



**Seminar**  
**'Fostering an effective and integrated AKIS**  
**in Member States'**

Vilnius, Lithuania  
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# ATTRACTISS – Building a deeper understanding of innovation support services

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# ATTRACTISS

Empowering Innovation  
Support Services



## Building a deeper understanding of innovation support services

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# ISS: who are they? What do they do?

## CAP Regulation (EU)

2021/2115 requires EU Member States to provide support for innovation, in particular for the preparation and implementation of the EIP-Agri operational groups



**NO in-depth analysis concerning** the actors providing the services, the services they provide, their linkages with other actors and the support they provide to innovation processes  
**LITTLE awareness of the skills and competencies needed** to improve services delivery.



# STATE OF THE ART

The **EU SCAR AKIS report (2019)** listed some of the activities that should be provided by ISSs

The diversity of services and providers in supporting innovation was summarised under the concept of **Innovation Support Services**

boundary spanners  
free actors      hybrid actors  
**LITERATURE**  
innovation brokers      facilitators  
transition intermediaries

# ISS: a variety of providers

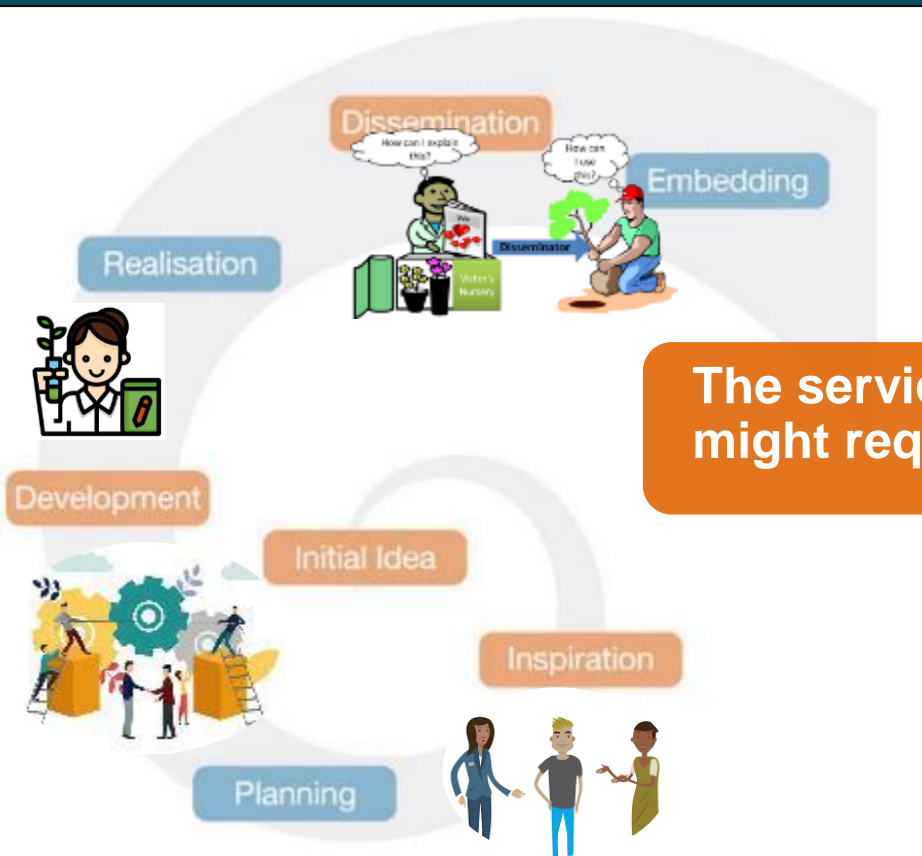


Traditional agricultural advisory services,  
but also new actors, either public or private, belonging both to  
the agrifood sector and to other sectors

upstream and downstream industries, rural networks, cooperatives and consortia, farmers' organisations, Local Action Groups, administrative services, project design and management services, NGOs, banks, etc.

Different policies/strategies or governance models (public/privatised, integrated/fragmented, centralised/decentralised ); specificities of innovation/project; the phase of the innovation process; the characteristics (governance, funding, competences, etc.) of service providers; the context in which these processes take place

# Different providers driving an innovation process



Different actors can be engaged in the same innovation process (coordinating or not) contributing, by performing different functions, to achieve successful outcomes

The services which are needed evolve along the innovation process and might require different actors to be involved in a particular phase

They can act:

with a specific  
**mandate to provide  
services**

**moved by an interest in  
pushing the innovation  
process forward**

# Different functions and activities

**ISS7: Support for niche innovation and scaling**

**ISS1: Awareness-raising and knowledge dissemination**

**ISS2: Advisory, consultancy and backstopping**

**ISS6: Enhancing / supporting access to resources**

**ISS5: Capacity building**

**ISS4: Networking facilitation and brokerage**

**ISS3: Demand articulation**

**... not all are expected by art.15 of Reg. (EU) 2021/2115**



# Different functions and activities

**ISS7: Support for niche innovation and scaling**

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INNOVATION PROCESS

**ISS5: Capacity building**

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**ISS3: Demand articulation**

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Legal basis for the obligation to provide **innovation support services** starting by capturing individual grassroots innovative ideas:

- ✓ *Art 15(4)(e): Advisors must be ... able to provide innovation support, in particular for preparing and implementing Operational Group projects of the EIP AGRI*
- ✓ *Recital 50: ... Advice should also be available on ...innovation support for preparing and implementing emerging EIP operational group projects, whilst capturing and making use of grassroots innovative ideas*

# Activities complying with legislation

## ISS3: Demand articulation

Services targeted to help actors to express clear demands to other actors (research, service providers, etc.).

- Needs analysis
- Strategy and vision development
- Feasibility analysis
- Searching for ideas and solutions
- Building bridges with users and intermediary organisations to make the need concrete, defining its contents, specificities and costs

## ISS2: Advisory, consultancy and backstopping



Targeted, supportive activities aimed at solving complex problems based on demands of actors and the co-construction of solutions

- Articulation of needs to provide a more targeted support
- “Management” of the innovation process (soft skills)
  - Support to find specialized advice
- Organization of backstopping pools (research / advisory / SME / etc.) to find a solution to a complex problem

## ISS4: Networking facilitation and brokerage

Services targeted to help organize or strengthen networks, improve relationships between actors and collaborative and collective action, align services in a complementary way

- Partner identification and aggregation
- Internal: facilitation, mediation and conflict management (construction of the project proposal, definition of objectives, roles, etc.)
- External: facilitation, network strengthening, mediation with the MAs/Granters, stakeholders and potential users

## ISS6: Enhancing / supporting access to resources

Provision of services for innovators aimed at enhancing the acquisition of resources to support the process.

- Facilitating access to financial/insurance services
- Facilitating access to funding
  - Application preparation and submission to grants (e.g. OGS, HORIZON-EU, ...)

## ISS1: Awareness-raising and knowledge dissemination

All activities contributing to knowledge awareness, dissemination of scientific knowledge, or technical information for farmers.

- Dissemination of information (website, brochures, magazines, newsletters, bulletins, webinars, organization of exchange visits, organization of demonstrations, etc.)
- Meetings, conferences
- Knowledge transfer

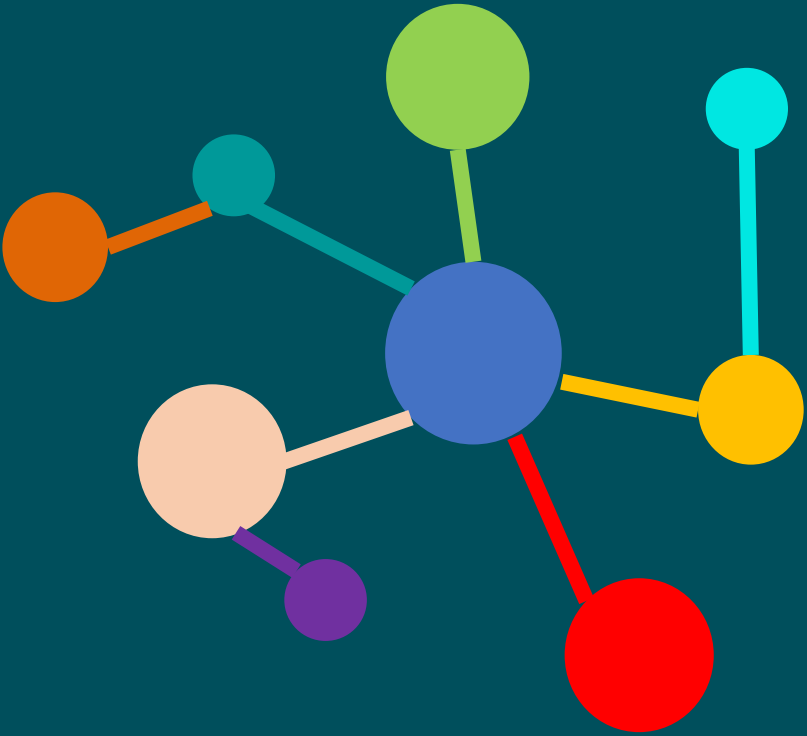
# ISS: reflections for their implementation

What to support through CAP intervention?

... one or more providers? Single services??  
.. or what else???



## Could a HUB be one of the solution?



## For backoffice services, too?



# How will ATTRACTISS support ISSs?

*Providing ISS providers, Managing Authorities and AKIS actors with capacities, tools and practical showcases for organising ISSs, structuring knowledge exchange and supporting better uptake of innovative ideas*

EU wide  
network in  
**27**  
Member  
States

**+400**  
ISS providers  
trained

TOOLBOX  
**100**  
support  
methods

**+100**  
workshops,  
webinars and  
other events

**6**  
exchange  
visits  
organised for  
ISS

**50**  
Practical  
showcases



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# Thank You!



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# **EU CAP Network seminar**

## **‘Fostering an effective and integrated AKIS in Member States’**

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All information on the seminar is available on the event webpage:

[https://eu-cap-network.ec.europa.eu/events/fostering-effective-and-integrated-akis-member-states\\_en](https://eu-cap-network.ec.europa.eu/events/fostering-effective-and-integrated-akis-member-states_en)

