



LiveM and the knowledge hub concept: Grassland and livestock modelling in MACSUR Phase 2

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Introduction

1. The challenges of collaboration
2. The ingredients for success
3. What is our niche?
4. The LiveM approach
5. Working across themes
6. Opportunities for links between LiveM and TradeM



Coopetition

(Brandenburger and Nalebuff, 1996)

Game theory analysis applied to understand cooperation between competitors

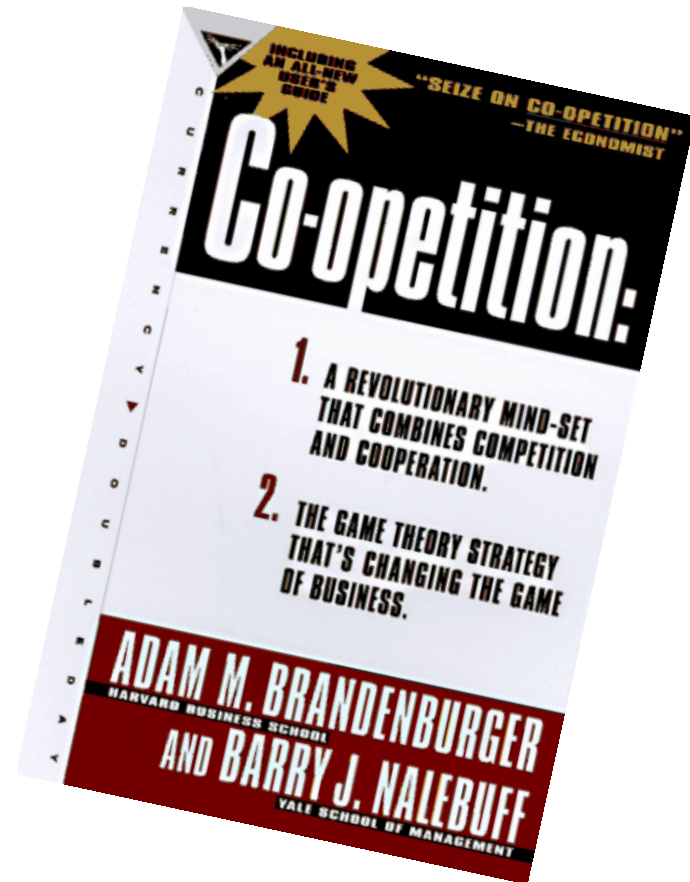
Players

Added Value

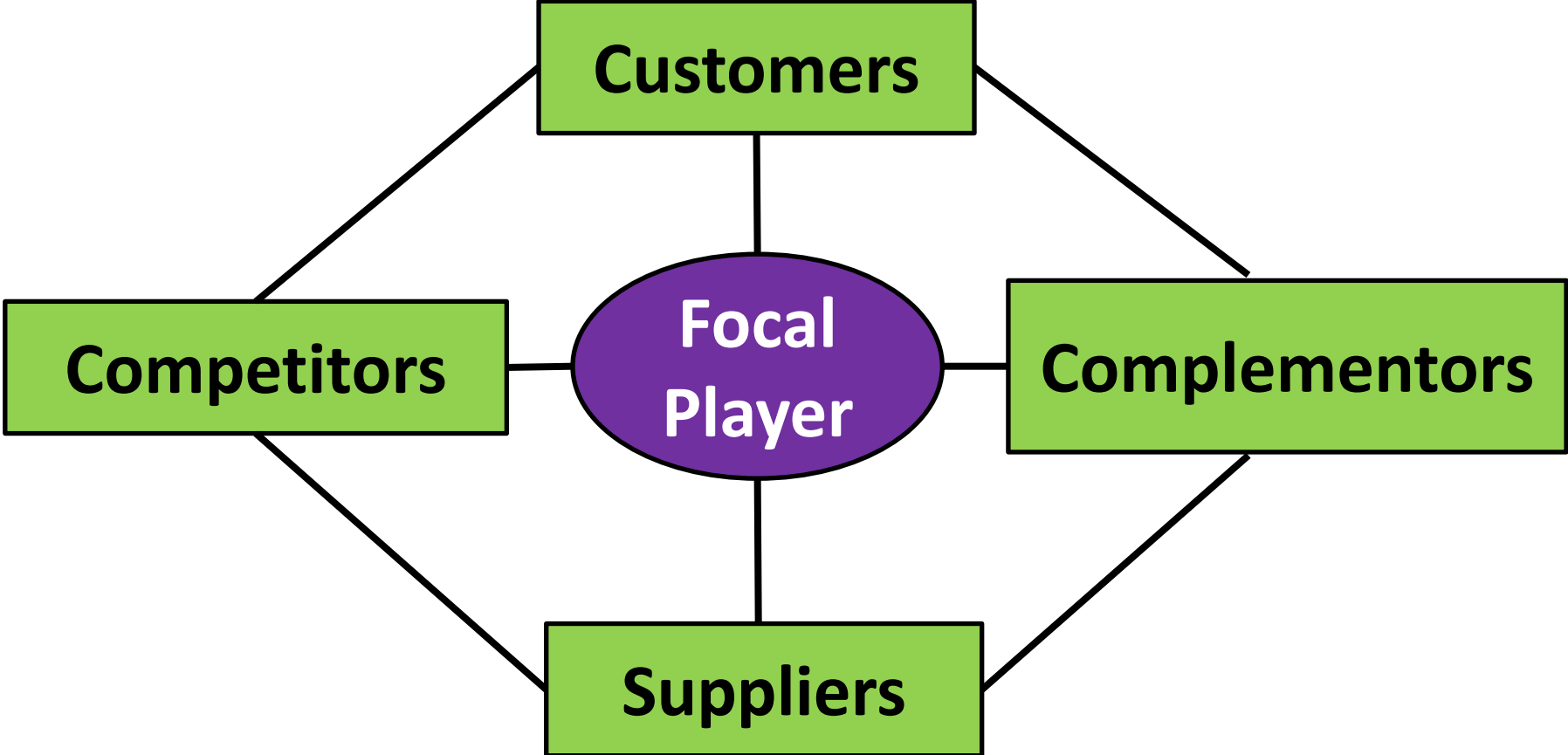
Rules

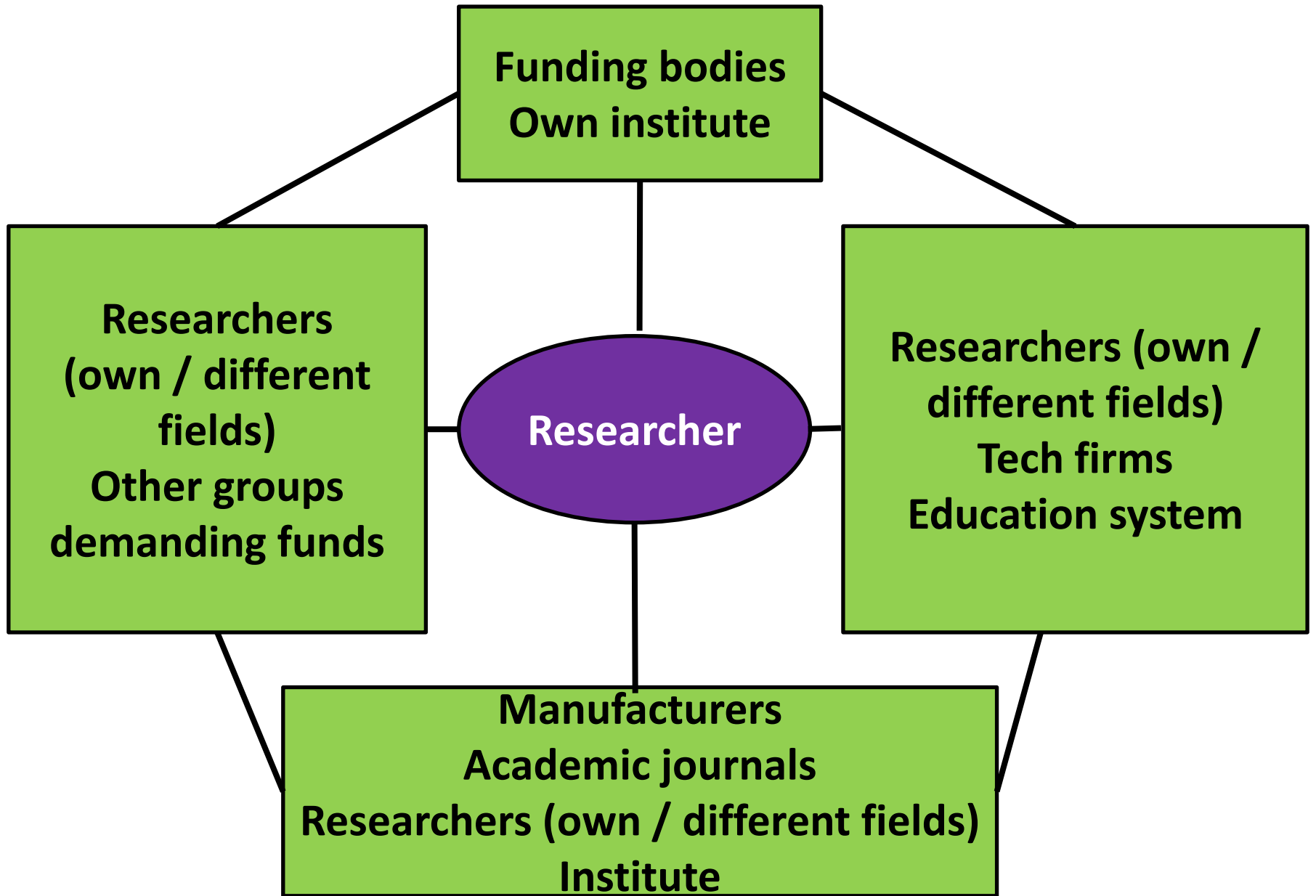
Tactics

Scope



Value Net





Research Value Net



Researchers can be competitors,
complementors and suppliers

Academics face a challenge if they wish to
rationally determine their strategy

Actual motives

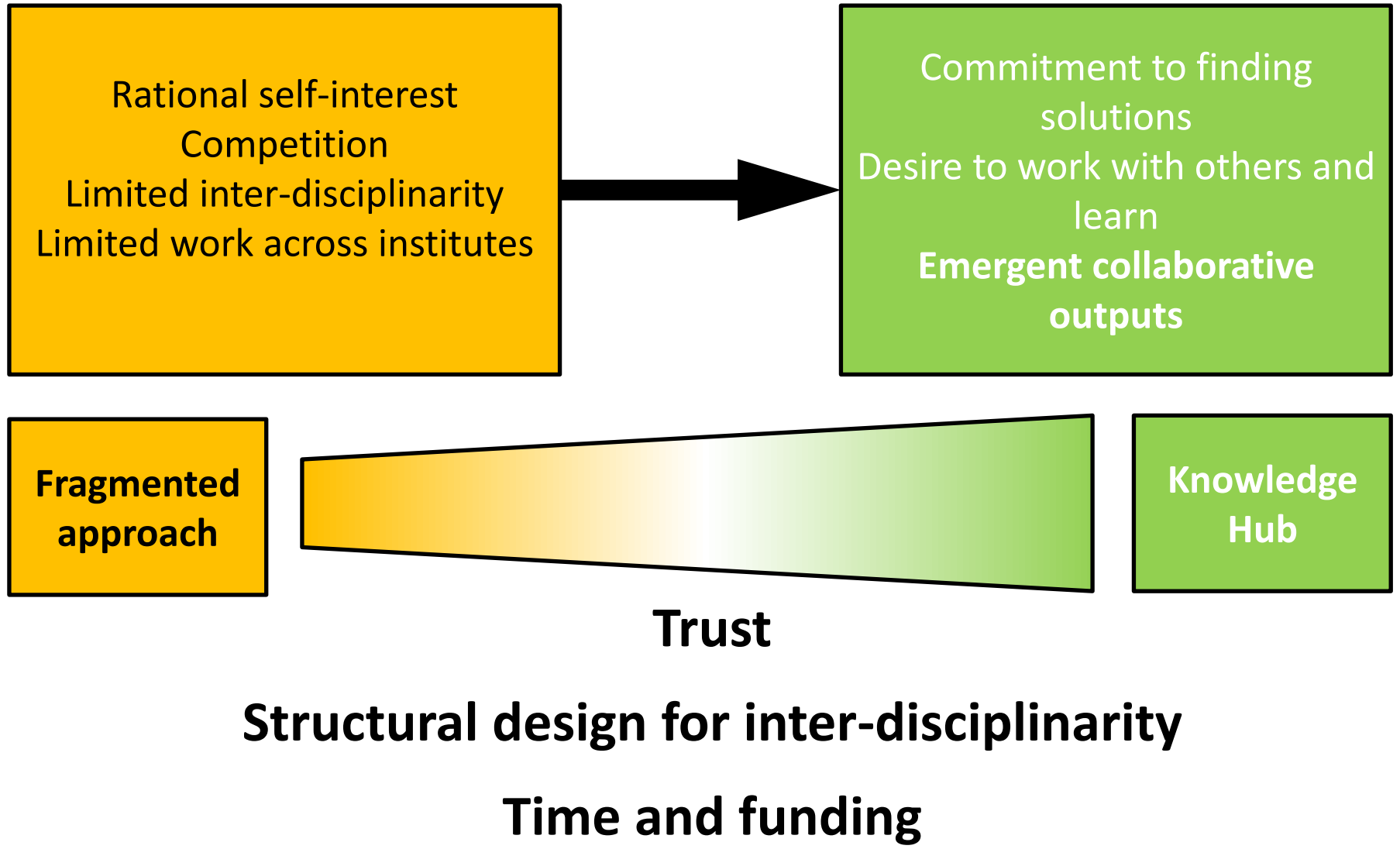
“To develop long-lasting relationships with others in similar areas of interest”

“There are fundamental questions to address, and the hub provides a good platform for this”

“Development of models through inter-comparisons etc. is very important and interesting, technically and in terms of improving ecological understanding”

“Opportunity to continue work in agriculture and CC, to meet other grassland modellers and to link grassland with livestock production”

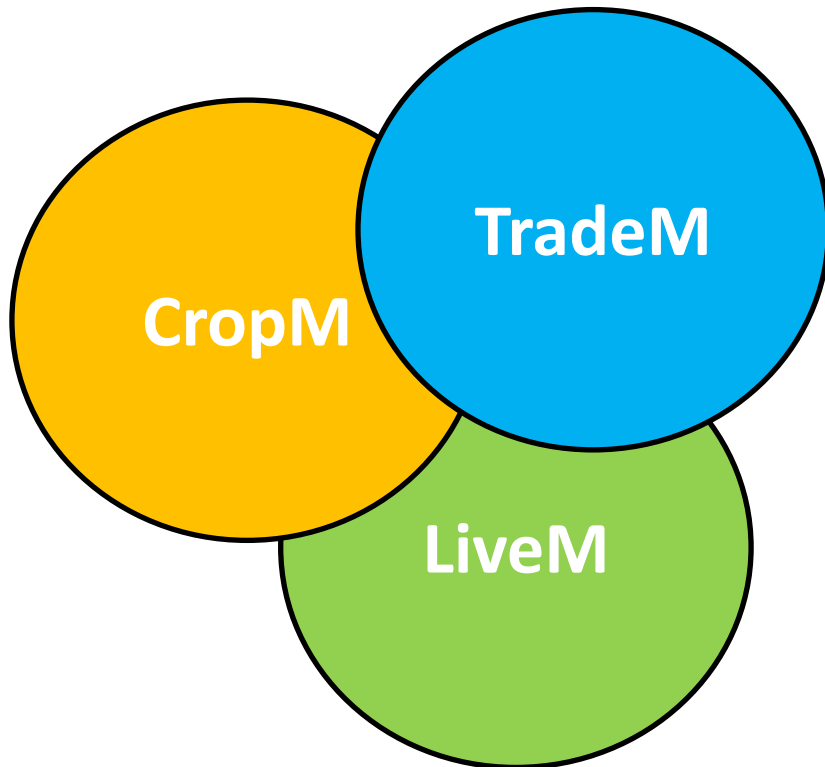
Solving complex societal problems



What is our niche?

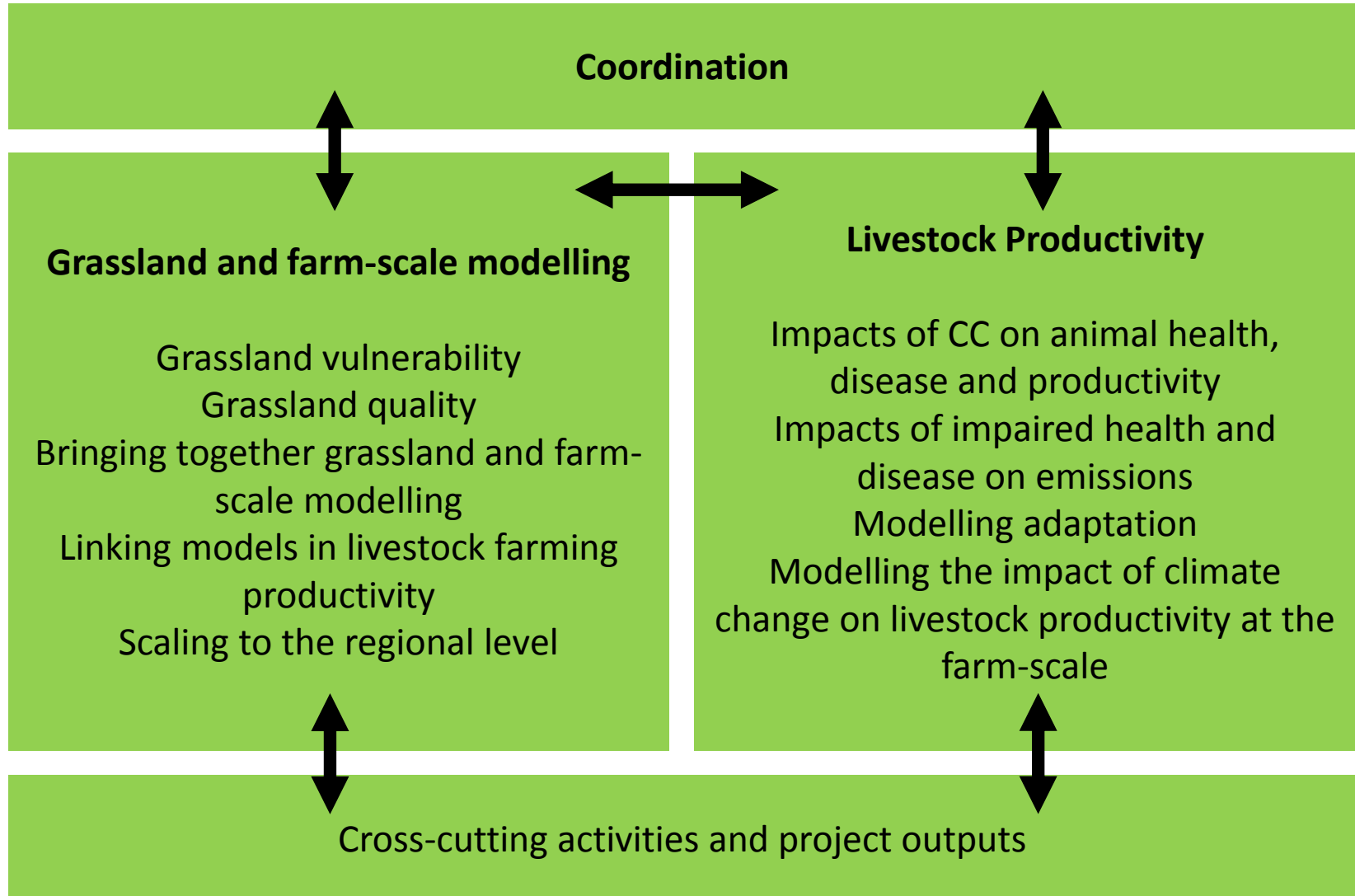


What is our niche?



**MODELLING CAPACITY
TO CONTRIBUTE TO
SOLVING THE SOCIETAL
CHALLENGE OF CLIMATE
CHANGE IMPACTS ON
AGRICULTURE AND
FOOD SECURITY**

LiveM in 2015-2017



Deliverables

High impact state-of-the-art paper

Further focussed papers

Practical steps

Initial workshop
Synthesis, state-of-the-art

Work-plan based on scientific priorities, expertise and resources

Focussed workshops according to work-plan

Networking and capacity

Links to other themes

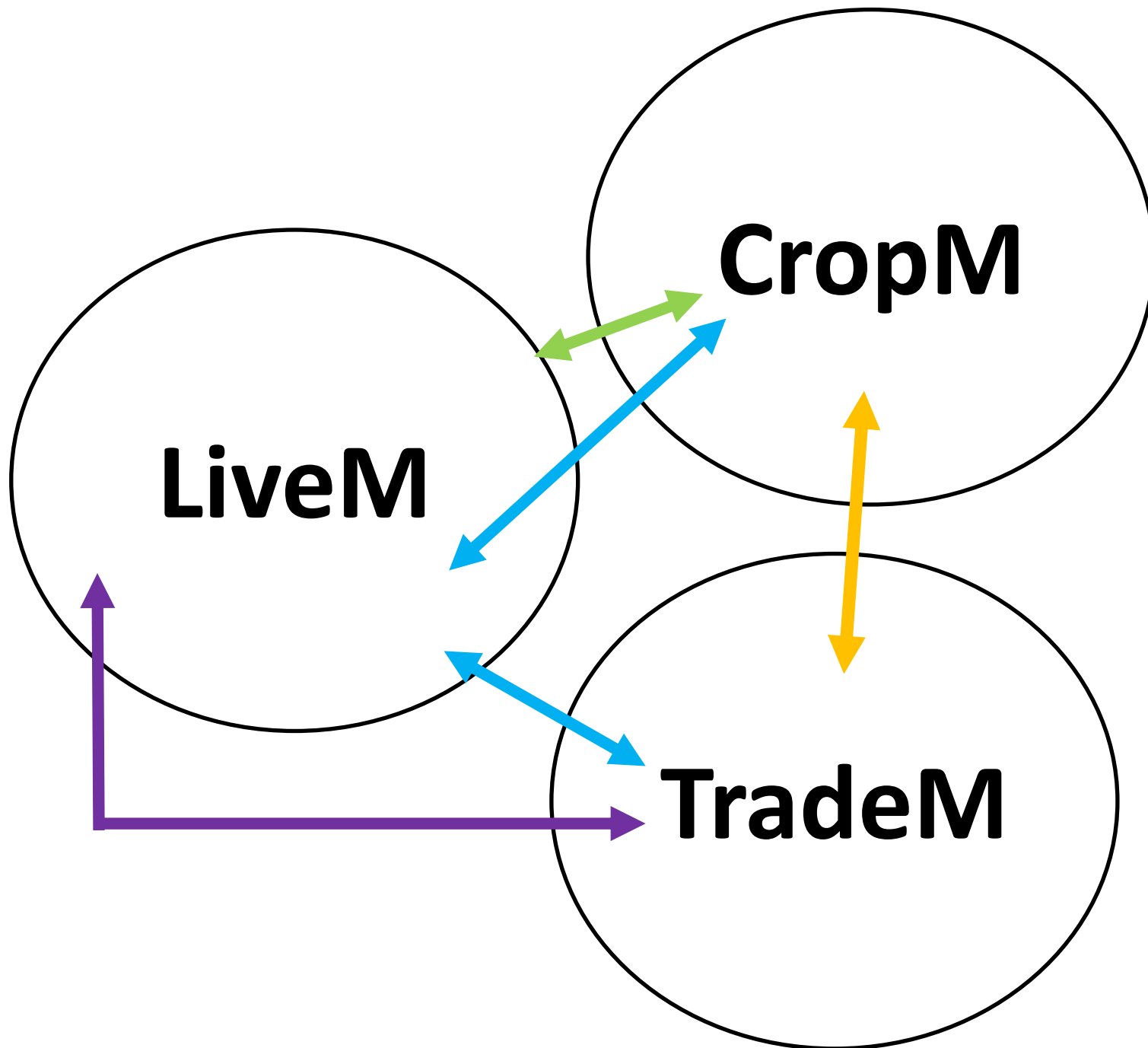
External links: GRA, ATF, AgMIP, other projects

Inputs from XC work (stakeholder group, training etc.)

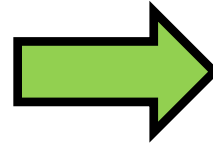
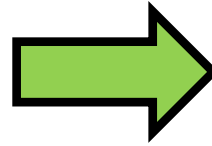
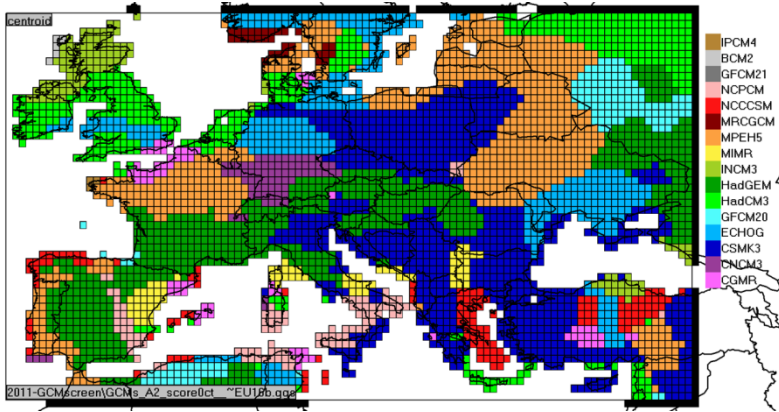
Contributions to XC work

Joint reports with other themes and external groups

Funding bids, contributions to consultations



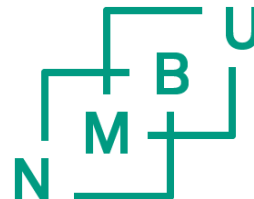
Synergies to explore





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