



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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