

- AgriLink -

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

Presentation at the SCAR-AKIS-WG

Athens, February 28th

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This project has received funding from the European Union's Horizon 2020
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Website: www.agrilink2020.eu

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Facebook: *agrilink2020*

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

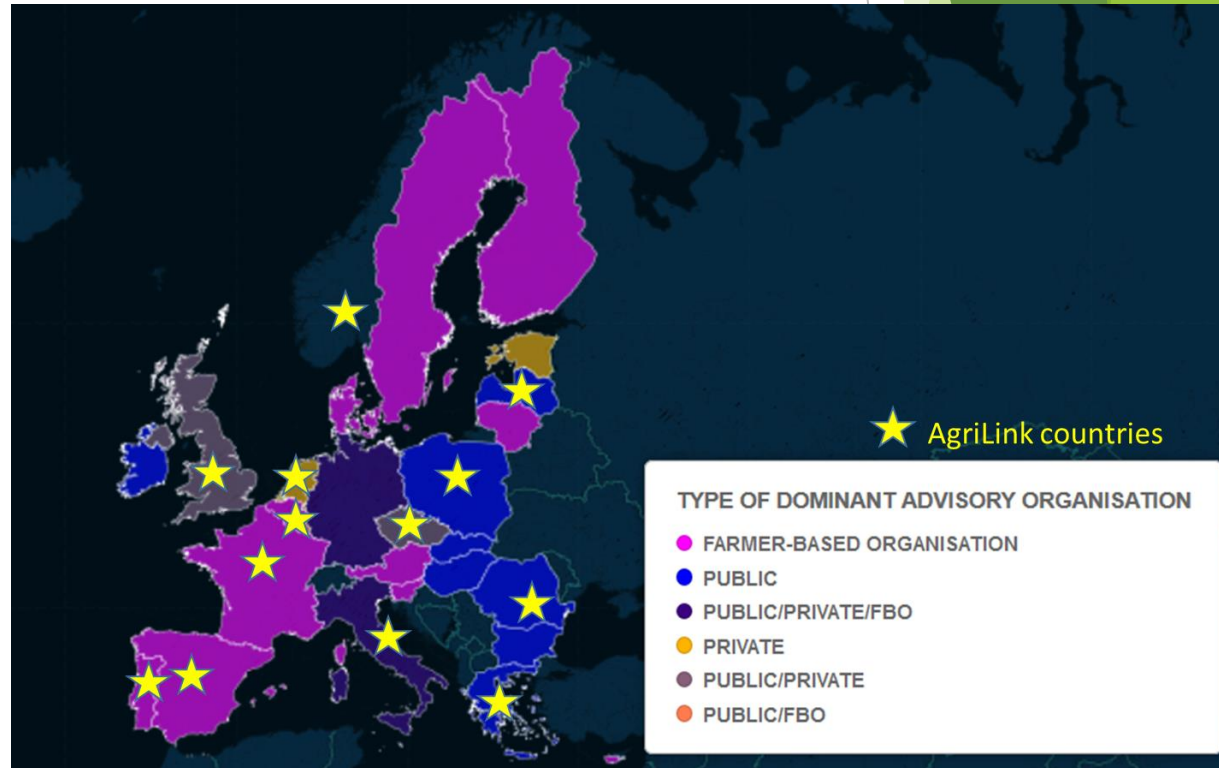
- ▶ **2. Concept of the project**
 - ▶ Highlights from the conceptual framework

- ▶ **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

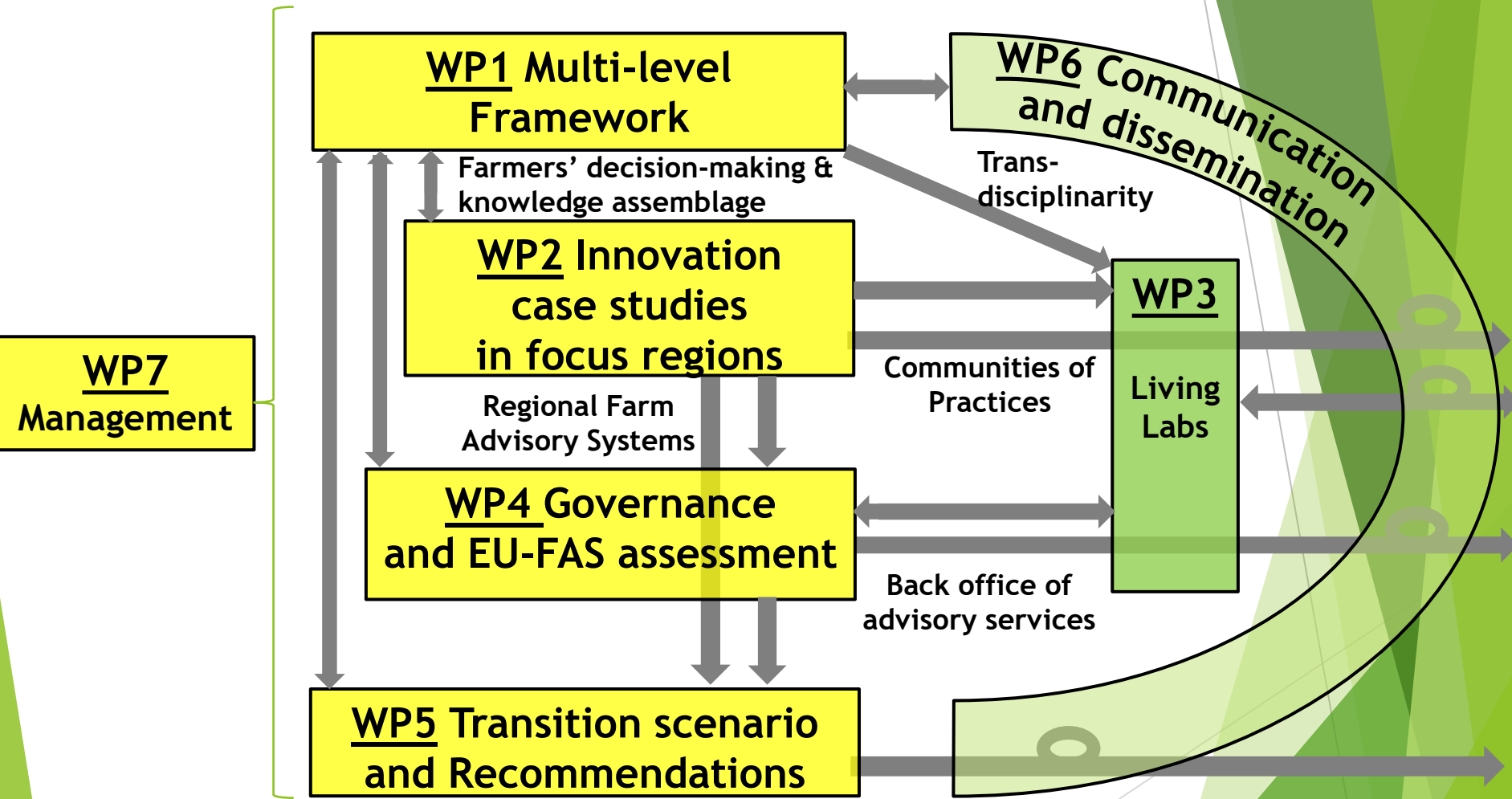


Objectives and AgriLink key features

- ▶ **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**

AgriLink's project structure



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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

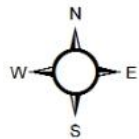
Sustainability challenges →	Environment, climate and resilience			Growth and Jobs			Food security	
↓ Innovation Areas	Climate change	Eco-efficient	Pests & diseases	ICTs	Business dev.	Social cohes°	Bio-divers.	Food prov.
Technological Innovations (focus on ITs)								
1. ICTs in vegetal production	X		X	X				X
2. IOTs in animal production	X	X		X			X	X
Process Innovations / Farming Practices (focus on integrated ecological farming)								
3. Biological pest control		X	X				X	
4. Soil improving cropping systems	X	X	X				X	X
Market and financing Innovations (focus on diversification)								
5. New products, markets and services		X			X			
6. Innovation in value chains					X	X		
Social and organisational innovations (focus on collaborative organisations)								
7. Collaborative management		X				X	X	
8. Participatory support tools and services		X	X	X				

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

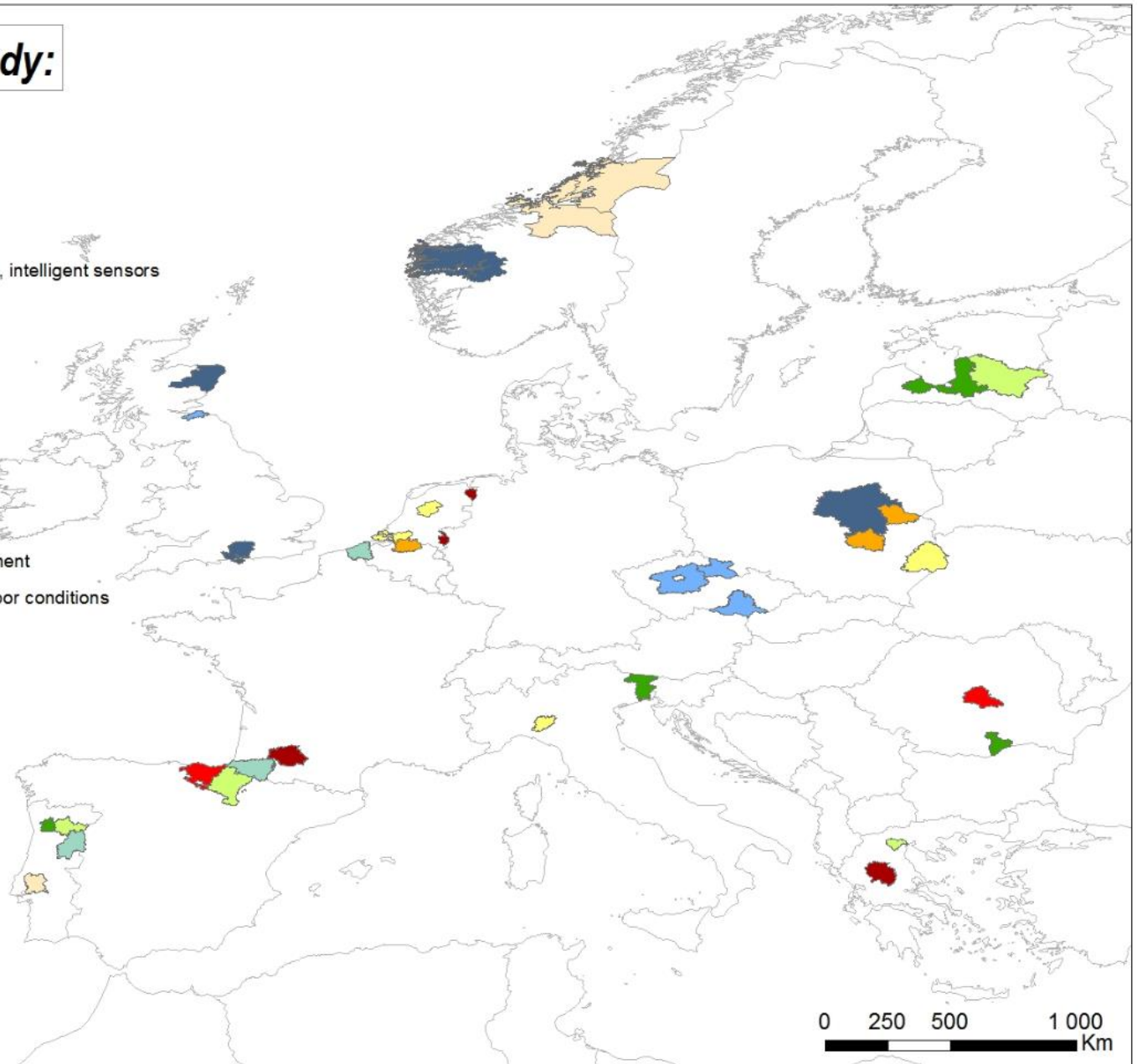


AgriLink

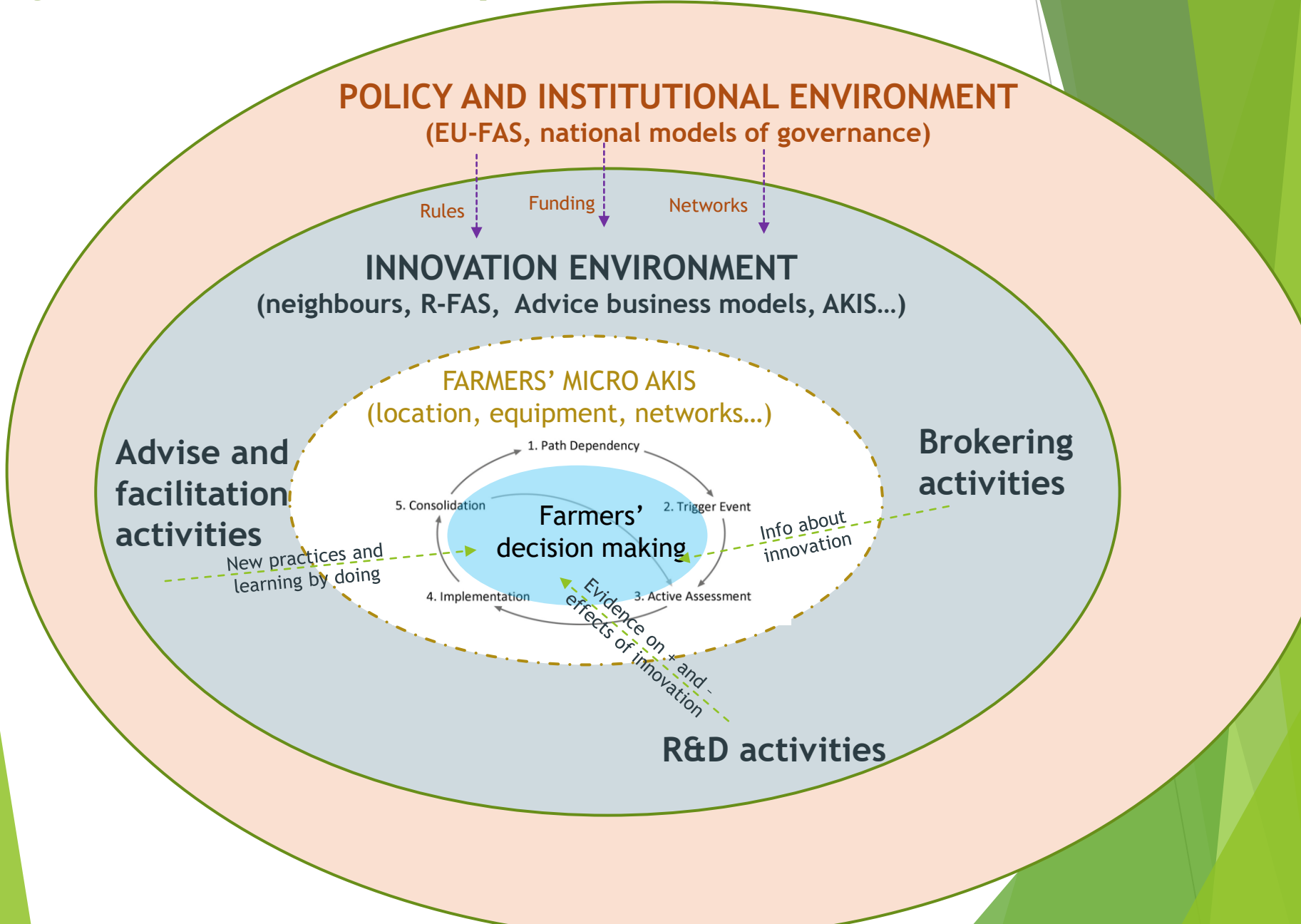


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AgriLink's conceptual figure



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?

Outlines of the presentation

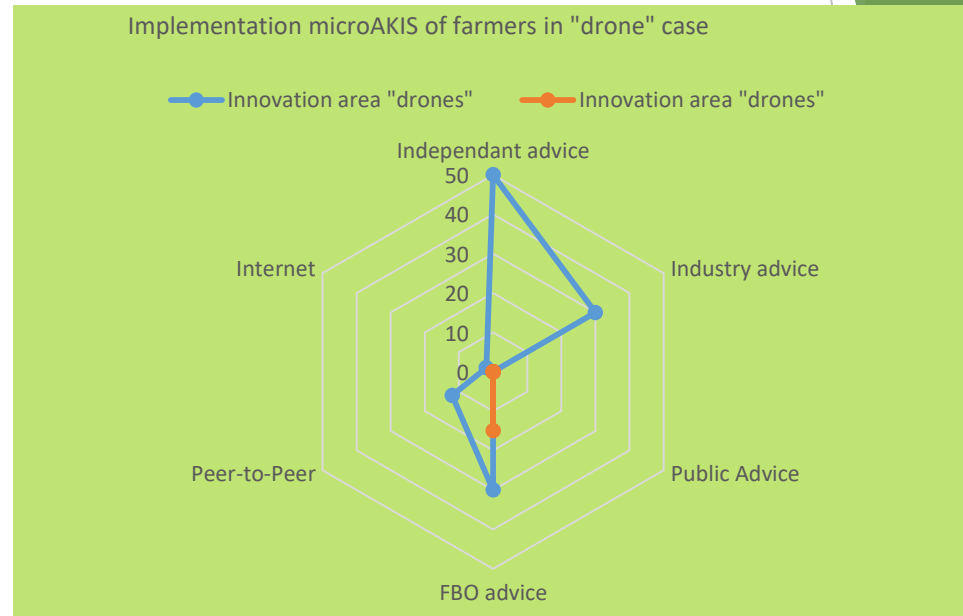
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Result 1. A better understanding of advice role in farmers' decision making

► **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

Website: www.agrilink2020.eu
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Thank you for your attention!



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