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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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Coordinating Expert – EIP-AGRI Service Point



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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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Document B

Integrating advisors in the AKIS

**to foster the sharing of knowledge
and innovation for agriculture and
rural areas**



Identifying impartial advisers

- Need to define what we mean by impartial adviser. E.g. Private (for-profit) advisers must be accepted as “impartial” only if their activity does not include inputs selling
- Register of advisers/advisory services that are trained to a minimum standard.
- It will be more efficient to ask advisers to identify themselves. A set of criteria of what it means to be an impartial adviser is needed.
- Online rating system to rate the quality of work by the adviser.
- We need coherent messages going on to farms from all parties visiting farms.

Attracting and integrating advisors into the AKIS?

- A good working environment, clear purposes and aims, career opportunities, appropriate remuneration, recognition of the role, etc.
- The feeling of belonging to a group. (Fragmentation of advisory services)
- An AKIS coordinator/national service point should be responsible for explaining a very clear message of AKIS system benefits, rules (advisors), financial support and what concrete additional value can be expected.
- Provide training for them and have them recognize the benefits of 'belonging to that club'.
- NRN organises camps and info days for all advisors. Researchers, innovation brokers, advisors share their activities.
- Regular newsletter for advisors and other organisations + website.
- Need to provide supports such as budget for meetings (traveling and time) should be taken into consideration. Interaction with OG and other national networks should be fostered.

Creating transparency for farmers on the available advisors and their competencies, specialist knowledge, training completed?

- Searchable database of advisors showing
 - life long learning credits
 - rating of advisors by farmer clients (use of blockchain)
 - Areas of expertise
- EU wide certification based on similar principles to CECRA.
- Farmer buy-in crucial to this

Q4 How can we empower farmers to choose the advisor of his/her choice which can help them best? How to articulate and promote the benefits of using an advisor?

- Provide a 'neutral' party that can help farmers with choosing the right advisor.
- Advisors have to be visible e.g. giving lectures, attending courses, through media etc.
- Promote benefits of advisory during agricultural college.
- Obtaining some subsidies would be linked to the contracting of an advisor. Advisory fees, valued and fixed, would be included into the plan presented for obtaining the subsidy.

Q5 - How can advisors act as innovation support services and, in particular, work with EIP Operational Groups?

- Make 'innovation support' a specifically recognized discipline of advice, preferably even an organisationally separate branch of the advisory service with their own set of requirements concerning training and experience.
- Innovation Support Skills can be trained. Funding needed.
- Our experience of the rural innovation support service is that you need to have expertise in both the subject matter and in brokerage/facilitation.

Q6 - With regard to preparing CAP plans, what kind of supporting interventions are most useful to integrate existing and new advisors to the AKIS?

- The cost of advisory services should not be a financial burden for farmers.
- Consider training budget to help existing and new advisors to stay up to date on hot topics like smart/sustainable agriculture, data driven agriculture, etc.
- Set up a range of well-defined set of enabling arrangements: inclusion of advisors in stakeholders' consultation (participation) in CAP planning; assessment of the needs for services of farmers; identification/definition of the relevant training courses to increase the skills and competencies of the advisors;

Q7 Do you have concrete plans already on how to make the transition from FAS to AKIS?

- We prepare a totally new setup of our advisory system within AKIS. new registration system, new measurements (vouchers and learning networks), better networking between AKIS members and promoting the AKIS system
- Support them working together? Incentives. Measure the effort made by researchers and technology transfer specialists to support field advisors with information
- Sweden plans to increase the amount of resources spent on training advisors.

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>

