



EU CAP Network Brokerage event 'Get involved in Horizon Europe advisory networks'

17-18 January 2023
Sofia | Bulgaria



Funded by
the European Union

Brokerage event: 'Getting involved in Horizon Europe advisory networks'
17-18 January 2023 | Sofia, Bulgaria



Practical experiences on building a proposal for the first EU Advisory Network call under the Horizon Europe format: COREnet

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Boerenbond / Innovation support Service

Boerenbond unites

- ✓ 16.000 members (2/3 active farmers)
- ✓ 1.500 voluntary board members
- ✓ 210 local groups in 5 provinces
- ✓ 240 employees



What we do



We **promote** agricultural and horticultural interests



We support our members through **training** and **network** activities



We **stimulate** **innovations** in agriculture and horticulture



We **create** **social** **support** for the sector



We **provide** our members with **quality** **advice**

*"Everything we do is aiming towards
building a robust and sustainable
agricultural and horticultural sector
with a future*

Boerenbond

Project topics

Entrepreneurship & business

- Management competences
- Innovative business models
- Organic production
- Short chain supply
- Healthy plants & animals
- Futureproof mechanisation

People & Society

- Labour
- Safety & Prevention
- Well-being
- Societal Support



Innovation
&
Life long
learning

Environment & climate

- Climate
- Energy
- Biodiversity & nature
- Soil
- Water
- Air Quality

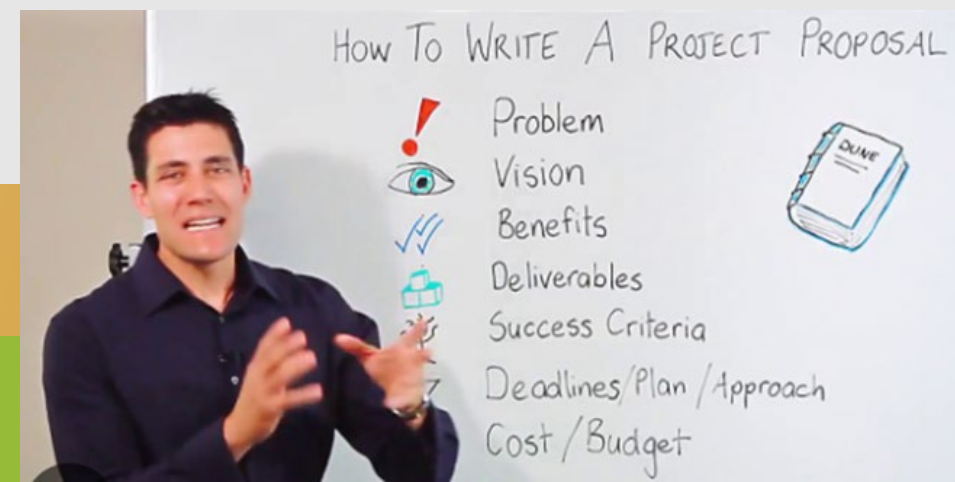
Rural Development

- Warm Society
- Access to services
- Quality Living environment
- Active villages



COORENET

Connecting advisors toward a European Network for SFSCs.



The Journey & insights of our consortium



- The consortium
 - Where it all started :
 - Focus Group SFSC 2014-2015
 - EIP workshop 'Cities & Food' Poland 2016
 - ENRD Thematic Workshops on Rural Businesses 2016-2017
 - EIP workshop 'Agri-food SMEs collaborating for innovation along the supply chain' Brussels 2017
 - Innovation Summit France 2019
 - H2020 SKIN – Thematic Network on SFSC
 - H2020 BeClose proposal (not selected, on reserve list)

Succes factors partners

- Short Food Supply Chain (SFSC) Advisors / Professionals from the field
- Daily contacts with farmers (bottom-up)
- Multi-disciplinary expertise
- Open for innovation
- History of mutual collaborations
- Active European network during years
- Mutual personal contacts



Success factors partners

- Coordinator with proved experience = crucial success factor
- Small consortia, manageable & effective
- Knowledge and experience with AKIS
- Strong financial background & longterm commitment (also behind project !)
- Each partner can bring added value, from research towards market driven
- Practice experience with HE projects & evaluations



Success factors partners

- Connected to European networks
 - Copa-Cogeca (Committee of Professional Agricultural Organisations - General Confederation of Agriculture Cooperatives)
 - EufRAS (European Forum for Agricultural and Rural Advisory Services)
 - Ceja (European Council of Young Farmers)
- Connected & active in AKIS related Horizon projects
 - EU FarmBook
 - ATTRACTISS
 - modernAKIS
- Involved in Focus Groups, OGs

List of participants

65 % Advisory & Training Services

Participant No. *	Participant organisation name	Country	Short name
1 (Coordinator)	Università di Foggia	IT	UNIFG
2 Advisory	TEAGASC - Agriculture and Food Development Authority	IE	TEAGASC
3 Advisory	Innovatiesteunpunt Voor Landbouw en Platteland	BE	ISP
4 Advisory	ISO-TECH SP Z OO	PL	ISO
5 Advisory	Landwirtschaftskammer Österreich	AU	LKO
6 Service Communication	Fondazione ICONS	IT	ICONS
7 Knowledge on CSA & consumer	INRAE - Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement	FR	INRAE
8 Advisory ment	Trebag Intellectual Property- and Project Manager Ltd	HU	TREBAG
9 Service ffg	Fundatia CIVITAS	RO	CIVITAS
10 Service ffg Services	IN LOCO	PT	INLOCO
11 Advisory	Stichting Taskforce Korte Ketten	NL	TKK
12 Service gricultural	Swedish University of Agricultural Sciences	SE	SLU
13 Research	Associazione Campagna Amica	IT	CAMP
14 Organisation Service	Coldiretti Sardegna (associated partner)	IT	COLD

Methodology for writing in 13 steps



1. **START ON TIME**
(COREnet timeline = jun 2021 – sep 2021)
2. Meeting with **Connected Partners** / visionaries – summer 2021
3. **Open discussion** on what “End-Users” (farmers & consumers) need, what we observe, what future challenges will be.

Observations

- SFSCs remain marginal within retail (major retailers have a 80% market share)
- 1 out of 5 farmers is active within SFSCs
- Still a lot of key barriers for scaling up (such as institutional, legislation, financial, political issues,...)
- Farmers' knowledge gaps in business skills in particular when undertaking within SFSCs
- Tension between upscaling, retaining of added value and dealing with a continuously changing marketplace.
- A huge diversity of SFSC organizational models

Observations

- A big diversity of formal and informal *advisory systems*
 - Public, private, civil society advisors
 - Multi-tool / multi- knowledge
 - Advisory challenges (environment, sustainable economy,...)
 - Provided in an ad hoc way
 - Formal / informally

Methodology

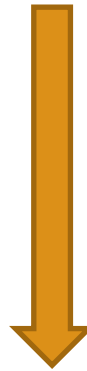


4. **Selection & agreement on call** : 'Governance 27 - Developing EU advisory networks on consumer-producer chains'
5. **Carefully reading** call & topics
6. **Scheduling** weekly meetings
7. **First start proposal** text for discussion by initiator

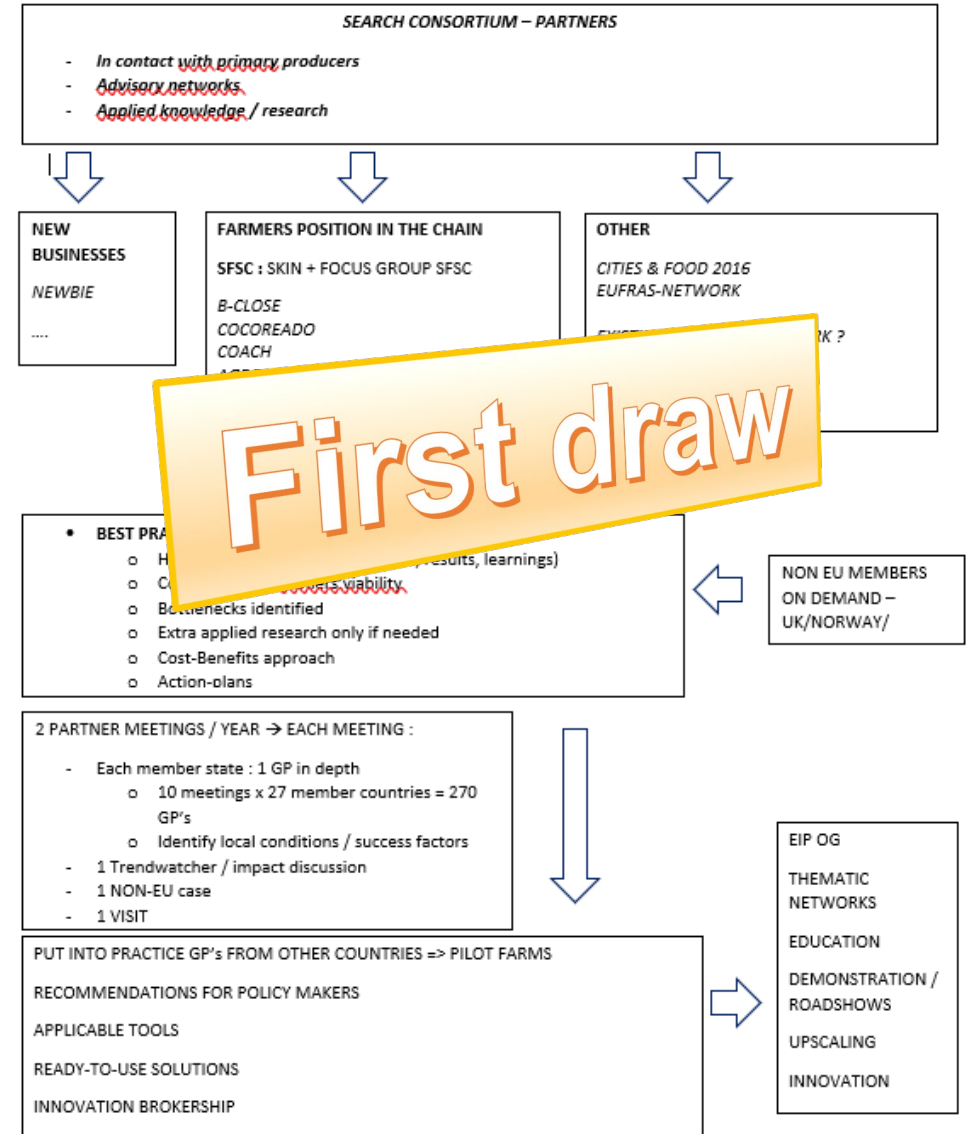
First Internal Proposal by ISP

- **Basic Idea = 5 phases :**

- **Exploration Phase**
- **Selection Phase**
- **Learning Phase**
- **Education Phase**
- **Exploitation Phase**



EU ADVISORY NETWORKS ON CONSUMER-PRODUCER CHAINS



How connect 27 Member States ?

- Idea for using Key National Contact Points (KNCP's)
- Will evolve during the project



Call text & idea must fit ! – Read it carefully



- Expected Outcomes & Impacts
- Project Results
- Scope
- Member states involved
- Related calls

Methodology



8. Determine **scope & objectives**
9. Making **supported draft concept & project flow** with Key Partners
10. Compose a **short letter of presentation** to discuss with possible new consortia members

Scope

- **Advisors / Innovation Support** are crucial for
 - Upscaling SFSCs
 - Increasing performance
 - Improving farmers' position in the chain
- Gathering **existing knowledge & skills**
 - Within national AKIS
 - Long Term European AKIS network
- **Peer-to-peer contacts**, learning and sharing information & skills
- **Increasing the impact** of SFSC advice across the EU-27



Objectives 5 year Project

- Identifying good SFSC **practices** and services.
- Learning from the **advisory systems** behind them
 - Identifying the knowledge, skills and competence needs
 - Identifying regional, national and European barriers and opportunities
 - Trying to create impact on SFSC advising
- Establish a **pan-European peer-to-peer learning network** for all SFSC advisors & advisory organisations integrated into AKIS



Our Final Goal

Creating an EU-wide peer to peer learning and mutual support network of advisors is the central aspiration underlying the COREnet approach.



Projectflow



- **Mapping** SFSC advisory services
- Identifying **Key National Contact Points** in all 27-EU
- **Identifying** SFSC cases which have achieved success.
- Turn them into **Golden Cases**. Exploring the advising systems behind them. How do they work? What did they achieve?
- Start building knowledge by initiating “**Lighthouse Projects**”, which are **pilots** on SFSC and the advise behind them. Where we will be **duplicating/adapting** Golden Cases in other countries using peer-to-peer contact between initial advisor & new pilot.
- **Nurturing** a European peer-to-peer network of SFSC advisors & advisory groups

Methodology



10. Checking project idea into the market /with stakeholders using LOS (Letter Of Support) to confirm & prove added value

11. Dividing work

1. Coordinator project proposal
2. Impact & excellence
3. WP's
4. Budget
5. Final Project Name
6. Final reading & control

12. Final control & evaluation (do we meet total scope of call ?)

13. Enter proposal into portal (be on time !)

Work Packages COREnet

WP1

Project
Management
&
Coordination

WP2

Mapping &
Assessing
Advisory
Services

WP3

Selection of
Golden Cases

WP4

Development
of Lighthouse
Projects

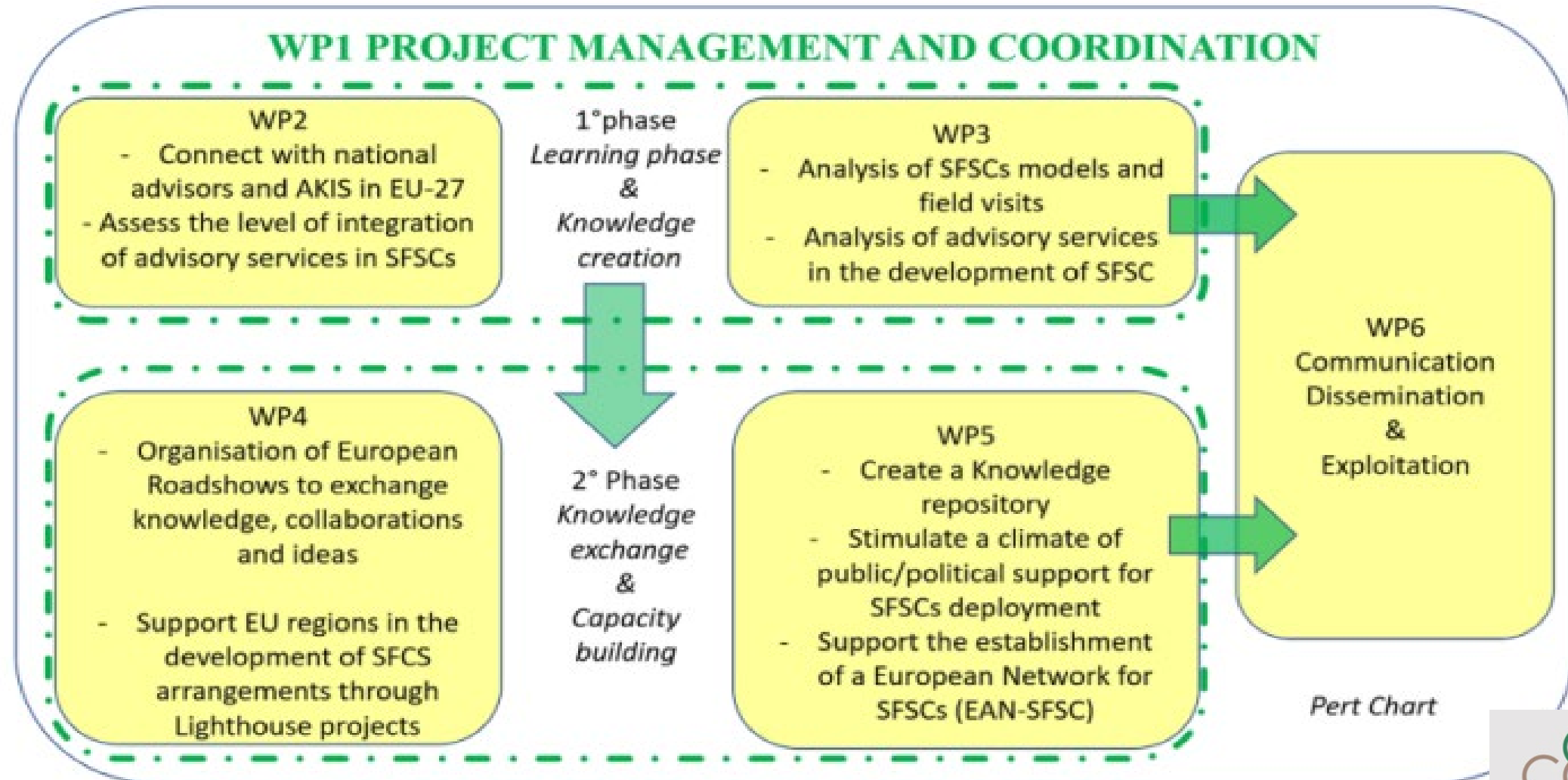
WP5

Establish
European
Advisory
Network on
SFSC

WP6

Communication
Dissemination
Exploitation of
results

Work Plan – Pert Chart



TIPS & TRICKS – Evaluate your own project !

- **Check Excellence**

- Are objectives clear , measurable & achievable within project duration ?
- Are they compliant with the multi-actor approach ? Make sure meeting all requirements (1. targeting needs end-users, 2. complementary partners, 3. includes existing knowledge, 4. added value, 5. easy understandable & accessible results, 6. practice abstracts produced, 7. involving innovation groups)
- Do you realise a clear added value ? Avoiding duplication
- Are there synergies with Operational Groups ? Make a clear list & take contact in front.



TIPS & TRICKS - Evaluate your own project !

- **Check IMPACT**

- Does the project contribute to the expected outcomes of the topics ?
- Is the way to achieve them credible ? Measurable ?
- Are they enough specified?
- Will the knowledge be easily accessible & practice-oriented ?
- Will the knowledge be preserved after the project period ?
- Is communication & dissemination in line with the target group / farmers ?
- Balanced within Europe & spill-overs created / possible ?



TIPS & TRICKS - Evaluate your own project !

- **Check Quality & efficiency of implementation**
 - Is the work plan appropriate to reach the objectives & impact ?
 - Are the WP's clear & inter-related ? Do they follow a logic structure ?
 - Can we monitor the progress ?
 - Are the resources allocated to the WP's in line ?
 - Are critical risks identified & mitigation measures proposed ?
 - Do consortium members have the right expertise & skills ?
 - Are they complementary and do they have a valid role ?



COREnet is still looking for AKIS National Contact Points !

- Experience in advisory practices & knowledge of SFSC needed
- Representation of COREnet project outside the 11 EU partner MS.
- Will be involved in all activities
- Serve as a multiplier & connecting practitioners of its country with the project (co-organising roadshows)
- A dedicated budget will be provided



Questions & candidates NCP's ?



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All information on the workshop is available
on the [EU CAP Network website](https://eu-cap-network.ec.europa.eu/)

On the event webpage:
[https://eu-cap-network.ec.europa.eu/
news-events/events/eu-cap-network-
brokerage-event-get-involved-
horizon-europe-advisory-networks-
2023-01-17_en](https://eu-cap-network.ec.europa.eu/news-events/events/eu-cap-network-brokerage-event-get-involved-horizon-europe-advisory-networks-2023-01-17_en)

