Agricultural Knowledge: Linking farmers, advisors and researchers to boost innovation

Presentation at the SCAR-AKIS-WG
Athens, February 28th
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RUR-14-2016 call:
“The project should provide input to and liaise with the SCAR-AKIS Strategic Working Group”
Outlines of the presentation

1. General presentation of AgriLink
   - Consortium
   - Objectives & key features
   - Project structure

2. Concept of the project
   - Highlights from the conceptual framework

3. Highlights on two expected results
   - About the role of advice in farmers’ decision making
   - About how to monitor Living Labs for the development of service innovations

4. Interaction with the SCAR-AKIS-WG
   - Why, How and What Next?
AgriLink Consortium (2017-2021)

- 16 partners

![Map of AgriLink countries]
Objectives and AgriLink key features

- **Overall objective:** to stimulate transitions towards more sustainable European agricultures by
  - i) furthering the understanding of the roles played by advisory organisations in farmer decision-making
  - ii) enhancing their contribution to learning and innovation.

- **AgriLink’s key features**
  - A Conceptual framework
  - Farmers ‘micro-AKIS’ analysis in 26 Focus Regions
  - Comparison of governance models
  - 6 ‘Living Laboratories
  - Policy recommendation and Sociotechnical scenario
  - Interactivity
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AgriLink’s cornerstones

- No straightforward relation between innovation and sustainable development
  - Selection of innovation areas

- Importance of farm diversity
  - Selection of focus regions
  - Selection of farmers
    - Adopters and non adopters
    - Farm characteristics (farm size...)

- Tackling the pluralistic nature of advisory systems

- Combining process and infrastructure views on innovation and advisory systems
### AgriLink’s innovation areas

<table>
<thead>
<tr>
<th>Innovation Areas</th>
<th>Environment, climate and resilience</th>
<th>Growth and Jobs</th>
<th>Food security</th>
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<tbody>
<tr>
<td></td>
<td>Climate change</td>
<td>Eco-efficient</td>
<td>Pests &amp; diseases</td>
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<td><strong>Technological Innovations (focus on ITs)</strong></td>
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<tr>
<td>1. ICTs in vegetal production</td>
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<td>2. IOTs in animal production</td>
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<td><strong>Process Innovations / Farming Practices (focus on integrated ecological farming)</strong></td>
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<td>3. Biological pest control</td>
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<td>4. Soil improving cropping systems</td>
<td>X</td>
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<td><strong>Market and financing Innovations (focus on diversification)</strong></td>
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<td>5. New products, markets and services</td>
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<td>6. Innovation in value chains</td>
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<td><strong>Social and organisational innovations (focus on collaborative organisations)</strong></td>
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<td>7. Collaborative management</td>
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<td>8. Participatory support tools and services</td>
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AgriLink’s focus regions

Focus Region in study:

Legend
- Autonomous vehicles, robots, drones, intelligent sensors
- Precision farming
- Biological pest control
- Soil improving cropping systems
- Retro innovation
- Developing new activities
- Introducing new crops
- Direct marketing and local markets
- Natural resources common management
- Labor innovative arrangements & Labor conditions

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AgriLink’s conceptual figure

POLICY AND INSTITUTIONAL ENVIRONMENT
(EU-FAS, national models of governance)

INNOVATION ENVIRONMENT
(neighbours, R-FAS, Advice business models, AKIS...)

FARMERS’ MICRO AKIS
(location, equipment, networks...)

Farmers’ decision making

Advise and facilitation activities

R&D activities

Brokering activities

Rules
Funding
Networks

1. Path Dependency
2. Trigger Event
3. Active Assessment
4. Implementation
5. Consolidation

New practices and learning by doing

Evidence on effects of innovation

Info about innovation
Research questions

- Question 1.
  - What roles do advisory services play in the cycles of farmers’ decision making?

- Question 2.
  - What is the relationship between different types of farmer and advisory service in the decision making process?

- Question 3.
  - How does the transformation of advisory services influence farmers’ decision making and uptake of innovation?

- Question 4.
  - How can transdisciplinarity contribute to sustainable transitions of advisory systems in a multi-level perspective?
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Result 1. A better understanding of advice role in farmers’ decision making

- Combining quantitative data
- and narratives
Result 1. A better understanding of advice role in farmers’ decision making

- How will we disseminate these results?
  - National reports
  - Synthesis report
  - Academic papers and symposium in conferences (IFSA, ESEE) and at EUFRAS
  - Regional workshops
  - Practice abstracts
    - With diagrams
    - With farmers’ narratives
Results 2. Learning about how to monitor Living Labs to co-develop service innovation

- How will we disseminate these results?
  - Within the Living Labs
  - Across the Living Labs
    - A community of practice
    - A team of facilitators
    - Training sessions
  - Beyond the Living Labs
    - Pedagogical material (tutorial videos)
    - Narratives, testimonies,
    - Practice abstracts
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WHY interact with the SCAR-AKIS SWG?

- To multiply and “amplify” the findings and effective outcomes of the AgriLink project
- To anticipate the evolving AKIS policy context and adapt AgriLink project activities / outputs accordingly (within limits)
- To provide relevant and meaningful input to support the work of the SCAR-AKIS SWG
- To validate and fine-tune the policy and practice-orientated outputs of the AgriLink project
HOW best to interact with the SCAR-AKIS SWG?

- Continue with e-mail? Establish an online forum? Open access to the AgriLink project wiki?
- Have online face-to-face meetings? Text-based chats? Organise online seminars / webinars?
- A combination of both?
- What communication tools is the SWG using already?
- WHO is interested to engage more actively with the AgriLink project?
What next?

- Aniko and Inge are already members of the AgriLink International Advisory Board
- We plan to run a series of “e-workshops” on the advisory challenges within our four main innovation areas
- We want to specifically discuss: a) an interactive peer review process for validating and fine-tuning the outputs of the AgriLink project, and b) a joint study between AgriLink and the SCAR-AKIS SWG
Thank you for your attention!

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