



Co-innovation management and networks to facilitate change

New knowledge and skills required of advisers

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Leonardo Transfer of innovation



Issues for a
new EU
agriculture

Regulation
(SUD - NAP)

Complexity
of farming

New Advisers

October 2011 – September 2013

Leonardo New Advisers is a **mixed project**:

- Acting on the reduction of pesticides
- Updating agricultural advisory and training

New Advisers partnership



Ireland

France

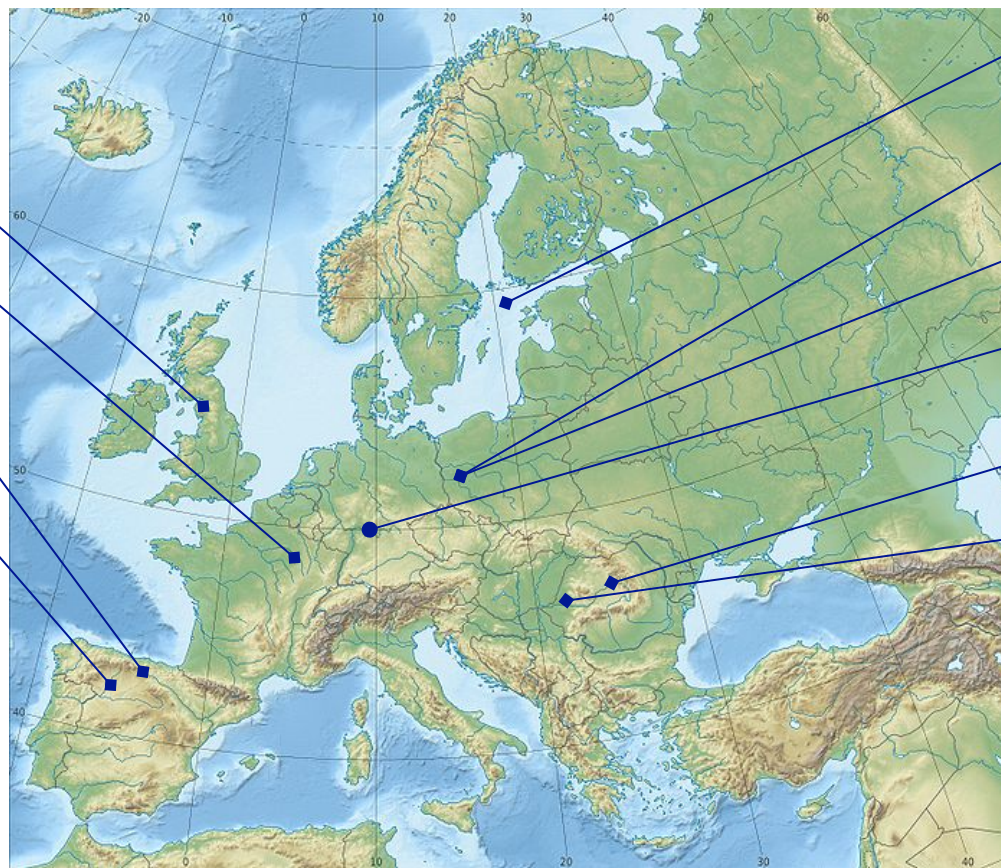
Spain

Portugal

Collaborations

Endure

Agridea



Sweden

Germany

IALB

APCA

Hungary

Slovenia

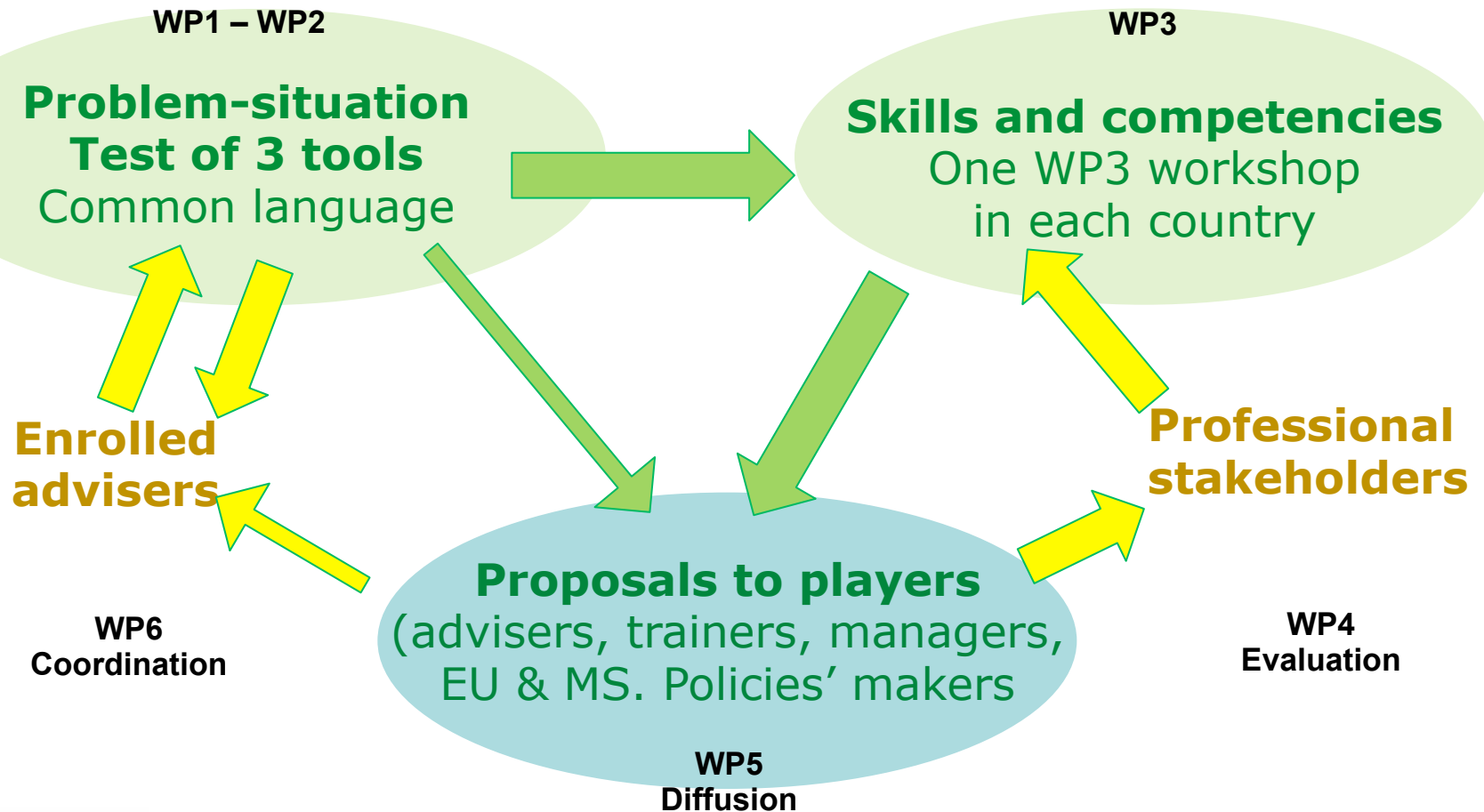
Our purpose about adviser's job



Help the agronomic advisers and trainers to:

- amplify their ability to support change farming practices, especially towards **the reduction of pesticides in European agriculture(s)**
- progress on the methods and attitudes for **professional effectiveness and recognition**
- base transfers of tools and expertise on **an shared experimentation**

Organisation of New Advisers Leonardo project



Since Oct. 2011, what we have already done?



- **A survey on main problems and resources for advice about pest control in 8 countries**
- **A test on 3 advisory tools on a local topic**
- **A workshop about advisers' competencies already used or to be developed**
- **4 tutorials using image-theatre as a pedagogic way to transfer new tools**
- **4 meetings and 12 documents (outcomes)**
- **2 bilateral visits about tools and skills**
- **Involvement of local stakeholders at each meeting**

Clear Vision



- Is a framework to holistically analyse the entire farmers situation
- Focuses on agronomic and socio-economic issues
- Uses one to one consultation
- Results in an agreed written action plan between farmer and advisor



Problem Based Learning



- Combines group and individual learning:
 - examines a problem as a group
 - researches the problem as individuals
 - shares the information between all learners
- Best suited to a formal learning situation – for students, advisors or even farmers



Discussion group



- Groups of farmers (around 15-20) who meet regularly to discuss
 - technical issues,
 - share information and
 - problem solve
- Facilitated by advisor
- Allows the farmers to 'grow' their skills





Main test results

- Participants gained new knowledge & understanding (all tools)
- For farmers
- **↑** Advisory time = **↑** practice adoption
- For advisors (who did the test)
 - 60% will use tools again in their job
 - 40% will not due to lack of support

What we knew on the skills at the beginning of the project



Advising farmers is complex!

Technical aspects

- Information of people

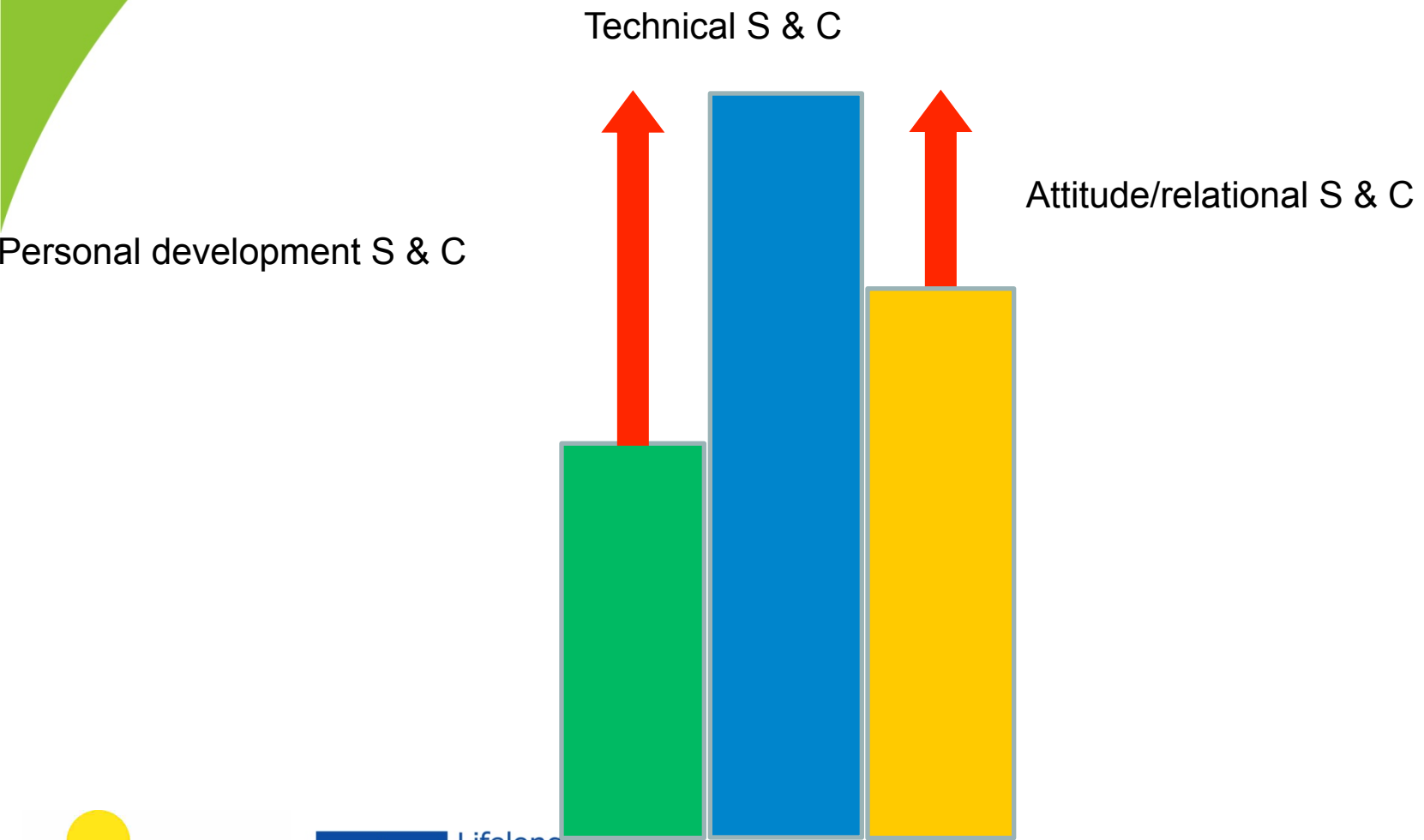
Human, social, psychological aspects

- Motivation of people

Personal development aspects

- Self awareness

Current situation of skills & competencies



The project held workshops to identify skills used and missing



How: Workshops (3 – 6 hours) on skills and competencies in the different countries

Who: Advisers and trainers in the project (using the tools), guest advisers (more or less experienced)

Positioning of the project group



We fit to the latest demands in advisory

- 1) From technical to more complex advisory
= **Systematic approach**
- 2) Empower the farmer to make better decisions
He is « the man behind the wheel »
= **Leadership, Self-management**
- 3) Advisers as players in and out of the system
at the same time
= **Awareness of the own play**

Workshop results



Results from 59 advisers:

90 % rated important or most important:

- *working and guiding teams*
- *self and time management*
- *advising and accompanying groups*

80 % rated important or most important:

„solving complex problem-situations“

Workshop results



Needs for future training

- 70 % related to non technical areas
- Areas included:
 - *More self confidence*
 - *Speaking in front of groups*
 - *Change management*
 - *Handling conflicts*

Conclusions on skills



- The **holistic view of a farm** and of the whole farming system will be a core task for advisers
- There is a great demand of advisers in most countries for **training of attitude and relational skills**. They are highly interested in new tools and related skills to face the future challenges
- **Management** had to take this into account, and **the policies may support** the management of competencies

Benefits of the project



- Better understanding of a “European” advisor
- Excellent information exchange
- Insight into our own advisors service
- Value of advisor for on farm change
- Advisory deficits in part of countries
 - Go on projects on Nat. and EU level for developing capacity to transfer messages



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Thank you for your attention



Lifelong
Learning
Programme