CAP 2023-2027

Create a regional/national innovation ecosystem

Art. 15 e 78 (REG. (UE) 2021/2115)

- Improving knowledge flows and strengthening links between research and practice
- strengthening the role of agricultural advisory services and their integration within AKIS
- improvement of interactive innovation processes

✓ **Advice** to support farmers/forestry and other CAP beneficiaries **included in CAP plans**

✓ **All advisors must be integrated within AKIS in an inclusive way,** to be able to cover the economic, environmental and social dimensions and provide up-to-date technological and scientific information developed by R&I

✓ **Advisors should be impartial** (no conflict of interest), adequately trained and able to **provide support for innovation**, in particular for the preparation and implementation of EIP operational group projects.

crea
Consiglio per la ricerca in agricoltura
e l'analisi dell'economia agraria

RETE**RURALE**
NAZIONALE
2014**2020**

mipaaft
ministero delle politiche agricole
alimentari, forestali e del turismo

RAM⊕NES-PL
Rural Advisory Monitoring and Evaluation System linked to Precision Learning

i2connect
INTERACTIVE INNOVATION

Strategies, policy mechanisms and instruments to promote and support the effective enhancement and integration of the advisors

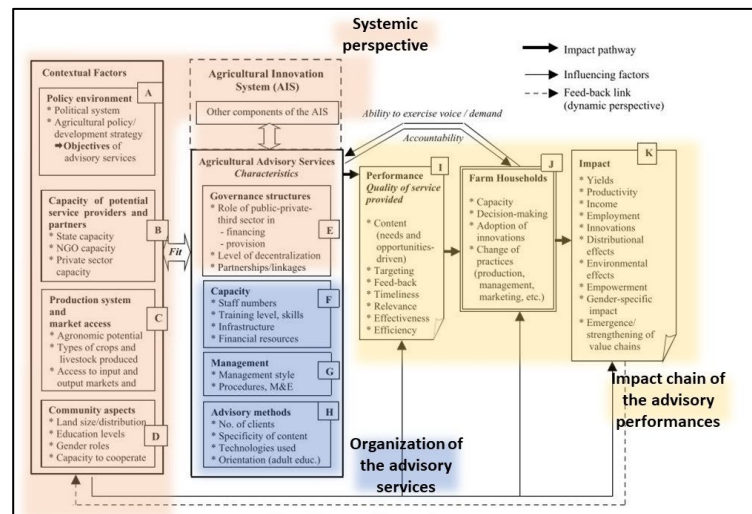**Integration of advisory services within the AKIS**

Areas and approaches of assessment

Advisors perception about the need/opportunity to better integrate the AKISs

Definition of a framework for the assessment of professional performance

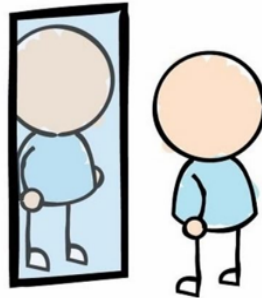Why a professional performance assessment tool?

PURPOSE OF MONITORING AND EVALUATION

NOT TO JUDGE

REFLECT TO IMPROVE

Deepen one's personal growth and/or professional development

Gaining awareness in ourselves allows us to change and create new situations

A **professional performance assessment tool is needed** to engage the user in reflection and observation, to inform what he or she does, fuelling awareness and the capacity to create something new.

Defining a **practicable framework and tools** to allow farm advisors **assessing** their own **performances** and engaging in **precision learning** pathways

- *Context sensitive:*
  - Based on actual needs for advisory services
  - Reflecting/Addressing the diversity of farming systems
  - Relevant for/Coherent to the policy context (EU CAP)
  -

- *Significant for potential users*
  - Advisors
  - Farmers
  - Policy makers

- *Exhaustive in terms of evaluando*
  - Quality Performances
  - Effectiveness on farming systems

- Complexity of AKISs

- Plurality of services

- Plurality of farming systems across countries

- Common policy but different CAP programmes' intervention logics

Context

- Influenti
- Numerosity of advisory activities
- Numerosity of farmers and other potential users of advisory services
- Non-linear pathway of effects on farms and on farming systems/AKISs
- No baseline data

Advisory

Methodology

Desk research	Focus Groups with potential users

Exhaustinevess

- Robust theoretical background on **quality criteria for advisory services quality performances and effectiveness**

Context sensitiveness

- Survey on advisory services & farmers
- CAP framework
- Desk research on context a
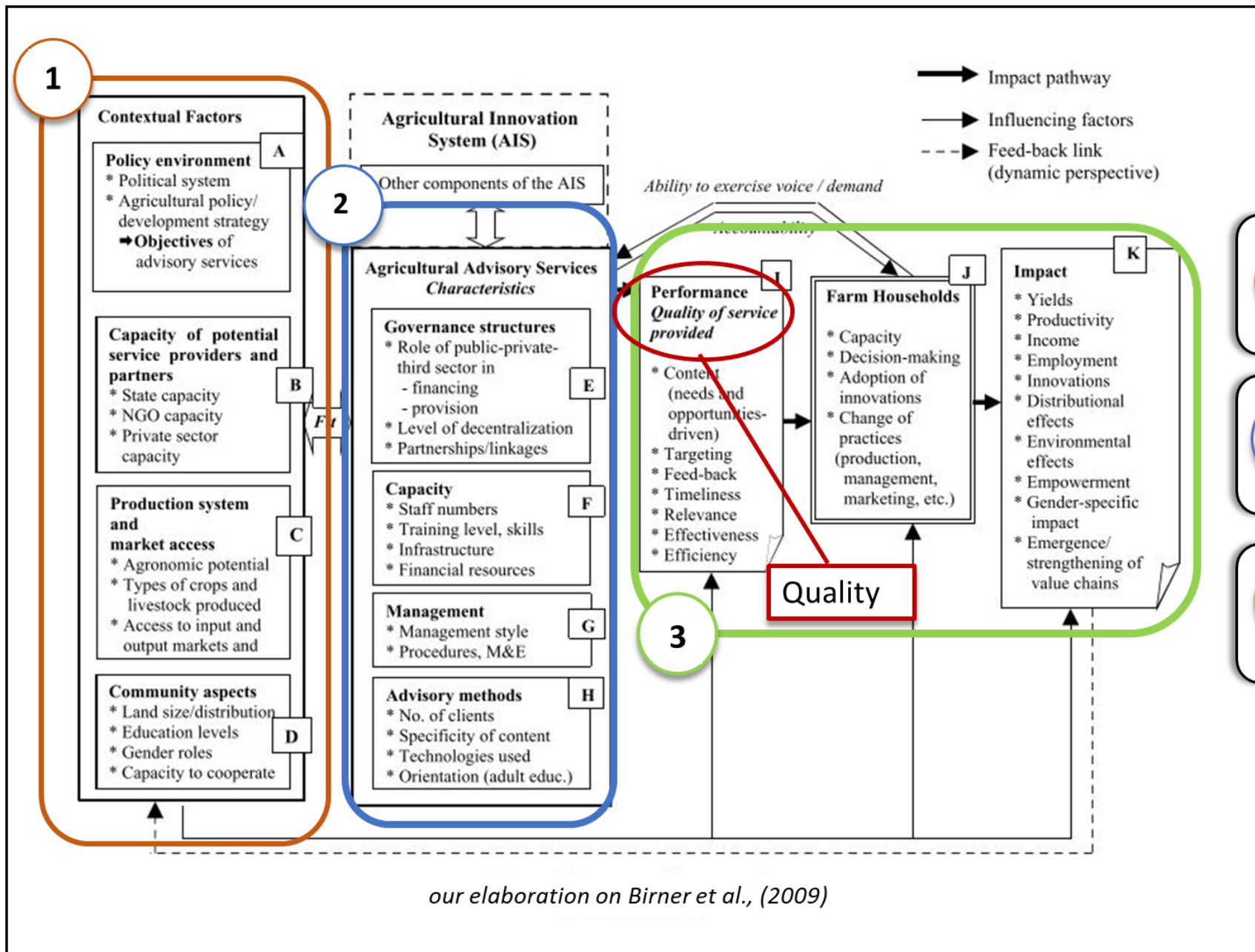- Desk research on topics of advisory services provided to farmers

Significancy of framework

- Based on potential users expectations on quality criteria and effectiveness
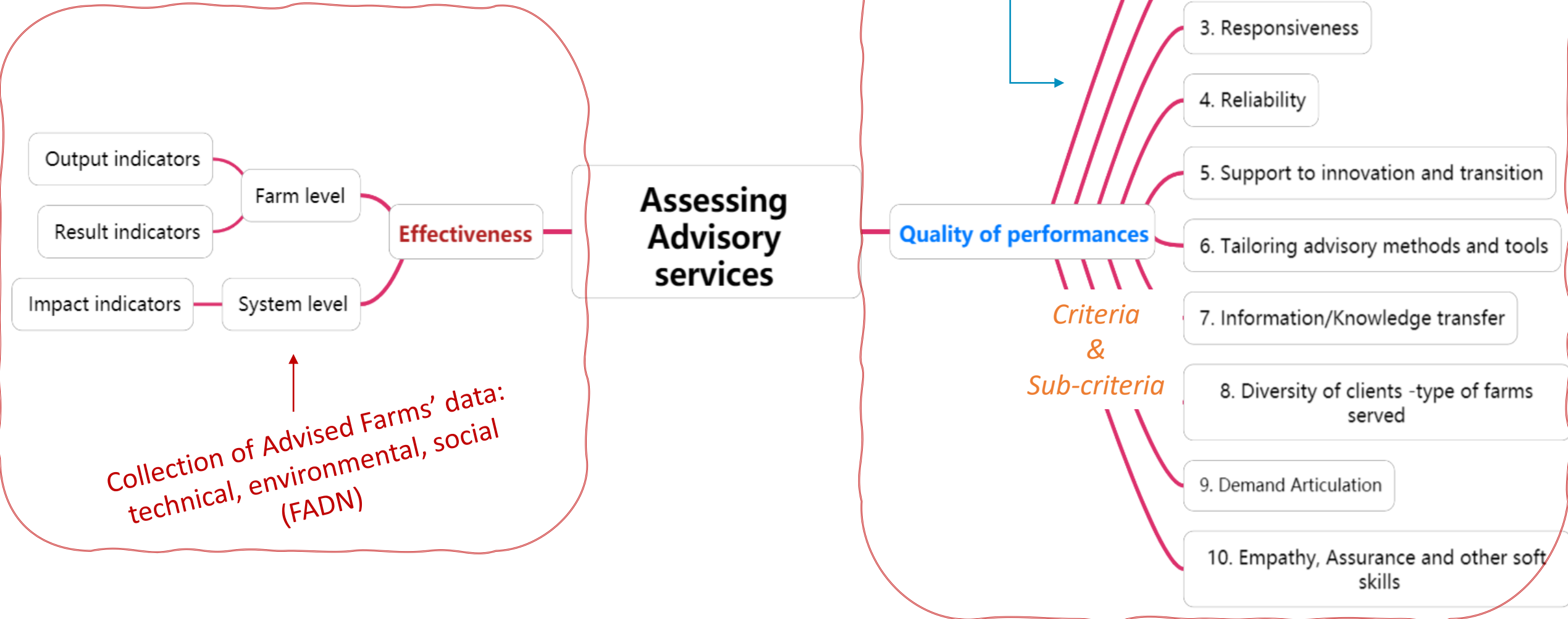- Criteria Valuing set on country basis

our elaboration on Birner et al., (2009)

What is significant to assess &
How do you value it ?

Periodic
Assessements by
potential users

Output indicators

Result indicators

Impact indicators

Farm level

System level

Effectiveness

Assessing Advisory services

Collection of Advised Farms' data:
technical, environmental, social
(FADN)

Quality of performances

Criteria
&
Sub-criteria

1. Relevance of the services

2. Effectiveness

3. Responsiveness

4. Reliability

5. Support to innovation and transition

6. Tailoring advisory methods and tools

7. Information/Knowledge transfer

8. Diversity of clients -type of farms served

9. Demand Articulation

10. Empathy, Assurance and other soft skills

Performance Assessement

1. Relevance - *Contents are Relevant for farmers/clients (Advisory Contents are need and opportunities driven)*

Use of mechanisms to assess needs or identify opportunities and for guided demand planning

Standard values

Advisor	Farmer	Policy maker

Assessment

Actual score	Actual score	Actual score

Actual overall Performance: $SQ_i = \sum_{J=1}^{K}(P_{ij} - E_{ij})$

Actual overall Performance is based on the **balanced scores** attributed by the three users

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EVALUATION WEEK
2022

❑ Periodic/Systematic survey by concerned advisor, farmer and policy maker

❑ Well-linked to competencies/skills to meliorate vs precision learning

❑ Triangulation across the users:

   ❑ Questionnaire for advisor

   ❑ Questionnaire for farmer

   ❑ Questionnaire for policy maker

❑ Based on a robust methodology: not just self-assessment

Area of Performance	Assessment criterion		Questions	Answer	Score	Assessemnt
1 Relevance of the advisory services	Contents are Relevant for farmers/clients (Advisory Contents are need and opportunities driven)	Q1.1	How frequently do you put in use surveying tools/procedures and methods to assess the needs for advisory services of your clients?	☐ Almost always (after every service) ☐ Often ☐ Sometimes ☐ Seldom ☐ Never	5 4 3 2 1	SQ_i $= \sum_{J=1}^{K}(P_{ij} - E_i$
2 Effectiveness and advisory contents	Effective in practical terms, for solving problems or reaching specific objectives	Q2.1	How do you rate your effectiveness and advisory contents on support for decision making?	☐ Very Good ☐ Good ☐ Acceptable ☐ Poor ☐ Very Poor	5 4 3 2 1	SQ_i $= \sum_{J=1}^{K}(P_{ij} - E_i$
		Q2.2	How do you rate your effectiveness and advisory contents on Transfer of knowledge?	☐ Very Good ☐ Good ☐ Acceptable ☐ Poor ☐ Very Poor	5 4 3 2 1	SQ_i $= \sum_{J=1}^{K}(P_{ij} - E_i$

Advisors' values on criteria

gLOCAL EVALUATION WEEK 2022

Criteria	Value
1. Relevance of the advisory…	4,00
2. Effectiveness of the advisory…	3,31
3. Responsiveness	3,33
4. Reliability	2,00
5. Support to innovation and…	2,60
6. Tailoring advisory methods an…	2,02
7. Information/Knowledge…	2,12
8. Diversity of clients -type of…	1,40
9. Demand Articulation	1,80
10. Empathy, Assurance and oth…	2,60
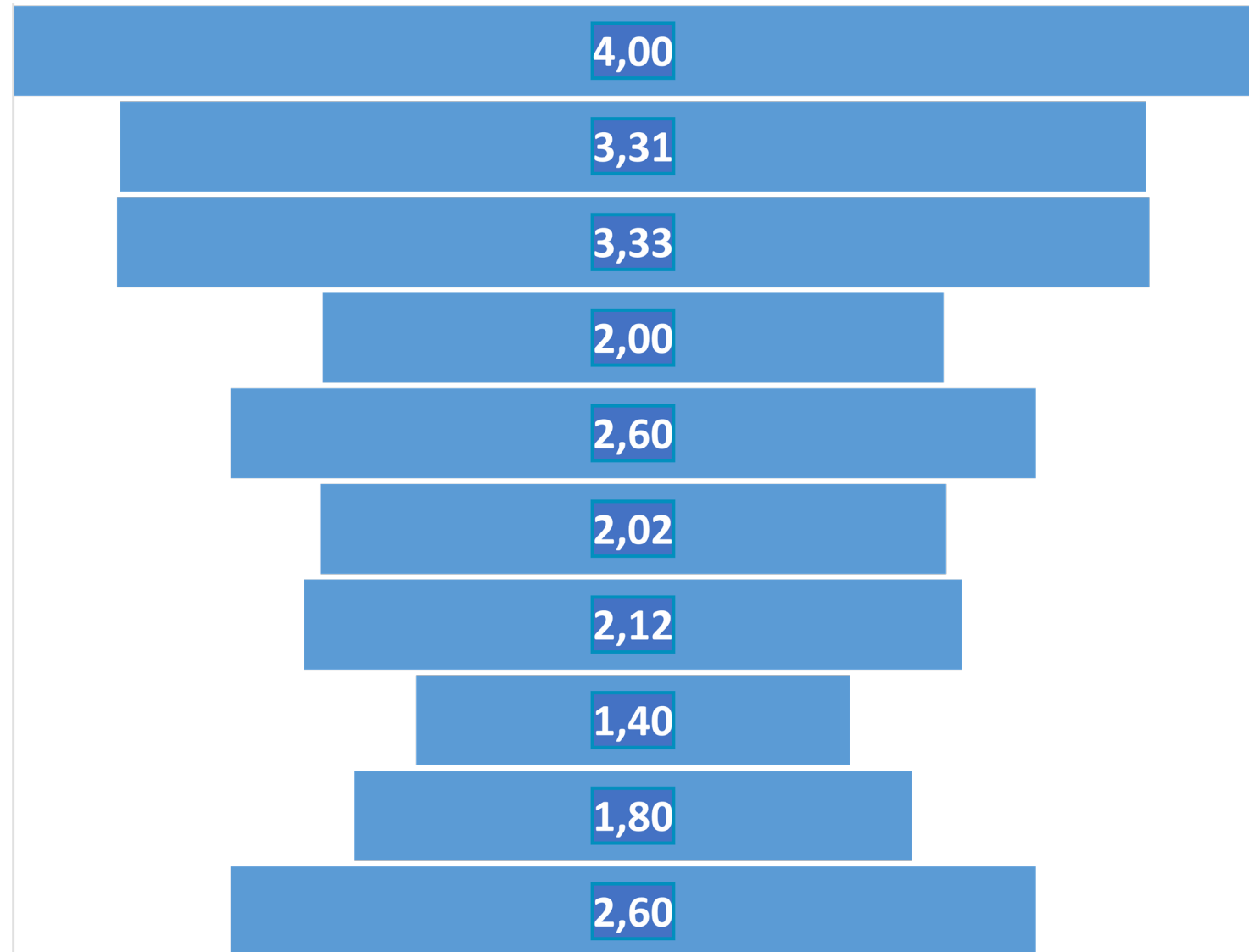
Advisors' values on sub-criteria

Sub-criteria	Value
Support to innovation processes	4,78
Competences in water management	4,75
Competences in biodiversity management	4,67
Competences in animal wellfare	4,60
Capacity of programming advisory services and respect the schedule	4,54
Capacity of provide a prompt advisory	4,54
Competences in environmental management	4,50
Competences in farm management	4,50
Competences in environmental management (renwable energies)	4,25
Problem Solving to independently cope with unknown problems	4,00
Mechanisms to assess needs/identify opportunities/guide demand planning	4,00
Support for the autonomous expression of needs to researcher, service providers, other…	3,86
Support to integration in supply chains	3,86
Compliance on rules/laws	3,63
Participation in advisory services	3,63
Support for decision making - Effectiveness of the advisory contents	3,62
Integration within local AKIS	3,50
Digital advisory methods and tools	3,44
Autonomy in managing the whole advisory process (professional network)	3,33
Wide range of advisory methods and tools	3,10
Wide range of clients typologies	3,00

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Conclusions on the co-construction process

- Cognitive and developmental pathway
- Rejection/Reluctance
- Awarness
- Consciusness
- Appreciation
- Strategy development
- Organization/Take-action
- Put-in-use
- Up-take

CRITERION 1 – Relevance of advisory services

Content is relevant to farmers/customers (advisory content is driven by needs and opportunities)

An innovative aspect for the advisor could be connecting ordinary advice to a more strategic advice. For instance, when we give advice on the use of pesticides we are already making a shift because we are supporting the farm in moving from integrated production to organic ...

we should be able to get people to think, for example, about the effects of pollution on the soil or the air, because an impoverished soil reflects on productivity, or on the concomitance of pollution with climate change and, therefore, on the need to change production to make their soil and their production context less vulnerable.....

I wonder: do those who provide routine advice, giving prompt and immediate answers, have the time and expertise to slowly shift the farmer's attention to a strategic vision as well?

CRITERION 2 - Effectiveness of advisory services

Ability to solve problems in practical terms or achieve given objectives

Anticipating needs is very difficult because when the client does not give you any indication and you go into unfamiliar topics you put yourself in question because there is a risk that new problems will arise for you. However, this support in getting the vision is very important for exploring the competence needs of the advisor, otherwise you are always one step behind. I am thinking for example about digital competences: many farmers do not express their needs, because they are not aware of them, and therefore we would never think of having a training need in digital competences. Instead, if we anticipate the need by looking at markets or other business models we will be on a path to innovation

CRITERION 5 - Support for innovation and transition

Ability of the advisory to support processes of innovation and transition to different systems (e.g. organic farming)

I often advise on innovation and transition processes. I give a lot of importance to this criterion even though, clearly, once this type of advice has been given, the client moves on to colleagues specialised in the areas of innovation

CRITERION 7 - Information/knowledge transfer

Ability to provide even general information and knowledge that raises awareness with respect to the overall management of the farm The advisor suggest the farmer what to do about a known problem with several solutions

This criterion is also very important and, in this respect, I would say that sub-criterion 7.3 (Skills in environmental management) has a strong connection with sub-criterion 7.1 (Fulfilments) because when we give advice on environmental management, we almost always talk about regulations to be complied with, and our role is also to point out that regulations must be observed. In this criterion I would include a sub criterion concerning animal welfare, which we deal with a lot, but also a sub criterion concerning biocides to be used against parasites in animals is missing, and in this field there is no sustainable use, there is no knowledge, and very often we also have to train veterinarians.

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