

# AKIS in action

Powering up advisors' knowledge  
through peer exchange

## REGISTRATION

via JotForm



October 24,  
2024



10:00 – 11:30 CET

Online via  
Zoom



**WHERE &  
WHEN**

## YOU MEET

Advisory services  
managers

AKIS Coordination Bodies

CAP Networks

Public authorities

Researchers

The “AKIS in action” networking event series aims to interconnect AKIS actors across Europe. It provides practice-ready examples on how AKIS measures, knowledge and innovations are used to create value for different actors.

The future of farming and forestry relies heavily on knowledge, with research, innovation, and knowledge sharing being crucial to realizing the ambitious EU policy goals of the Farm to Fork Strategy and the European Green Deal. However, there is a pressing need to enhance the exchange of knowledge between scientific research and practical application. Advisory has a core bridging function between research and practical application. The aim of the event is to showcase successful experiences, tools, projects and activities that helped to raise advisors knowledge through peer exchange and strengthen the advisors' capacity and community.

Join us to learn from outstanding experts and exchange with peers as they share their practical insights and strategies for success! Whether you are a seasoned pro or just starting in your field, this event offers a platform to gain new insights, enhance your knowledge, and build valuable relationships. Join us and take your knowledge and network to the next level!

## AGENDA

Moderator: Elena-Teodora Miron, (LKÖ)

- |                      |                                                                                                                                                                                                                  |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>10:00 – 10:05</b> | Opening of the event                                                                                                                                                                                             |
| <b>10:05 – 10:10</b> | Introduction to the modernAKIS project<br>Elena-Teodora Miron, Austrian Chamber of Agriculture (LKÖ)                                                                                                             |
| <b>10:10 – 10:30</b> | Communities of Practice and the role of advisory services<br>Jeroen Nagel, Regieorganisatie GLB, Utrecht Netherlands;<br>Paul Daniëls, Association Agricultural Business Advisors (VAB), Amersfoort, Netherlands |
| <b>10:30 – 10:50</b> | Peer2Peer Exchange: experience-based learning approaches and tools for advisors<br>Simona Christiano, Council for Agricultural Research and Economics (CREA), Italy                                              |
| <b>10:50 – 11:10</b> | Cross Visits: Increasing farmers' share in the food value chain through digital services<br>Peter Paree, Southern Agriculture and Horticulture Association (ZLTO), Netherlands                                   |
| <b>11:10 – 11:25</b> | Q&A, Wrap-up and outlook to next events<br>Elena-Teodora Miron, Austrian Chamber of Agriculture (LKÖ)                                                                                                            |



## SPEAKERS & PRESENTATIONS

### COMMUNITIES OF PRACTICE AND THE ROLE OF ADVISORY SERVICES



**JEROEN NAGEL,**  
Regieorganisatie GLB,  
Utrecht Netherlands

*From civil engineering (Ba) and Science and Innovationmanagement (Msc) Jeroen worked his main career in sustainability and innovation in the construction sector. He left his previous position in the circular economy transition team of the National Highways following his agricultural heart to work on improving the Dutch AKIS.*

*The presentation gives you an insight in the current Dutch National Innovation System, functions needed to make the AKIS(es) more successful. One of the key functions is knowledge exchange. The first priority of the Dutch national CoP is to accelerate knowledge flowing in the AKIS, from and towards the farmers. We plan to work together with exiting thematical CoPs in order to improve structural interaction to defragment the Dutch AKIS.*



**PAUL DANIËLS,**  
Association Agricultural Business  
Advisors (VAB), Amersfoort, Netherlands

*Born as a city dweller in 1968, Paul is father to a 22-year old son and has lost his heart to rural areas and to farmers that shape their landscape and provide their daily food. After studying economics and commerce, he has spent 33 years in project management and communication management for various service-driven organizations for agriculture in almost all branches. For the last ten years, he has worked as secretary general/project manager at VAB.*

*In the exceptional advisory landscape in NL, a gap was created between research (theoretical, public-supported knowledge) and advisors (practical, market-driven knowledge). At present, this brings the challenge of reconnecting, and VAB attempts to stimulate advisors to willingly participate more in project research and make the results from them more applicable in common practice. To stimulate this, we bring value to the required Lifelong Learning demands for certified advisors, as well as activate all stakeholders to work towards a level playing field of understanding. The challenge is to get advisors for at least a limited time of their advisory work from their customers on board in research projects to optimize knowledge flow.*

## PEER2PEER EXCHANGE: EXPERIENCE-BASED LEARNING APPROACHES AND TOOLS FOR ADVISORS



**SIMONA CRISTIANO,**  
CREA Council for Agricultural  
Research and Economics, Italy

*Simona is researcher and expert on agriculture and rural development and AKIS - Agricultural knowledge and innovation systems; She has 20 years of experience in European Policies, focusing on the Common Agricultural Policy (CAP) and structural funds (ESF and EARDF).*

*Simona presents an innovative approach to peer-to-peer learning among advisors that was developed by i2connect project. This approach helps to deepen into the experiences of innovation support services, understanding competencies need and sharing practical solutions applied by advisors.*

## CROSS VISITS: INCREASING FARMERS' SHARE IN THE FOOD VALUE CHAIN THROUGH DIGITAL SERVICES



**PETER PÁREE,**  
ZLTO Southern Agriculture and  
Horticulture Association, Netherlands

*Peter is project leader for European projects at ZLTO farmers organization. He has experience with projects on the broad spectrum of challenges that farmers and their organizations face. In the last few years, he has focused on data and technology, because these promise great advantages to do more with less. His work was always focused on optimizing the AKIS for farmers; as advisor and in regional, national and EU projects.*

*Peter highlights the unique impact of cross visits, which he experienced in the projects Agrispin (innovation systems), AgridemoF2F/Nefertiti (demonstrations on farm), FAIRshare (use of digital tools), i2connect (interactive innovation) and others. Cross visits are international visits where 5–10 visitors go to a practical innovation 'in the field' and evaluate it in a respectful dialogue with the organizers. Both visitors and organizers have a great learning experience, get new ideas and expand their network.*

## The modernAKIS Project

modernAKIS ([www.modernakis.eu](http://www.modernakis.eu)), a seven year Horizon Europe project covering all 27 EU Member States, aims to improve the capacities of AKIS actors to leverage their individual, organizational and systemic resources to drive transformation towards more coherent, effective and AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry.

The project offers more than 50 capacity building events, 40 networking events, 7 AKIS training modules, a network and online community of AKIS actors ([www.akisconnect.eu](http://www.akisconnect.eu)), engaged in sharing experiences and peer learning.

Interested to join the community?

**REGISTER TO**  
[www.akisconnect.eu](http://www.akisconnect.eu)

Questions?

**CONTACT**  
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