

Meeting of the SWG SCAR AKIS  
Strategic Working Group on Agricultural  
Knowledge and Innovation Systems

**Digitalisation strategy in the  
CAP plan and outside**

Extra meeting - Member State:  
**Belgium (Flanders)**  
Els Lapage & Maxime Bolle

**SCAR**  
Standing Committee  
on Agricultural Research

Vlaanderen  
is landbouw & visserij

**Current RDP:  
'Light' vouchers**

↕

**RDP post 2020:  
'Real' vouchers**

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Europees Landbouwfonds  
voor Plattelandsontwikkeling:  
Europa investeert  
in zijn platteland



## Measure 2: Farm advisory system 'KRATOS' in Flanders

- ▶ **Customised advice for farmers**
- ▶ **Completely free**
- ▶ **14 different advisory topics**  
→ Template of every advisory topic is predetermined
- ▶ **Advice given by private organisations – government pays advice**  
→ Selection of advisory companies by public procurement
  - × Selection based on price + quality
  - Max. 5 advisory companies per advisory topic
  - Fixed price per advice per advisory company!

# Key characteristics

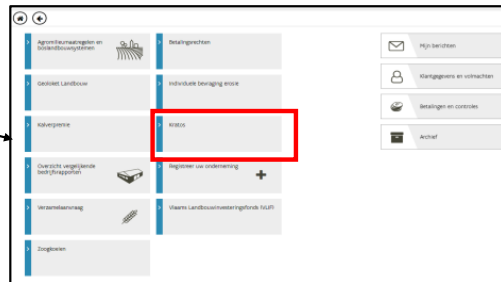
## ▶ Farmer

- Virtual “wallet” with vouchers
  - × Automatically awarded to every active farmer in Flanders
  - × Immediately available (no selection procedure)
  - × 14 vouchers
    - 1 voucher for every advice topic
    - 1 voucher → 1 free advice
    - No ‘price tag’ on voucher
  - × Expiry date = end of current RDP
  - × Available on web application
    - Custom built by own IT-dept
    - Login with eID
- Farmer decides if and when he want to use the voucher(s)
- Budget is not unlimited → first come first served
- × Up to now: budget is sufficient



# How does it look like?

## Home screen of web application



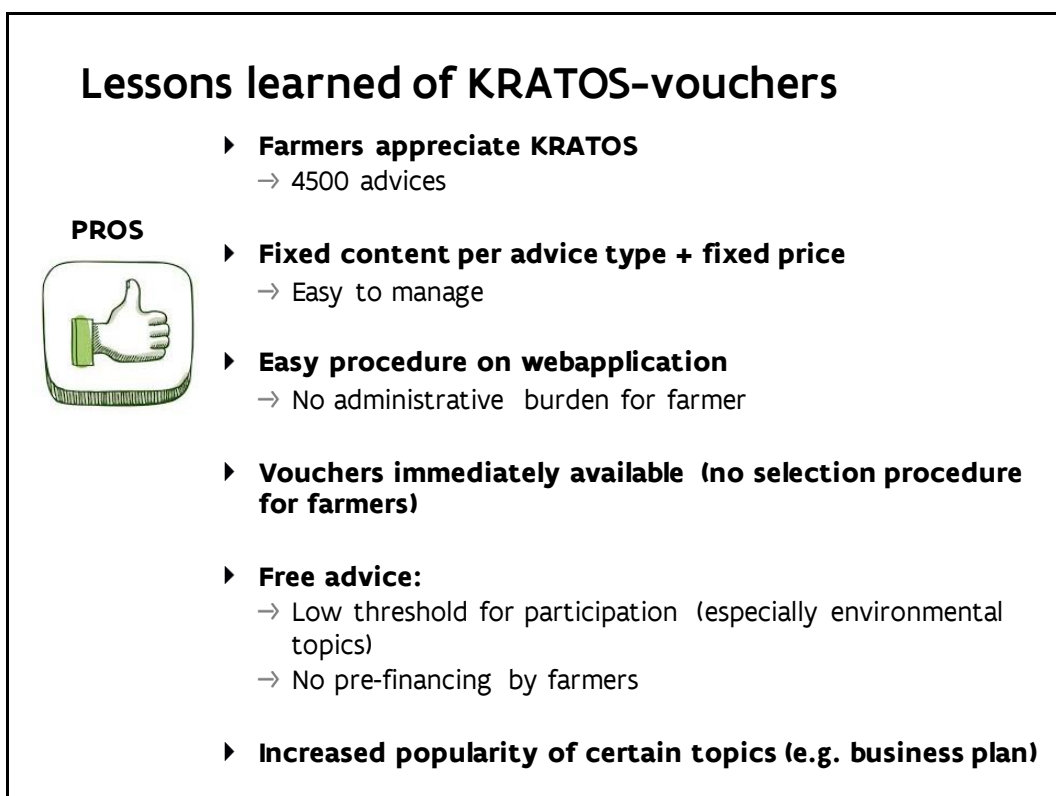
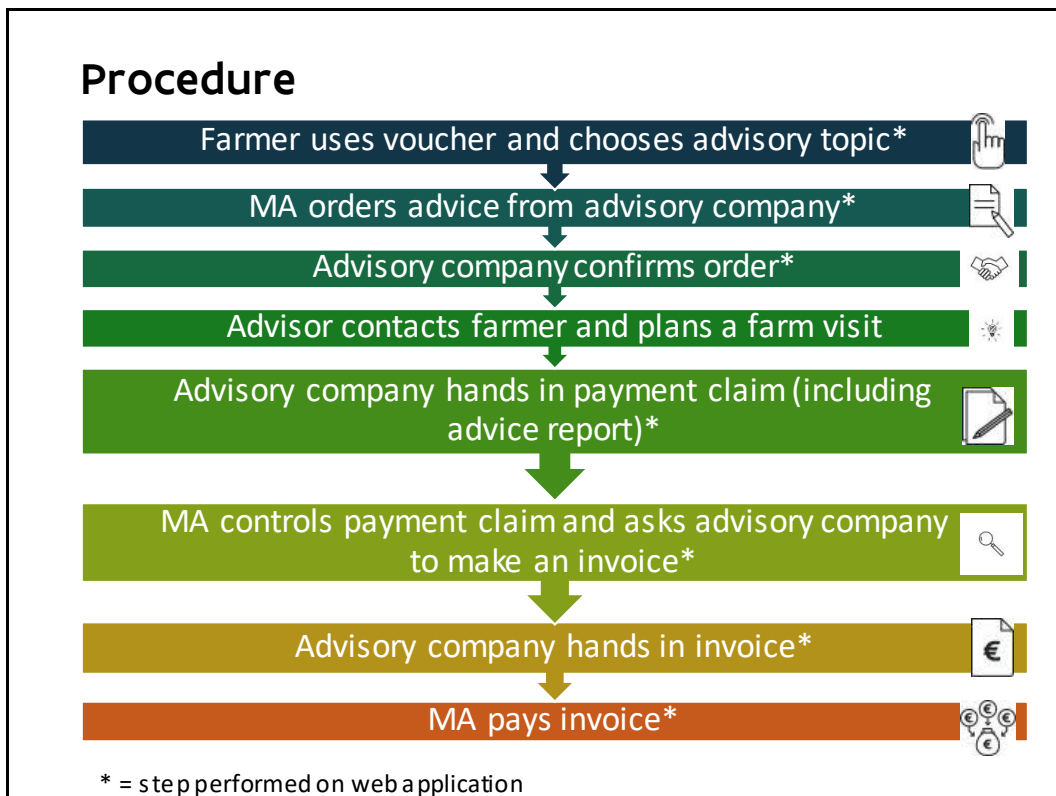
Voucher

**Adviesportefeuille**  
 Overzicht van uw adviesportefeuille voor de periode 2016-2020  
 Status: In kader van KIBO/2017/ NZZN

Module	Beschikbare adviessommingen	Adviesaanvragen in behandeling	Opgedone adviessommingen
0 Onderveringgen	1	0	0
2 Bedrijfseconomisch advies	1	0	0
3 Randvoorwaarden	1	0	0
4 Ingevoering	1	0	0
14 Bioveiligheid: Agri-milieuvacties met betrekking tot bioveiligheid	0	0	1
18 Bioveiligheid: Instandhoudingsdoelstellingen INDI en Programmatische kansen, lokaal (BIO)	1	0	0
19 Bioveiligheid: Link tussen bioveiligheid en werkzaam van het agri-ecosysteem. Elk tussen monitoren en gerechtigd voor analyse en eenheden-keuzevrijheidsgebieden, informatie over nieuwe soorten	1	0	0
1A Klimaat: Agri-tekstacties m.b.t. klimaat	1	0	0
18 Klimaat: Energie	1	0	0
14 Water: Geïntegreerde gewasbescherming (IG) Integrated Pest Management	1	0	0
16 Water: Water kaderrechtlijn water	1	0	0
8 Boden	1	0	0
7 Arbeidsveiligheid	1	0	0
10 Technisch advies verwerking primaire landbouwproducten loeiwing	1	0	0

## Virtual wallet with vouchers





## Lessons learned of KRATOS-vouchers

### CONS



- ▶ **Public procurement:**
  - Administrative burden for MA and advisory companies
  - Lack of flexibility
  - Limited number of advisory services and limited number of research centers involved
- ▶ **The template of every advisory topic is predetermined**
  - Knowledge flow from research is delayed
- ▶ **No room for open advice questions**
- ▶ **No cost for farmers ⇔ quality control is a challenge**
- ▶ **Relative low uptake (8%)**
  - How to reach more farmers?
  - Importance of communication

## RDP post 2020



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## Use of voucher system in new RDP

### ▶ Why a voucher system?

- Experience from current RDP shows need for more flexibility
- 1 integrated voucher system for advice + vocational training!

### ▶ Demand driven:

- Farmer has a key-role and determines the priorities in his needs for training and/or advice
- More possibilities compared to current RDP

### ▶ Work in progress

- Currently in design phase on policy level
- Implementation hasn't started yet → Many challenges ahead!
- **Information in these slides is subject to change!**



## Key characteristics of the voucher system

### ▶ Advice

- 1 farmer
  - × Single advice with 1 advisor
  - × Single advice with several multidisciplinary advisors
  - × Advice with follow-up moments
- Group of farmers
  - × Area-specific challenges

### ▶ Vocational training

- Classical courses
- E-learning/blended learning/...

### ▶ Advisory companies / training centers

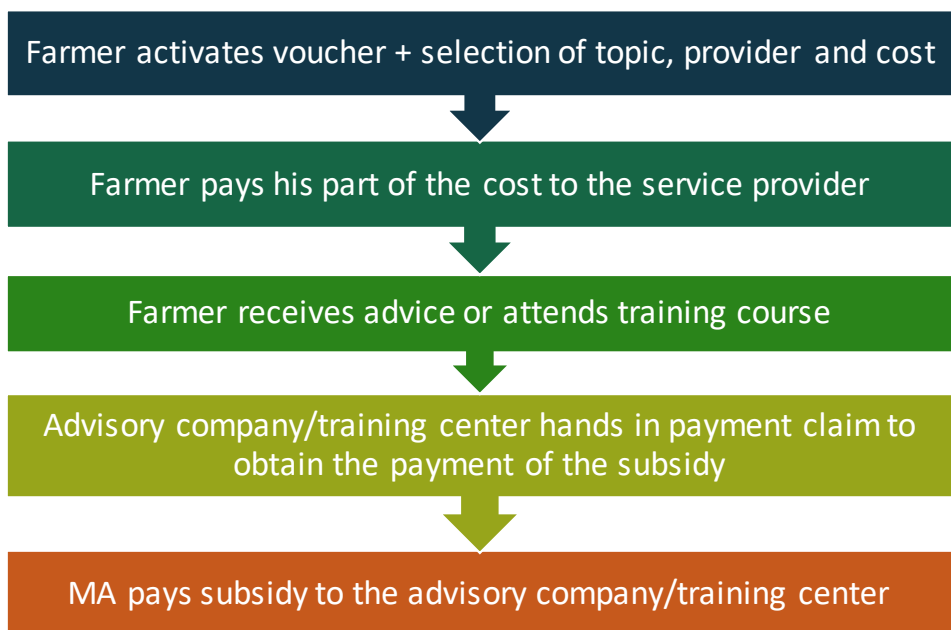
- Selection by “certification” process
- Vouchers can only be used at “certified” organisations

### ▶ Advisory company/training center: beneficiary of the subsidy

## Key characteristics of the voucher system

- ▶ **Every farmers has a 'virtual wallet'**
  - Available on web application (login with eID)
  - €X 'credit' per farm
- ▶ **Farmer pays a contribution for every advice/training**
  - X percent: paid by the farmer
  - (100-X) percent: paid by government
- ▶ **Farmer decides if/when/from who and about what he needs advice or training**
  - Wide range of themes (not unlimited)
- ▶ **When farmer uses a voucher → voucher will be activated**
  - part of the budget will be reserved (according to cost of the advice/training)
- ▶ **Expiry date of voucher (→ 3 months?)**
  - To avoid that a part of the budget is reserved without being used

## Procedure



## Challenges



### ▶ **single aid intensity** ↔ **Multiple aid intensities**

- Single:
  - × easy to manage
- Multiple:
  - × Allows to give priority to certain important topics
  - × Complicates management of the system
    - How to control
- What is the right percentage for the aid intensity?

### ▶ **Cost of the advices and trainings**

- Free market: no need to evaluate prices?
- Farmer pays part of the service and evaluates price?
- Compatible with New Delivery Model?
  - × How to estimate unit amounts?

### ▶ **Controls: how to find the right balance**

- Need for control of advice contract/subscription for training?
- Control for the payment of the farmer for the advice/training?

## Challenges



### ▶ **How to determine the budget per farmer?**

- Equal amount for all farmers  
OR benefits for certain types of farmers
- 1 amount for whole programming periode ↔ 1 amount per year?
- Maximum amount that can be used for 1 advice/training?

### ▶ **Selection process for vouchers?**

- Selection is done on the level of service providers
- Screening of eligibility criteria of farmers before awarding the vouchers
- Would be an extra bottleneck that inhibits access to advice/training

### ▶ **Quality control**

- Important role of the farmer who pays part of the cost?
- Farmers can review the advisory companies/training centers
- Trust on the certification of the advisory companies and training centers?





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# Questions?

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