



PRACTICE ABSTRACT NR. 4

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Building platforms for improved advisor-practitioner communication: the Latvian living lab

The Latvian living lab is developing an online platform to improve the interaction of farmers and producers with agricultural advisors in horticulture. There is presently no online repository that provides farmers and producers a comprehensive picture of the relevant organisations, advisors, materials and forms of advice provision that are available in Latvia. In view of this, an online platform is being developed to bring together all the resources currently available to users of advisory services and allow them to quickly find what they need. In addition, the platform will encourage practitioners to suggest areas where advice and assistance are currently lacking. Based on this, advisors will endeavour to meet the practical and commercial needs of the horticultural community. In the process of developing this platform, the living lab team will consult with advisors to identify areas where improvements and additional courses and materials are necessary, and discuss their experiences of employing online and other digital tools in the process of assisting farmers and producers. Users of advisory services will be approached to determine what the online platform should include. The platform will become publicly accessible towards the conclusion of the AgriLink project in 2021 and will be advertised at public events dedicated to horticulture. Recommendation: The initial experience suggests that a successful development of an online platform in support of advisory services depends on (i) building a team comprised of individuals representing different stakeholder groups and (ii) linking the platform to existing web facilities maintained by respected advisory organisations.

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COUNTRY/REGION:

LATVIA

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ADDITIONAL INFORMATION

The living lab in Latvia takes the co-creation aspect of the living lab process seriously, and attempts to involve the potential users of the platform, and stakeholders more broadly, in the development stage to make sure that the final product (i.e. the online platform) is fit for purpose. To create chances for the intended end-users to express their opinions, the idea for the online platform was presented at several public events (August and October 2018, March and April 2019). The aim of these interactive presentations was to encourage feedback on what the platform should contain, and stimulate reflection of the advisory needs that are currently not being met.

The creation of the platform is not the only purpose of the living lab. In this regard, the reputation and experience of the facilitator Dalija Segliņa has been crucial for building relationships and identifying key stakeholders that should be engaged at specific points in the project. This will hopefully allow the Latvian living lab to build new connections among key players in the Latvian advisory landscape and encourage the development of new innovation support services around the online platform.

Updates on the living lab in Latvia can be found [here](#).



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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All the projects' practice abstracts can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>