



AgriLink

Agricultural Knowledge:
linking farmers researchers and advisors
to boost innovation

Pierre Labarthe, INRAE
AgriLink coordinator



Outlines of the presentation

- ❖ **Project consortium, ambition & objectives**
- ❖ **Key achievements of the project**
 - **Cross-cutting concepts**
 - **Empirical material**
 - **Result (one illustration)**
 - **Living Labs & interactive innovation**
 - **Dissemination & policy recommendations**

Consortium & Objectives



Context: advisory services back on agenda

▶ Strong expectations within policy frameworks

- New CAP & AKIS plans, Farm to Fork, EU Green Deal, Mission Soil

▶ New networks of practitioners

- Practitioners: EU-FRAS & G-FRAS, IALB, national associations
- Policy makers: SCAR-AKIS-WG-1-2-3-4

▶ A reinvestment of research on advisory services

- EU projects (FP7&H2020): Insight, Solinsa, PRO AKIS, Laison, Nefertiti, I2Connect
- Academic communities: ESEE, AIAEE, IFSA

Our goal: addressing knowledge gaps

- ▶ **Knowledge gaps about farmers' use and needs / advice & knowledge**
 - Sharp farm structural change & heterogeneity
 - What are their sources of services and information?
- ▶ **Knowledge gaps about advisory services**
 - New entrants and business models in the sectors
 - Who are they?
- ▶ **Knowledge gaps about innovation in services**
 - New modes of open & interactive innovation (e.g. Living Labs)
 - How can advisory organisations contribute to such innovation process?
- ▶ **Knowledge gaps about the effectiveness of public policy**
 - Transformation of back-office (PPP, ICTs, regionalisation...)
 - What are the new modes of governance of farm advice?

Our ambition: a renewed understanding of the contribution of advisory services to innovation

- ▶ **New concepts in a multi-level perspective**
 - starting from farmers' perspective: **microAKIS**
 - Integrating the transformation of **farm advisory regimes**
- ▶ **Beyond “usual suspects”**
 - **Farmers**: learning from both “atypical profiles” and “mainstream” farmers, incl. non-adopters and droppers
 - **Advisors**: integrate any supplier acknowledged by farmers
 - **Innovation areas**: technological, process, marketing and organizational
- ▶ **Strong empirical content**
 - Case studies and **beyond** (2 data bases, > 1000 entries)
- ▶ **Multi-actor project and responsiveness to policy context**
 - 3 **E-workshops** to draw recommendations from our findings
 - “Feet in the dust” → cases related to today's sustainability challenges

A multi-actor consortium

16 partners from 13 countries:

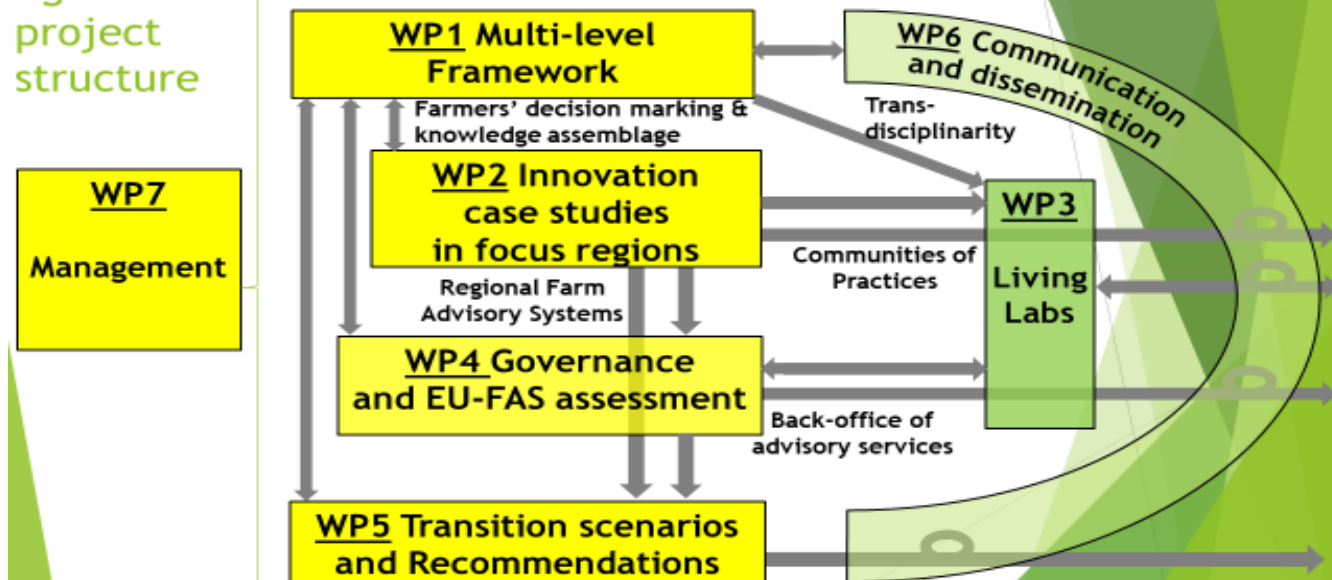
- universities (AUA, UTAD)
- research institutes (HUTT, INRAE, RURALIS, WR, BSC)
- advisors and consultants from public organisations combining advice and applied research (UZEI, INTIA, AACB)
- private SMEs (VIN, HCC, EKOT)
- a farmer-based organisation (ISP)
- a communication and distance learning specialist (OU)
- and a project management specialist (IT)

→ Responsiveness to policy & societal context



Key achievements

AgriLink's
project
structure



Achievement #1

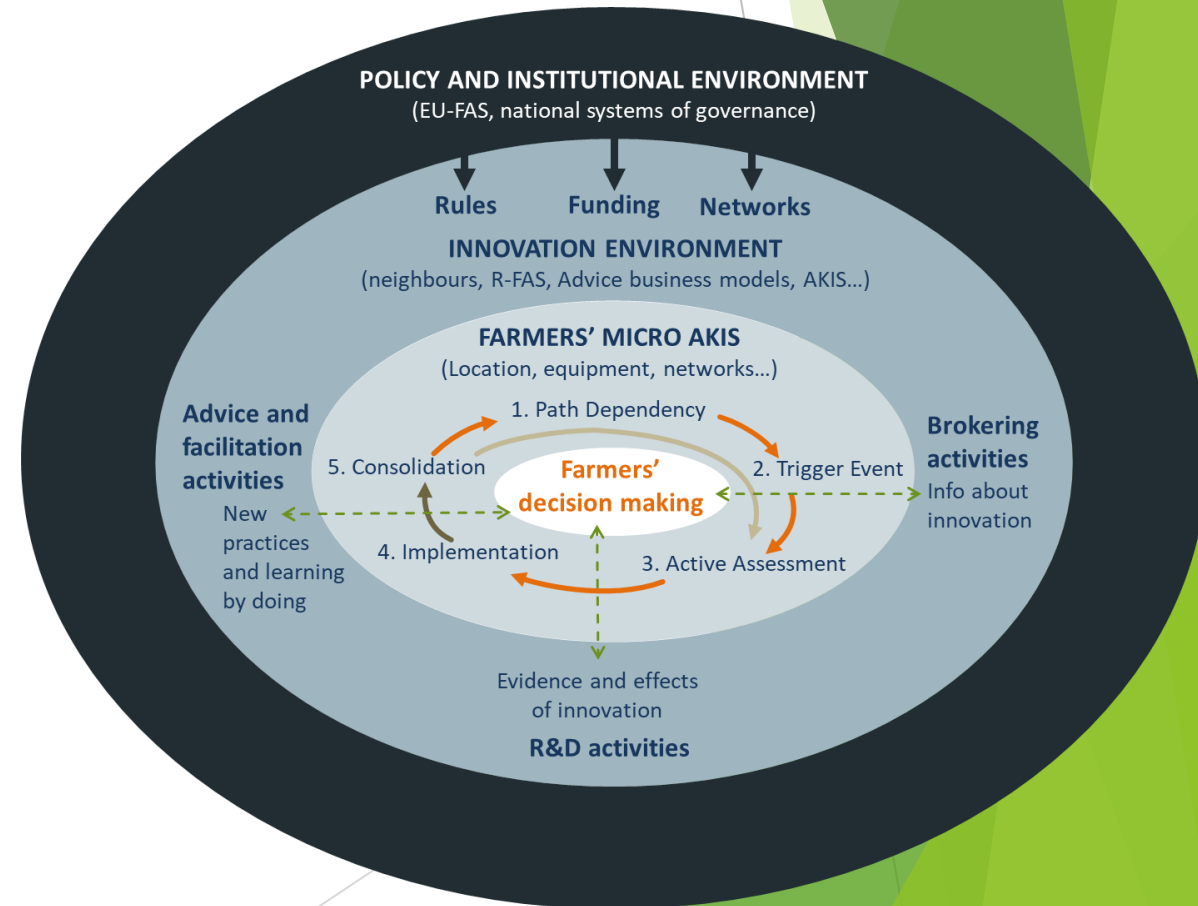
Operationalisation of Cross-cutting concepts

► Micro-AKIS

Knowledge systems that farmers personally assemble, including the range of individuals and organisations from whom they seek services and exchange knowledge, and the processes involved in the formation and working of the system, including the way farmers translate these resources into innovative activities (or not)

► Farm Advisory Regime

Set of relatively stabilized institutions (formal and informal rules, norms and procedures) which frame the delivery of the services, concerning both their content and their form.



Achievement #2

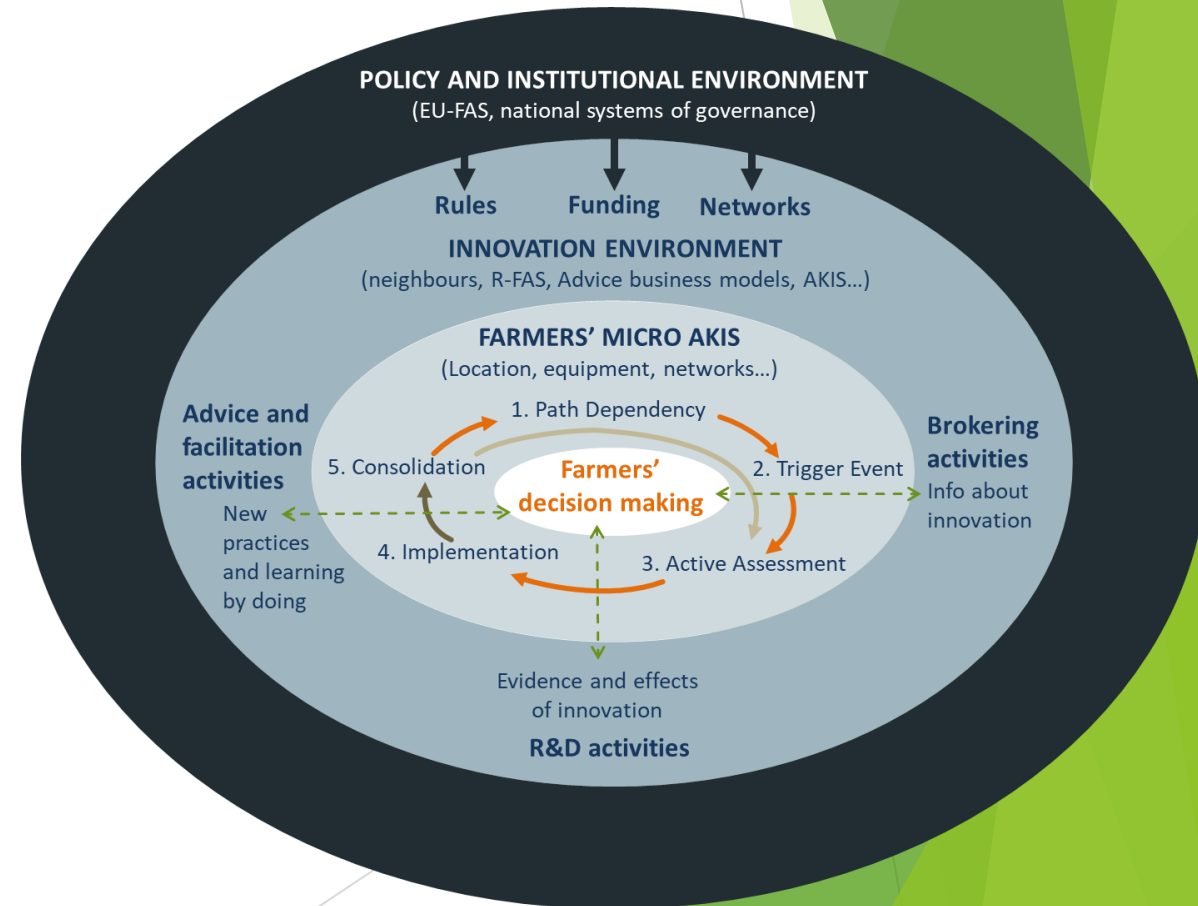
Intensive collection of empirical data & 1st results

► > 1000 Interviews with farmers

- 1080 interviews in a data base (>1100 in total)
- 70 narratives

► 300 interviews with advisory organisations

- Already more than 250 interview with advisory organisations (still on-going)
- A wide diversity of types of suppliers covered



Achievement #3

First results about farmers' microAKIS

► Some general features of farmers' microAKIS

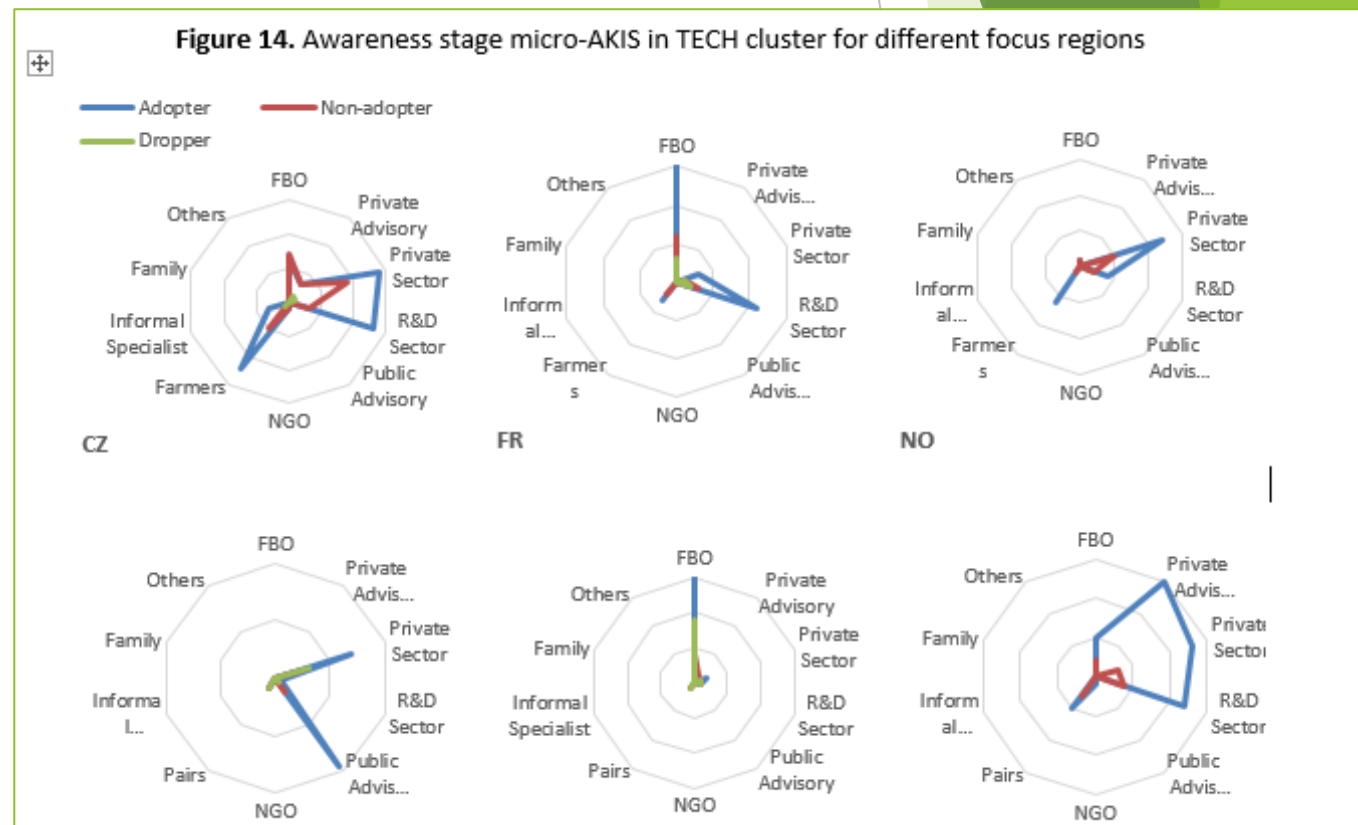
- Strong heterogeneity of microAKIS between farmers
- But farmers' microAKIS are rather small (median value <2 sources of advice)

► Findings about advice

- Little role for public advice & R&D compared to suppliers economically embedded in innovation areas
- Importance of informal advice
- Method: face-to-face prevails despite digitalisation

► Original results

- Learning from droppers and non-adopters
- Rethinking AKIS / knowledge assemblage in innovation areas



Achievement #4

Interactive Innovation

► Implementation of Living Labs in contrasted conditions

- Six rural contexts: BE & NL, IT, LV, NO, RO and ES
- Different types of innovation (technological, marketing, process and organisational)

► Better understanding the condition of efficacy, effectiveness and efficiency of Living Labs

- 1) Complexity of the challenge
- 2) Enabling setting
- 3) Energy to move
- 4) Methodological preparation



Achievement #5

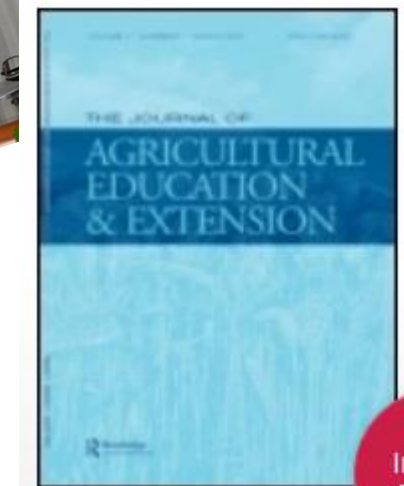
Dissemination of results

▶ With academics

- Conferences
- One special issue, 22 papers in preparation

▶ With policy makers & advisors

- 2 E-workshops (>60 participants, 20 countries)
- Intensive interaction with SCAR-AKIS-SWG
- > 70 Enhanced Practice abstracts
- User-friendly website
- Twitter account



2019
Impact
Factor
1.520



Website: www.agrilink2020.eu

Twitter: @AgriLink2020

Coordinator: pierre.Labarthe@inrae.fr



**Thank you
for your
attention!**

