



**PRACTICE ABSTRACT NR. 118**

**Effective advisory services for sustainable farming in Greece**

In June 2021 a workshop took place in Chania, Crete, aiming to explore the challenges of the current advisory system, the role of advisors and the skills they need to help farmers realise a more sustainable agriculture. The participants concluded that the farmers' ongoing problem is 'whom to ask for advice'. They pointed out that, besides the lack of a robust extension system in Greece, important challenges for both farmers and advisors derive from the poor links between advisory and research services as well as from the lack of a regulatory framework that would ensure advisors' credibility and reliability. The participants agreed that the principal role of advisors is to help farmers develop a new mindset towards a sustainable future and help them throughout the transition period.

To fulfil this role, advisers should: a. Be outward looking and be aware of the developments in their field of expertise; b. Combine theoretical/technical knowledge and experience of the field; and c. Be active listeners and able not only to transfer knowledge but also to establish two-way communication with farmers.

For a better advisory system, the participants recommended:

- Proactive action and coordination between research, advisory services and producers;
- The definition of certification criteria for the front-line advisers that will ensure the provision of reliable advice. The establishment of a framework that ensures impartial advisory processes is deemed necessary;
- Regular training for advisers to update their knowledge and skills;

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**COUNTRY/REGION:**

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## ADDITIONAL INFORMATION

- Advisers' training should include communication methods/soft skills and ensure their capacity to come up with practical, sustainable solutions based on the combination of knowledge from diverse sources.

Practice abstracts, from 101 to 141 can be found here:

<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers-0>



## 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.

### DISCLAIMER:

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All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here:  
<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>