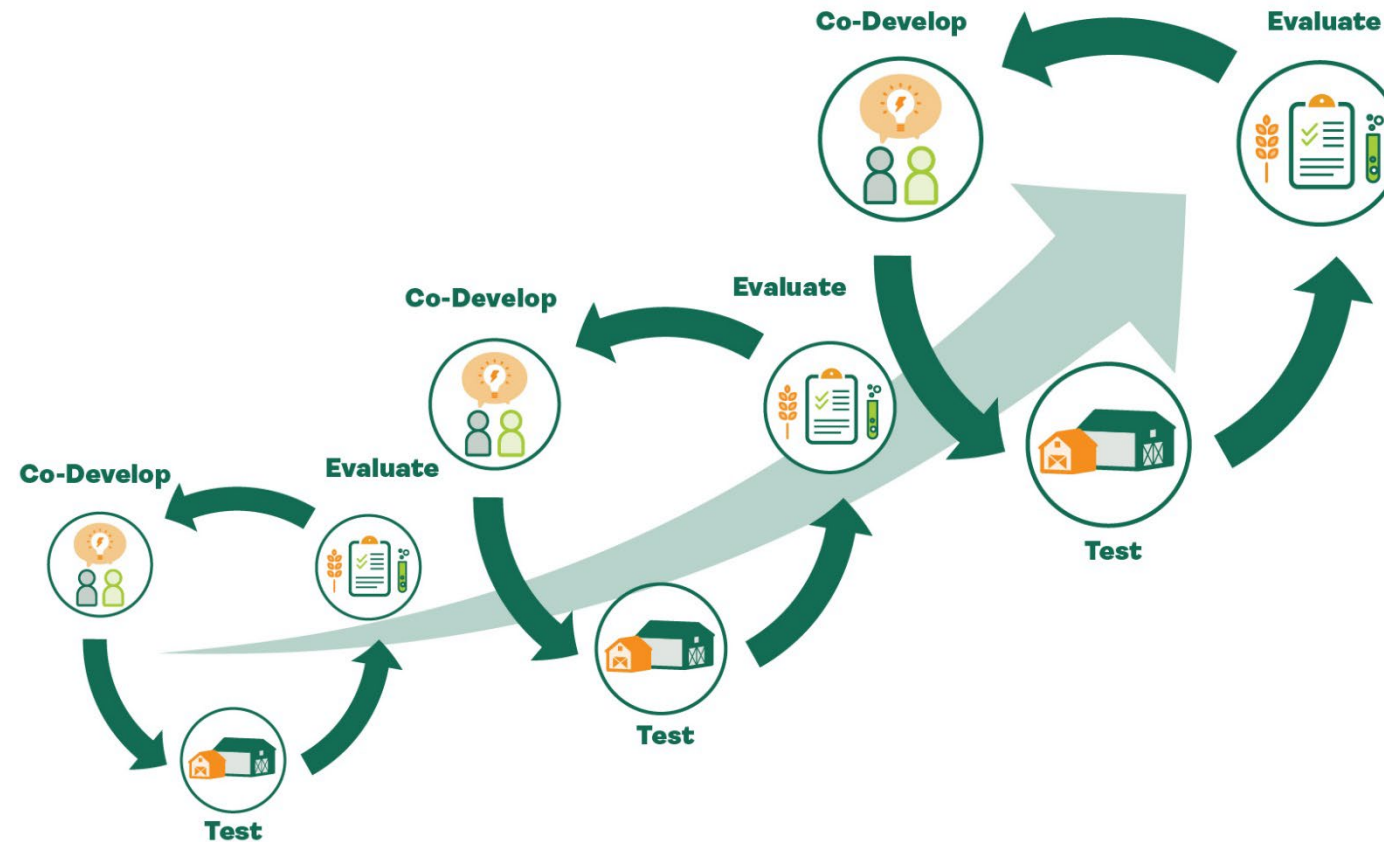
- Leads to adoption
- Supports innovation
- Ensures longevity of adoption
- Allows room for feedback from end users



Summerland Research Station, 2023



Integrating Knowledge Throughout Living Labs





Knowledge Exchange – A Two-Way Approach



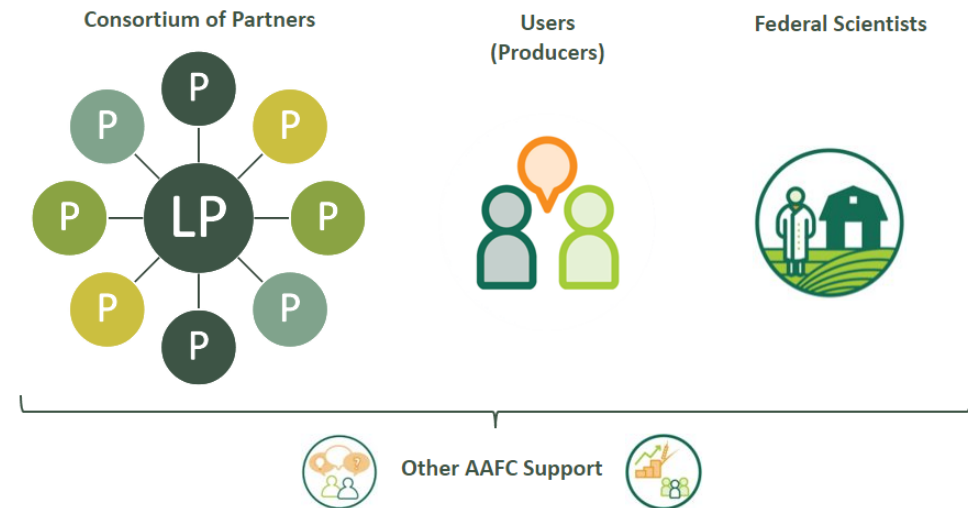
- Two-way approach
- Allows room for feedback
- Allows end users to be involved
- Uses knowledge brokers



Knowledge Exchange

- Knowledge exchange is not just for knowledge brokers
- Everyone plays a crucial role in delivering successful knowledge exchange
- In living labs:
 - Scientists
 - **Agronomists**
 - Partners
 - Producers
 - AAFC

How AAFC's Living Labs Are Structured





Where do agronomists fit in?

- Part of the feedback loop
- Part of accelerating what's being done
- Trusted source of information





Considerations

- Engage with stakeholders and **solicit feedback**
- Layer multiple methods of communication
- Consider a knowledge broker to help determine the best knowledge exchange tools
- Ensure content is short, targeted and relevant to your audience
- Use dissemination partners
- Anticipate and address potential barriers





Questions?



Madeleine.Arseneau@agr.gc.ca