

eip-agri
AGRICULTURE & INNOVATION



16-17-18 September 2020
EIP-AGRI Seminar 'CAP Strategic Plans: the key role of AKIS in Member States'



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EIP-AGRI Seminar 'CAP Strategic Plans: the key role of AKIS in Member States'

Day 2: Thursday 17 September 2020

Part III: Main building blocks of AKIS

14:00 - 15:00

Integrating advisors in the AKIS to foster the sharing of knowledge and innovation for agriculture and rural areas

- **Introduction** to the topic – Inge Van Oost, DG AGRI
- **Inspirational speakers:**
 - Integration of Slovenian advisors in the AKIS – Anton Jagodic, Chamber of Agriculture and Forestry of Slovenia, SI
 - Experience from an NGO delivering advice and much more – Razvan Popa, Adept Foundation, RO
 - Develop innovation support services including innovation brokering, facilitation and innovation tools and much more - Marleen Gysen, Innovatiesteunpunt, BE
- **Inputs to the topic from participants:** highlights from the **Google Document B** – Mark Gibson, EIP-AGRI Service Point
- **Group discussion** in plenary

15:00 - 15:20

Coffee break

15:20 - 16:15

Preparing the role of CAP networks in strengthening the AKIS by promoting innovation and knowledge flows within the country and across the EU

- **Introduction** to the topic – Inge Van Oost, DG AGRI
- **Inspirational speakers:**
 - The Polish advisory service and EIP network – Krzysztof Janiak, Agricultural Advisory Centre in Brwinów, PL
 - Networking meetings with Operational Groups – Erika Frankhuizen, National Rural Network Unit, NL
- **Inputs to the topic from participants:** highlights from the **Google Document C** – Mark Gibson, EIP-AGRI Service Point
- **Group discussion** in plenary

16:15 - 16:30

Closing of the day

- Interaction and highlights



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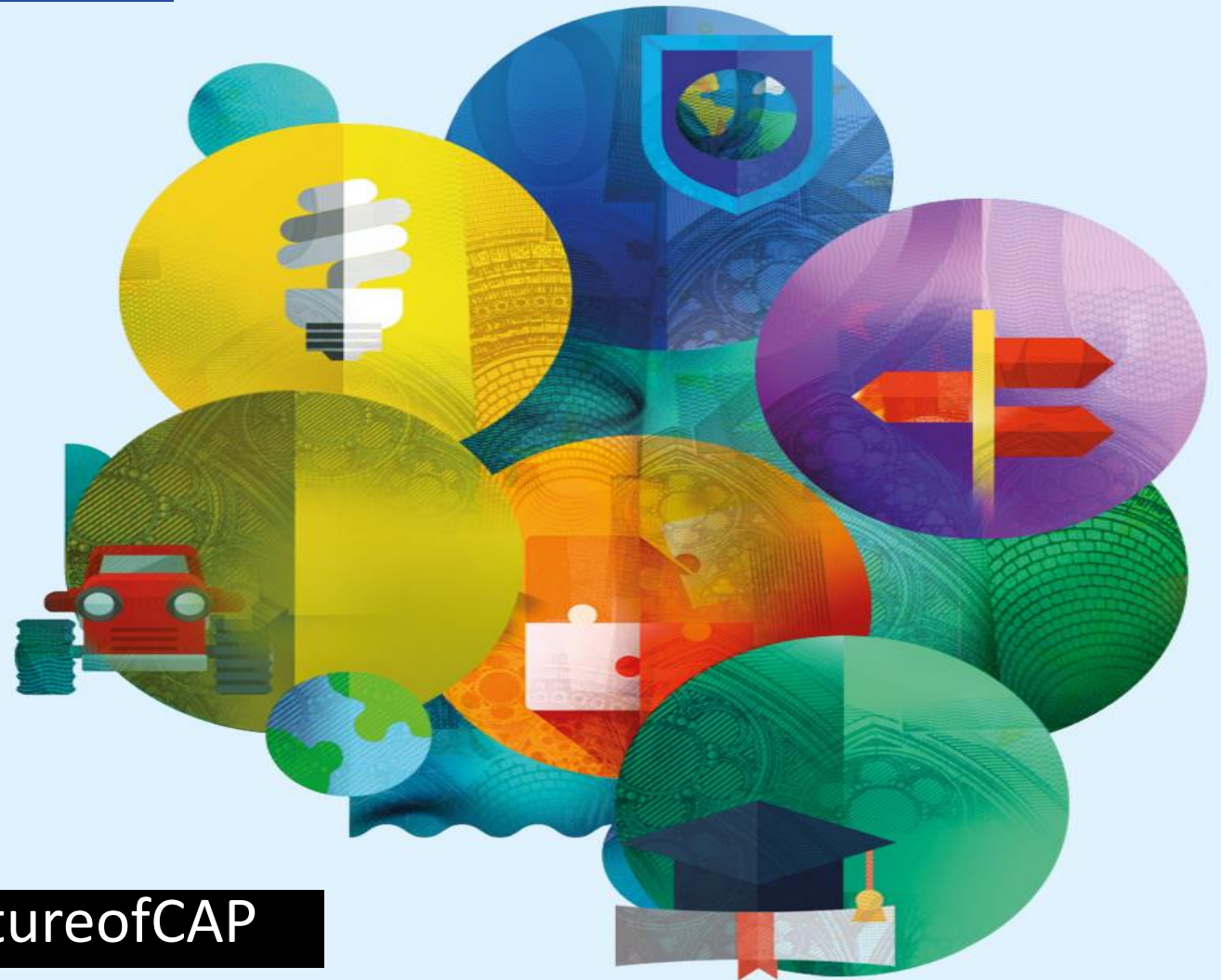
COMMON AGRICULTURAL POLICY

Post-2020

*Integrating advisors in the
AKIS to foster the sharing of
knowledge and innovation for
agriculture and rural areas*

Inge Van Oost - DG AGRI
Unit B2 – Research & Innovation
17 September 2020

#FutureofCAP



Art 13 and 72: Farm advice organised within the AKIS structures in CAP Strategic plans

✓ *Advising farmers and other beneficiaries of CAP support to be included in the CAP plans*

✓ **All advisors shall be integrated within the AKIS in an inclusive way, to be able to cover economic, environmental and social dimensions and to deliver up-to-date technological and scientific information developed by R&I**

✓ *Advisors must be impartial and be able to provide Innovation support, in particular for preparing and implementing Operational Group projects of the EIP AGRI*

1.5.2 Strengthening farm advisory services within the AKIS



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1.5.2 Strengthening farm advisory services within the AKIS

- 95% still understands advising as linear knowledge "transfer": make clear that advising should also be **listening and interactive**
- Make sure that **field "advisor"** delivers **holistic advice targeted to the farm's and farmer's context**
- No public procurement of advisors: there is no real market working
- **Innovation support must** be available: advisors acting as innovation brokers/facilitators, capturing needs and sharing outcomes
- participating in and sharing knowledge from **OG innovative projects**
- **Advisors' training** (specific amount of days obligatory per year), especially on innovative techniques and outcomes of OGs/MAA and soft skills
- Develop **tools for innovation support and advising** (e.g. digital)

1.5.2 Strengthening farm advisory services within the AKIS



Setting up of farm advisory services (Art 72): e.g. mobile advisory units and measurement tools can help advising



1.5.2 Strengthening farm advisory services within the AKIS

- Linking different forms and methods of advisory work (individual advice, group advice, discussion groups, provide training, workshops, demonstration, etc.)
- Thematic or cross-cutting events to update advisors' knowledge,
- After the privatization wave, give advisory services again a public role.
- Strengthen support from the AKIS for advisors (e.g. back-office)
- Cross-visits (learning peer-to-peer from other advisors / abroad)
- Freedom for new advisory themes and instruments (e.g. whole value chain approach, bio-based chains, dialogue with society,...)
- Spend time with entrepreneurs and researchers: link innovative investments or research facilities to advice (e.g. food pilot)

1.5.2 Strengthening farm advisory services within the AKIS

- **Region/country/EU wide advisory networks for all advisors** to share newly generated knowledge e.g after visits abroad (thematic networks can help)
- Support advisors' **internships and placements** in experimental research centres and training facilities, in cooperation with (inter)national partners
- **Dedicated actions to involve private advisors:** not only training but other information flows e.g. use of common advisory tools, back-office support for all advisors public and private.
- **Support digitization of advisory work:** fund establishment and maintenance cost of an IT knowledge platform, containing knowledge reservoirs, to be shared by several advisory bodies even across borders
- **Simplify** administration and avoid dense control systems, rather manage the quality of advising

2 main instruments for future AKIS:

1. **Innovation support service** –
"Innovation hub"
2. **Back-office for advisors** –
"knowledge hub"

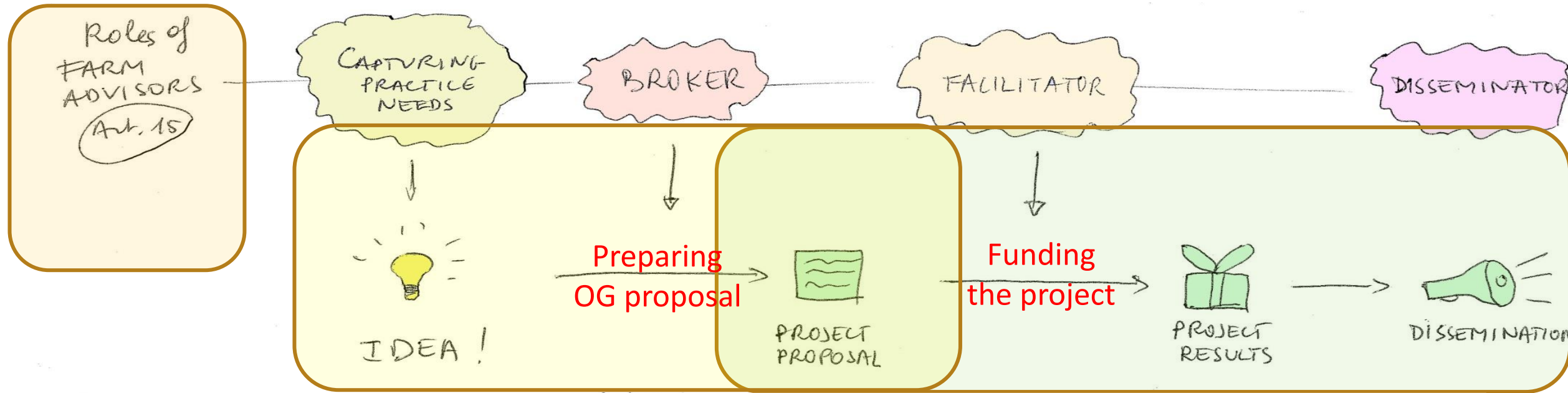
section 4.2 of the SCAR AKIS 4 report

More info:

- An animated infographic on innovation support services:
<https://www.youtube.com/watch?v=pTV6kLH0ykg>
- A practical example of an innovation support service on page of the SWG SCAR AKIS report page 105-106:
https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/key_policies/documents/report-preparing-for-future-akis-in-europe_en.pdf
- Brochure on innovation support services:
<https://ec.europa.eu/eip/agriculture/en/publications/eip-agri-brochure-innovation-support-services>



New roles for farm advisors in interactive projects, e.g. EIP OGS



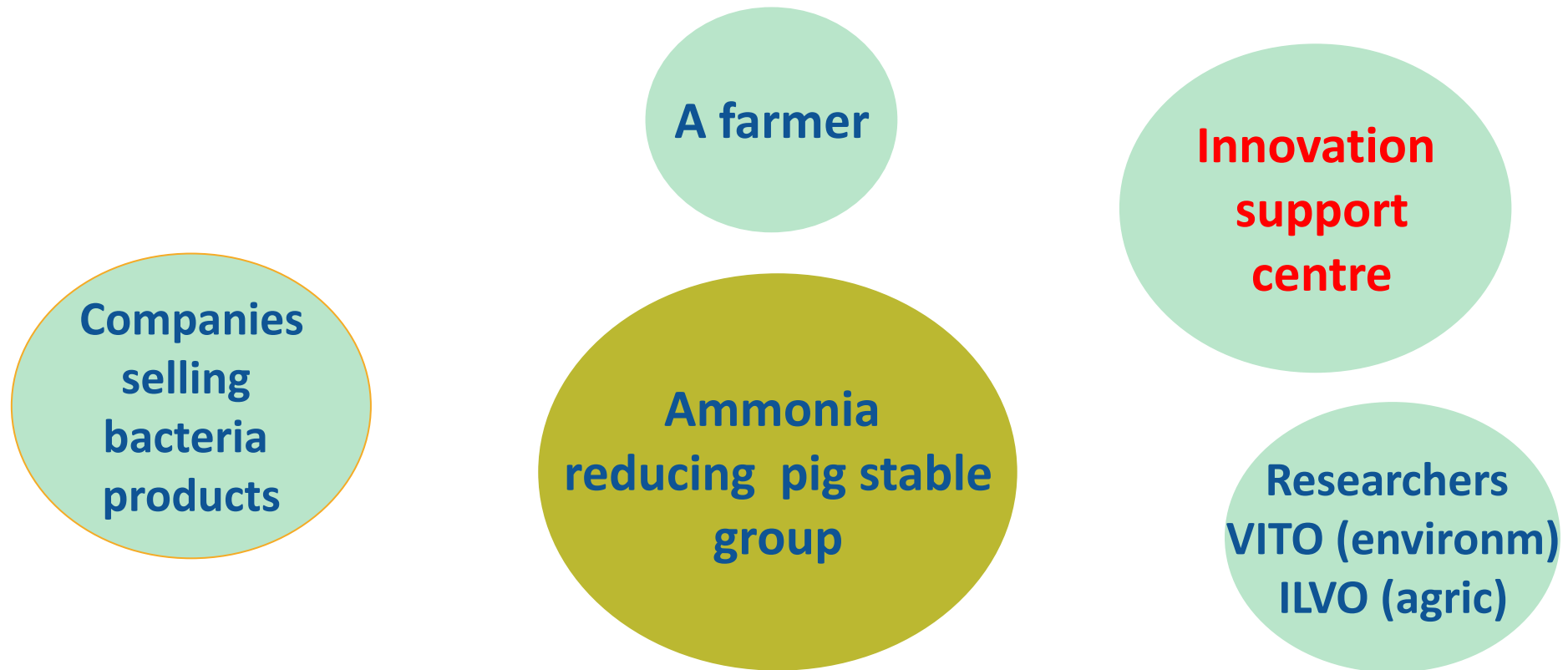
Farm advisors/innovation support services' role in interactive innovation processes:

- **Capture** practice needs
- **Broker** to set up interactive innovation projects
- **Facilitate** interactive innovation projects
- **Disseminate** newly generated knowledge
- **Bridge** between CAP and Horizon programmes as innovation support service?

Innovation brokering function - How to capture ideas?

- **Capturing bottom-up ideas from the grass-roots level**
- **Getting an innovation project ready to start** by acting as a go-between: helping single actors which might have difficulties in finding the adequate partners.
- A close connection with and **understanding of agriculture is important.**
- A **cross-cutting approach** beyond existing sectors, regions, initiative and institutes may bring added value
- Different approaches may be useful e.g. vouchers etc ("**simplified cost**") for easier use and reduction of administrative burden – **Art 77**

Example of an Innovation Support Service: one to one innovation brokering



Project objective: develop a pig stable reducing ammonia emissions by 50 % in a more cost-efficient way than existing stable systems (idea from a farmer, brokered by the Innovation Support Centre)

Innovation Support Service functions

<http://www.innovatiesteunpunt.be/en/projects/agrispin-innovation-brokership>

1. **Brokering** function
2. Coordination and **facilitation** of projects as an intermediate between partners
3. Innovation **promotion** and **awareness** raising
4. Coaching farmers towards innovation (individual advice)
5. **Brainstorming** events and thematical animation
6. Biannual **innovation prize**: 150 candidates, 10 final prizes, one winner - and a lot of communication in the farm journals promotes innovation
7. **Dissemination** of innovative results
8. Connect with SMEs and other innovation services and funding bodies
(see example of innovation project "Distrikempen" **video** from **Agrispin H2020 project**)
<https://www.youtube.com/watch?v=fbiAGzlf3IA> *logistic innovation short supply chain*

Skills for Innovation brokers

1. Be able to **listen** to understand exactly the problem/opportunity and the context
2. Be capable to **analyse** the problem/opportunity: how can it be tackled in the best possible way (costs, actors, funding source etc)?
3. Have a good **network to find** people and information
4. Have **intermediating skills** to seek compromises where needed
5. Be **quality orientated**: plans made have to work out eventually, responsibilities taken, don't create audit problems
6. Where useful, **think out of the box** and do not defend your own position/research

Examples of interventions contributing to R.2 result indicator

Knowledge exchange and information under rural development (Art 72):

	R.1	R.2	R.3	R.24
Examples of interventions contributing to integration of advisors within the AKIS (R.2)	Modernisation Farm	Number of advisors integrated within AKIS	Digitisation Farm	Env/clim performance through knowledge
1. Training of advisors (O.29)	✓	✓	✓	✓
2. Back-office work (=specialist support collecting practice knowledge) by advisors (O.29)	(✓)	✓	(✓)	✓
3. Advisors' mobility budget (O.29)	✓	✓		(✓)
4a. Providing innovation support for OG on social care farming (O.2 or O.1)	✓	✓		
4b. Providing innovation support for OG on short supply chains in HNV areas (O.2 or O.1)	✓	✓	(✓)	✓
5. Advisors leading thematic networks compiling knowledge for practice (O.29)	(✓)	✓	(✓)	(✓)
6. Advisors leading on-farm demonstration events (O.29)	✓	✓	(✓)	(✓)

Our 3 Speakers

1. A fully-fledged advisory service (Anton Jagodic, SI)
2. An NGO delivering advice starting from a specific purpose (Razvan Popa, RO)
3. A fully-fledged regional innovation support service including all functions (Marleen Gysen, BE)

Of course, other options possible, depending on the Member State's context and existing organisations. Multiple solutions may co-exist. However, keep your mind open and try to enable as many advisory functions as possible and coordinate them, avoid overlap. Do not forget openness for new advisors and new themes (e.g. short supply chains, ecosystem services, digital, etc.)

EIP-AGRI seminar **'CAP Strategic Plans:** **the key role of AKIS in Member States'** **16-17-18 September 2020**

All information of the seminar available on

www.eip-agri.eu

on the event webpage

<https://ec.europa.eu/eip/agriculture/en/event/eip-agri-seminar-cap-strategic-plans-key-role-akis>



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