



CECRA

- *International quality standard*
- *Competence development for farm advisers*
- *Practice oriented adviser method training*
- *Cross-border networking*

Background

- CECRA is a product of IALB
- 2006: Discussion in the Committee of IALB about strategic future issues
 - Development of methodological and social skills and competences of consultants
- Project CECRA –
Certificate for European Consultants in Rural Areas
 - The project phase: 2009 – 2012
- 2015 : Cooperation and Licence Agreement between IALB and EUFRAS

The institutions involved

- State Leadership Academy for Nutrition, Agriculture and Forestry (D-Landshut)
- State Institute for Development of Agriculture and Rural Areas (D-Schwäbisch Gmünd)
- Agency of Agriculture, Education seminar (D-Rauischholzhausen)
- LMS – Agency of Agricultural Advisory (D-Rostock)
- Agridea (CH-Lindau)
- College of Agricultural and Environmental Education (A-Vienna)
- Department of agricultural, forestry and home economics training (I-Bolzano)

The institutions involved

The CECRA Certificate is issued by IALB and EUFRAS. IALB covers the German speaking area in central Europe, EUFRAS all other regions.

The extension of CECRA to non/German speaking European areas is in process. 2015 and 2016, five new CECRA partners joined.

- Latvian Rural Advisory and Training Center LLKC
- TEAGESC (Ireland)
- Bulgarian National Advisory Service NAAS
- LithuanienAgricultural Advisory Service (LZUKT)
- Universidad de Santiaae de Compostela (Spain)

The aim and content (1)

The aim:

Standardized trainings to develop the skills of consultants who are working in rural areas.

-> methodological training + seeing the bigger picture /
thinking outside of the box

The content:

2 compulsory modules:

- My Profile as a Consultant
- Communication and Relationship Building in Advisory Work

In addition to the two compulsory modules, three out of the 13 elective modules must be chosen.

The aim and content (2)

The elective modules (1):

- Teamwork and Team Leadership
- Rhetoric / Presentation
- Self-Management and Time-Management
- Project Management
- Shaping Advisory Processes
- Handling Changes / Change Management

The aim and content (3)

The elective modules (2):

- Moderation training
- Advisory Marketing
- Planning and Executing of events
- Advising and Supporting of groups and teams
- Essentials of Mediation
- Advising and Supporting farms in Strategic Issues
- Introduction to Coaching

The aim and content (4)

The associated requirements for the certificate:

- completed degree course or completed vocational training
- two years of professional experience in advising
- confirmation of completed modules
- attendance of
 - an event in another country
 - a visit to a advisory organisation in another country
- final thesis (case study with self-reflection)

The benefit for the certificate holders

- Acquisition of methodical, communicative and social skills and competences beyond personal development
- Reflection of the professional activity in various advisory roles
- Ability to independently anticipate, implement, document, reflect on and evaluate advisory sessions, educational events and projects
- Participation in the functional and transnational network
- Certificate

The benefits for the employers (1)

- Their services are professional
- Employers have staff with broader horizons
- The effectiveness of the advice is highly dependent according to the literature on the personality of the advisors (cf. CECRA Module 1)
- Employers are able to provide evidence to clients, supervisory authorities or funders that they are using qualified staff
- Positive image for the consulting organization

The benefits for the employers (2)

- Impartial, by the public sector issued certificate, affects more to the client
- Qualification as a confidence-building measure at the customer
- CECRA graduates
 - develop an understanding of the specifics of
 - the rural areas
 - the total operational contexts
 - the social constraints of the farmers and their families
 - can manage themselves, customers and projects

Certification fees

- administrative services of the IALB : EUR
100
 - direct services of the regional certification agencies
including examination fees EUR 100
 - individual consultation
(for interested parties) EUR 75
 - The seminar fee for the modules (per day) EUR 160
- > Country-specific regulations may apply in the case of the
aforementioned fees.

Documents

www.cecra.net



- guidelines
- criteria for accreditation
- applications
- contact partners



Competence for rural advisers



Danke für Ihre Aufmerksamkeit

Für weitere Auskünfte auf Deutsch besuchen Sie unsere Website www.cecra.net oder schicken Sie uns ein E-Mail an kontakt@cecra.net

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All other languages

For further information see www.cecra.net or send an Email to cecra.eufas@llkc.lv

