



EU CAP Network Seminar 'Skills and lifelong learning for agricultural advisory and training service providers'

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Inspiring examples from Member States

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Experiences on Lifelong Learning as an Agricultural Advisor



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Adult Education

Working as an expert on agriculture and rural areas with consumers and farmers who came voluntarily offering Seminars, Lectures and Workshops

- Often frontal teaching
- Mostly as an one-way-street
- Mostly no eye-level-relationships



Adult Education

- Suggestions were less tailored to the special needs and situations
- Working more interactive (e.g. concepts for direct selling) together with farmers and consumers developed useful practical results



Management and Advisory

Working as manager and advisor for an organisation of organic farmers means

- working continuously with regional farmer`s groups
- learning client's needs
- organizing interactive stable schools and field schools



Management and Advisory

- Atmosphere with trust and openness is inspiring
- It emerges new and practical solutions with and for farmers
- These outputs are the next step of quality and a great experience



Innovation Support and Brokerage

- Working with EIP operational groups, means again a new quality of advisory work
- with mixed groups and with a real multi-actor-approach: with actors outside of the well known (agricultural) area
- Again: for advisors learning is essential!



Innovation Support and Brokerage

- This new kind of work with Operational Groups provides insights in many different topics and subjects. As advisors it is crucial to stay updated!
- At any time we have to learn dealing with new challenges and learn about new solutions to support clients and innovators



HEurope Project: ATTRACTISS

(AcTivate and Trigger ACTors to deepen the function of Innovation Support Services (ISS))

- **Challenges and Learnings:**
- Working with the Multi-Actor-Approach on European Level
- Working in a co-creative way within a consortium of 17 organisations from 13 member states
- Cross-boarder-thinking: realizing the similarities and differences of member states
- Organizing workshops with Multi-Actor-Groups in different European regions with different experiences

HEurope Project: ATTRACTISS

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- **Challenges and Learnings:**
- Cross-sectoral working to learn how others (creative-, academic- and business- sectors) promote and support innovators
- Mapping and Collecting MA-experiences to build an enabling environment for innovations and to empower Innovation Support Services in agriculture across Europe

Summing up

Does working with groups especially with multi-actor approach stimulate and motivate advisors for life long learning?

- Working with MA-Groups could be exciting and surprising every day
- It is a challenging and creative work to accompany groups and to guide them to best results



Summing up

- Advisors who are working with the MA-approach have to learn about farmers needs and new developments every day
- The MA-approach is stimulating every-day learning
- Cross-boarder and cross-innovation- working is inspiring
-a worklife long!



Summing up

What do advisors need for lifelong learning?

- Interest and motivation
- Education for soft skills, methods and tools
- Trainings offered systematically
- Regular exchanges with colleagues
- View over the fence (into other sectors or settings)!
- And a big portion of curiosity!



Thank you!

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EU CAP Network seminar

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

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-seminar-skills-and-lifelong-learning-agricultural-advisory-and-training>

