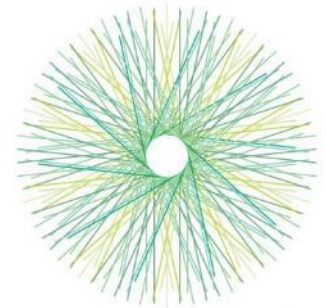


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Connecting people - Sharing knowledge - Tackling challenges

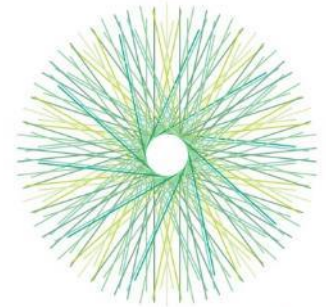


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- In a fast developing agricultural sector farmers increasingly need access to knowledge and information, to training and education, and to facilitating and supporting services.
- Advisory services have always played a key role in making this happen!
- There is however more and more evidence that the links between research, advisory services, farmers and industry are still too weak and that existing models need to be more efficient and interactive.

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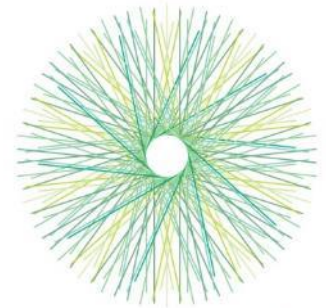


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- In the past, it may have been sufficient to work out solutions in a research context and then pass them down to the farmer through farm visits or face to face meetings in a so called linear process.
- Nowadays we need to involve all parts that could help, be it scientific, organisational or practical to tackle increasingly complex challenges. And we have to connect and enable all useful information sources, aiming to create cross-overs between sectors and disciplines.
- Being interactive is key!

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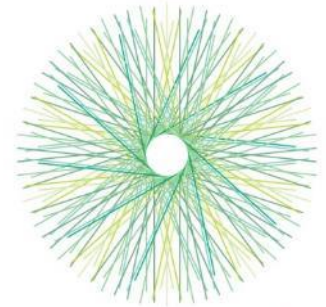


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- What will probably never change is that knowledge must be communicated to farmers in a **practical and helpful way**. To improve this situation, for example all EIP Operational Groups are requested to share their practical information in understandable "farmer's" language.
- Also, new approaches need to be developed to enhance advisors' potential to take up the results of Operational Groups and boost their innovation potential.
- The use of new ICT advisory tools is an obvious opportunity.
- But there are challenges as well, such as reaching the smaller farmers.

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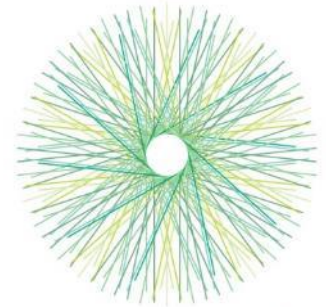
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With the EIP-AGRI Network the role of advisors is well established and is reflected in our activities

- EIP-AGRI Seminar Promoting creativity and learning through agricultural knowledge systems and interactive innovation
- EIP-AGRI Focus Group on Benchmarking Farm productivity and sustainability
- RN Innovation Subgroup – advisors are being represented

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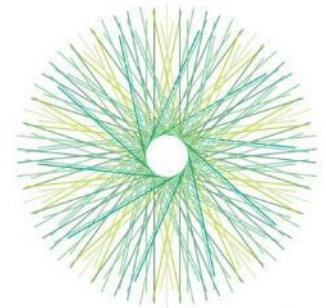
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Focus for today's session:

In the context of EIP-AGRI Operational Groups, how can National Rural Networks support advisors?

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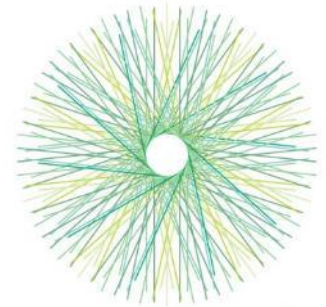
1. Capturing practice needs which can be tackled in innovation projects
2. Brokering to set up interactive innovation projects and bring together partners
3. Facilitating such projects, bridging between the world of farmers and other partners
4. Disseminating newly generated/ innovative knowledge to a wider audience not directly involved in the project

In each of these stages, how can networks help advisors access:

- **Funds under rural development and getting involved in projects?**
- **New online tools and technologies?**
- **Other type of support?**

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- 1h:25m
- Work in groups
- Choose a rapporteur
- Make sure you cover all project stages