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AGRICULTURE & INNOVATION



16-17-18 September 2020

EIP-AGRI Seminar 'CAP Strategic Plans: the key role of AKIS in Member States'

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Jannes Maes

CEJA



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Day 3: Friday 18 September 2020

09:10 - 09:30 Checking in

Part IV - Inspiration for AKIS planners

09:30 - 09:40 Warming up:

- Welcome and introduction to the programme for Day 3 – Sarah Watson, EIP-AGRI Service Point
- Introduction to the topic – Inge Van Oost, DG AGRI

09:40 - 10:30 Getting inspiration from existing tools and initiatives:

- Establish **knowledge centres and digital knowledge reservoirs**:
 - EURAKNOS and EUREKA - Pieter Spanoghe, Ghent University, BE
 - TITRIS - Gintarė Kučinskienė, Lithuanian Agricultural Advisory Service, LT
- Organise **farmer to farmer exchanges** including on farm demonstrations and experimentation – Tom Kelly, Teagasc, IE
- **Reward researchers** beyond academic purposes:
 - Mugurel Jitea, University of Agricultural Sciences and Veterinary Medicine Cluj Napoca, RO
 - Agustí Fonts, Institute of Agrifood Research and Technology - IRTA, ES
- Support and facilitate **increased engagement with Horizon Europe projects**:
 - The power of connecting European Thematic Networks and local OGs – Jean-Marc Gautier, IDELE, FR
 - Activities of the National Rural Network Unit – Jan Swoboda, National Rural Network Unit, DE
- Capture the creativity of **young farmers** to act as catalysts of innovation – Jannes Maes, CEJA
- **Group discussion** in plenary

10:30 - 10:50 Coffee break

10:50 - 12:00

Getting inspiration from existing tools and initiatives (continued):

- Prepare interesting **calls for Operational Groups** – Åsa Broberg, RDP Managing Authority, SE
- Use of **Operational Groups for testing out new CAP measures** – Shane Conway, National Rural Network, IE
- Develop **cross-border** Operational Groups – Hardi Tamm, EE
- Promoting collaboration and knowledge flows among OGs - Johanna Rohrhofer, National Rural Network, AT
- Added value of **thematic networks at national level** - Pascal Bergeret, CIHEAM-IAMM, the Mediterranean Intergovernmental Agronomic Institute – Montpellier, FR
- **Group discussion** in plenary

12:00 - 14:00

Lunch break



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Developing a great AKIS: inspiration from existing tools and initiatives

Capture the creativity of young farmers to act as catalysts of innovation

CEJA's President Jannes Maes | 18 September 2020



ABOUT CEJA

- Represents the political interests of around two million young farmers from across Europe
- CEJA's main objectives are:
 - *Facilitating the installation of young farmers;*
 - *Informing and training them;*
 - *Acting as a forum for communication and dialogue between them and key decision-makers.*



KNOWLEDGE AND ADVICE



- **Must be tailor-made!**

Advice must be based on the farm reality and not solely on ideological/commercial interests.

Reality check includes:

- *SWOT analysis of the farm (and the farmer!)*
- *Consideration of external factors such as financial pressure, local reality, etc.*
- *Consideration of the ambitions of the farmer and his/her way of working*

CEJA INTERNAL CONSULTATIONS

CAP Strategic Plans internal consultations launched in 2019

Focusing on three topics: land, finance and credit, and education and knowledge.

4. Access to education and knowledge

4.1. BACKGROUND

The European agricultural sector experiences an unprecedented level of education and skills. To fully be acknowledged as a young farmer and access public support schemes, CEJA lists training or experience as a pre-condition. However, several obstacles as witnessed:

- **Decreasing subsidies for farmers' education**

Many organisations of CEJA's membership deplore a significant decrease of budgetary capacity in agricultural education. Despite the diversity of educational profiles existing in the sector, which are a real added value to EU agriculture, low funding makes it challenging to access specialised curriculum.

- **Low ambition on skills delivery in starter courses**

The scope of skills provided in agricultural education would need to be extended to consider all aspects of on-farm management. In particular, further training on accountancy and the uptake of innovations would be required, as well as more

accent on environmental sustainability and climate action.

- **Accessibility and affordability of high education and life-long training online classes**

Life-long learning opportunities are still perceived as too rare, either because specific training is not accessible in all regions, or because private-funded advisory services require additional budget which young farmers do not necessarily have.

- **Suboptimal bridges with research**

Young farmers' participation appears limited both by time and the lack of financial capacity. Yet, their views are necessary to the elaboration and uptake of innovations, since their action will determine the next decades of EU agriculture.

Table 3. CAP Strategic Plans internal consultation, SWOT analysis: Access to education and knowledge (2019)

Strengths	Weaknesses
<p>S1. Increasing level of education and skills in the sector</p> <p>S2. Opportunities provided by young farmers' organisations</p> <p>S3. Independent advisory services</p> <p>S4. Dual learning (combining theory and practice)</p>	<p>W1. Low ambition on skills delivery in starter courses</p> <p>W2. No affordable high education evening classes for farmers</p> <p>W3. Focus on the number of hours rather than the quality of learning</p>
Opportunities	Threats
<p>O1. Development of diverse career pathways in agriculture</p> <p>O2. Accessibility of socio-economic data</p> <p>O3. In-depth, high-quality courses</p> <p>O4. Strong definition of active farmer</p> <p>O5. More focus on accounting skills</p> <p>O6. Individualised training</p> <p>O7. Innovation in educational systems through digitalisation and interactivity</p> <p>O8. Bridges with research</p>	<p>T1. Decreasing subsidies for farmers' education</p> <p>T2. Lack of decentralisation of government departments and enterprise development services</p>

- **Lack of means of young farmers' organisations**

Young farmers' organisations are providing knowledge exchange and peer-to-peer learning to their grass-root members, on top of all the social services they deliver from their rural communities. Despite all of these, their funding appears, in some Member States, almost inexistent. In the light of COVID-19, the financial situation of these organisations has worsened, putting at stake all their benefits.

4.2. RECOMMENDATIONS

The growing complexity of agriculture requires a multidisciplinary education and life-long training, which touches at critical components, such as accountancy and sustainability.

1) Provide tailored advisory services

The European Parliament has introduced the idea of tailored advisory services, financed in pillar 1 of the CAP, to cover the support and assistance for young farmers during the five years following the launch of their business. Such advisory services, according to CEJA members, should include, among other elements of importance:

- Farm management
- Accountancy and financial instruments
- Public support schemes: identification and application
- Environmental sustainability and climate action
- Land and water management
- Marketing and negotiation
- Multifunctionality
- Innovation and new technologies

2) Facilitate and promote young farmers' participation in knowledge exchange networks

A share of rural development funds is allocated to Advisory Knowledge Exchange and Information Systems (AKIS), which aims at encouraging peer-to-peer learning and facilitate the uptake of innovation. Young farmers need to be integrated

into these networks since knowledge has been described as one of the two obstacles to access innovations.

3) Better integrate young farmers to Horizon Europe consortia to translate their needs into research

Horizon Europe projects aim at bridging research and practical implementation, therefore seeking further farmers' involvement. Young farmers often feel excluded from such a process. To ensure their participation in consortia, all project proposals must integrate budgetary lines for the compensation of farmers' involvement (i.e. hiring of the workforce to replace on the farm while participating in project meetings). Other pathways for inclusion could be rules for the representation of all age categories in mission boards.

4) Multiply learning mobility options

The funding of the Erasmus programme is set to increase in the programming period 2021-2027 significantly. Such financing can be used to finance actions in respect of transnational learning mobility of people in the field of agricultural and rural development, with a focus on young agricultural students and farmers through cooperation with specialised higher education structures and young farmers' organisations. National Erasmus agencies should be encouraged to sign framework partnerships with such networks.

5) Support the action of young farmers' organisation

Young farmers' organisations contribute to the building of a knowledge ecosystem by providing training opportunities and building capacity among young farmers. They need to be appropriately supported by national and regional authorities.



ACCESS TO EDUCATION & KNOWLEDGE: SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Increasing level of education and skills in the sector • Opportunities provided by young farmers' organisations • Independent advisory services • Dual learning (combining theory and practice) 	<ul style="list-style-type: none"> • Low ambition on skills delivery in starter courses • No affordable high education evening classes for farmers • Focus on the number of hours rather than the quality of learning
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Development of diverse career pathways in agriculture • Accessibility of socio-economic data • In-depth, high-quality courses • Strong definition of active farmer • More focus on accounting skills • Individualised training • Innovation in educational systems through digitalisation and interactivity • Bridges with research 	<ul style="list-style-type: none"> • Decreasing subsidies for farmers' education • Lack of decentralisation of government departments and enterprise development services

ACCESS TO EDUCATION & KNOWLEDGE: *RECOMMENDATIONS*

- Provide tailored advisory services
- Facilitate and promote young farmers' participation in knowledge exchange networks
- Better integrate young farmers to Horizon Europe consortia to translate their needs into research
- Multiply learning mobility options
- Support the action of young farmers' organisation



TO SUMMARISE

Innovation has 3 key elements

- Research
- Development
- Implementation!

The big question remains:
how to involve farmers in the process?

- Added value?
- Time intensive
- Representativity of the whole sector



CONNECT WITH CEJA



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All information of the seminar available on

www.eip-agri.eu

on the event webpage

<https://ec.europa.eu/eip/agriculture/en/event/eip-agri-seminar-cap-strategic-plans-key-role-akis>



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