

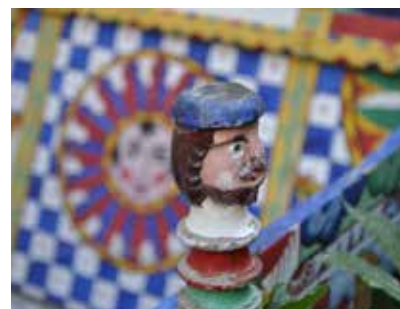
AGRICULTURAL EDUCATION AND EXTENSION TUNED ON INNOVATION FOR SUSTAINABILITY

CONFERENCE PROGRAMME

18 - 21 JUNE 2019

ACIREALE, ITALY

CREA-OFA
Corso Savoia, 190
Acireale (Catania)



INTERNATIONAL SCIENTIFIC STEERING COMMITTEE ESEE 2019

Marianne Cerf (INRA, France)
Jeff Coutts (Coutts J&R; University of Southern Queensland, Australia)
Simona Cristiano (CREA, Italy) - Chair
Artur Cristovão (UTAD, Portugal)
Guy Faure (CIRAD, France)
Chris Garforth (University of Reading, UK)
Maria Gerster-Bentaya (University of Hohenheim, Germany)
Josef Kania (The Agricultural University of Krakow, Poland)
Esmail Karamidehkordi (University of Zanjan, Iran)
Tom Kelly (TEAGASC, Ireland; EU-FRAS; UCD)
Laurens Klerkx (Wageningen University, Netherlands)
Andrea Knierim (University of Hohenheim, Germany)
Alex Koutsouris (Agricultural University of Athens, Greece)
Michael Küegler (EU-Platform of Chambers of Agriculture, Belgium; EU-FRAS)
Pierre Labarthe (INRA, France)
Magnus Ljung (SLU, Uppsala, Sweden)
Livia Madueira (UTAD, Portugal)
Orhan Özçatalbas (Akdeniz University, Antalya, Turkey)
Patrizia Proietti (CREA, Italy) - Chair
Eelke Wielinga (LINK Consult, Netherlands)

NATIONAL COMMITTEE ESEE 2019

Gianluca Brunori (University of Pisa)
Simona Cristiano (CREA, Italy)
Giovanni Dara Guccione (CREA, Italy)
Francesca Giarè (CREA, Italy)
Franco Mantino (CREA, Italy)
Patrizia Proietti (CREA, Italy)
Fabio Santucci (University of Perugia)
Lucia Tudini (CREA, Italy)
Anna Vagnozzi (CREA, Italy) - Chair

ORGANIZATIONAL SUPPORT

Francesco Ambrosini (CREA, Italy)
Mario Cariello (CREA, Italy)
Maria Giglio (CREA, Italy)
Roberta Gloria (CREA, Italy)
Laura Guidarelli (CREA, Italy)
Anna Lapoli (CREA, Italy)
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Roberta Ruberto (CREA, Italy)



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CONFERENCE SESSION TABLE

TUESDAY, JUNE 18

10:00 – 18:00
REGISTRATION

11:00 – 13:00

room	PLENARY 1	
session type	Opening session	
Keynote speaker:	LAURENS KLERKX	
TRANSFORMATION, DISRUPTION AND PLURALITY IN AGRIFOOD SYSTEMS: EMERGING DIRECTIONS FOR RESEARCH ON EXTENSION		

13:00 – 14:30
LUNCH

14:30 – 16:00

THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation			THEME 2 - New skills and capabilities for Extension to achieve innovation policies objectives			THEME 3 - Enabling policies for R&I: governance, frameworks and pathways			THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments			FAO event			
room	PLENARY 2	room	LIBRARY 1	room	GREEN ROOM	room	LIBRARY 2	room	PLENARY 1	room	PLENARY 1	room	PLENARY 1	room	PLENARY 1
session type	paper presentation	session type	paper presentation	session type	paper presentation	session type	paper presentation	session type	paper presentation	session type	paper presentation	session type	workshop	session type	workshop
chair	Maria Gerster-Bentaya	chair	Elke Wielinga	chair	Franco Mantino	chair	Simona Cristiano	chair	Simona Cristiano	chair	Simona Cristiano	chair	FAO	chair	FAO
EXTENSION SERVICES REORGANIZATION			ENHANCING EXTENSION SKILLS AND CAPABILITIES			CREATING AN ENABLING ENVIRONMENT FOR INNOVATION			METHODS AND TOOLS TO M&E E&E PROGRAMMES			AKIS ASSESSMENT FOR EVIDENCE-BASED POLICIES AND SUSTAINABLE INVESTMENTS			

16:00 – 16:30
COFFEE BREAK

16:30 – 18:00

room	room	GREEN ROOM
POSTER SESSION		
BUSINESS MEETING		

18:30 – 20:30
WELCOME COCKTAIL

WEDNESDAY, JUNE 19**09:30 – 11:00**

THEME 2 - New skills and capabilities for Extension to achieve innovation policies objectives	THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments	THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	Italian Rural Network event
room	room	room	room	room
PLENARY 2	LIBRARY 1	GREEN ROOM	LIBRARY 2	PLENARY 1
paper presentation	paper presentation	paper presentation	paper presentation	workshop
chair	chair	chair	chair	chair
Pierre Labarthe	Maria Gerster-Bentaya	Simona Cristiano	Patrizia Proietti	Anna Vagnozzi
ENHANCING EXTENSION SKILLS AND CAPABILITIES	ROLES AND FUNCTIONS OF PLURALISTIC SERVICES IN SUPPORTING INNOVATION IN AGRICULTURE	METHODS TO ASSESS INTERACTIVE INNOVATION	ROLES AND FUNCTIONS OF PLURALISTIC SERVICES IN SUPPORTING INNOVATION IN AGRICULTURE	AKIS STRATEGIES IN CAP POST-2020 STRATEGIC PLANS

COFFEE BREAK**11:00 – 11:30****11:30 – 13:00**

THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	THEME 2 - New skills and capabilities for Extension to achieve innovation policies objectives	THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments	THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation
room	room	room	room
PLENARY 2	LIBRARY 1	LIBRARY 2	PLENARY 1
paper presentation	paper presentation	paper presentation	paper presentation
chair	chair	chair	chair
Alexandros Koutsouris	Michael Kuegler	Boelie Elzen	Fleur Marchand
KNOWLEDGE CO-CREATION	RESPONSIVENESS OF EXTENSION TOWARDS NEW ROLES AND EMERGING TOPICS	METHODS TO ASSESS NEEDS FOR E&E PROGRAMMES	ON-FARM DEMONSTRATIONS: FOSTERING A LEARNING ENVIRONMENT:

LUNCH**13:00 – 14:30****14:30 – 16:00**

THEME 3 - Enabling policies for R&I: governance, frameworks and pathways	THEME 2 - New skills and capabilities for Extension to achieve innovation policies objectives	THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments
room	room	room	room
PLENARY 2	LIBRARY 1	LIBRARY 2	PLENARY 1
paper presentation	paper presentation	paper presentation	workshop
chair	chair	chair	chair
Patrizia Proietti	Elke Wielinga	Alexandros Koutsouris	Lisa van Dijk
ENABLING THE ACTIVE PARTICIPATION OF EXTENSION IN AGRICULTURAL DEVELOPMENT	FACILITATING NETWORKS	ROLES AND FUNCTIONS OF PLURALISTIC SERVICES IN SUPPORTING INNOVATION IN AGRICULTURE	EVALUATING FARMER CENTRED INNOVATION: METHODOLOGIES AND EVIDENCE TO CAPTURE MULTIPLE OUTCOMES

16:00 – 16:30

COFFEE BREAK

16:30 – 18:00

THEME 2 - New skills and capabilities for Extension to achieve innovation policies objectives		THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation		THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation		THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments		THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	
room	PLENARY 2	room	LIBRARY 1	room	GREEN ROOM	room	LIBRARY 2	room	PLENARY 1
session type	paper presentation	session type	paper presentation	session type	workshop	session type	paper presentation	session type	paper presentation
chair	Michael Kuegler	chair	Alexandros Koutsouris	chair	Alessandra Gemmiti	chair	Simona Crisfiano	chair	Pierre Labarthe
ENHANCING EXTENSION SKILLS AND CAPABILITIES		ROLES OF E&E IN FOSTERING AGRICULTURAL SUSTAINABILITY		PRECISION AGRICULTURE AND DIGITAL INNOVATION: THE NEW CHALLENGE TO FOSTER ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY		METHODS AND TOOLS TO FOSTER CAPACITY DEVELOPMENT IN INTERACTIVE INNOVATION		EXPERIENCES, ROLES AND FUNCTIONS OF EXTENSION IN MULTI-ACTOR PROCESSES	

EXCURSION TO "TIMPA"

21:00

NETWORKING DINNER

THURSDAY, JUNE 20

CONFERENCE EXCURSIONS

"BIOFABBRICA DI RAMACCA" AND "AZIENDA AGRICOLA LORENZO FRASSON" AGIRA (EN)		"AZIENDA PLANETA SCIARANUOVA SULL'ETNA" CASTIGLIONE DI SICILIA (CT)		"PIANTE FARO" CARRUBA DI GIARRE (CT)		"BIO SIKELIA ORGANIC FARMER ASSOCIATION" CASSIBILE (SR)	
Departure time 8:30 return 17:30		Departure time 9:00 return 17:30		Departure time 9:30 return 17:30		Departure time 8:30 return 17:30	

FRIDAY, JUNE 21**09:30 – 11:00**

THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments	PLENARY 2		THEME 2 - New skills and capabilities for Extension to achieve innovation policies objectives		THEME 3 - Enabling policies for R&I: governance, frameworks and pathways		THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	
	room	PLENARY 2	room	GREEN ROOM	room	LIBRARY 2	room	PLENARY 1
session type	paper presentation	paper presentation	session type	paper presentation	session type	paper presentation	session type	workshop
chair	Simona Cristiano and Patrizia Profetti	Eelke Wieringa	chair	Eelke Wieringa	chair	Julie Ingram	chair	Claire Hardy
APPROACHES AND ACTOR FOR AKIS ASSESSMENT		RE-THINKING AGRICULTURAL E&E PROGRAMS		CO-INNOVATION PATHWAYS		ON-FARM DEMONSTRATIONS: CHALLENGES AND OPPORTUNITIES		

COFFEE BREAK**11:00 – 11:30****11:30 – 13:00**

THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation	PLENARY 2		THEME 3 - Enabling policies for R&I: governance, frameworks and pathways objectives		THEME 1 - Education and Extension: roles, functions and tools for boosting interactive approaches to innovation		THEME 4 - The changing role of monitoring and evaluation: approaches, methods and instruments	
	room	PLENARY 2	room	GREEN ROOM	room	LIBRARY 2	room	PLENARY 1
session type	paper presentation	paper presentation	session type	paper presentation	session type	paper presentation	session type	workshop
chair	Pierre Labarthe	Guy Faure	chair	Guy Faure	chair	Maria Gerster-Bentaya	chair	Boelie Elzen, Herman Schoorlemmer, Laure Triste, Hanne Cooreman, Lies Debruyne and Fleur Marchand
ROLES AND FUNCTIONS OF PLURALISTIC SERVICES IN SUPPORTING INNOVATION IN AGRICULTURE: THE AGRILINK EXPERIENCE		SUPPORTING POLICY DECISION MAKERS		ROLES AND FUNCTIONS OF PLURALISTIC SERVICES IN SUPPORTING INNOVATION IN AGRICULTURE		REFLEXIVE M&E AS A TOOL TO STIMULATE PEER-TO-PEER LEARNING AT ON-FARM DEMONSTRATIONS		

LUNCH**13:00 – 14:30****14:30 – 16:30**

room	PLENARY 1
closing session	Closing session
keynote speaker	Kristin Davis
AGRICULTURAL EXTENSION AND EDUCATION FOR THE FUTURE	

DETAILED CONFERENCE SCHEDULE

TUESDAY, JUNE 18

10:00 AM – 18:00 PM	REGISTRATION
11:00 AM – 13:00 PM	OPENING SESSION

- **Welcome to the 24th ESEE**
Patrizia Proietti and Simona Cristiano, conference chairs
- **Opening the conference**
Paolo Rapisarda, director of CREA Centre for Olive, Citrus and Tree fruit
Roberto Henke, director of CREA Centre for Agricultural Policy and Bioeconomy
- **Keynote: “Transformation, disruption and plurality in agrifood systems: emerging directions for research on extension”**,
Laurens Klerkxs, professor at Wageningen University
Chair Gianluca Brunori, professor at Pisa University

13:00 pm – 14:30 pm	Lunch
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14:30 pm – 16:00 pm	Session
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Session title	Extension services reorganization	Room	Plenary 2
Session type	paper presentation	Chair	Maria Gerster-Bentaya

- **Doing interactive research on innovation support services: a multi-actor process towards a more mature, co-designed framework**, *Andrea Knierim, Hycenth Tim Ndah and Maria Gerster-Bentaya*
- **Toward a new advisory service in Basilicata**, *Maria Assunta D’Oronzio, Carmela De Vivo and Giuseppina Costantini*
- **Organisational cultures and epistemology as barriers between vision and practice in advisory organisations in Sweden**, *Jenny Höckert and Magnus Ljung*
- **On innovation, cooperation and agriculture: some reflections on these topics**, *Vincenzo Sequino and Alessandra Pesce*

Session title	Enhancing Extension skills and capabilities	Room	Library 1
Session type	paper presentation	Chair	Eelke Wielinga

- **Utilising a campaign strategy instrument to influence behaviour change in crop farmers**, *Emily Pope and Fiona Geary*
- **Making impact through evidence based behavioural change**, *Helen Brookes, Kate Mackenzie, Samantha Crocker, Katie Thorley, Ben Williams, Kate Maslany and Jolanda Jansen*
- **Investigating attitude of agricultural producers and consumers towards use of the U-Pick method**, *Jaber Pariab and Enayat Abbasi*
- **Women in Agri-tech: Increasing participation in the future of agriculture**, *Amy Cosby, Bobby Harreveld, Mark Trotter and Sally Ferguson*

Session title	Creating an enabling environment for innovation	Room	Green room
Session type	paper presentation	Chair	Franco Mantino

- **Assessing agricultural innovation systems: a literature review and research agenda**, *Guy Faure, Aurélie Toillier, Syndhia Mathe and Sarah Audouin*
- **Governance’s effects on innovation processes: the experience of EIP AGRI in Italy**, *Anna Vagnozzi and Francesca Giaré*
- **Identification of key challenges and information needs of those enabling and implementing interactive innovation projects and networks (within EIP Agri)**, *Susanne von Muenchhausen, Anna Maria Haering, Katrina Katrina Rønningen, Szabolcs Biro and Mark Redman*
- **“Cultivate the network”: a key factor for an innovation ecosystem. The case of the Italian Rural Network**, *Riccardo Passero and Alessandro Monteleone*

Session title	Methods and tools to M&E E&E programs	Room	Library 2
Session type	paper presentation	Chair	Simona Cristiano

- **Assessing Community Needs for Extension Programming**, *Suzanna Windon and Amy Elhadi*
- **Towards an evaluation plan: an on-the-job training experience in Piedmont Region**, *Patrizia Borsotto, Roberto Cagliero, Ilaria Borri, Stefano Trione and Anna Vagnozzi*
- **Evaluation and implementation of Farmer Field Schools: a literature review**, *Teatske Bakker, Genowefa Blundo Canto, Patrick Dugue and Stéphane De Tourdonnet*
- **Using Program Theory to Evaluate a Forest Landowner Education Program**, *William Hubbard*

FAO event

Session title	AKIS assessment for evidence-based policies and sustainable investments	Room	Plenary 1
Session type	workshop	Chair	FAO

16:00 pm – 16:30 pm**Coffee break****16:30 pm – 18:00 pm****Poster session****Room**

- **Farmers' attitudes and perceptions towards agricultural knowledge and innovation: Evidences from olive growing sector in Andalusia**, *Samir Sayadi, José Luis Cruz, Adriana Bertuglia, Carlos Parra López and Luis Miguel Abisu*
- **From chemical to biological pest control in central Spain greenhouses: the role of innovation support services**, *José Luis Cruz and Samir Sayadi*
- **Innovation in agriculture risk management**, *Pietro Bertanza*
- **Storytelling and visual harvesting as tools to stimulate trajectory analysis and interactive knowledge exchange in the TRANSAE project**, *Marion Liberloo and Jo Bijttebier*
- **Systematic analysis of innovation types and partners to identify suitable interaction formats for successful multi-actor projects**, *Marianne Kuntz and Astrid Weiss*
- **Innovation broker in agriculture**, *TAF*

16:30 pm – 18:00 pm**Business meeting****Room**

Library 1

18:30 pm – 20:30 pm**Welcome cocktail****WEDNESDAY, JUNE 19****9:30 – 11:00****Session**

Session title	Enhancing Extension skills and capabilities	Room	Plenary 2
Session type	paper presentation	Chair	Pierre Labarthe

- **The role of extension services in the adoption of innovation by farmers. The case of precision farming tools for fertilization**, *Noemie Bechtet*
- **Advisory role in farmers' micro systems of agricultural knowledge and innovation (microAKIS)**, *Pierre Labarthe, Lee-Ann Sutherland, Boelie Elzen and Anda Adamson-Fiskovica*
- **Different knowledge and knowledge providers to fulfil the needs of direct marketing farmers: experiences in Portugal and Italy**, *Cristina Micheloni and Livia Costa Madureira*
- **Enhancing Crop Farmers' adaptive capacity and resilience to Water Crisis in the North West of Iran**, *Esmail Karamidehkordi, Fatemeh Safari and Kobra Karimi*

Session title	Roles and functions of pluralistic services in supporting innovation in agriculture	Room	Library 1
Session type	paper presentation	Chair	Maria Gerster-Bentaya

- **The impact of the agricultural extension on the sustainability of the agrofood industry: The case of contract durum wheat farmers and pasta production in Greece**, *Evangelos Vergos, Konstantinos Zoukidis, Marios Koutsoukos, Jiannis Pourikas, Demetrios Bakodimos and Anna Papakonstantinou*
- **Supporting Agritourism Industry Development in Florida**, *Mary Henry, Yvette Goodiel, Jessica Sullivan, Hannah Wooten, Kathryn Stofer and Joy Rumble*
- **Assessment of Factors Influencing Diffusion of Agricultural Innovations among Smallholders in Makeni County, Kenya**, *Carolyne Khalayi Wafula, Anthony Esilaba and Cromwel Lukorito*
- **Designing frameworks for characterizing and assessing innovation support services and innovation support providers: SERVinnov project**, *Syndhia Mathé, Sarah Audouin, Guillaume Fongang, Maria Gerster Bentaya, Andrea Knierim, Hycenth Tim Ndah, Narilala Randrianarison, Aurelie Toillier and Ousmane Traoré*

Session title	Methods to assess interactive innovation	Room	Green room
Session type	paper presentation	Chair	Simona Cristiano

- **Redefining the value of agricultural innovation: Between value propositions and value co-creation**, *Evangelos Lioutas, Chrysanthi Charatsari, Marcello De Rosa, Giuseppe La Rocca and Majda Černič Istenič*
- **Understanding interactive innovation for sustainable agriculture**, *Anna Maria Augustyn, José María Díaz Puente, Robert Home, Tom Kelly, Brian Leonard, So Young Lee, Aine Macken-Walsh, Sylvain de Quedeville and Pablo Vidueira*
- **A qualitative approach to evaluate the effect of the introduction of "innovations" in mountain zootechnical holdings**, *Francesco Beldì and Elena Bassano*
- **A two-mode network approach to analyse the interaction processes among farmers**, *Norman Aguilar-Gallegos, Laurens Klerkx, Enrique Genaro Martínez-González and Jorge Aguilar-Ávila*

Session title	Roles and functions of pluralistic services in supporting innovation in agriculture	Room	Library 2
Session type	paper presentation	Chair	Patrizia Proietti

- **Digitization and emerging social challenges: a conceptual framework**, *Gianluca Brunori and Elena Favilli*
- **Better farmers influence change: The case of an Irish sheep monitor farm programme**, *Martin Mulkerrens, Michael Gottstein and Bridget Lynch*
- **The role of agricultural extension towards facing climate change IN Al-Gharbia Governorate, Egypt**, *Esam El-Baaly and Manal El-Khadragy*
- **Methods and tools used by innovation support services in Italy**, *Valentina Carta, Simona Cristiano, Maria Assunta D'Oronzio and Patrizia Proietti*
- **How Much the Iranian Agricultural Graduates are Competent? (Investigating the employers' viewpoint)**, *Mahsa Saadvandi, Enayat Abbasi and Homayon Farhadian*

Session title	Italian Rural Network event: AKIS strategies in CAP post-2020 strategic plans	Room	Plenary 1
Session type	workshop	Chair	Anna Vagnozzi

11:00 – 11:30

Coffee break

11:30 – 13:00

Session

Session title	Knowledge co-creation	Room	Plenary 2
Session type	paper presentation	Chair	Alexandros Koutsouris

- **Accompany the collective construction of a plan for the future. The case of a collaborative and territorialized process for the actors of the PDO cheese 'Fourme de Montbrison' (Loire, France)**, *Sylvain Dernat, Dominique Vollet, Patrice Cayre and Bertrand Dumont*
- **RMPP Action Network: an interactive initiative from New Zealand**, *Heather Collins and Denise Bewsell*
- **Addressing the socio-ecological context of farm safety through a co-design approach to farm safety promotion interventions**, *Tracey O'Connor, David Meredith, Jim Kinsella, John McNamara and Denis O'Hora*

Session title	Responsiveness of Extension towards new roles and emerging topics	Room	Library 1
Session type	paper presentation	Chair	Michael Kuegler

- **Requirements of Agricultural Occupational Health Extension in Iran:Causal and Contextual conditions**, *Somayeh Moradhaseli, Homayon Farhadian, Enayat Abbasi and Fazlolah Ghofranipur*
- **Social farming - new challenge for development of advisors' skills and capabilities**, *Józefina Król*
- **New Area of Interest of Rural Extension: Care Farming**, *Tayfun Cukur, Dilek Bostan Budak and Tecer Atsan*
- **Agricultural advisers in dealing with farmer stress- A case study in the Teagasc Kerry/Limerick region of Ireland**, *Claire McAuliffe, Deirdre O'Connor and Tom Kelly*

Session title	Methods to assess needs for E&E programs	Room	Library 2
Session type	paper presentation	Chair	Boelie Elzen

- **Assessing Leadership Development Needs for Modern Extension Organization**, *Suzanna Windon and Mariah Stollar*
- **Using a digital tool to gauge the relevance of agricultural advisory services**, *Kevin Heanue, Tom Kelly, Lance O'Brien and Ronan Coady*
- **Understanding farmers' innovation needs: a proposal for supporting the Public decision-making process to improve innovation adoption in agriculture**, *Andrea Arzeni, Elisa Ascione, Patrizia Borsotto, Valentina Carta, Tatiana Castellotti and Anna Vagnozzi*

Session title	On-farm demonstrations: fostering a learning environment	Room	Plenary 1
Session type	paper presentation	Chair	Fleur Marchand

- **Networking of demonstration farms: a critical reflection on potential support tools**, *Laure Triste, Heidrun Moschitz, Annie McKee and Fleur Marchand*
- **On-farm demonstrations as learning environments: how can they stimulate learning that contributes to sustainable development in agriculture?**, *Hanne Cooreman, Lies Debruyne, Heide Spiegel, Taru Sanden, Helena Elmquist, Peter Paree and Fleur Marchand*
- **Learning and anchoring processes initiated by agricultural demonstration activities in Switzerland**, *Rebekka Frick, Kathrin Huber and Heidrun Moschitz*
- **A methodological approach to identify key characteristics and best practical approaches for organizing effective on-farm demonstrations**, *Marianne Hubeau, Lies Debruyne, Hanne Cooreman, Laure Triste, Hannah Chriswell, Julie Ingram, Alex Koutsouris, Yiorgos Alexopoulos, Eleni Pappa and Fleur Marchand*

13:00 – 14:30

Lunch

14:30 – 16:00

Session

Session title	Enabling the active participation of Extension in agricultural development	Room	Plenary 2
Session type	paper presentation	Chair	Patrizia Proietti

- **Re-orientating extension and research to inclusive innovation: The case of hybridisation of a New Zealand agricultural research organisation**, *James Turner, Helen Percy, Andrew Hall and Laurens Klerkx*
- **Starting from scratch: Building knowledge and innovation systems for ecosystem services in Sweden**, *Magnus Ljung and Lotta Fabricius Kristiansen*
- **The Effect of Meta-cognitive and Self-directed Skills on Academic Achievement among Agricultural Students, Iran**, *Masoud Bijani, Aliakbar Raeisi, Naser Valizadeh, Negin Fallah Haghighi and Maryam Neisi*
- **International Agency Extension Model in Ukraine: Retrospective Analysis**, *Suzanna Windon*

Session title	Facilitating networks	Room	Library 1
Session type	paper presentation	Chair	Eelke Wielinga

- **Building advisory relationships with farmers to foster innovation**, *Monica Gorman, Peter Grogan and Kevin Heanue*
- **Policy Makers as Free Actors: the South Holland Case**, *Eelke Wielinga and Jifke Sol*
- **The Agricultural Knowledge and Innovation System (AKIS) in Campania Region: the challenges facing the first implementation of experimental model**, *Ferdinando Gandolfi, Concetta Menna, Teresa Del Giudice, Imma Cigliano and Maria Passari*
- **Fostering the dialogue between traditional and scientific knowledge: Agricultural researchers' perception**, *José Luis Cruz, Samir Sayadi and Luis Miguel Albisu*

Session title	Roles and functions of pluralistic services in supporting innovation in agriculture	Room	Green room
Session type	paper presentation	Chair	Alexandros Koutsouris

- **Extension Education and Agricultural Technology Adoption Among Smallholder Farmers in Western Kenya**, *Newton Nyairo and Mark Russell*
- **Will Saudi farmers adopt the electronic marketing to trade their agricultural products?**, *Bander Alsaghan, Ahmed Diab and Medhat Abdel-Wahab*
- **The role of innovation support services in boosting innovation in female-owned Italian farms. Is being entrepreneurial enough?**, *Marcello De Rosa, Luca Bartoli, Chrysanthi Charatsari and Evangelos Lioutas*
- **Identifying the gap between research and practice: the case of innovative spraying equipment**, *Alexandros Koutsouris, Emilo Gil, Paolo Balsari, Sebastien Codis, David Nuyttens, Spyros Fountas and Vasiliki Kanaki*

Session title	Evaluating farmer centred innovation: methodologies and evidence to capture multiple outcomes	Room	Plenary 1
Session type	workshop	Chair	Lisa van Dijk

16:00 – 16:30

Coffee break

Session title	Enhancing Extension skills and capabilities	Room	Plenary 2
Session type	paper presentation	Chair	Michael Kuegler

- **Building extension capacity in privatized extension systems: Insights from delivery of on-line professional development modules in Australia**, *Ruth Nettle, Jana Axinja-Paschen, Margaret Ayre, Barbara King, Nichole Reichelt, Michael Santhanam-Martin, Tom Phillips, Jo Coombe and Jacquelyn Watt*
- **Translating the transformative learning approach into practice**, *Maria Gerster-Bentaya and Andrea Knierim and Beatriz Herrera Sabillón*
- **Increasing the Competence of Agricultural Advisors in Uganda**, *József Kozári*
- **Innovative training for advisors and farmers on creating added value at farm level. Case study from Poland**, *Jozef Kania and Henryk Skornicki*

Session title	Roles of E&E in fostering agricultural sustainability	Room	Library 1
Session type	paper presentation	Chair	Alexandros Koutsouris

- **The Outcomes of Sustainability Learning Transfer and Its Relation to Farmers' Subjective Readiness and Ability: Evidence from Conservation Agriculture Project in Iran**, *Pouria Ataei, Hassan Sadighi, Mohammad Chizari and Enayat Abbasi*
- **Integrated components of innovation system toward sustainability: evidence from dairy industry**, *Zahra Fozouni Ardekani and Homayoun Farhadian*
- **Looking for the missing link: The multiple meanings of sustainability in agricultural knowledge and information systems**, *Chrysanthi Charatsari, Håkan Jönsson and Philip Papadopoulos*
- **Awakening senses and sensitivity to make sense in learning approaches of agricultural sustainability**, *Juliette Anglade, Matthieu Godfroy and Xavier Coquil*
- **Place attachment and water conservation intention among Iranian farmers**, *Naser Valizadeh, Hamid Karimi-Gougheri and Masoud Bijani*

Session title	Precision agriculture and digital Innovation: the new challenge to foster environmental and economic sustainability	Room	Green room
Session type	workshop	Chair	Alessandra Gemmiti

Session title	Methods and tools to foster capacity development in interactive innovation	Room	Library 2
Session type	paper presentation	Chair	Simona Cristiano

- **Development of a participatory approach to foster transdisciplinary knowledge exchange on agro ecological farm innovation in an interregional context**, *Jo Bijttebier and Marion Liberloo*
- **Focus Group Discussion: a multi-purpose tool for stakeholder consultation, fostering social learning processes and monitoring learning outcomes**, *Richard Kraaijvanger*
- **Facilitating innovations in Rural communities for Carbon Sequestration Project in Iran**, *Esmail Karamidehkordi, Kobra Karimi and Matthias Buchecker*

Session title	Experiences, roles and functions of extension in multi-actor processes	Room	Plenary 1
Session type	paper presentation	Chair	Livia Madureira

- **Varieties of advice provision in mutable practices: direct marketing and biological pest control in Latvia**, *Emils Kilis, Anda Adamsone-Fiskovica, Sandra Sumane and Talis Tisenkopfs*
- **The challenges of disseminating agro-ecological innovations build on knowledge co-creation: the case of Douro vineyards**, *Livia Madureira, Fabíola Polita, Tiago Mucha and Carla Marques*
- **Rethinking the development of extension materials: A participatory approach to the development of a succession and inheritance decision support tool**, *Tomas Russell, Monica Gorman, James Breen and Kevin Heanue*
- **Use of Triple 'A' Model for Enhancing Knowledge Management and Communication Process among Maize Farmers in Kaduna State, Nigeria**. *Ali Abdullahi*

THURSDAY, JUNE 20

08:30 – 17:30

Excursion

Departure time 8:30 – return 17:30	“BIOFABBRICA DI RAMACCA” AND “AZIENDA AGRICOLA LORENZO FRASSON” AGIRA (EN)
Departure time 9:30 – return 17:30	“AZIENDA PLANETA SCIARANUOVA SULL’ETNA” CASTIGLIONE DI SICILIA (CT)
Departure time 8:30 – return 17:30	“PIANTE FARO” CARRUBA DI GIARRE (CT)
Departure time 8:30 – return 17:30	“BIO SIKELIA ORGANIC FARMER ASSOCIATION” CASSIBILE (SR)

FRIDAY, JUNE 21

09:30 – 11:00

Session

Session title	Approaches and actor for AKIS assessment	Room	Plenary 2
Session type	workshop	Chair	Simona Cristiano and Patrizia Proietti

Session title	Re-thinking agricultural E&E programs	Room	Green room
Session type	paper presentation	Chair	Eelke Wielinga

- **GPS Cows: an interactive digital technology knowledge exchange with high school teachers**, *Amy Cosby, Jaime Manning, Mark Trotter and Bobby Harreveld*
- **The effect of course design on student engagement - Benefits and barriers**, *Kevin Cunningham, Monica Gorman and James Maher*
- **Farm advisory services and knowledge growth in Italy: comparison among three regional intervention models**, *Ferdinando Gandolfi, Marcello Cannellini, Giorgio Trentin, Concetta Menna, Teresa Del Giudice, Carla Cavallo, Imma Cigliano and Maria Passari*
- **Attitude of agricultural extension agents about electronic agricultural extension in Al-Gharbia Governorate, Egypt**. *Esam El-Baaly*

Session title	Co-innovation pathways	Room	Library 2
Session type	paper presentation	Chair	Julie Ingram

- **Understanding attitudes, values, opportunities and barriers in participatory research: the case of Riso-Biosystems project on organic rice farming**, *Elena Pagliarino and Secondo Rolfo*
- **Cooperation Between Researchers and Practitioners in Small-scale Fisheries Co-management: a Comparison of Recent Experiences in the Mediterranean Sea**, *Lucia Tudini, Luca Lanteri and Alessandro Voliani*
- **The challenge of collaboration for achieving co-innovation in the New Zealand primary sector**, *Janet Reid, David Gray, James Turner and Roxanne Henwood*
- **Pathways of social innovation in agriculture: good practices in Calabria region**, *Tatiana Castellotti, Giuseppe Gaudio and Emilia Reda*

Session title	On-farm demonstrations: challenges and opportunities	Room	Plenary 1
Session type	paper presentation	Chair	Claire Hardy

- **The Virtual Farm as an alternative or an addition to ‘live on-farm demonstration’ : Challenges and opportunities**, *Claire Hardy and Lee-Ann Sutherland*
- **Exploring structural factors which contribute to effective on-farm demonstrations**, *Alex Koutsouris, Yiorgos Alexopoulos, Eleni Pappa, Hannah Chiswell, Julie Ingram, Hanne Cooreman, Lies Debruyne and Fleur Marchand*
- **Disentangling success factors and principles of agricultural demonstrations**, *Anda Adamsone-Fiskovica, Mikelis Grivins, Boelie Elzen, Robert Burton, Sharon Flanigan, Rebekka Fricck and Claire Hardy*
- **Gender norms in on-farm demonstrations: Why new approaches to increase female participation are needed**, *Hannah Chiswell, Ingram Julie, Sanden Taru, Spiegel Adelheid, Debruyne Lies, Cooreman Hanne, Fleur Marchand and Áine Macken Walsh*

11:00 – 11:30

Coffee break

11:30 – 13:00

Session

Session title	Roles and functions of pluralistic services in supporting innovation in agriculture: the AGRILINK experience	Room	Plenary 2
Session type	paper presentation	Chair	Pierre Labarthe

- The adventurous adoption processes of innovations: three Greek cases, *Alexandros Koutsouris and Eleni Zarokosta*
- The most important actors in Czech Agricultural Knowledge and Innovation System in farmers' opinions, *Marta Mrnušík Konečná, Andrea Pekárková, Sumudu Boyinová and Martin Mistr*
- Top-down farm advice is still alive! Farm advice as a tool of symbolic imposition: insights from a French case-study, *Matthieu Ansaloni, Pierre Labarthe and Pierre Triboulet*
- Knowledge Diffusion and Precision Farming: Farmers and Advisory Suppliers in North-East Scotland, *Christina Noble and Leanne Townsend*

Session title	Supporting policy decision makers	Room	Green room
Session type	paper presentation	Chair	Guy Faure

- A functional dynamics perspective in agricultural innovation systems for improved policy relevance, *Lisa Blix Germundsson, Charlotte Norrman and Magnus Ljung*
- How to assess agricultural innovation systems for supporting policy decision makers: a Delphi consensus study, *Aurelie Toillier, Syndhia Mathé, Abdoulaye Saleymoussa, Guy Faure and Delgermaa Chuluunbaatar*
- Policy support for farm women's entrepreneurship and innovation - comparing experiences and outcomes in Bavaria and Ireland, *Stefanie Düsberg and Monica Gorman*
- The generational renewal and related innovations in Italian rural areas. The controversial role of EU policies, *Francesco Mantino*
- Boosting different types of knowledge flows in EU AKISs: an overview of R&I infrastructures, *Anna Augustyn, Simona Cristiano, Floor Geerling-Eiff and Patrizia Proietti*

Session title	Roles and functions of pluralistic services in supporting innovation in agriculture	Room	Library 2
Session type	paper presentation	Chair	Maria Gerster-Bentaya

- Possible roles and functions of education of advisors for boosting innovation in the Hungarian sheep sector, *Attila Németh, László Gulyás, Gábor Milics and András Vér*
- Multi-actor approaches to innovation in organic farming: role of Organic districts in Italy, *Alberto Sturla, Valentina Carta, Laura Vigano, Simona Cristiano and Patrizia Proietti*
- Farmers' use of information sources and adoption of reduced soil tillage technologies – the case of Russian Siberia, *Miroslava Bavorova, Ilkay Unay Unay Gailhard, Elena Ponkina and Tereza Pilarova*
- Advisor conceptions of roles and functions in the context of market-oriented extension: A comparison of Australian and New Zealand advisors, *James Turner, Fernando Landini and Helen Percy*

Session title	Reflexive M&E as a tool to stimulate peer-to-peer learning at on-farm demonstrations	Room	Plenary 1,
Session type	workshop	Chair	Boelie Elzen, Herman Schoorlemmer, Laure Triste, Hanne Cooreman, Lies Debruyne and Fleur Marchand

13:00 – 14:30

Lunch

14:30 – 16:00 CLOSING SESSION

Keynote: Agricultural extension and education for the future	Chair	Francesco Mantino, CREA
<i>Kristin Davis, Development Strategy and Governance Division (DSGD), International Food Policy Research Institute (IFPRI) c/o University of Pretoria</i>		

KEYNOTE SPEAKERS



Prof. Laurens Klerkx

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Laurens is Professor at the Knowledge, Technology and Innovation Group of Wageningen University, The Netherlands. His research interests include intermediaries in agricultural innovation, innovation systems, change agency in sustainability transitions, internationalization of knowledge flows, and more recently the social dynamics of digitalization in agriculture. He has (co-)authored over 100 journal articles and several book chapters. Laurens is a member of the editorial board of the international journals *Agricultural Systems* and *International Journal of Agricultural Sustainability*, and editor-in-chief of the *Journal of Agricultural Education and Extension*. He is a member of the steering committee of the International Farming Systems Association, member of the Science Advisory Panel of AgResearch Ltd (New Zealand) and has held advisory positions for several research and innovation programmes and projects in Europe, New Zealand, Australia, and Latin America.



Dr. Kristin Davis

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Kristin Davis is a senior research fellow in the Development Strategy and Governance Division of the International Food Policy Research Institute, Washington, D.C. She has conducted research on farmer field schools, rural institutions, agricultural innovation systems, pluralistic extension systems and extension education in Africa and worldwide. She has some 40 peer-reviewed journal articles, book chapters, and policy briefs. She is Editor-in-Chief of the *Journal of Agricultural Education and Extension* (JAEE). She has served as president of the Association for International Agricultural and Extension Education (AIAEE) and currently serves on the board of the AIAEE journal. Davis was the architect of the New Extensionist Learning Kit, a set of modules containing core competencies for the global extension agent.

