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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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Tom Kelly

Teagasc, Ireland



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

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**



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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”

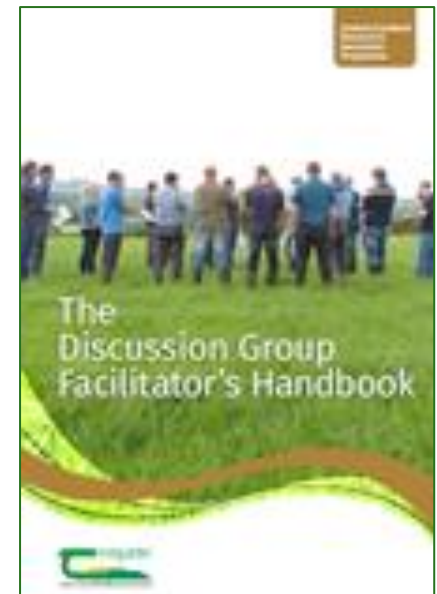
Organising Peer to Peer Learning

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



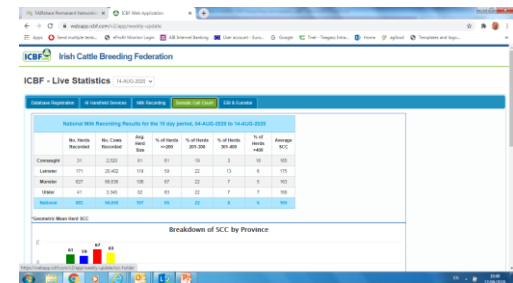
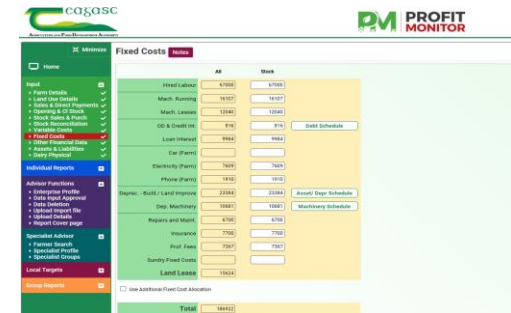
Facilitation

- 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
- Reference – The Teagasc Discussion Group Facilitators Handbook – 2020
<https://www.teagasc.ie/publications/2020/the-discussion-group-facilitators-handbook.php>



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.



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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>

