



The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“

Advisors' support and organisation under the CAP



SWG SCAR-AKIS – 15 June 2016 - Brussels

Inge Van Oost & Teresa Lopez-Garcia - DG Agriculture and Rural Development

Knowledge Systems and Interactive Innovation

Info from the EIP seminar December 2015:

What are current knowledge needs
and what position has the advisor?

Starting position (farmers' stories received)

- Knowledge no longer flows from researchers, trainers and technical experts only. **Mutual learning** between practitioners and other key actors is increasingly important.
- **New forms of media and information technology** provide new possibilities for working together and exchanging knowledge.
- Synergy and cooperation between the different parts of AKIS (governed by different incentives) is needed to **close gaps** between disciplines, sectors, institutes and organisations.
- **We need to understand** how farmers and other innovation actors create knowledge, where they get their information from. Is their AKIS providing sufficient support for interactive learning and innovation?

A recent pilot project informs us on young farmers knowledge management

- **What ?**

What kind of knowledge do they need?

- **Where ?**

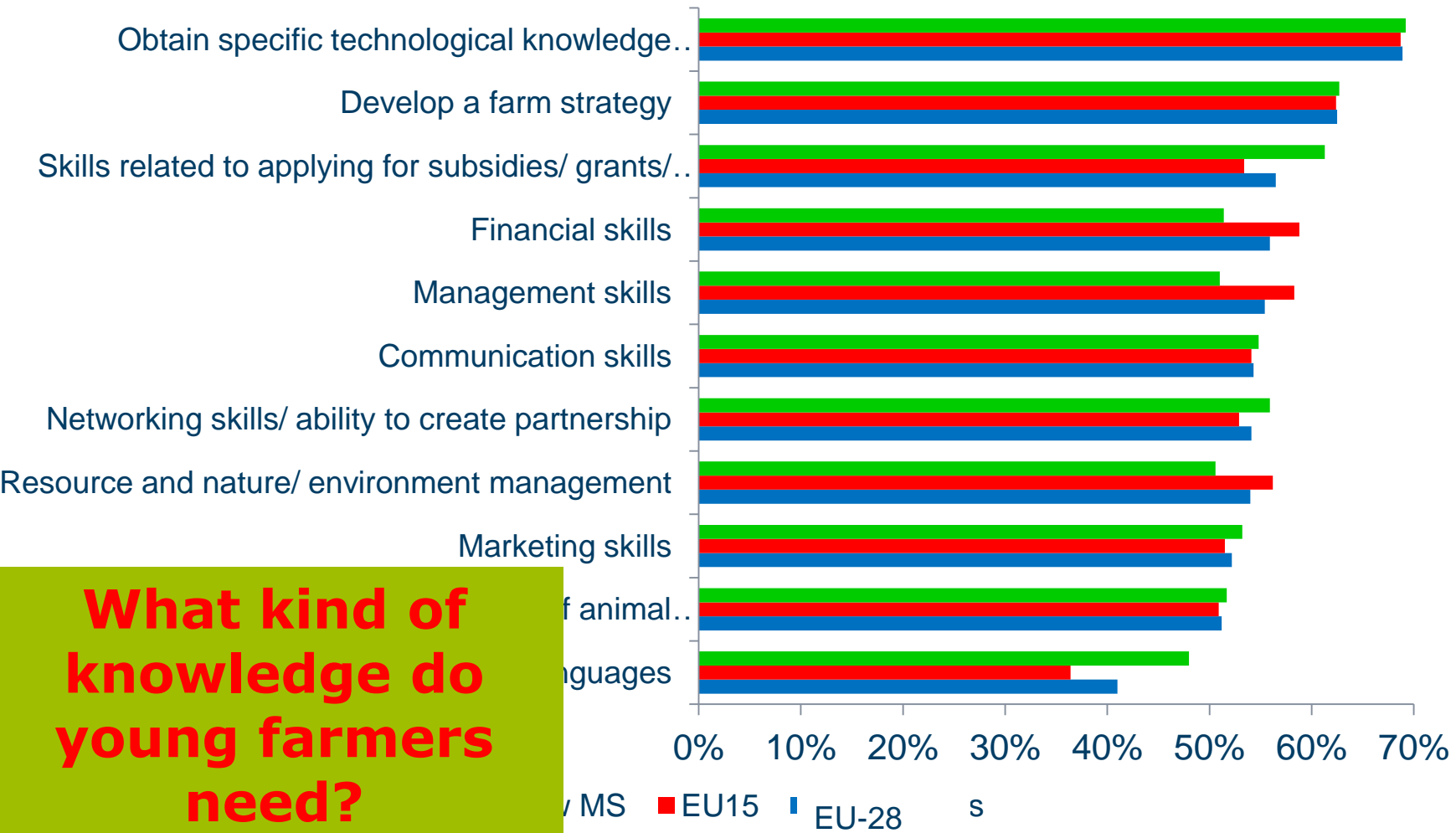
Where are young farmers searching for it?

- **Who ?**

Who provides them the knowledge?

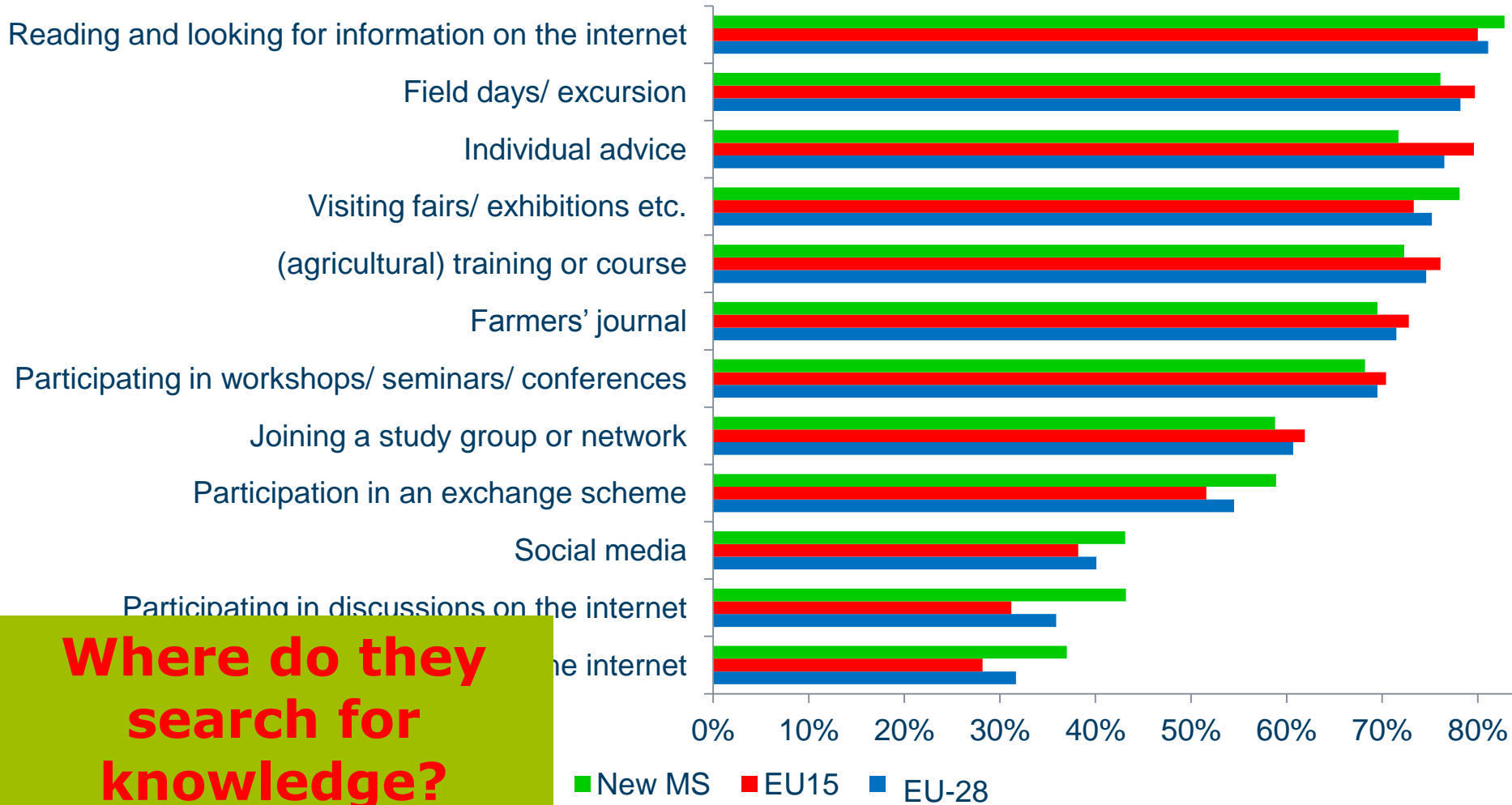
(interviews and focus groups with 2200 young farmers in the EU 28, done in 2015 by Ecorys)

Knowledge needs of interviewed young farmers



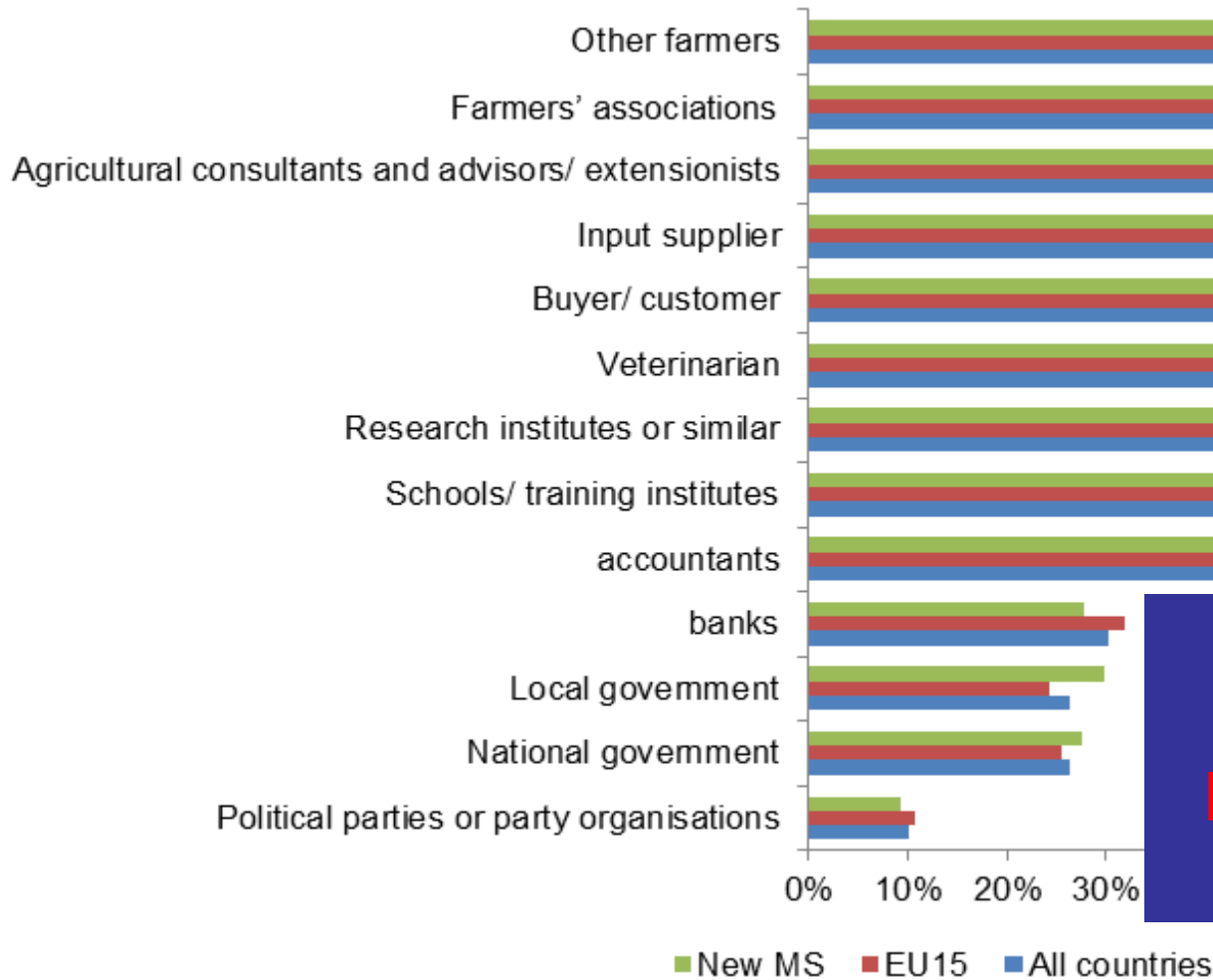
What kind of knowledge do young farmers need?

Knowledge sources used by the interviewed young farmers



Where do they search for knowledge?

Information sources for young farmers



Who provides them the knowledge they really use?

Findings from the Pilot project on knowledge flows of young farmers (Ecorys)

- **What kind of knowledge do they need most?**
first of all technological knowledge, then farm strategy
- **Where do they search for knowledge?**
Internet, field days and individual advice are most popular
- **Who provides them the knowledge?**
First: other farmers
Then: farmers' organisations, advisors and commercial actors
- *Lack of time is most important hindrance to obtain information.*

Conclusions from the Pilot project on knowledge flows of young farmers (Ecorys)

- Young farmers still have a technological focus/are **production oriented**.
- Online training or e-learning, joining discussions on internet and social media are less important.
- Important factors influencing knowledge needs of young farmers are: the knowledge infrastructure/educational system, the possibility of getting '**real**' **independant advice** and the **quality of the knowledge available**
- This indicates **knowledge should be tailor-made** and tuned to the specific needs

The History of Advisory Services under the CAP

CAP

Pillar I

2003 (introduction of cross compliance):
Obligatory Farm Advisory System for all MS ("FAS") as of 2007

Different implementation in EU28

Pillar II

2007-2013:
Support for advisory services ("fas") and set-up

2014-2020
Knowledge measures and fas further developed

2014: FAS into horizontal legislation with a much wider coverage

Knowledge transfer and information actions (art. 14)

Aim to feed the capacity to innovate by bringing farms and other rural businesses more fully into the knowledge economy.

New, unified measure with stronger profile and broader scope:

- **Training and skills** acquisition actions
- **Demonstration** activities
- Farm and forestry **exchange schemes and visits**

Eligible costs are:

- cost of organizing the operation
- cost of participation
- investment (for demonstration activities)

Aid intensity: maximum 100%

Co-financing rates between 80 and 90% of eligible public expenditure.

Funding is paid to the training provider (WTO green box rules)

Aim

Enhance the human potential of persons engaged in the agricultural, food and forestry sectors, land managers and SMEs operating in rural areas.

Types of operations

- 1.1. Vocational training and skill acquisition actions
- 1.2. Demonstration projects/information actions
- 1.3. Short-term farm and forest management exchanges and farm and forest visit

Support for Knowledge Transfer and information actions in RDPs 2014-2020

- **Forms of training sessions**

- Specific sessions (e.g. farm accountancy, short-supply chains, renewable energy sources, water & energy efficiency, organic farming, ICT)
- E-learning training courses
- Training which form part of normal education programmes are excluded

Beneficiaries

Providers of the knowledge transfer and information actions for the benefit of persons engaged in the agricultural, food and forestry sector, land managers and SMEs operating in rural areas.

MS/regions should define in the RDP:

- Appropriate capacities to provide the service (IA, annexe I)
- Content and duration of the exchanges and visits (DA, Art 3)

Fund contribution: 80%

Eligible cost

1. Cost of organizing the activity

- Including investments in case of demonstration projects

2. Cost of participants

- Travel
- Accommodation
- Per diem expenses
- Cost of replacement

Vouchers or similar system can be used to pay the cost of the participants.
conditions to be defined by MS/regions (IA, Art. 6)



Advisory services, farm management and farm relief services (art. 15)

- Purpose of the measure
 - help farmers, young farmers, forest-holders, land managers and SMEs in rural areas **to use** advisory services
 - for better economic and environmental/climate-related performance
 - promote the **setting-up** of farm management, farm relief, farm advisory and forestry advisory **services** (including the Farm Advisory System)
 - promote the **training of advisors**
- Advice shall be linked to the Union priorities for RD. Maximum amount of support is 1.500 € per "package" of advice; there is no limit in the use of the advisory services; advice may be partly provided in groups; funding is paid to the provider of advice (WTO green box rules).
- Setting-up cost funding in a degressive way over 5 years; funding goes to authority/body setting up the services.
- Training of advisors limited to 200.000€ per 3 years of training.

Support for Advisory Services in RDP 2014-2020

Forms of advice (individual and/or group)

Possible areas:

- Farm modernisation, competitiveness building, innovation, market orientation
- Obligations at farm level deriving from EU rules
- Agricultural practices beneficial for the climate and the environment
- Requirements for implementing Water Framework Directive
- Occupational safety standards
- Specific advice for farmers setting for the first time

Beneficiaries

1. Authorities or bodies selected to provide advice.
2. Authority or body selected for the setting up.
3. Entities providing training for advisers.

to the benefit of farmers, young farmers and other land managers, forest holders and SMEs operating in rural areas.

Selection of the beneficiaries through **public procurement** procedure.

MS/regions should define in the RDP:

- Appropriate capacities to provide the service (IA, annexe I)

Eligible cost

1. Cost of the advice provided

- Maximum 1.500 € per advice

2. Setting up costs of farm management, farm relief, farm advisory services and forestry advisory services

- Degressive payment of the setting up costs over a maximum period of five years from the setting up

3. Cost of training of advisors

- Maximum 200.000 € per three years of training of the staff of the advisory body

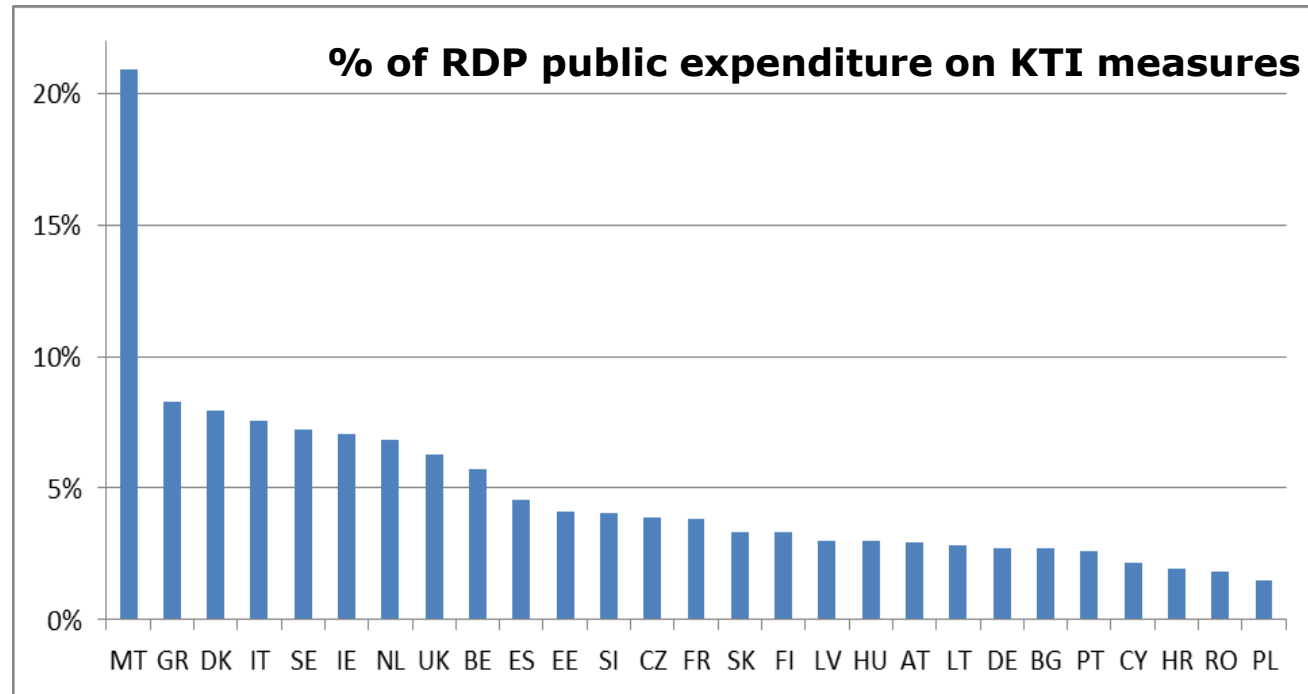
Advice, Knowledge Transfer & Innovation (KTI)

Key facts and figures (2014-20)

4.2% of total expenditure under the measures for KT, Advisory Services and Cooperation

Nearly 3.6 million participants trained

3200 EIP Operational Groups

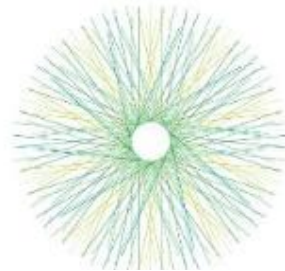


The figures presented in this slide reflect the data submitted by Member States and Regions available to the Commission services on 13.02.2015. This is made available without prejudice to any finding in respect of their compliance with the regulatory framework, which might lead to slight modification of the data shown.

Funding for interactive innovation projects

Rural Development

- Funding for setting up of an "Operational Group" (OG) : farmers, **advisors**, agribusiness, researchers, NGOs, etc) planning an innovation project (Art 35)
- **Project funding** for the **Operational Group's project** (Art 35).
- Supporting **innovation support services**



eip-agri
AGRICULTURE INNOVATION

EIP networks
MS/regions

Horizon 2020

- **Research projects**, to provide the knowledge base for innovative actions
- **Interactive** innovation formats: **multi-actor projects and thematic networks** genuinely involving farmers, **advisors**, enterprises, etc.... **"all along the project"**

Unique EU repository of contacts et practice abstracts

Involvement of OGs is strongly recommended

EIP networking at national/regional level under Rural Development Programmes 2014-2020 (1)

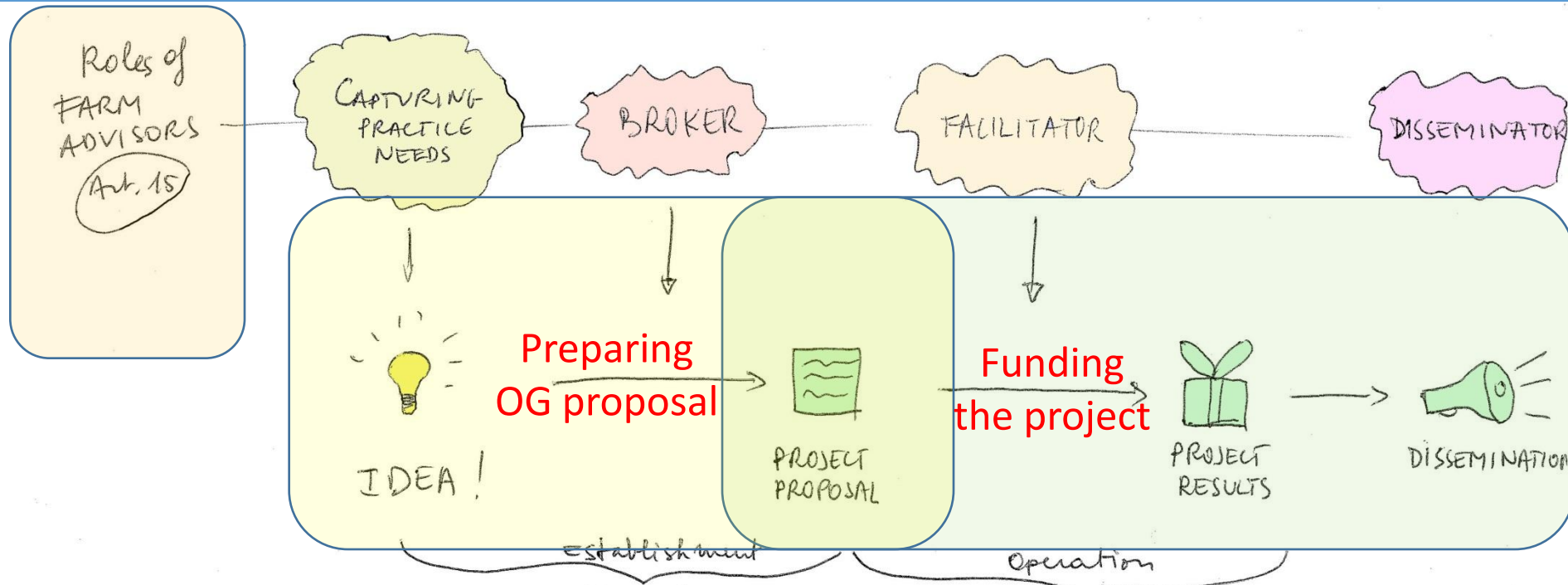
Animating innovative actions:

- **Existing networks and platforms** can contribute to connecting stakeholders, preparing and discussing potential innovative ideas
- The **action plan of NRN** should cover at least
 - the **search of partners** for the cooperation measure (Art.35) (***advisors can broker***)
 - **provide networking for advisors and innovation support services.** Article 54(2)(d) and Article 54(3)(b)(iii) and (iv)
- Networks supporting EIP implementation may be funded under Art 35 if they are **new**/undertake new activities and on condition they implement a concrete project plan

EIP networking at national/regional level under Rural Development Programmes (2)

- So, the NRN activities should connect to **existing** networks and experience, **and to advisors and advisory bodies**
 - "**Practice abstracts**" (**EIP common format**) to announce and report on OG projects will provide **visibility of OGs and link to other** funding sources, e.g. Horizon 2020 multi-actor projects <http://ec.europa.eu/eip/agriculture/en/content/eip-agri-common-format>
- => **useful practical info for advisors to work with**
- Also H2020 thematic networks 2014-2015 and all multi-actor projects under Horizon 2020 2016-2017 Workprogramme will produce practice abstracts => **Unique EU repository**

New roles for farm advisors in interactive projects



Farm advisors' "coaching" role in interactive innovation processes:

- Capture practice needs
- Broker and help set up interactive innovation projects
- Facilitate interactive innovation projects
- Disseminate newly generated knowledge
- +?

Discussion: How should the future role of an advisor in 2020 look like? How should policy and programmes organise this kind of advisory/support services?