

ATTRACTISS

AcTivate and
TRigger ACTors
to build a deeper
understanding of
Innovation Support
Services



State of the art

In most EU MS, the service is a novelty, at least from the point of view of the public authorities in charge of managing CAP resources. Needs to find new ways of organising support for innovation.

Create conditions to identify and discuss solutions and new ideas combining knowledge, perspectives, resources, and experiences

Capacities to effectively engage participants in productive interactions, and methods and tools that foster interaction, complementarity, trust and appropriation of co-produced results

Art. 15 Reg (EU) 2021/2215 : EU MS have to ensure that farm advisory services provide support for innovation, in particular for the preparation and implementation of EIP-Agri Operational Groups

ISS
Who are they?
Which capacities and competencies do they have to support multi-actor innovation processes?
Which backstopping and coordination mechanisms do they have?

shed light on who the actors performing the ISSs are, on the functions performed and on the different knowledge needs

Objectives



To improve and embed competencies, approaches, instruments and governance models for Innovation Support Services (ISS) and Member States AKIS to enable individual grassroots innovative ideas to come to fruition and generate solutions for the transition process towards more sustainable agriculture and forestry

Provide guidance for improving and embedding ISS in all 27 MS AKIS

Create an EU wide ISS network to improve interaction, connection and crossfertilization to advance co-created innovative solutions

Enable ISS across all MS to better discover and capture innovative grassroots ideas and provide methods on how to turn them into innovation projects

Facilitate greater adoption of multi-actor engagement and ISS to improve skills and capacity for managing knowledge creation and innovation generation in regional and national AKIS

Provide guidance for MS and AKIS actors on how to establish and monitor impact driven ISS measurements within their AKIS as to fuel the transition process towards more sustainable agriculture and forestry



Beyond the state of the art

Shed light on who the actors performing the ISSs are, on the functions performed in the different phases of the innovation processes and on the different knowledge needs (according to the typologies of actors, the phase of the innovation process in which they are engaged and to the context in which they operate)

Design and implement, in a participative way with the end users, a path of empowerment of all ISSs - not only advisors -, based on experiential learning and peer-to-peer approaches (in and outside of agriculture), with a wide range of highly differentiated practical, methodological and technical contents that can be tailor-made on the different needs of each user

Creating 'real' exchanges between all AKIS actors, not limited to ISSs only and including those 'silent nonparticipating' actors, that enable them to understand why change processes sometimes fail, how positive improvement can be effectively evaluated and monitored, and to develop systemic thinking.

Trigger behavioural changes amongst all AKIS actors, particularly farming practitioners

Methodology

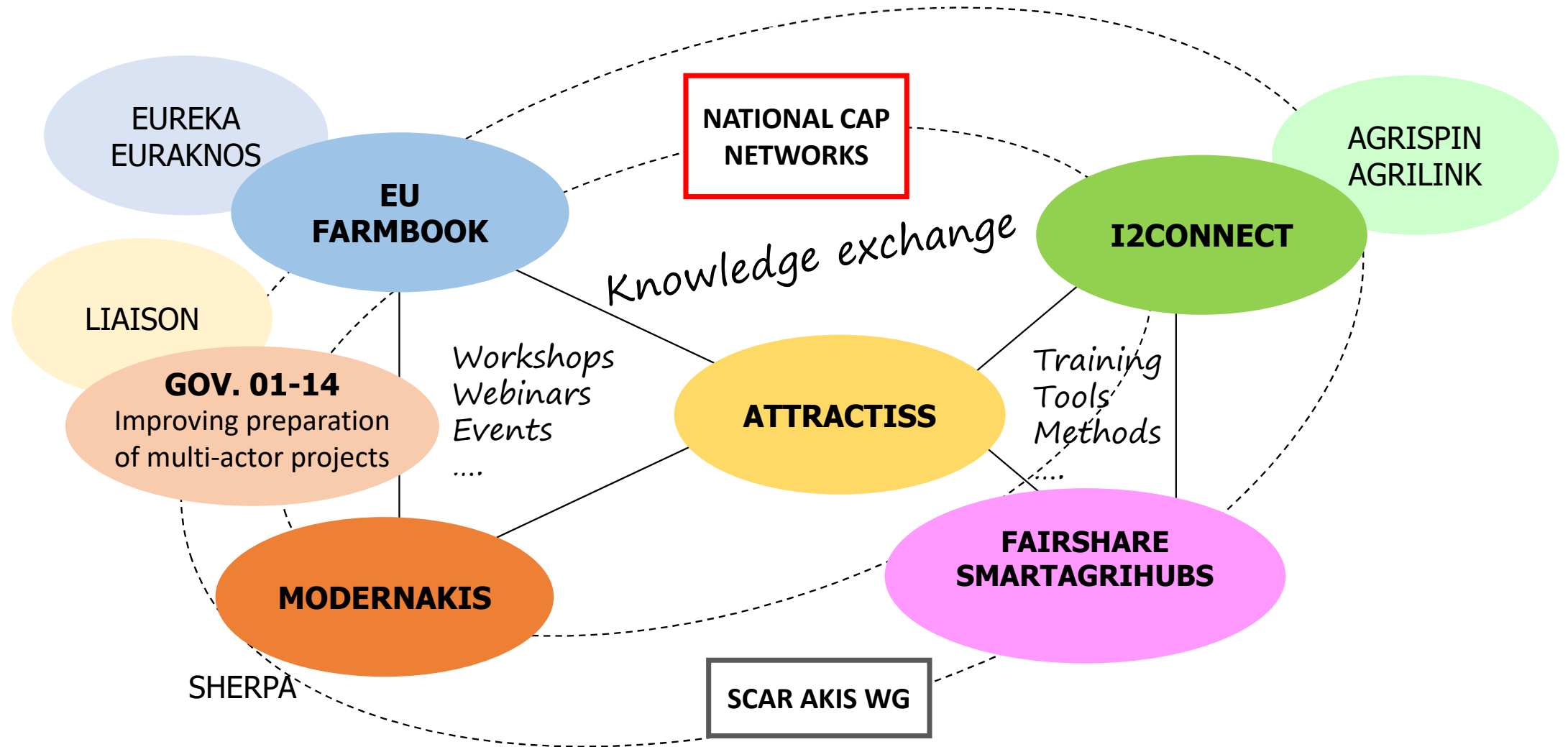
Multi-actor, bottom up, co-creation approach - involving all relevant AKIS actors (including silent actors), across the 27 MSs

- **Engage all actors**, since the beginning, **to assess knowledge and identify practical needs** of innovation support and co-design empowerment pathways tailored according to different expertise, contexts and role within the AKIS
- **Carry out together** with the projects end-users, **all activities**, incl. the more "conceptual" ones, stimulating sharing experiences and peer-to-peer approaches, reflective learning at individual and collective level, thus favouring co-ownership of the achieved outcomes.
- Application of participatory methodologies for **systematic engagement** will be applied **to monitor the learning progress and possibly revise the empowerment pathways** to adapt them to changing needs.



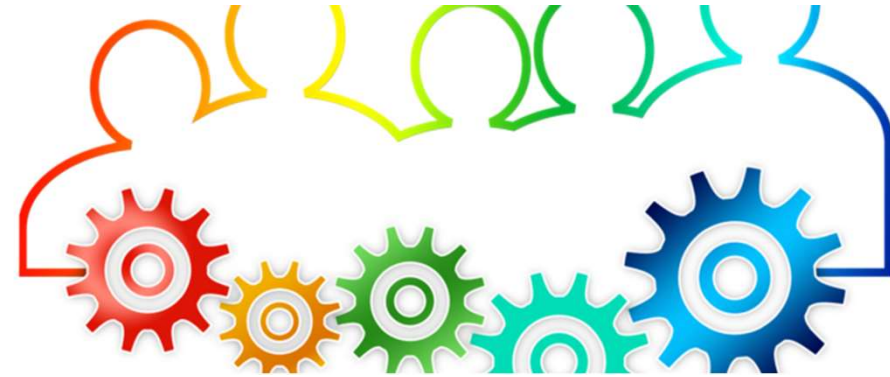
Promote and build up institutional capacity supporting wider application by national ISS

Connections and synergies



ATTRACTISS consortium

- 17 partners
- 12 EU member states + UK
- Multi-actor consortium:
 - **practice-based public/private organisations involved in supporting farmers with innovative ideas:** ISP, SA, ZLTO, LKSH, CRAO, CDR, Consulai, AGR, APCA, ProAgria
 - **universities and research institutes:** CREA, AUA, ceiA3



Particip. No. *	Participant organisation name	Country
1	Regional Management Burgenland (RMB) (Coordinator)	Austria
2	Consiglio per la ricerca in agricoltura e l'analisi dell'economia agrarian (CREA)	Italy
3	NeroSuBianco (NSB)	Italy
4	Innovatiesteunpunt (ISP)	Belgium
5	Austrian Chamber of Agriculture (Landwirtschaftskammer Österreich) (LKO)	Austria
6	Agricultural Advisory Centre in Brwinów (CDR)	Poland
7	Zuidelijke Land en Tuinbouw Organisatie (ZLTO)	Netherlands
8	Agricultural University of Athens (AUA)	Greece
9	Chamber of Agriculture in Schleswig Holstein (LKSH)	Germany
10	agrathaer GmbH (AGR)	Germany
11	Agrifood Campus of International Excellence (ceiA3)	Spain
12	CONSULAI	Portugal
13	AKI Agrárközgazdasági Intézet Nonprofit Korlátolt Felelősségű Társaság	Hungary
14	Chamber of Agriculture of Occitanie Region (CRAO)	France
15	French Chambers of Agriculture (APCA) - Affiliated entity to CRAO	France
16	Association of ProAgria Centres (ProAgria)	Finland
17	Soil Association (SA)	UK

Project Steering Committee

PROJECT COORDINATION: RMB (now: Wirtschaftsagentur Burgenland)

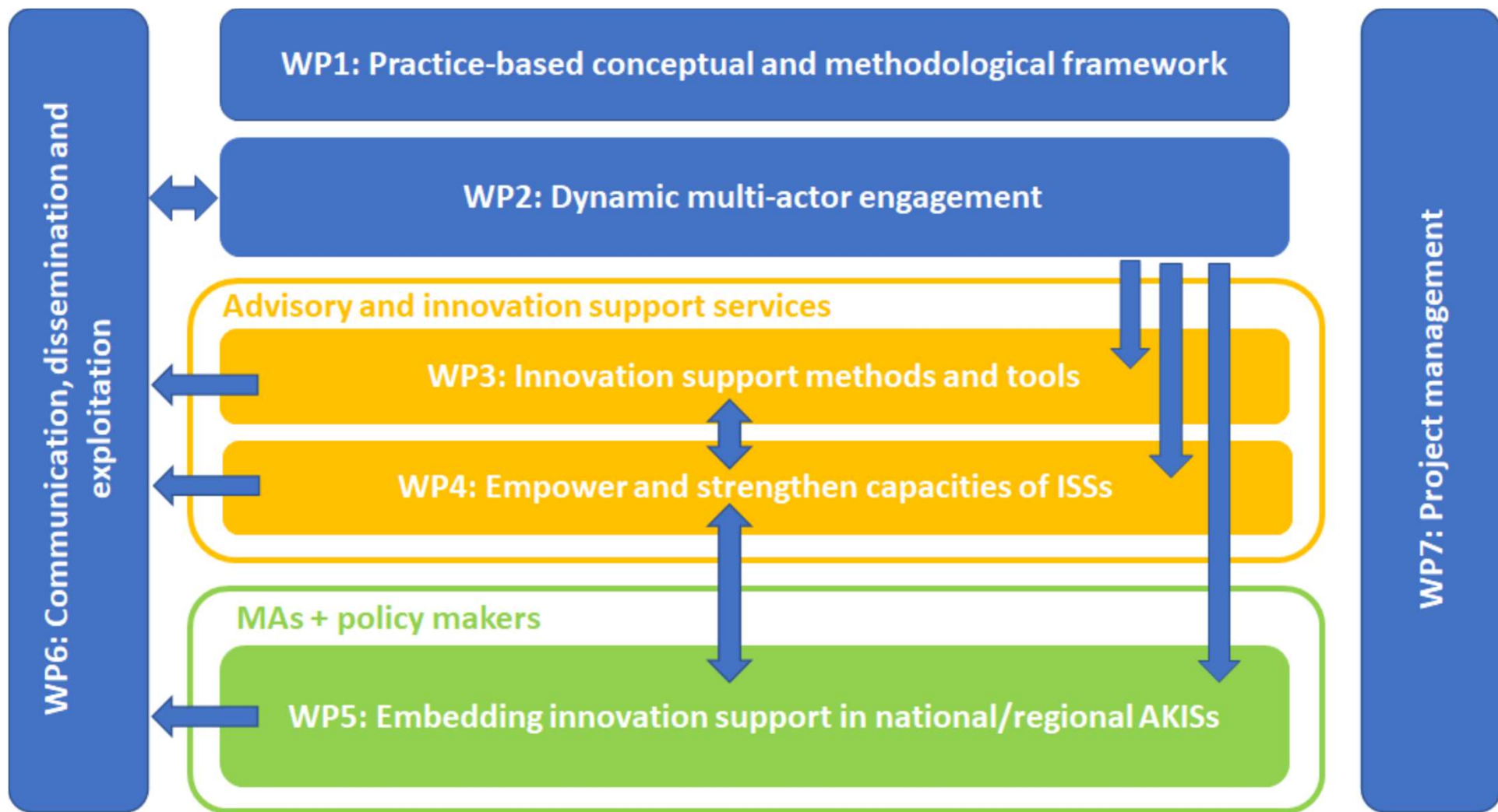
- preparing reports
- organising consortium meetings
- budgeting and finance

SCIENTIFIC COORDINATION: CREA and ISP

- quality of the work
- data management

+ WP (CO-)LEADERS: AKI, NSB, AUA, SA, AGR, CDR and Consulai

Project
Management
Team



WP1 Practice-based conceptual and methodological framework

1. Common understanding of “innovation support (service) or ISS”
2. Mapping of already existing ISSs within the EU at national and regional levels
3. Assessing capacity assets and needs for setting up and/or improving the functioning of innovation support and defining ISSs curricula
4. Designing impactful pathways to empower and embed ISSs

Deliverables

- ISSs Inventory (M4, M34, M60)
- Methodological and action plan to empower and embed ISSs (M10, M36, M60)
- Curriculum of Innovation Support Services providers (M14, M54)
- Conceptual grounds and common understanding (M64)

WP2 Dynamic multi-actor engagement

1. Multi-Actor Engagement Plan (MAEP) definition
2. Setting up and implementation of a network of innovation support actors covering all MSs
3. Widening the ISS network and cross fertilization

Deliverables

- Multi-Actor Engagement Plan (M12)
- Network of innovation support actors covering all MSs (M24)
- Report on widening the network and cross fertilization activities (M24, M36, M72)

WP3 Innovation support methods and tools

1. Mapping and defining innovation generation and support methods and tools
2. Try-outs of methods and tools from (inside and) outside agriculture
3. Fostering an innovation enabling environment
4. Design and implementation of a portal website of innovation generation support methods and tools
5. Feeding and maintenance of the database and portal website

Deliverables

- Portal website (M18, updates every 12 months)
- Survey of innovation generation and support methods and tools (M42)
- Report on the organized DIY-labs work (M66)
- Manual for ISSs with a set of recommendations on building an innovation enabling environment (M66)

WP4 Empower and strengthen capacities of ISS

1. Implementation of the training/capacity building programme
2. Implementation of a key actor forum and peer review program for multi actor and ISS key actors
3. Facilitation of institutional capacity development activities for national EU MS ISS and their wider organisations

Deliverables

- Development of training curriculum and new delivery methods (M9)
- 6 exchange visits involving 12 key actors of multi actor and ISS (M66)
- 4 IRL forum events and 18 virtual sessions (M70)
- 50 practical cases showcased with reports, videos and practice abstracts produced (M70)
- 60 webinars focusing on “Key development Areas” and three IRL events (M70)

WP5 Embedding innovation support in national/regional AKISs

1. Identifying and compiling best fit organisational/procedural and financing models of ISSs for MAs and national and regional AKIS actors
2. Co-creation of a modular toolbox for structured knowledge exchange and support of innovation processes
3. Recommendations for Monitoring & Evaluation of ISS measures
4. Capacity building for MAs and all AKIS Coordination Bodies on governance, including reflexive exercise in coordination with modernAKIS

Deliverables

- Report and guidelines for MAs and national AKIS actors describing gap analyses (M12, M24, M48, M60)
- Ready to use toolbox for all MS AKIS actors and MAs for structural knowledge exchange to support innovation processes and ISSs (M48, M70)
- MA handbook: monitoring, reporting, evaluating success of ISS measures in CAP AKIS plans (M12, 70)
- Overview of experiences, good practices and recommendations from the master classes and related activities (M24, M72)

WP6 Communication, Dissemination and Exploitation

1. Communication, Dissemination and Exploitation (co-creation) strategy
2. Dissemination and knowledge exchange
3. EIP AGRI Practice Abstracts and practical oriented dissemination material for EU wide dissemination

Deliverables

- Design and implementation of a detailed C, D&E plan (M5)
- ATTRACTISS project website will be developed and launched (M6)
- 200 Practice Abstracts in the common EIP-AGRI format (M72)

WP7 Project management

1. Strategic coordination
2. Scientific supervision and project monitoring
3. Administrative and financial management of the consortium
4. Data management

Deliverables

- Minutes of Physical and Virtual Partner Meetings (M1 – M72, 6 monthly)
- Administrative and financial management guidelines (M2)
- Risk Management Plan and updates (M3, M18, M36, M54)
- Data management plan and updates (M6, 24, 48)

Questions?

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