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

16-17-18 September 2020
Tom Kelly
Teagasc, Ireland

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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:
  - EURAKOS and EUREKA - Pieter Spanohe, Ghent University, BE
  - TITRIS - Gintarė Kučinskenė, 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 Forts, 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
Organising farmer to farmer exchanges including on farm demonstrations and experimentation

Professor Tom Kelly, Director Knowledge Transfer, Teagasc, Oak Park, Carlow, Ireland

EIP-AGRI Seminar on “CAP Strategic Plans: The key role of AKIS"
Organising Peer to Peer Learning

- Four critical components
  1. Experienced facilitators
  2. Credible and detailed farm data
  3. Research, media and industry back up
  4. Branding
Facilitation

- Basic skills, planning, listening, questioning, observing, controlling, time keeping etc. Advisors can be taught to facilitate group learning but will be improved with practice and experience.
- Participants need encouragement and involvement
- Participants ownership of the process/group is essential
Farm Data and Information

- Detailed, current and verifiable data both physical and financial.
- Comparable data using common benchmarking tools available in real time or at regular intervals.
- Involvement in the data collection and analysis, taking the measurements.
Research, Media and Industry Backup

- The consistency and complementarity of the information within the wider AKIS is important.
- Farmers will be influenced to change their practice if the message is clear consistent and repeated.
- Every practice change on a farm is an experiment for that individual farmer and worthy of the interest of the advisor and other farmers.
Branding

- Branding of initiatives is important to create a profile of the activities and events.
- It also identifies the advisors, farmers and other actors involved.
- Branding helps with media platforms and with industry partners who need to differentiate the initiative and evaluate its cost benefit.
EIP-AGRI seminar
'CAP Strategic Plans: the key role of AKIS in Member States’
Online 16-17-18 September 2020

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