# Pilot project application template

“Presenting the additional value of interactive competencies, with i2c AS dBase”

## Contact details of the facilitator

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## Summary of the pilot project (Max. 1600 characters)

(Including stakeholders, problem/challenge, approach, and relevant links)

Advisors that try to train themselves in interactive innovation want to show their target groups (farmers and other stakeholders in innovation groups) that they have the competencies to improve progress in innovation processes.

At the same time, if stakeholders in their enabling environment, like policymakers, see the advantages of these competencies; they might require them to get financial support for innovation groups.

Advisors should take action to demonstrate that they have these competencies and which advantages this brings to the stakeholders.

Advisory Service (AS) databases, that show which advisors belong to this community of quality, help to demonstrate this.

Some countries have national AS databases that show how specific expertise of advisors and are widely used by farmers. An example of this is the BAS registry in the Netherlands, but also such databases in Finland, Portugal, and Spain are known.

In this pilot, advisors discuss the effect of interactive innovation competencies, with a group of clients and stakeholders. In this discussion, professional data in the national AS database is used and these data are uploaded to the i2c AS database. These advisors assess which communication message is appreciated and which professional data in the national and i2s AS database supports the communication to clients/farmers and stakeholders.

This assessment is done with techniques of Interactive Innovation.

## Activities of the pilot team:

1. As a basic requirement for this, the VAB-NL and i2c dbase will be connected and data management procedures will be developed. €3920,40

2. Make a mapping of the advisors with interactive innovation competencies in the NL-BAS dBase.

3. Select 3 advisors with interactive innovation competencies from the i2c dBase and NL-BAS dBase.

4. Interview, using the i2c tools

Create a learning history with selected advisors

|  |  |
| --- | --- |
| Discussion | I2connect tools & techniques |
| do you see these competencies as relevant, do you have them  | Show the tools for co-creation |
| what is the added value of these learning | Learning history |
| how does the network react to your competence? (farmers, colleagues, managers, managing authorities | Network analysis |
| How do you position yourself with the learnings | Triangle of Co-Creation |
| How do you help your clients with your i2 skills, to get in a better position? | Circle of coherence |
| what helped you to be certified and trained (subsidy, appreciation, ….) | Energy timeline |

5. Recommendations: Search actions in the database.

-Pearls: what do you appreciate?

-Puzzles: what could be improved?

-Proposals:

What do you want to show about yourself in the dBase

what do you want to *see* on the dBase.

The piloting team is based in the Netherlands.

They will work with the BAS registry, managed by VAB, the organization of independent NL agro advisors. This organization developed an approach to validate data entries to guarantee the quality of the advisor.

## Analysis and conclusions:

Relevant viewpoints will be collected, which will be used to improve the interface of the i2c and BAS dBase, and will be used for target group-oriented promotion in VAB (in NL) and in i2c (in EU)

Furthermore, it can be used to promote the i2c dBase in countries with chances to increase dBase subscription rates.

## Motivation for this proposal to be selected as a pilot project

Agriculture advisory services in European countries are heterogeneous and uneven in quality. In several European countries or regions, farm and forestry advisors are not very visible, making it difficult for farmers, foresters, and other rural stakeholders to identify to whom they may address their questions.

The term advisory services should be understood as the full range of professional organizations and individual actors providing knowledge services to actors in agriculture, forestry, horticulture, agro-food value chains, and related fields of the green sector and rural areas.