

Pilot project application template

Contact details of the facilitator

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*Both facilitators participated in the ***I2connect Interactive Innovation Training*** that took place on December 15-17, 2023, in Athens, Greece.

Summary of the pilot project (Max. 1600 characters)

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

The non-profit PanHellenic Association of Certified Farmers' Advisors – PACFA, established in 2023, has already 190 members from across Greece, all certified agricultural advisors with diverse specialisations. PACFA aims to establish a strong network among agricultural advisors and enhance connections with various stakeholders in the agricultural sector. This initiative seeks to foster collaboration, facilitate the exchange of knowledge and ideas, promote innovation, and ultimately assist farmers in addressing the challenges of modern times in a sustainable manner.

Given the pivotal role of agricultural advisors within the Agricultural Knowledge and Innovation Systems (AKIS), our proposed pilot project focuses on exploring the expected role of advisors within AKIS and the barriers and opportunities they encounter in the Greek agricultural context. The project's goal is to engage PACFA members and key AKIS stakeholders (e.g., farmers, advisors, associations, researchers, policymakers) from the Greek agricultural sector to delve into this critical issue.

To achieve our objectives, we plan to host two in-person meetings in Athens and Thessaloniki (the largest cities in Greece), bringing together representatives of important AKIS actors. During these meeting, facilitators will employ participatory activities, leveraging i2Connect tools such as Peer Coaching, the Method Circle of



Coherence, and the Triangle of Co-Creation, to enable participants to share insights on the provision of advisory services in Greece and understand the role of advisors in fostering innovation processes. Subsequently, we will conduct two online meetings exclusively for PACFA members to disseminate the insights gained and prioritise actions tailored to the identified practical needs for establishing a strong collaboration network among agricultural advisors and key stakeholders.

Motivation for this proposal to be selected as a pilot project (Max. 1000 characters)

Greece has established a national Farm Advisory System for advising beneficiaries on land and farm management. However, so far it remains weak, fragmented and lacks the promotion of interaction and collaboration among agricultural advisors and important stakeholders, such as farmers' organisations, universities, research institutions and public authorities. Sustainable innovation requires collaboration and partnerships. Therefore, establishing a robust communication network among agricultural advisors and foster collaboration with all important stakeholders is crucial. Integrating the wisdom, experiences, and perspectives of AKIS actors will enable PACFA members to address and prioritise the major challenges they face as agricultural advisors. This approach could significantly contribute to enhancing the operation of the Farm Advisory System in Greece under the support of the PACFA Association.

