



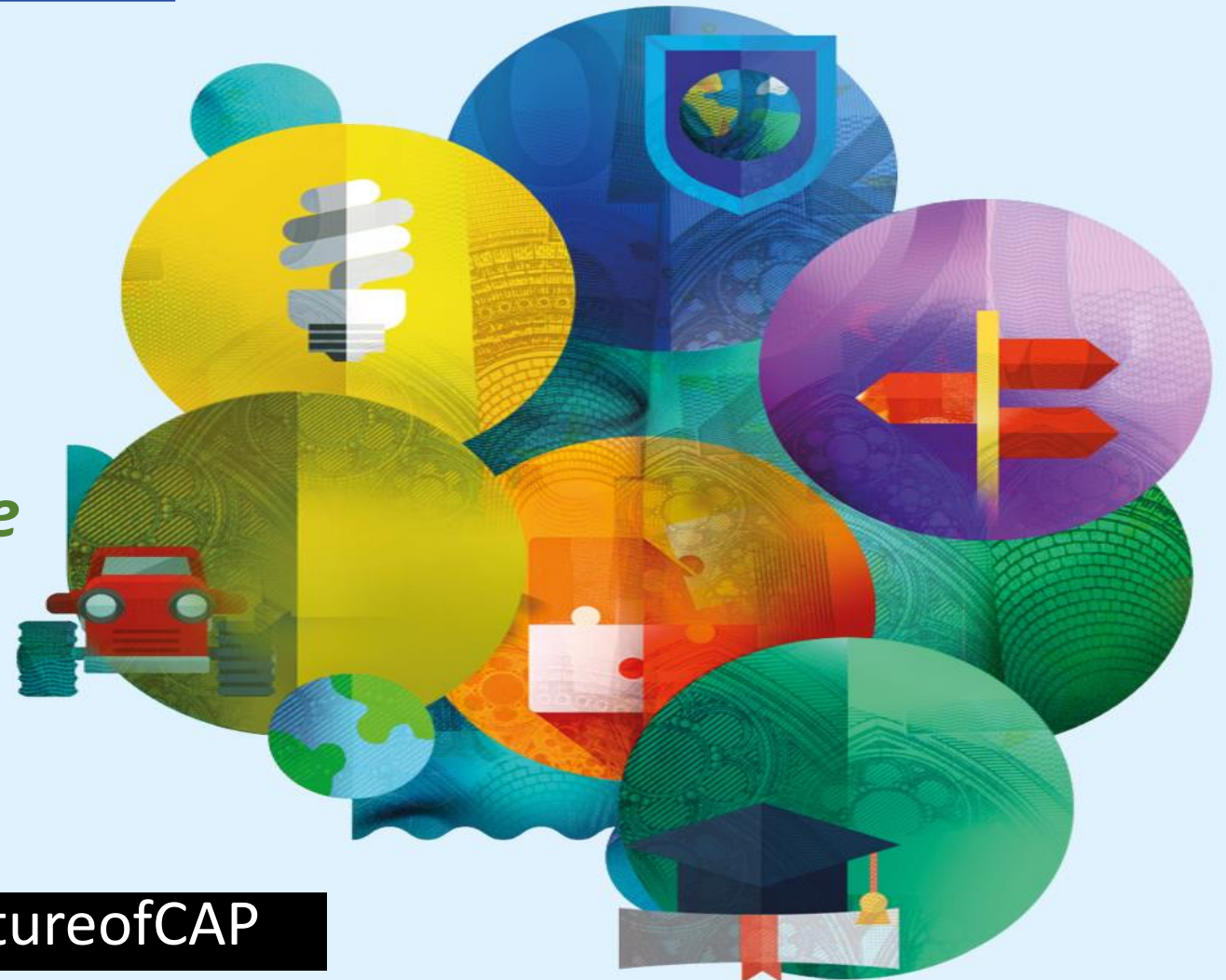
COMMON AGRICULTURAL POLICY

Post-2020

***CAP Strategic Plans post 2020:
2 How can CAP networks facilitate
the integration of all advisors
(public & private) into the AKIS ?***

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European Commission

Unit B2 – Research & Innovation
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#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*

Examples and ideas for CAP AKIS Strategic plans of MSs as collected in the AKIS 4 report

section 1.5 of the SCAR AKIS 4 report



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
- 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)

Strengthening farm advisory services within the AKIS

- Advising should be **listening and interactive**
- Deliver **holistic advice targeted to the farm's and farmer's context**
- **Advisors' training:** sufficient amount of days obligatory per year, as for other professions, especially on innovative techniques and outcomes of OGs/MAA and soft skills; make it attractive and qualitative, e.g. use of common advisory tools, back-office support for all advisors
- **Enable farmers to find the advisor which can help him best:** public registers with info on education, experience, continuous professional development, cross-border exchanges, various thematic focus, membership of advisory platforms, etc
- Invest in **tools for advising** (e.g. measurements, digital)

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)

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

CAP networks can help integrating farm advisors within the AKIS

- **Innovation support must** be available: advisors acting as innovation brokers/facilitators, capturing needs and sharing outcomes
- **Regular interaction with researchers**, e.g. in workshops, (bi-) annual meetings, exchanges during on-farm demo, being located in the same building helps informal contacts
- **A back-office with specialist advisors** who have thematic focus (not only sectorial focus!) is the best investment to support field advisors
- Ensure regular participating in and sharing knowledge from **OG innovative projects**
- **Region/country wide advisory networks for all advisors** to share newly generated knowledge e.g from innovation projects, including from visits abroad

Strengthening farm advisory services within the AKIS

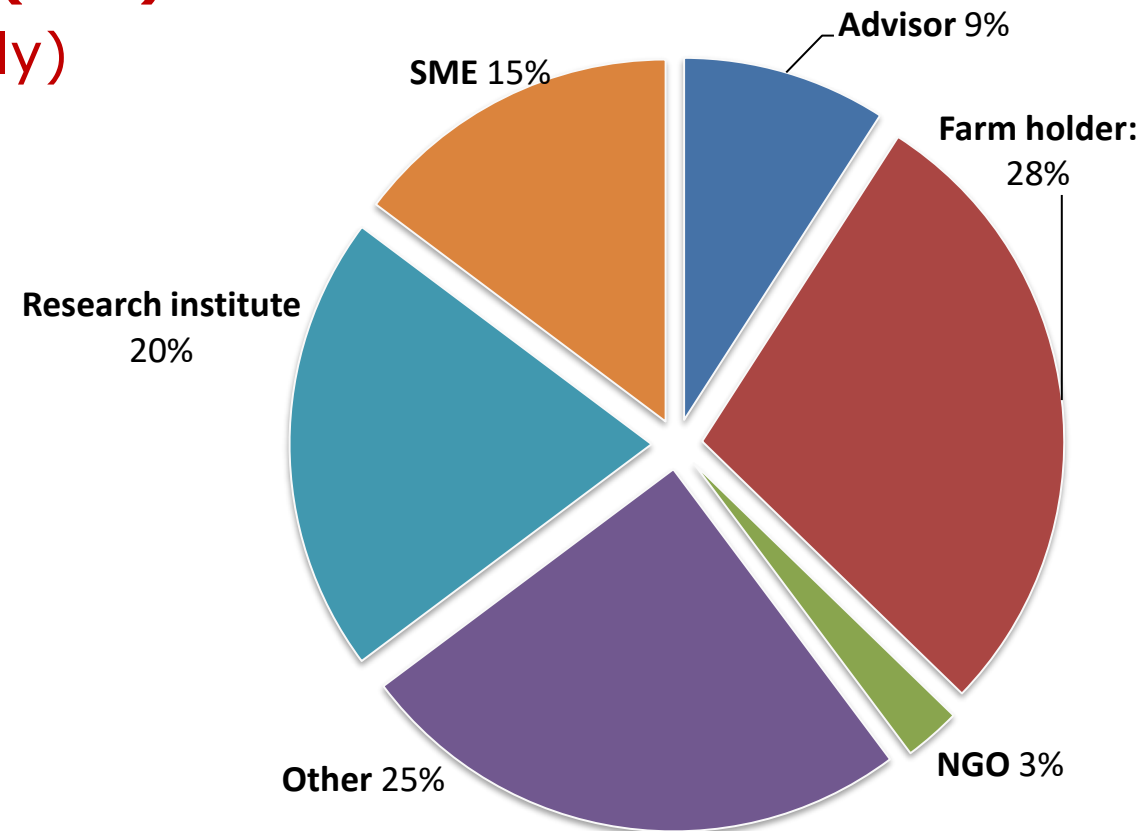


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Main action points for innovation support

Advisors and innovation support services (ISS) should be more involved:
now often missing in EIP OGs (9% advisors only)

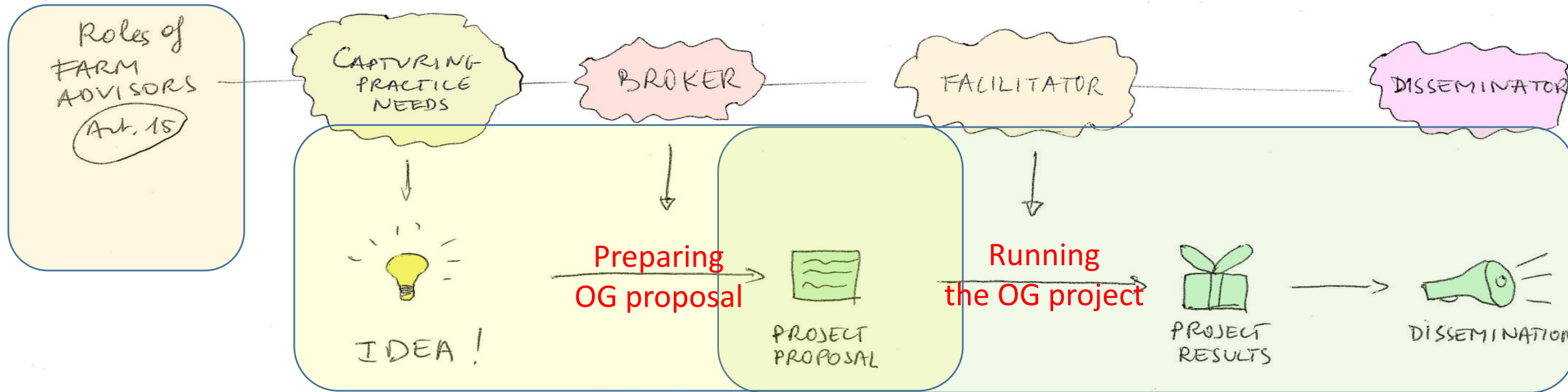
Number of partners per category (%
on total number of OGs):



Advisors and ISS (= inn. facilitators) can have an important role in interactive innovation processes:

- **Capture** practice needs
- **Broker** to set up OG's interactive innovation projects (obligation post 2020)
- **Facilitate** interactive innovation projects (obligation post 2020)
- **Disseminate** newly generated knowledge already during the project
- **Make bridges** between CAP and Horizon programmes as innovation support service

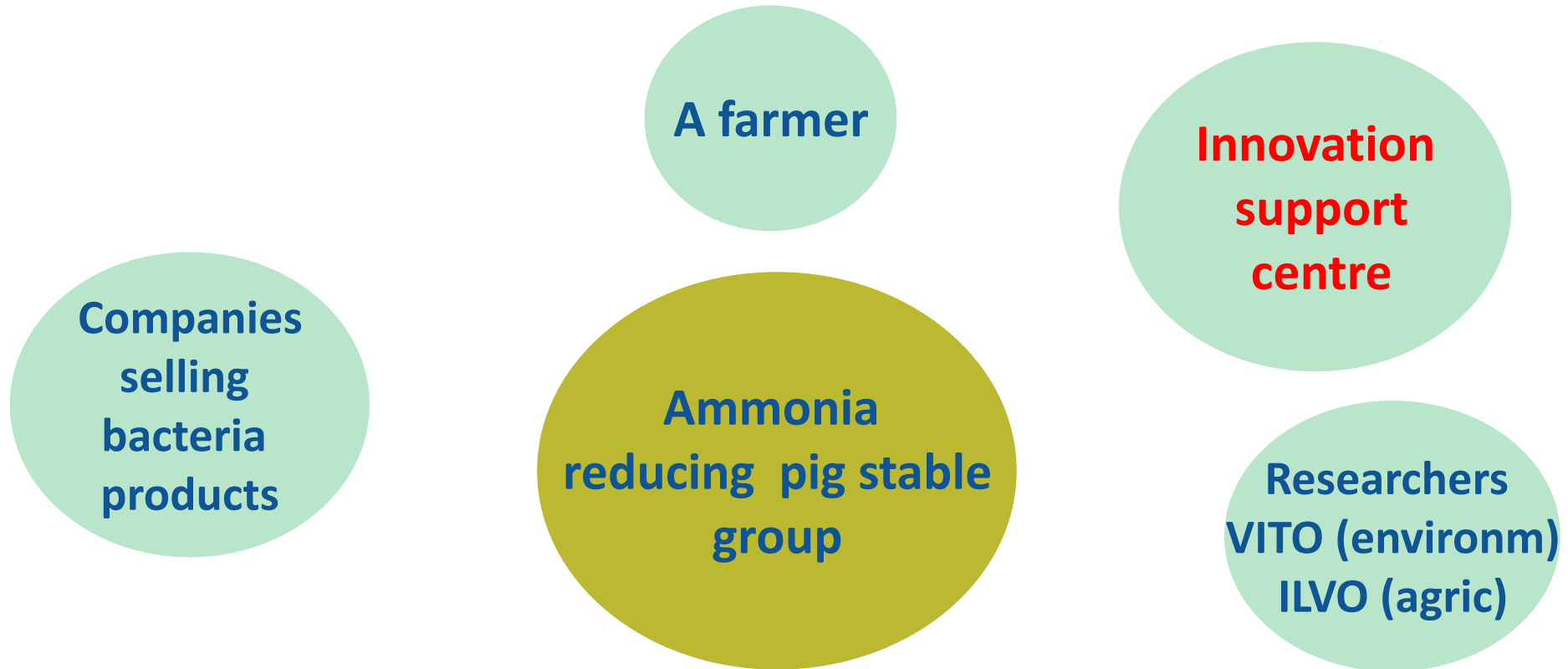
New roles for farm advisors in interactive innovation projects



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
- +

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*

Integrating advisors within the AKIS: some examples...(1)

CAP networks can help providing info or organising events for many of these interventions/tasks

- ✓ *Advisor giving **holistic on-farm one-to-one advice** on economic, environmental and social dimensions, capable of delivering up-to-date technological and scientific information developed by R&I (very broad scope)*
- ✓ **Specialist advisor** on a certain theme, on-farm or off-farm
- ✓ Provide **individual innovation support**: capture grassroots innovative ideas and accompany the preparation and implementation of an EIP OG (CAP networks can bring innovation brokers together to learn from each other)
- ✓ **(Obligatory yearly) training of advisors** on themes, or learning new approaches and skills (eg social farming, digital, short chains, ...)
- ✓ **Advisors can provide training** farmers, farm workers etc (eg IPM)

Integrating advisors within the AKIS: some examples...(2)

- ✓ Advisors **joining/organising knowledge exchange events** with researchers, farmers etc, making workprogrammes, exchanging practical needs, Advisors writing in agricultural journals, websites, social media, newsletter, EIP event coordinator
- ✓ Advisors leading a **multi-actor thematic network** (e.g. RMT) at national/regional level
- ✓ Advisor **organizing a farm demonstration**, a fair, another type of event
- ✓ Advisor as **partner in** a research project, communication event,...
- ✓ Advisor going abroad to learn and come back to train and disseminate new knowledge ("**advisor mobility budget**")

⇒ **Result: advisors are integrated within the AKIS system (in a fully integrated manner, serving and making use of all kind of interventions)**

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)	✓	✓	(✓)	(✓)

Speeding up knowledge exchange and innovation 2.0



Thanks for your attention

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Questions?