

Onlineland, November 24th

AgriLink

Presentation a the *SWG-SCAR-AKIS-5*
9th Meeting

Pierre Labarthe, INRAE



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research and innovation programme under grant agreement No 727577



Outlines of the presentation

1. Rationale, logic and achievement of the project
2. Highlights on results
3. Presentation of our Policy Recommendation
4. Feedback from our Final conference

An introduction to AgriLink



Context: advisory services back on agenda

▶ Strong expectations within policy frameworks

- New CAP & AKIS plans, Farm to Fork, EU Green Deal, Mission Soil

▶ New networks of practitioners

- Practitioners: EU-FRAS & G-FRAS, IALB, national associations
- Policy makers: SCAR-AKIS-WG-1-2-3-4

▶ A reinvestment of research on advisory services

- EU projects (FP7&H2020): Insight, Solinsa, PRO AKIS, Liaison I2Connect
- Academic communities: ESEE, AIAEE, IFSA

Our goal: addressing knowledge gaps

- ▶ **Knowledge gaps about farmers' use and needs of advice**
 - Sharp farm structural change & heterogeneity
 - What are their sources of services and information?
- ▶ **Knowledge gaps about advisory services**
 - New entrants and business models in the sectors
 - Who are they?
- ▶ **Knowledge gaps about innovation in services**
 - New modes of open & interactive innovation (e.g. Living Labs)
 - How can advisory organisations contribute to such innovation process?
- ▶ **Knowledge gaps about the effectiveness of public policy**
 - Transformation of back-office (PPP, ICTs, regionalisation...)
 - What are the new modes of governance of farm advice?

Our ambition: a renewed understanding of farm advice

- ▶ **Start from farmers' perspective to go beyond “usual suspects”**
 - Farmers: learning from both “atypical profiles” and “mainstream” farmers, incl. non-adopters and droppers
 - Advisors: integrate any supplier acknowledged by farmers
 - Occasional and professional advisors
 - Independent and linked advisors
- ▶ **A Multi-actor project responsive to policy context and to societal sustainability challenges**
 - No systematic relation between innovation and sustainability
 - Innovation areas: technological, process, marketing and organizational
 - No silver bullets
 - Discussion of best-fit of options with stakeholders

A multi-actor consortium

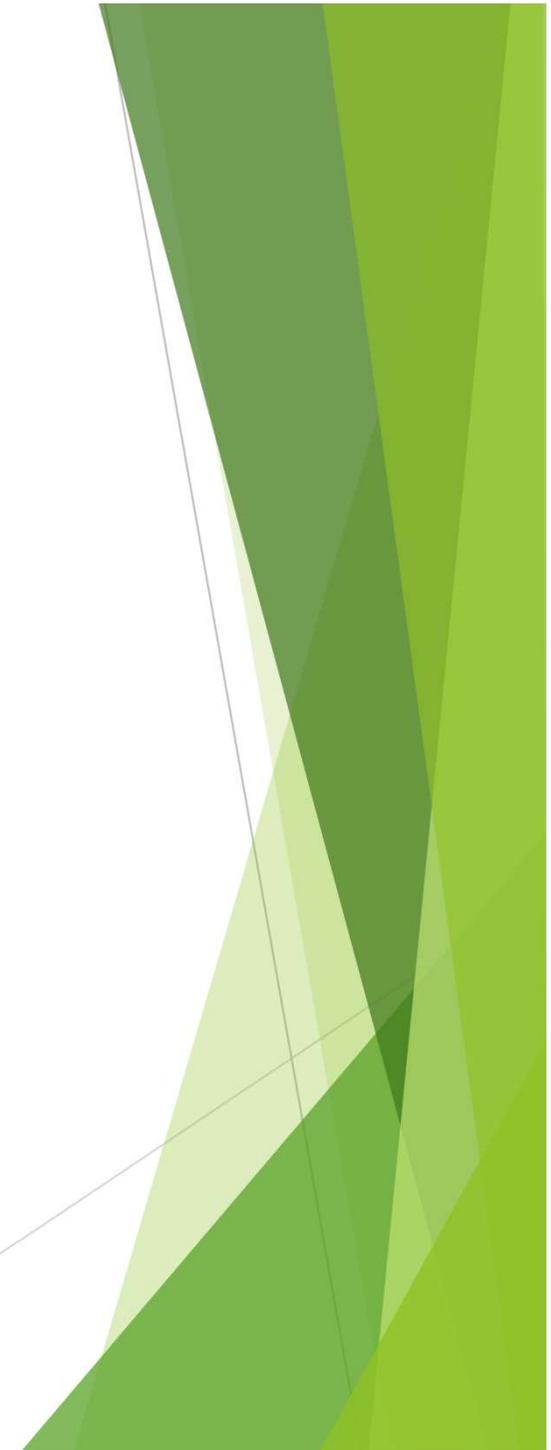
16 partners from 13 countries:

- universities (AUA, UTAD)
- research institutes (HUTT, INRAE, RURALIS, WR, BSC)
- advisors and consultants from public organisations (UZEI, INTIA, AACB)
- private SMEs (VIN, HCC, EKOT)
- a farmer-based organisation (ISP)
- a communication and distance learning specialist (OU)
- and a project management specialist (IT)



Our impact

- ▶ **New concepts & methods published**
 - MicroAKIS & Farm Advisory regimes
- ▶ **A strong empirical content**
 - Including interviews with > 1000 farmers and > 250 advice suppliers
 - Monitoring & Evaluation of 6 Living Labs
- ▶ **Interactive events with stakeholders**
 - More than 40 workshops with over 500 participants
- ▶ **Academic dissemination**
 - > 25 papers, 2 special issues (JAEE & EuroChoices)



Highlights on our results

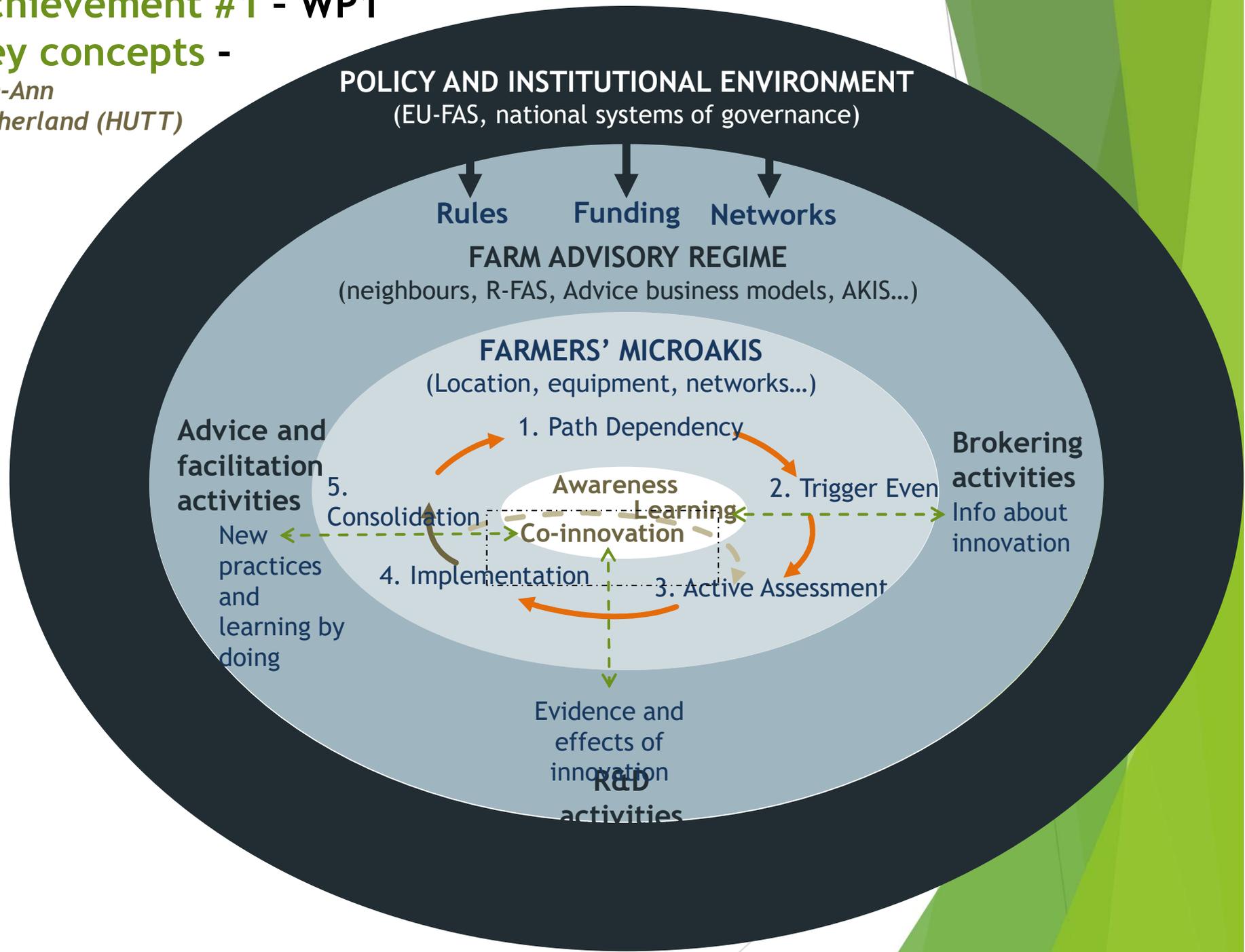


Achievement #1 - WP1

Key concepts -

Lee-Ann

Sutherland (HUTT)

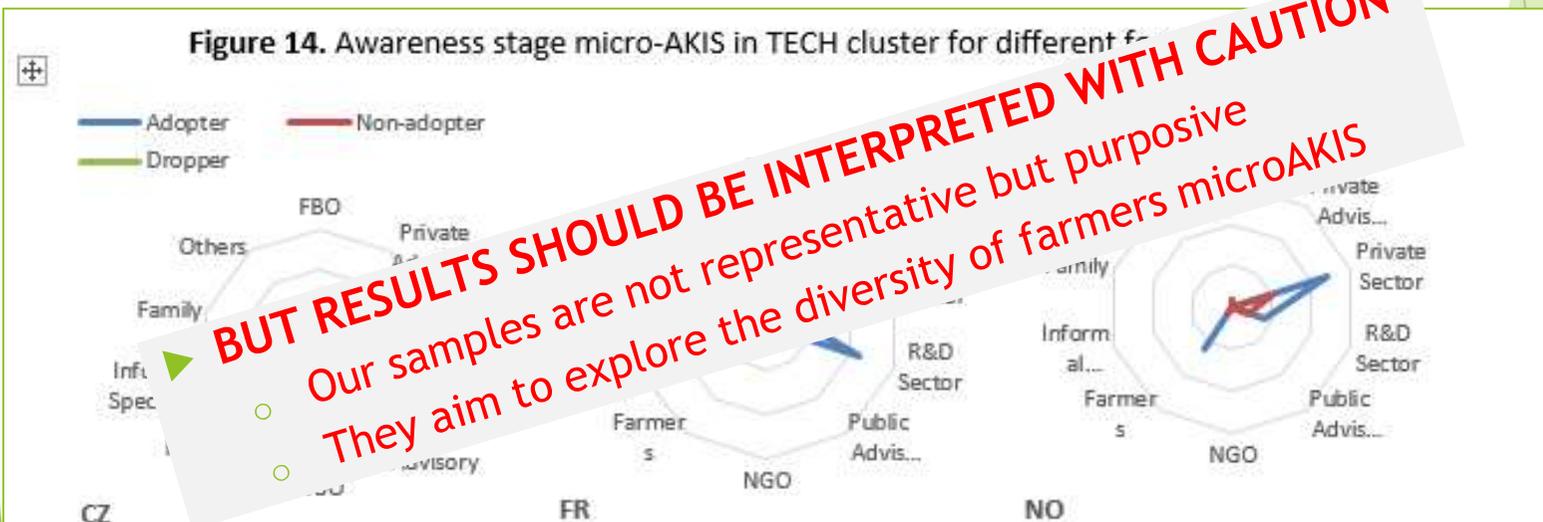


Achievement #2 - WP2 - Livia Madureira (UTAD) & Cristina Micheloni (VIN)

An understanding of farmers' personal networks

► Some results about microAKIS survey

- Strong heterogeneity of microAKIS between farmers & innovation areas
- MicroAKIS of farmers tend to be little diversified
- MicroAKIS cannot be easily predicted based upon a description of national AKIS
- Linked and Occasional advice play a key role in many farmers' microAKIS



Achievement #3 - WP4 - *Pierre Labarthe (INRAE) & Damiana Maiz (INTIA)*

An understanding of institutional change in advice

- ▶ Two perspectives of analysis
 - From a public policy perspective
 - From a bottom-up perspective in innovation areas
- ▶ Some results about **farm advisory regimes survey**
 - Some “models” of farm advisory regimes still underlie the conception of public advisory policies
 - “Statist” regime in Poland
 - “Liberal” regime in UK
 - “Collective” regimes in France
 - “Segmentalist” regime in Portugal or Czech Republic



Achievement #3 - WP4

An understanding of institutional change in advice

- ▶ Some results from the bottom-up perspective: we observed gradual changes transversal to different countries
 - An important role of services delivered by organisations not specialised in advice
 - However, some of them provide advice with same overall features as services delivered by specialised advisory organisations
 - These suppliers are often linked to other services (bookkeeping, training, research) or with trade of inputs, outputs or machinery
 - These new layers of advice might come from sectors other than agriculture
 - Their role could be direct, or more indirect
 - e.g. role in back-office networks, sources of knowledge for other suppliers

Achievement #4 - WP3 - *Herman Schoorlemmer (WUR) & Melanie van Raaij (IP)*

Living Labs to co-design advisory services

► Implementation of Living Labs in contrasted conditions

- Six rural contexts: BE & NL, IT, LV, NO, RO and ES
- Different types of innovation (technological, marketing, process and organisational)

► Better understanding the conditions for Living Labs

- 1) Complexity of the challenge
- 2) Enabling setting
- 3) Energy to move
- 4) Methodological preparation

► Methods for Monitoring & Evaluation to learn within, between and beyond LL

- **Efficacy:** does the LL achieved its purpose?
- **Efficiency:** are the resources well used?
- **Effectiveness:** does it contributed to wider aims?



Achievement #5 - WP5 - *Boelie Elzen (WUR) & Jaroslav Prazan (EKOT)*

Integrated assessment and recommendations

► Integrated assessment of the data collected

- Combine the findings from WP1, 2, 3 and 4
- Set of cross-cutting results
- Discussion about a potential change of a paradigm to analyse and design advisory services, based on a farmer-centered approach

► Socio-technical scenarios in 13 countries

- **Method:** Participative approach using vision building and backcasting methodology
- **Outcomes (content):** Highlighted pathways and options to build more integrated advice
- **Outcomes (method):** Workbook and protocols describing the method step by step



Achievement #6 - WP6 - Mark Redman (HCC) & Talis Tisenkops (BSC) Dissemination of results

► To academics

- Conferences (ESEE, IFSA)
- One special issue, 22 papers in preparation

► To policy makers & advisors

- 4 E-workshops (>100 participants, 20 countries)
- 26 Regional Multi-Actor Seminars (RMAS), > 400 participants
- 13 Scenarios workshops (STSc), > 120 participants
- Intensive interaction with SCAR-AKIS-SWG
- > 120 Enhanced Practice abstracts
- User-friendly website
- Twitter account



2019
Impact
Factor
1.520



Our legacy

▶ Academic content (concept and content)

- MicroAKIS & Farm Advisory regimes
- > 1000 farmers' interviews and > 250 with advice suppliers
- > 25 papers, 2 special issues (JAEE & Eurochoice)

▶ Resources for advisors

- An online pedagogical module about Living Lab
- A WorkBook on Sociotechnical Transition Scenario workshops
- > 120 Practice abstracts

▶ Resources for policy makers

- ▶ Policy recommendations
- ▶ A chapter in the next SCAR-AKIS-SWG report

▶ A legacy website

- All AgriLink's reports and content

Our policy recommendations



Presentation of our policy recommendations

- ▶ **An introduction to AgriLink's Policy Recommendation**
 - Context, foundation and perspectives
- ▶ **Four key messages**
- ▶ **Feedback from the roundtable organised during AgriLink's final conference**



Context

- ▶ **Our Policy recommendations come at a time when Member States are finalising their CAP Strategic Plans 2023-2027, including their AKIS Strategic Approach / Plan**
- ▶ We tried to integrate this context
- ▶ **AgriLink is one of many FP7 and H2020 projects that contribute to policy debate about AKIS and farm advisory services**
 - We tried to organise debates with other projects, including LIAISON and I2Connect today

Foundations of AgriLink's recommendations

- ▶ **Our aim is to contribute to policy debate from a research perspective**
 - We tried to provide useful concepts for policy debates
 - We provided extensive empirical evidence and acknowledged their limitation
 - We tested co-design methods
 - We propose options, not solutions
- ▶ **No silver bullets in terms of advisory methods or policy**
 - We tried to identify good fit and gaps related to specific contexts
- ▶ **Our policy recommendation benefited from (co-design) workshops**
 - More than 40 events and 500 participants

Perspectives of AgriLink's recommendations

- ▶ **A farmer-centric perspective**
- ▶ **A wide knowledge gap related to farmers' practices and use of services in their decision to adopt or not an innovation**
 - New concept of microAKIS and > 1000 farmers' interviews
 - No systematic relations between innovation and sustainable development
- ▶ **No a priori definition of boundaries of advisory services**
 - Advisory services as an activity
 - Advisors (advice is their profession) vs. "Occasional advisor"
 - Advisors can be "independent" or "linked"
- ▶ **Changes in farmers' practices could have broader impact on the institutions framing the functioning of advisory services**
 - A multi-level perspective (concept of Farm Advisory Regime)

Outline of our recommendation report

- **SECTION 1 - Acknowledging the context (AKIS plans)**
 - what do SWOT within AKIS plans tell us about the conception of Ministries of Agriculture / advisory needs in our 13 MS

- **SECTION 2 - Presenting our 4 recommendations**

Context: CAP and AKIS plans (art. 102, 72, 13)

Expectations about farm advisors
when considering their contribution to a sustainable development of agriculture

1. Independent and impartial

2. Well educated and trained

3. Inclusive / farm diversity

4. Well integrated in AKIS

AgriLink concepts & findings

Our recommendations based upon our farmer-centric approach

1. Enable transparent & robust advice

2. Integrate farmers' needs into advisors' training

3. Identify hard-to-reach populations

4. Foster integration at multiple levels

Shared options to enhance farm advice

Open / multi-actor discussions about options (seminars, workshops, final conference)

Options

Options

Options

Options

Options

Options

Options

Options

Options

Recommendation #1 - About Independent and Impartial advice

- **Our message**
 - It could be more efficient to guarantee “transparency and robustness” of advice than to delimitate the boundaries of “independent and impartial” advice
- **Why? We evidenced a diversity/complexity of bias**
 - **Bias in advice might come in many forms**
 - In front-office (e.g. services provided by “linked” suppliers: input & machinery dealers, bookkeepers, etc.)
 - Even in informal network
 - And also in back-office (e.g. role of industries in training or informing certain independent advisors)
 - **The role of trust and path-dependence in farmers’ choices for advisors**
 - **Caution: Limitation of our evidence**
 - **Purposive samples, not representative**

Recommendation #1 - Options

- **Options related to “individual advisors”**
 - Certification and compulsory training
 - Professional bodies of advisors with ethical requirements
- **Options related to “multi-actor settings”**
 - Joint demonstration activities
 - Joint training
- **Options related to a public back-office for advice and the assessment of innovation**
 - Public demonstrators that compare the effectiveness of technologies
 - Open knowledge platforms

Recommendation #2 - About advisors' training & links to AKIS

- **Our message**
 - A farmer-centric approach could be used to highlight gaps and needs in the supply of advisory services [in specific contexts] and co-design relevant training and education modules for advisors
- **Why? We evidenced different gaps**
 - Novelty (totally or for a novel situation = avocado in Greece)
 - Public good issues (health)
 - Communication skills
 - Long-term strategy in advisory organisation (why do advisors work?)
 - **Caution: Limitation or our evidence**
 - Again: purposive samples, not representative
 - We have not tested our microAKIS concept for practice matter

Recommendation #2 - Options

- **Options related to the multi-actor dimension of advisors' training and education**
 - More exchanges between advisors from different regions (e.g. ERASMUS models) on novelty issues (a need for policy support, incl. digital)
 - Spaces for exchange between advisors and actors beyond AKIS (e.g. industries, NGO and civil society)
 - Create rooms for advisors' reflexivity on long term strategy
- **Propose education or training modules for students or young advisors based on microAKIS or TCM models**
 - for a fast appraisal of farmers' personal networks
 - To learn how to identify trigger that would be great entrance gate to communication with different groups of farmers

Recommendation #3 - About Social inclusiveness of advice

- **Our message**
 - The current advice system is letting some profiles out, designated by the "hard to reach" population. We need to identify who the "hard-to-reach" populations are and find innovative methods to understand their needs and design services for and with them.
- **Why? We evidence different "hard-to-reach" populations**
 - **Some populations already identified**
 - Small farmers, Older farmers, Part-time farmers, new entrants
 - **Other populations were less obvious**
 - Farm workers who are not a target for advisors
 - Less obvious categories: some "pioneers" or "non-adopters"
 - **Caution:**
 - **Again, Purposive samples, not representative, and we focused on farm managers, not other workers or household members**

Recommendation #3 - Options

- **Use innovative methods to find “hard-to-reach” populations and understand their needs**
 - Use random samples technique to interview farmers
 - Use a simplified microAKIS tool to understand their personal networks
 - Make use of “compulsory interactions” with farmers (bookkeeping, CAP declaration for subsidies) to try and propose farm advice to them
- **Apply these ideas in advisors’ education and training**
- **Co-design new forms of services**
 - Explore potential of digital solutions
 - Financial support (voucher) is necessary but not sufficient: a need to adjust method / places / time of meetings to the needs and constraints of different populations

Recommendation #4 - About co-design, AKIS and sustainability

- **Our message**
 - We need to recognise and invest in situations which are characterised by uncertainty, gaps, and controversies if we want holistic advisory services that contribute to more sustainable agriculture in contexts. In these conditions, co-design methodologies can be tested.
 - But they are only tools. The development of integrated advice should be thought in a multi-level perspective, and in relation to broader agricultural and rural policy framework.
- **Why? We evidence a limited role for holistic advice at multiple levels**
 - **Farmers' interviews revealed different gaps**
 - Little presence of “independent” advice with holistic perspectives
 - Lack of integration between specialised advisory services
 - Lack of assessment of innovation that would be relevant (context specific), robust (scientific methods) and holistic (social, environmental and economic perspectives)

Recommendation #4 - Options

- **At farm level**
 - Support advice when triggers induce needs for integrated advice
 - Farm succession, economic crisis, etc.
- **At the level of the design of advisory services**
 - Identify conditions when co-design methodologies can be applied
 - 1) Complexity of the challenge
 - 2) Enabling setting
 - 3) Energy to move
 - 4) Methodological preparation
 - Make use of toolboxes derived from LL
- **At the level of the coordination of AKIS**
 - Explore new opportunities for joint back-office activities between different categories of advisors
 - Joint training, etc.

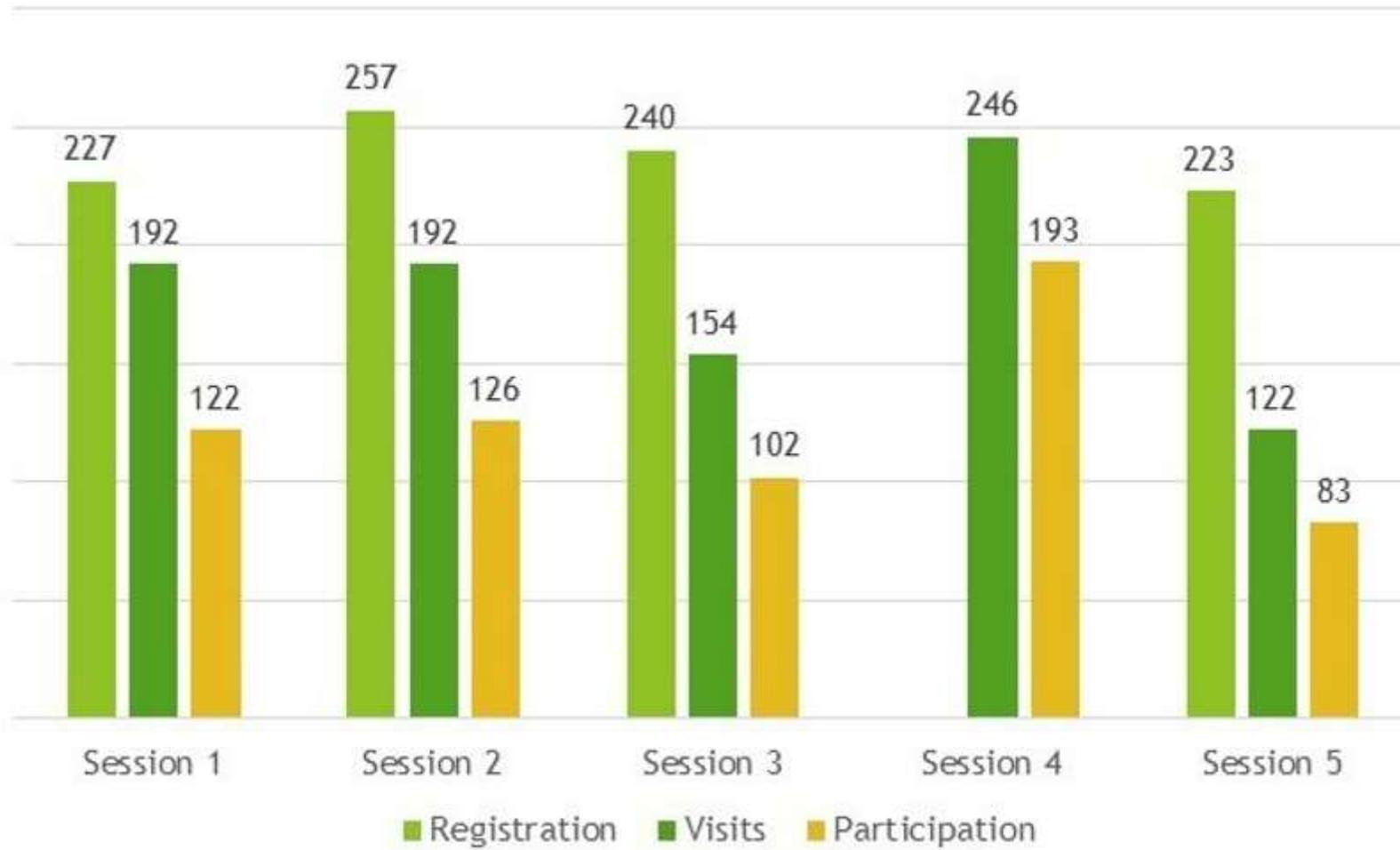
Our final conference



Program

WEDNESDAY 10 th November	13:30 – 14:15 CET	Welcome & Introduction to AgriLink - <i>Pierre Labarthe, Project Co-Ordinator, INRAE, France</i>
	14:30 – 16:00 CET	How to Trigger & Support On-farm Innovation with Better Targeted Farm Advice - <i>Lee-Ann Sutherland, James Hutton Institute, Scotland & Cristina Micheloni, VINIDEA, Italy</i>
THURSDAY 11 th November	10:00 – 12:30 CET	Practical learnings about co-designing more holistic farm advisory services - <i>Herman Schoorlemmer, Melanie Van Raaij, Marta Mrnuščík Konečná, Ellen Bulten, Jorieke Potters, Kevin Collins, Andy Lane, Egil Stræte, Jaroslav Pražan, Boelie Elzen & Pierre Labarthe</i> <ul style="list-style-type: none"> • Introduction • Farmers' Advisory Needs • Living Labs: conditions and evaluation • Creating innovative agricultural advisory services through a Living Lab online course • Learning in an advisory organisation: Peer to Peer Mentoring • Digging deeper: Needs and opportunities to provide more Integrated advice to farmers
	14:00 – 16:00 CET	Joint AgriLink/FAO webinar on “Extension and advisory services (EAS) for the empowerment of small and family farmers: Addressing the digital divide” <i>Please see separate programme and use the following link to access the webinar: https://us06web.zoom.us/j/81406935388</i>
FRIDAY 12 th November	10:00 – 12:00 CET	Policy Recommendations & Panel Discussion with invited guests <ul style="list-style-type: none"> • <i>Pierre Labarthe (H2020 AgriLink project)</i> • <i>Susanne von Münchhausen (H2020 LIAISON project)</i> • <i>Inge Van Oost (European Commission DG AGRI)</i> • <i>Sylvain Sturel (H2020 I2Connect project)</i> • <i>Natalia Bellostas (H2020 AgriLink project)</i> • <i>Tom Kelly (Teagasc, Ireland & former EU-FRAS president)</i>

Attendance



Some elements of discussion

- **A validation of key dimensions of AgriLink's recommendations**
 - Importance to invest in back-office for the integration of farm advice in broader AKIS and to guarantee transparency
 - Relevance of the microAKIS method to understand changes in AKIS
 - Innovativeness of the Trigger Change method as a potential gate to integrate hard-to-reach populations
 - Debates about “co-design” approach derived from Living Labs to integrate sustainability issues
- **New perspectives**
 - An interesting about “holistic” / “generalist” / “integrated” advice
 - Comparisons between agricultural and medical sectors
 - A avenue for new research: continue research about farmers' decision and enlarge studies to new rural populations: households, workers, contractors, etc.

Find more about our conference

<https://www.agrilink2020.eu/conference/>



AgriLink Final Conference

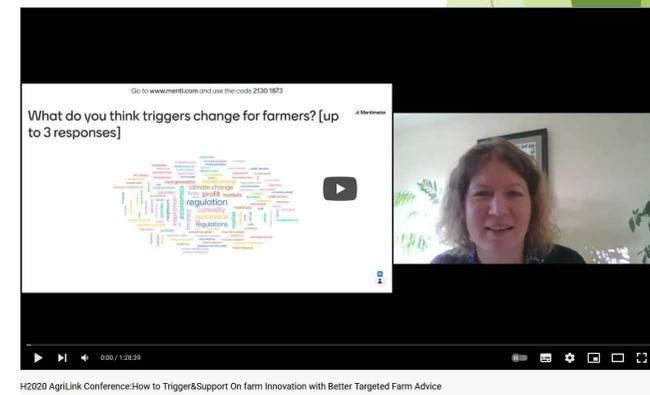
Farm Advisors: Strengthening their Future Role in Agricultural Innovation & Sustainability

Conference Sessions

- 11th Nov, Wednesday**
Welcome & Introduction to AgriLink
Speakers: Pierre Lézorthe, Project Co-ordinator, INRAE, France
[View](#) [Presentation](#)
- 11th Nov, Wednesday**
How to trigger and support on-farm innovation with better targeted farm advice?
Speakers: Lee Ann Sutherland, James Hession, Institute, Scotland & Chiara Michelson, VINCEA, Italy
[View](#) [Presentation](#)
- 11th Nov, Thursday**
Practical learnings about co-designing more holistic farm advisory services.
Speakers: Harriet Schuurman, Melanie Van Raaij, Nicola Vermeij & Jochem, Ellen Aulens, Josée Pizani, Heidi Collins, Andy Lunn, Zof Dvorak, Jacques Orléans, Blake Egan & Pierre Lézorthe.
[View, Part 1](#) [View, Part 2](#) [Presentation, Part 1](#) [Presentation, Part 2](#)
- 11th Nov, Thursday**
Joint AgriLink/FAO webinar on "Extension and advisory services (EAS) for the empowerment of small and family farmers: Addressing the digital divide?"
[View, Part 1](#) [View, Part 2](#) [Presentation, Part 1](#) [Presentation, Part 2](#)
- 11th Nov, Friday**
Policy Recommendations & Panel Discussion.
Speakers: Pierre Lézorthe (H2020 AgriLink project) | Sébastien van Nieuwenhuijzen (H2020 LAG2024 project) | Inge Velt Dooij (European Commission DG AGRI) | Sylvain Saurel (H2020 D2Connect project) | Natalia Meléndez (H2020 AgriLink project) | Tom Kelly (Teagasc, Ireland) & Thomas Dufour (INRAE, France)
[View](#) [Presentation](#)



H2020 AgriLink Conference: Policy Recommendations & Panel Discussion with invited guests



H2020 AgriLink Conference: How to Trigger & Support on farm Innovation with Better Targeted Farm Advice

Thank you for your participation!

