



Topsector T&U Research Impact Accelerator Event

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Horticulture in the last 40 years

- Fossil Fuels
- Food Security
- Lack of interest in the industry
- Research not engaged with big players
- Lots of small players and poor research engagement





Horticulture today

- Major and Important Industry
- 21st century understanding
- Still limited research engagement with the industry
- Critical to deploy research insights - objectives





What is 'Research'

- The 'Linear Model' is inadequate
- 'Knowledge Exchange' and 'new knowledge'
- Issues-based approaches
- Defining the problem and academic freedom
- Collaboration, co-creation and co-delivery
- Networks and economies/diseconomies of scale





Cost

- Private v Public
- In-kind v cash



Using impact as a driver

- Recognising and rewarding success
- Incentives for researchers
- System changes

