



CECRA TRAINING IN GALICIA

TRANSFERRING OF METHODOLOGY AND CONTENTS
FROM IALB-EUFRAS TO UNIVERSITY OF SANTIAGO DE
COMPOSTELA

SWG SCAR AKIS Meeting. Lugo, 20th June 2022

Pablo Asensio
EUFRAS

Elena López.
USC CECRA Trainer.
Fundación Juana de Vega

2013



2022



2022: 48 EUFRAS Member Organizations

<https://www.eufras.eu/index.php/about-us/history>

EUFRAS Activity Plan 2022



- Redesign of EUFRAS homepage
- **EUFRAS&YPARD Mentorship program for young advisors** and submission of Erasmus+ application
- Active participation with knowledge dissemination activities in Horizon 2020 and Horizon Europe program i2connect, Nefertiti, EU Farmbook, ClimateSmartAdvisors
- 61st IALB|11th EUFRAS|8th SEASN International Conference 2022 in Galicia
- Networking event and field trip in the fall of 2022 possibly in Belgium
- **EUFRAS CECRA Coordination**
- **CECRA Train the trainer program**
- Initiatives from the members and the newly elected Board



Advisors need technical AND methodological training



What is CECRA?



International Qualification Standard for Advisers

CECRA combines

- a seminar series of various method training modules with a
- familiarization with rural advisory work in other regions and structures (= visit to a advisory body) and offers
- cross-border networking opportunities.

www.ialb.org

www.euforas.eu

www.cecra.net



Benefits for advisers, benefits for advisory services, benefits for farmers

Your benefits

- Develop your skills and knowledge in advisory techniques as well as self-development.
- Meet colleagues and establish a transnational network.
- You will earn an internationally recognised certificate confirming your advisory skills.
- Acquire additional methodological knowledge that will increase your success in your advisory and extension activities.
- As an employer CECRA qualification by your staff or prospective staff will enhance the professional image of your organisation.

Trained advisers are

- more effective,
- more flexible and
- can use their methodological skills in various settings, for example organising and leading farmers' working and experience exchange groups

Farmers realize quickly if someone can help them individually. They need professional and experienced advisers.

Professional advisers are specialists. They use methods systematically to apply their knowledge, organise know-how transfer and support innovation development.

Training institutions widen their portfolio and can skip the development of a method training program.



The certificate

Within the CECRA competence development program two degrees can be achieved: CECRA Basics and CECRA Certificate.



- 2 Compulsory Modules
- 3 Elective Modules



- 2 Compulsory Modules and 3 Elective Modules
- 2 years work experience
- Participation in a symposium
- Visit to Advisory Centres
- Reflection of case study and thesis

7 Years



Certificate for European
Consultants in Rural Areas

Zertifikat

Peter Meier

Musterstrasse 20
CH – 8315 Lindau

hat im Rahmen seiner/ihrer methodischen Weiterbildung die IALB-Standards und Anforderungen an das CECRA-Zertifikat:

- Einschlägige Berufserfahrung über mindestens zwei Jahre
- Teilnahme an den CECRA-Pflichtmodulen 1 und 2 (oder gleichwertigen Veranstaltungen)
- Teilnahme an mindestens drei CECRA-Wahlpflichtmodulen (oder gleichwertigen Veranstaltungen)
- Besuch einer mindestens eintägigen Weiterbildungsveranstaltung in einem anderen Staat oder deutschen Bundesland
- Teilnahme an einer mindestens dreitägigen Dienststellenerkundung in einem anderen Staat oder deutschen Bundesland mit moderiertem Erfahrungsaustausch
- Erstellung einer Abschlussarbeit mit Selbstreflexion anhand eines Fallbeispiels

erfüllt und nachgewiesen*.

Peter Meier wird damit das Zertifikat CECRA (Certificate for European Consultants in Rural Areas) von der IALB verliehen.

Landshut, 7. Dezember 2019

Florian Herzog
IALB-Präsident

* Die Überprüfung der Nachweise erfolgte in einem Vier-Augen-Prinzip von je zwei beteiligten Bildungseinrichtungen verschiedener Länder

The advisor method training modules



*Certificate for European
Consultants in Rural Areas*

Overview of the modules

2 Compulsory modules

- M01** My profile as an advisor
- M02** Communication and building relationships in advisory work

15 Elective modules

- M03** Team Work and Team Leadership
- M04** Rhetoric/ Presentation
- M05** Self-Management and Time Management
- M06** Project Management
- M07** Shaping Advisory Processes
- M08** Handling Difficult Advisory Situations/Change
- M09** Moderation Management
- M10** Marketing
- M11** Event Management
- M12** Advising and Supporting Groups
- M13** Basics of Mediation
- M14** Advising and Supporting Enterprises in Strategic Issues
- M15** Introduction to Coaching
- M16** Shaping Innovation Processes – Accompanying networks
- M17** Basics of participation



Key moments 2021



Certificate for European
Consultants in Rural Areas

- From 2018 a good number of advisors have been trained in various modules:

Ireland - 468 advisors

Spain – 708 advisors

Latvia- 467 advisors

Slovenia – 46 advisors

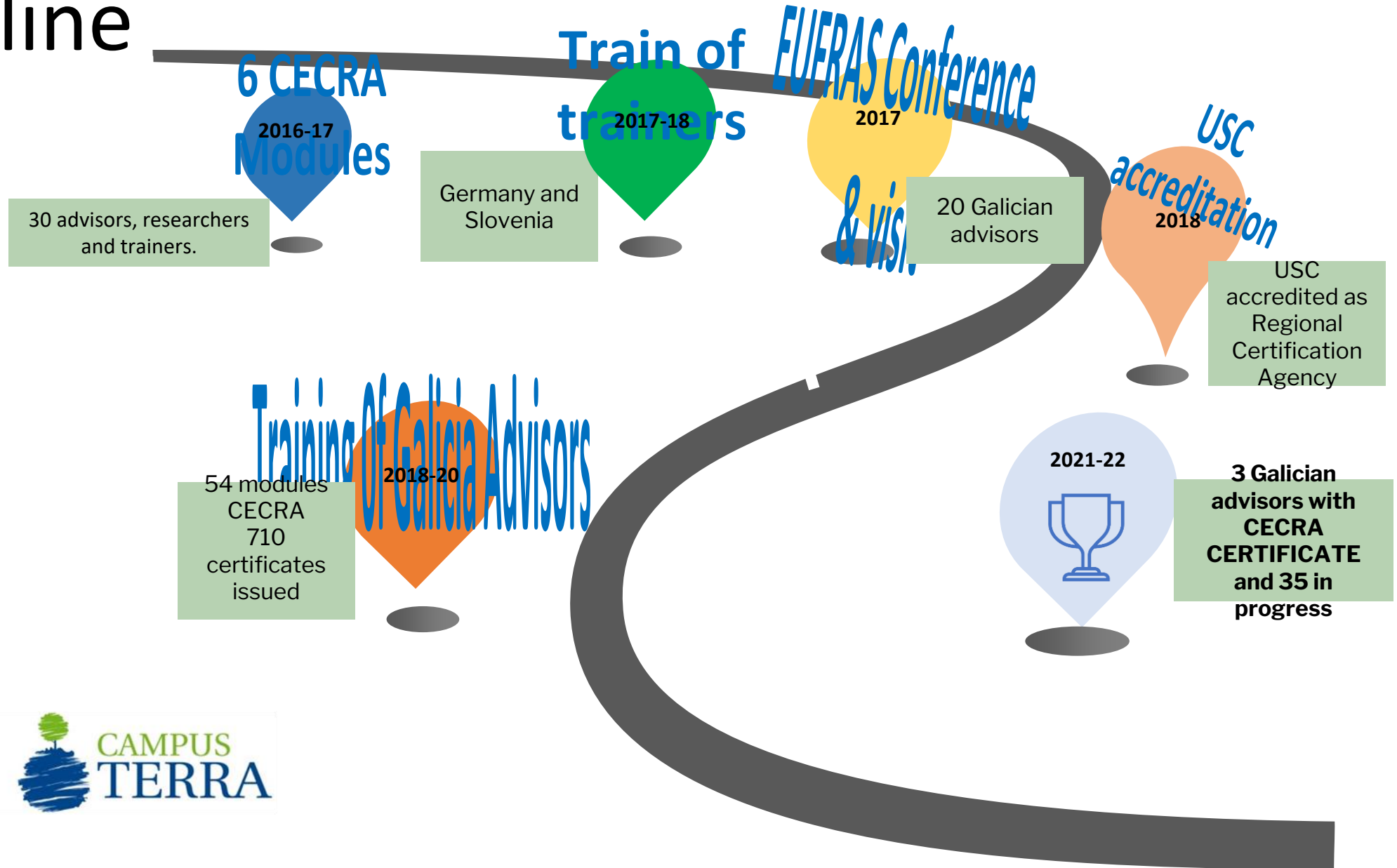
Serbia- 121 advisors

Greece – 166 advisors

- Trainings within the i2connect project



Timeline



CECRA in Galicia: The beginning

- Started in 2016.
- Pilot group of 30 Galician Rural Advisors, researches and teachers.
- International trainers (Germany and Switzerland).
- 6 modules between 2016 and 2017
- International event: IALB /EUFRAS Annual conference in Munster (Germany) in 2017.
- Visit to Agricultural Chamber in Northern Renania-Wesfalia for 2,5 days.



CECRA at University of Santiago de Compostela

- 2 people from the USC followed the **International CECRA Train of Trainers Program** (2017-18. Germany) and **The Train of trainers on Understand and Support Innovation in Agriculture** (Slovenia. 2018)
- 2017 -> USC became one of the first Regional Certification Body and Content Provider in a non-German speaking country.
- USC CECRA Team:
 - ✓ Florentino Díaz (USC- Spain)
 - ✓ Enrique Arbones (USC-Spain)
 - ✓ Martín Barrasa (USC-Spain)
 - ✓ Elena López (Foundation Juana de Vega-Spain)
 - ✓ Pablo Asensio (Germany)
 - ✓ Judith Landes (Germany)
 - ✓ Jochen Currle (Germany)



CECRA for Galician Rural Advisors

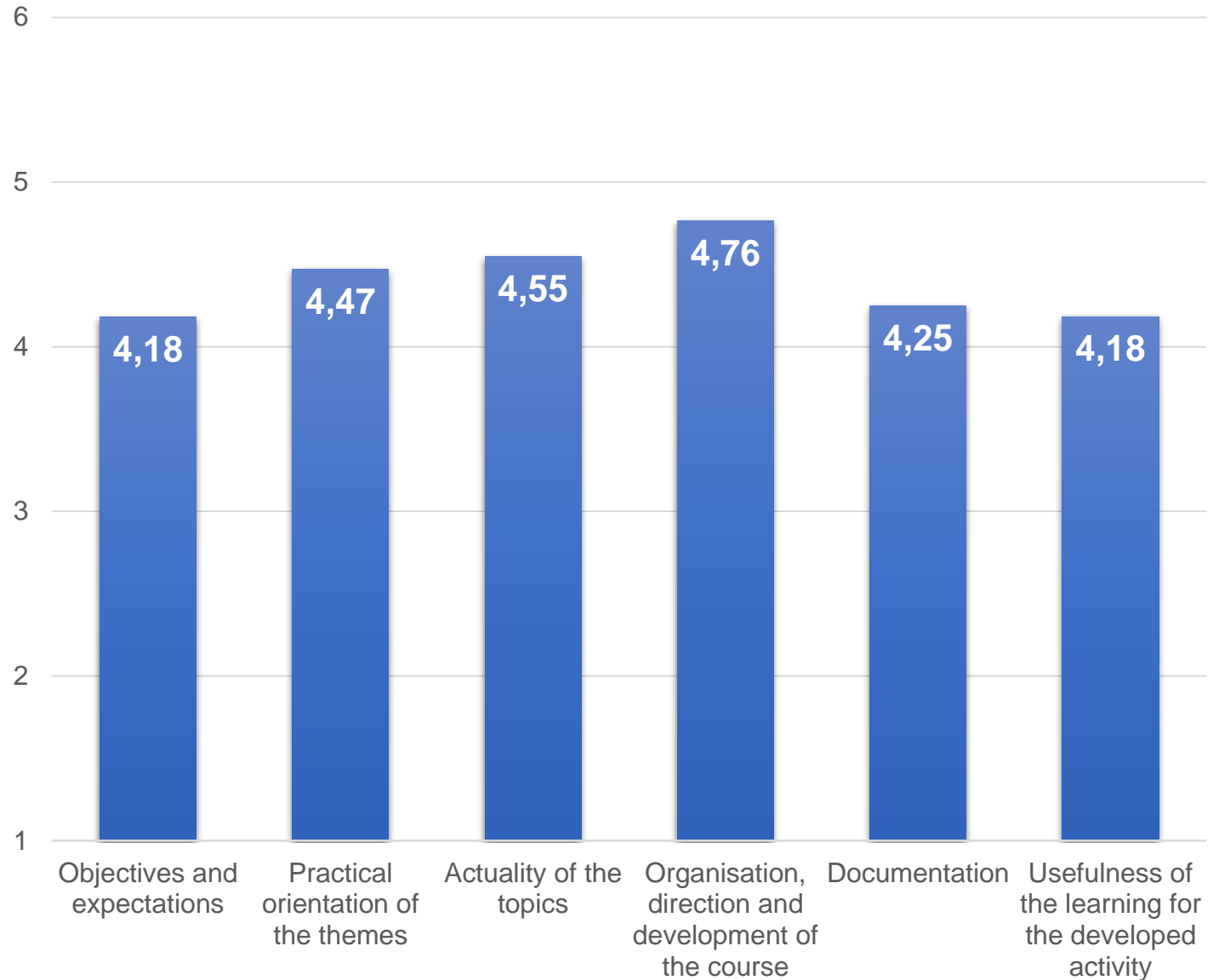
In 2018 the Galician Regional Government adopted the CECRA Standard (Galicia's Rural Development Program) as a compulsory training for all Galician Rural Advisors (competitive bid won by the USC).

- 4 Spanish trainers + 3 foreigner trainers (Germany).
- 44 CECRA modules delivered between 2018-2019
- More than 650 certificates issued and 330 participants.
- On- line modules during Covid-19 lockdown.



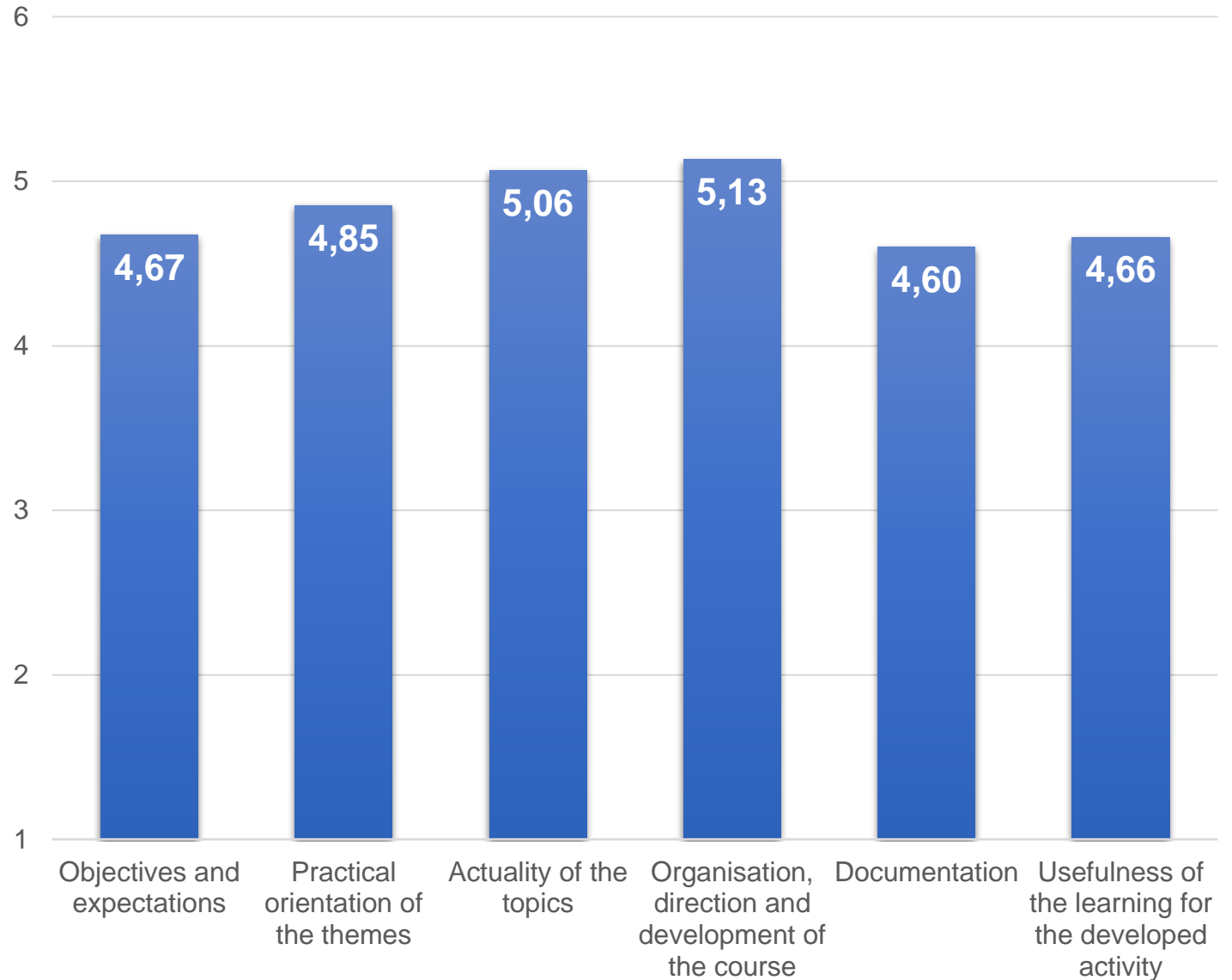
2018

- 13 MODULES . March –July 2018
- Trainers.
 - ✓ USC CECRA TEAM
 - ✓ Judit Landes (ENTRA. Germany)
 - ✓ Jochen Currle (LEL – Germany)
 - ✓ Pablo Asensio (FÜAK - Germany)
- 50,4 % men and 49,6% women
- Average age =39,42
- 99 participants (2,18 modules/advisor)
- 216 certificates issued



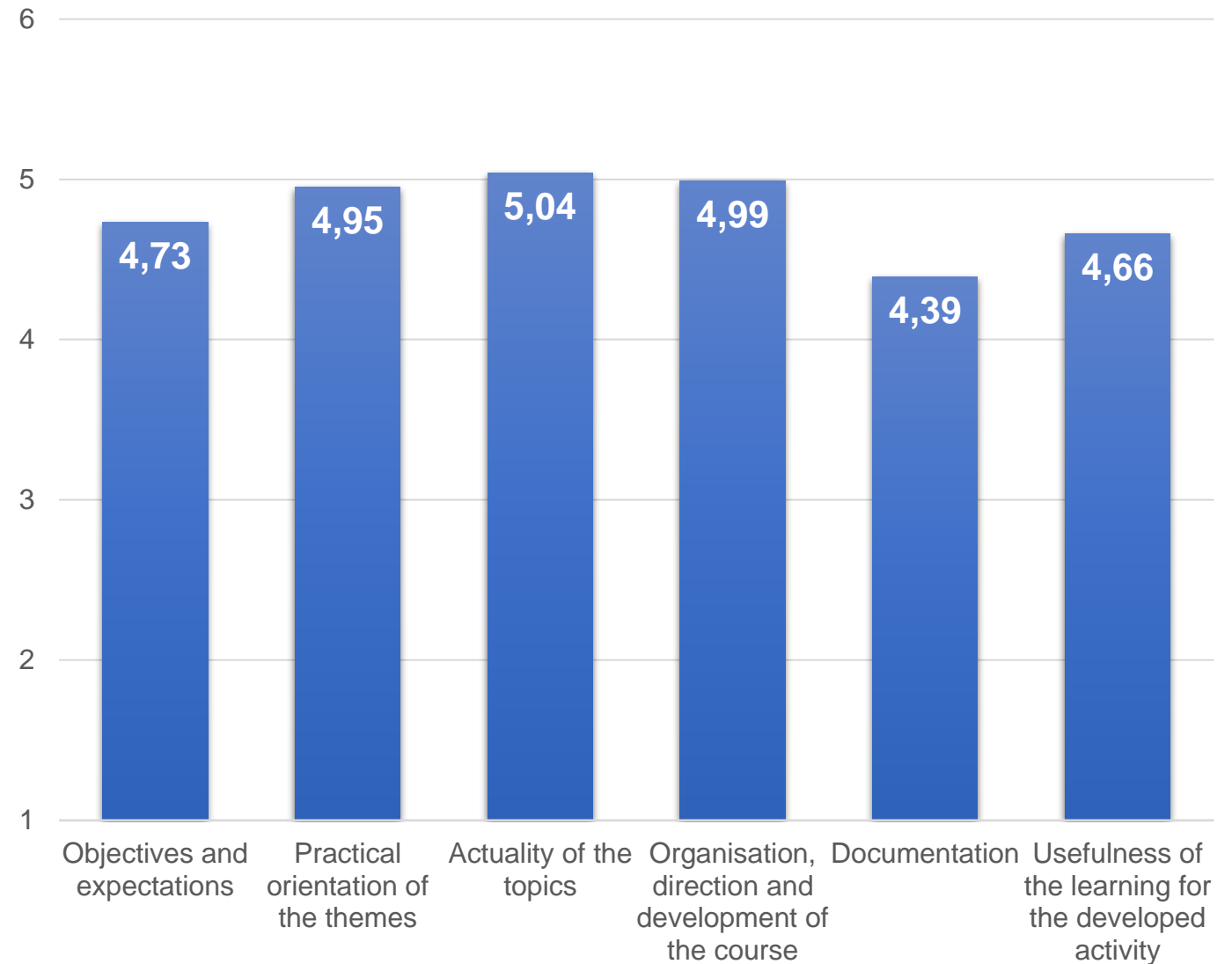
2019

- 15 MODULES .
- Trainers.
 - ✓ USC CECRA TEAM
 - ✓ Jochen Currlé (LEL – Germany)
 - ✓ Pablo Asensio (FÜAK - Germany)
- 53,73 % men and 46,27% women
- Average age =40,72
- 116 participants (1,78 modules/advisor)
- 207 certificates issued



2020

- 16 MODULES .
- Trainers.
 - ✓ USC CECRA TEAM
 - ✓ Judit Landes (ENTRA. Germany)
- 55,39 % man and 44,74% women
- Average age =40,20
- 116 participants (2,22 modules/advisor).
- 228 certificates issued



CECRA for LEADER Local Action Groups

- At a provincial level (6 LAG from Lugo).
- 12 participants.
- Own resources.
- Agreement LAG and USC.
- Voluntary.
- Non agricultural background (economics, law, administration)
- More than 10-15 years of experience as LEADER Managers.
- Identify CECRA as useful to improve their job.
- Objective: Cecra accreditation.



