AgriLink
Final conference
- Introduction -
What is your professional occupation? [more than one choice]

- Advisor (or advisory organisation): 28
- Policy-maker: 7
- Researcher: 53
- Farmer (or farmer organisation): 4
- Sorry, wrong meeting!: 0
What are the MAIN "challenges" with farm advice in your country? [up to 3]
An introduction to AgriLink
Outlines of the presentation

1. Rationale, logic and achievement of the project
2. Highlights on results
3. An introduction to the final conference

AIM OF THE CONFERENCE:

to contribute to the debate about how to enhance advisory practices and policies for a sustainable development of European agricultures
Context: advisory services back on agenda

- **Strong expectations within policy frameworks**
  - New CAP & AKIS plans, Farm to Fork, EU Green Deal, Mission Soil

- **New networks of practitioners**
  - Practitioners: EU-FRAS & G-FRAS, IALB, national associations
  - Policy makers: SCAR-AKIS-WG-1-2-3-4

- **A reinvestment of research on advisory services**
  - EU projects (FP7&H2020): Insight, Solinsa, PRO AKIS, Liaison I2Connect
  - Academic communities: ESEE, AIAEE, IFSA
Our goal: addressing knowledge gaps

- **Knowledge gaps about farmers’ use and needs of advice**
  - Sharp farm structural change & heterogeneity
  - What are their sources of services and information?

- **Knowledge gaps about advisory services**
  - New entrants and business models in the sectors
  - Who are they?

- **Knowledge gaps about innovation in services**
  - New modes of open & interactive innovation (e.g. Living Labs)
  - How can advisory organisations contribute to such innovation process?

- **Knowledge gaps about the effectiveness of public policy**
  - Transformation of back-office (PPP, ICTs, regionalisation...)
  - What are the new modes of governance of farm advice?
Our ambition: a renewed understanding of farm advice

- Start from farmers’ perspective to go beyond “usual suspects”
  - Farmers: learning from both “atypical profiles” and “mainstream” farmers, incl. non-adopters and droppers
  - Advisors: integrate any supplier acknowledged by farmers
    - Occasional and professional advisors
    - Independent and linked advisors

- A Multi-actor project responsive to policy context and to societal sustainability challenges
  - No systematic relation between innovation and sustainability
    - Innovation areas: technological, process, marketing and organizational
  - No silver bullets
    - Discussion of best-fit of options with stakeholders
A multi-actor consortium

16 partners from 13 countries:
- universities (AUA, UTAD)
- research institutes (HUTT, INRAE, RURALIS, WR, BSC)
- advisors and consultants from public organisations (UZEI, INTIA, AACB)
- private SMEs (VIN, HCC, EKOT)
- a farmer-based organisation (ISP)
- a communication and distance learning specialist (OU)
- and a project management specialist (IT)
Our impact

- New concepts & methods published
  - MicroAKIS & Farm Advisory regimes

- A strong empirical content
  - Including interviews with > 1000 farmers and > 250 advice suppliers
  - Monitoring & Evaluation of 6 Living Labs

- Interactive events with stakeholders
  - More than 40 workshops with over 500 participants

- Academic dissemination
  - > 25 papers, 2 special issues (JAEE & EuroChoices)
Highlights on our results
Achievement #1 - WP1

Key concepts -

Lee-Ann Sutherland (HUTT)

POLICY AND INSTITUTIONAL ENVIRONMENT
(EU-FAS, national systems of governance)

- Rules
- Funding
- Networks

FARM ADVISORY REGIME
(neighbours, R-FAS, Advice business models, AKIS...)

FARMERS’ MICROAKIS
(Location, equipment, networks...)

1. Path Dependency
2. Trigger Event
3. Active Assessment
4. Implementation
5. Consolidation

Advice and facilitation activities
New practices and learning by doing

Brokering activities
Info about innovation

Evidence and effects of innovation

R&D activities

Co-innovation
Some results about microAKIS survey

- Strong heterogeneity of microAKIS between farmers & innovation areas
- MicroAKIS of farmers tend to be little diversified
- MicroAKIS cannot be easily predicted based upon a description of national AKIS
- Linked and Occasional advice play a key role in many farmers’ microAKIS

Figure 14. Awareness stage micro-AKIS in TECH cluster for different farmers’ networks

- Our samples are not representative but purposive
- They aim to explore the diversity of farmers microAKIS

Achievement #2 - WP2 - Livia Madureira (UTAD) & Cristina Micheloni (VIN)
An understanding of farmers’ personal networks
Two perspectives of analysis
- From a public policy perspective
- From a bottom-up perspective in innovation areas

Some results about farm advisory regimes survey
- Some “models” of farm advisory regimes still underlie the conception of public advisory policies
  - “Statist” regime in Poland
  - “Liberal” regime in UK
  - “Collective” regimes in France
  - “Segmentalist” regime in Portugal or Czech Republic
Achievement #3 - WP4
An understanding of institutional change in advice

- Some results from the bottom-up perspective: we observed gradual changes transversal to different countries
  - An important role of services delivered by organisations not specialised in advice
  - However, some of them provide advice with same overall features as services delivered by specialised advisory organisations
  - These suppliers are often linked to other services (bookkeeping, training, research) or with trade of inputs, outputs or machinery
  - These new layers of advice might come from sectors other than agriculture
  - Their role could be direct, or more indirect
  - e.g. role in back-office networks, sources of knowledge for other suppliers
Implementation of Living Labs in contrasted conditions
- Six rural contexts: BE & NL, IT, LV, NO, RO and ES
- Different types of innovation (technological, marketing, process and organisational)

Better understanding the conditions for Living Labs
- 1) Complexity of the challenge
- 2) Enabling setting
- 3) Energy to move
- 4) Methodological preparation

Methods for Monitoring & Evaluation to learn within, between and beyond LL
- Efficacy: does the LL achieved its purpose?
- Efficiency: are the resources well used?
- Effectiveness: does it contributed to wider aims?
Achievement #5 - WP5 - Boelie Elzen (WUR) & Jaroslav Prazan (EKOT)

Integrated assessment and recommendations

- Integrated assessment of the data collected
  - Combine the findings from WP1, 2, 3 and 4
  - Set of cross-cutting results
  - Discussion about a potential change of a paradigm to analyse and design advisory services, based on a farmer-centered approach

- Socio-technical scenarios in 13 countries
  - **Method**: Participative approach using vision building and backcasting methodology
  - **Outcomes (content)**: Highlighted pathways and options to build more integrated advice
  - **Outcomes (method)**: Workbook and protocols describing the method step by step
Achievement #6 - WP6 - Mark Redman (HCC) & Talis Tisenkops (BSC)
Dissemination of results

► To academics
  ▪ Conferences (ESEE, IFSA)
  ▪ One special issue, 22 papers in preparation

► To policy makers & advisors
  ▪ 4 E-workshops (>100 participants, 20 countries)
  ▪ 26 Regional Multi-Actor Seminars (RMAS), > 400 participants
  ▪ 13 Scenarios workshops (STSc), > 120 participants
  ▪ Intensive interaction with SCAR-AKIS-SWG
  ▪ > 120 Enhanced Practice abstracts
  ▪ User-friendly website
  ▪ Twitter account
Our legacy

- **Academic content (concept and content)**
  - *MicroAKIS & Farm Advisory regimes*
  - > 1000 farmers’ interviews and > 250 with advice suppliers
  - > 25 papers, 2 special issues (JAEE & Eurochoice)

- **Resources for advisors**
  - An online pedagogical module about Living Lab
  - A WorkBook on Sociotechnical Transition Scenario workshops
  - > 120 Practice abstracts

- **Resources for policy makers**
  - Policy recommendations
  - A chapter in the next SCAR-AKIS-SWG report

- **A legacy website**
  - All AgriLink’s reports and content
Our final conference
Aim of the conference

- To contribute to the debate about how to enhance advisory practices and policies for a sustainable development of European agricultures

- The main outcomes of the “farmer-centric” approach
  - To reveal the difficulties/pitfalls in linking AKIS at a national level and farmers’ microAKIS in innovation areas

- The main outcomes of the “co-design” workshops
  - To identify conditions where co-design may help to build more integrative or holistic advice for sustainable development
Session 2 - Potential use of our microAKIS concept to support advice

HIGHLIGHTS

- An inquiry: MicroAKIS was designed for academic purposes, but is there any potential for practical use for fast appraisal of farmers’ personal networks and needs, and for design of good-fit services?

- What you will find?
  - Feedback on the concept
  - Illustration of results in case studies
  - Video with advisors’ testimonies about how microAKIS help their reflexivity
  - Collective discussion

When?

- NOW! After a short break!
- Facilitated by Lee-Ann and Cristina
Session 3 - Promoting tools to co-design and manage advice

► HIGHLIGHTS
  o A series of workshops to demonstrate the potential (and limitations) of various tools
  o What will you find?
    o Farmers’ Advisory Needs
    o Living Labs: conditions and evaluation
    o Introduction to an online course on Living Labs
    o Peer to Peer Mentoring
    o Digging deeper: Needs and opportunities to provide more integrated advice to farmers

► When?
  o Thursday 11th - 10:00 to 12:30
  o Facilitated by Herman, Melanie, Marta, Ellen, Jorieke, Kevin, Andy, Egil, Jaroslav, Boelie, Pierre
Session 4 - Advisory services and digital divides or dividends?

**HIGHLIGHTS**

- A joint webinar organized with FAO
- To share North/South experiences about digital solutions for advisory services in a (post?!)-covid world
  - Outcomes of a E-workshop
  - Presentations from South and North countries
- Inspiring examples and open debates
- A conclusion by Prof. Gianluca Brunori (Univ. Pisa, Desira project)

**When?**

- Thursday 11th - 14:00 to 15:30
- Facilitated by Mark, Pierre
  And Nevena Alexandrova (FAO)
Session 5 - Debating policy recommendations or “Options”

**HIGHLIGHTS**

- A roundtable with Susanne von Münchhausen (Liaison), Inge van Oost (DG Agri), Sylvain Sturel (I2Connect) and Natalia Bellostas (AgriLink)

- Hot topics to be discussed
  - Independent advice
  - Inclusiveness of advice
  - Advisors’ training
  - Integrative advice & sustainable development

- An inspiring conclusion by Tom Kelly (Teagasc, former EU-FRAS president)

**When?**

- Friday 12th - 10:00 to 12:00
- Facilitated by Mark and Pierre
Thank you for your participation!