

International Conference „Efficiency of Rural Development Measures“ June 2 2011 Riga, Latvia

Session 3: Aspects of national and international cooperation for rural development advisors

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Two topics:

1. Development of the „Farm Advisory Systems“ FAS
2. Cooperation of advisory services in Europe

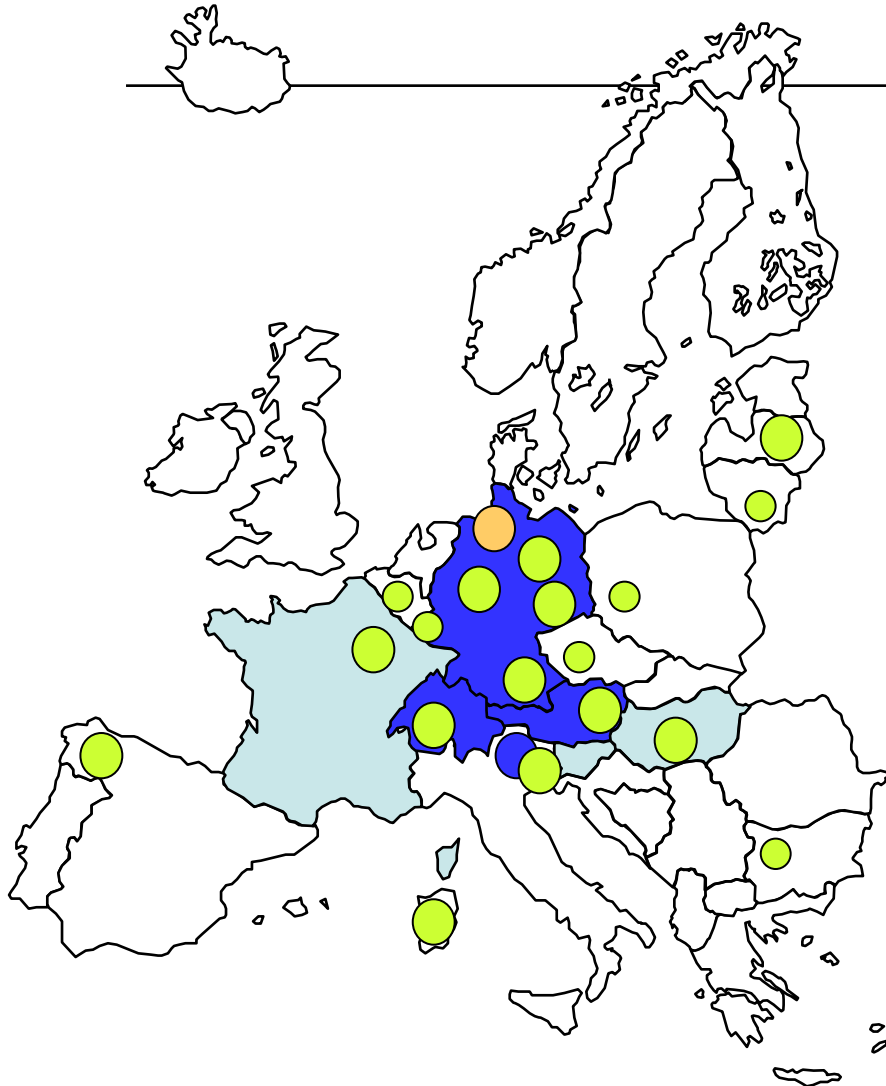
But first, what is IALB

International Academy of Consultants in Agriculture, Home Economics and Rural Development (IALB) since 50 years:

- a platform for the exchange of information and experience
- about 800 members from several European countries
- a network of people and institutions

Activities:

- annual professional conferences, training seminars, workshops
- transnational experience exchanges
- professional and systematic training e.g. networking week
- contributions to quality assurance for advisory services; CECRA
- early recognition and influencing of trends and changes



Countries with advisory services belonging to the German speaking network

Countries to which exist strong relations with the advisory services

Partners in the Interreg IIC Network RENE 2003-2006

Rural Extension Network in Europe

1. Development of the „Farm Advisory Systems“ FAS

The IALB steering committee was concerned by the publication of the evaluation report about the FAS by the European commission. Therefore IALB decided to work out **a common position in order to stimulate the debate** for the development of FAS-dispositions in future EU policy.

The following considerations and proposals were presented in February 2 in Brussels in a seminar of Copa-Cogeca and European Chambers of Agriculture with the support of IALB

Evaluation Report:

EUROPÄISCHE KOMMISSION

Brüssel, den 15.11.2010

KOM(2010) 665 endgültig

**BERICHT DER KOMMISSION AN DAS
EUROPÄISCHE PARLAMENT UND DEN
RAT**

**über die Anwendung der
landwirtschaftlichen Betriebsberatung
gemäß den Artikeln 12 und 13 der
Verordnung (EG) Nr. 73/2009 des Rates**

Considerations and Suggestions of the IALB

An **Advisory System** is defined by:

- I. **Advisory contents & methods** (What it's about, for which target groups, what are the demands/needs and how are they fulfilled)
- II. **Advisory organization** (ownership, service providers, influences/ control, staff qualifications)
- III. **Advisory financing** (who pays and for what reasons, on which legal framework)

Every country has its 'Advisory Service(s) for agriculture' and rural development:

Agricultural, farming-home economics and rural advisory services with information, single farm (enterprise) advice, collective forms of advice (extension in thematic groups, working groups), training and project support.

Commercially organized and privately owned advisory services

Public state-operated advisory services

FAS or CC advice is a **programmatic sub-segment** in the advisory system with a particular objective but is not an independent 'system'.

Advisory services owned and operated by farmers' organizations

FAS is not the whole system

Advisory service contents and methods

The Commissions' report suggests:

- To go with contents of the services beyond the compliance of CC standards
- To integrate all fields of public interest in the future system
- To recognize various methods (information, further training, individual advice) as equal forms
- To include research with practical approaches as a necessary support function

IALB's position to "Contents and Methods" :

- ▶ Challenges facing European farmers are extensive regarding from the content and thematic point of view; an advisory service must recognize these and connect them with those which are in the primary public interest (and which are supported by the EU).
- ▶ Public concerns must be 'transported' in parallel via information, further training and individual advice in order to achieve an optimal effect and penetration. For this purpose, research on practical approaches (such as farming systems research) is an important support for the implementation.

Organization of Advisory Services

Commissions' report mentions several elements to be considered in future:

- to identify the common priority topics together with member states
- to improve the accessibility of small holders by extension
- to coordination within the member states
- to set minimum standards for qualification of extension staff
- to evaluation of advisory service and measure the effects of advice given

IALB's position to aspects of "Organization of Advisory Services" :

The role of the EU in the general framework

- ▶ the **integration of member** states to identify the common challenges and to determine the prioritized common issues is.
- ▶ Shapes the framework conditions so that individual member states' **advisory systems are neither favoured nor disadvantaged**.
- ▶ Promotes compliance with minimum standards for the **qualification of advisory staff**.
- ▶ **Supports the evaluation** of advisory work in terms of how it reaches target groups and to have desired effect (evaluation and effect measuring is not in a easy act-effect relation).

The role of the member states

- ▶ Identifies and mandates a **coordination centre** close to the administration which (through the granting of funds or recognition of institutions) has the **possibility to influence the development** of advisory systems and to **require networking** between the various stakeholders in the AKIS (education, research, different actors involved in advice services).
- ▶ Organizes its **own advisory system** (or develops it further) in order to **reach all target groups**, **qualifies the advisory staff** and **evaluates services and performance** (application of an QM-system).
- ▶ Guarantees that publicly supported advice is **not connected with secondary economic interests** and not with **control bodies**.

The role of the member states

- ▶ Guarantees the **voluntary adoption of advisory measures** by beneficiaries or target groups.
- ▶ Looks for **solutions** how prioritized **common issues can be brought to target groups** in the individual countries and regions **according to their interests** and **to special risks** in the group.

Financing of advisory activities

IALB's position to the “Financing of Advisory Activities” :

- ▶ A system of knowledge and innovation (education, training, information, advice and research) is an accompanying measure of the common policy **to find the balance between individual success and public interest.**
- ▶ Agricultural advisory services are important as an **instrument for the successful implementation of the CAP** because not every thing can be regulated by “hard” prescriptions and laws.

Financing of advisory activities

IALB's position to the "Financing of Advisory Activities" :

- ▶ If that is accepted and appropriate measures are continued after 2013, then the financial framework conditions must be designed in a way to **promote and not to contradict** to the above mentioned objectives with reference to **contents, methods and organizational aspects**.

Practical possible inputs of the IALB

The recommendations of the Commissions' report to the development of the FAS are wide-ranging.

The IALB has expertise and experience and can support the development of the system independent of the definitive design by the Commission:

- ▶ Access to a common standardized, transnational qualification program CECRA for advisory staff in rural areas.



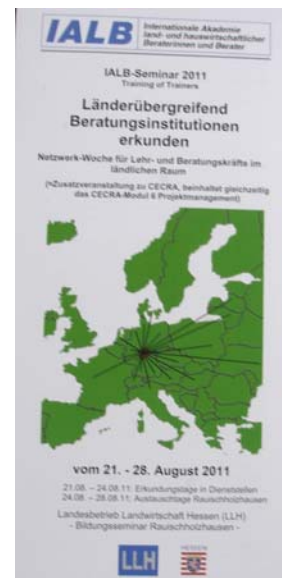
www.cecra.net

- ▶ access to international professional seminars and trainings



50. IALB-Tagung

Thema Betriebsindividuelle Zukunftslösungen –
Existenzen sichern im ländlichen Raum,
3. – 6. Juli 2011, Landshut



IALB-Seminar 2011

Training of Trainers
Länderübergreifend
Dienststellen erkunden
21. - 28. August 2011
Hessen

- ▶ access to responsible of advisory services with many special approaches and knowledge in organizing advisory work
- ▶ access to experience of networking and personal contacts developed over decades (enlarged with RENE Network) and to trainers of trainers
- ▶ activity to exchange experience to determine the effectiveness of advisory services and activities (monitoring and evaluation) e.g. participation in test of the “Guide to Extension Evaluation”

www.ialb.org



2. Cooperation of advisory services in Europe

The awareness of the crucial role of extension services for agricultural and rural development was many years decreasing.

This is about to change.

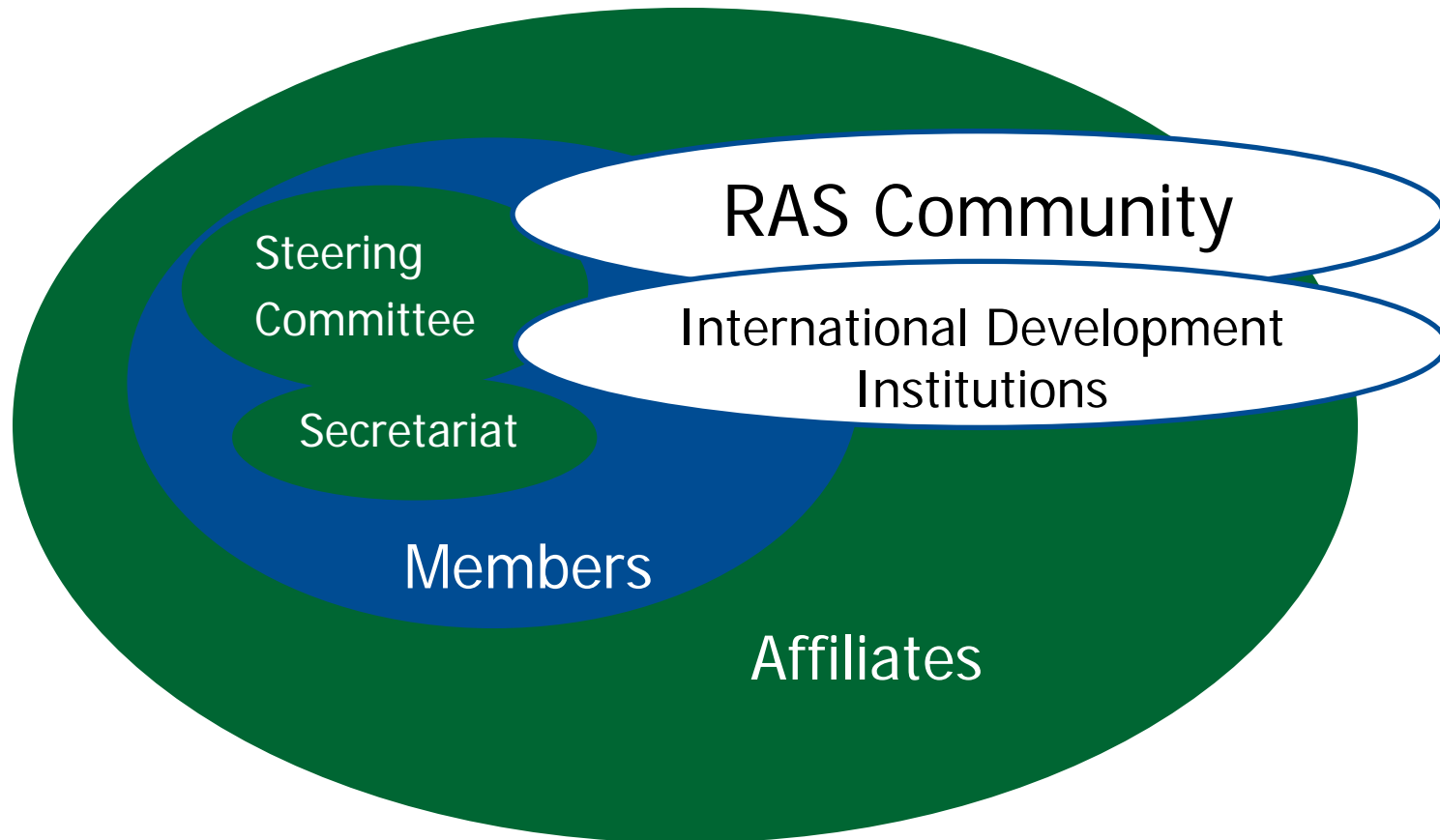
A new global network is on the way to be definitely to be established.



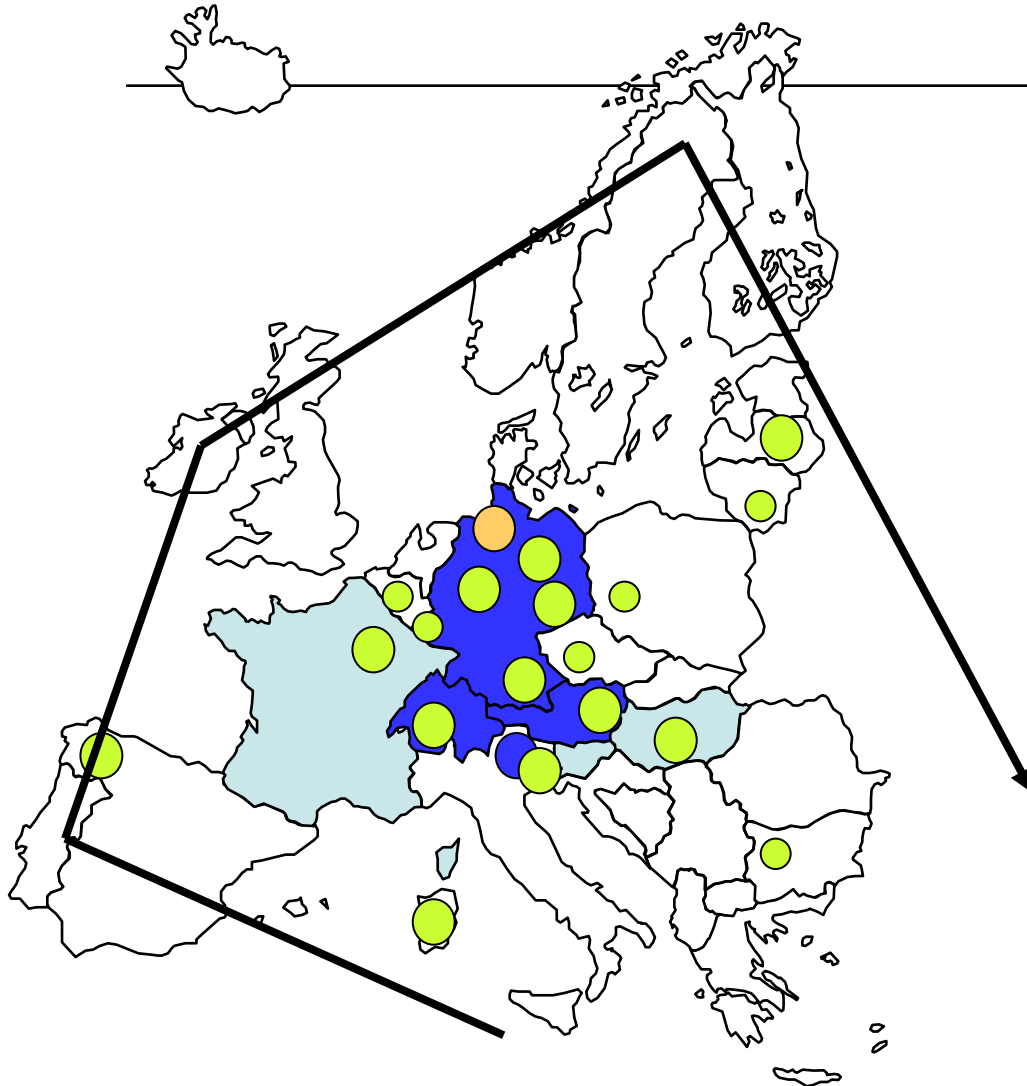
The main topics for GFRAS activities in 2011 have been identified to be currently relevant for Rural Advisory Services (RAS) at the international seminar in Chile November 2010 :

- **Monitoring & evaluation of RAS**
- **Advocacy needs in RAS**
- **Capacity needs in RAS**
- **Networking and “structuration” of the RAS Sector**

How GFRAS works



Do have Europe RAS a voice on international level?
Do they communicate their experience?



Asian Network

Caucasus Network

Two African Networks

Latin American Networks

European Network ????

Is it not necessary also for
accompanying EU FAS-
development ???

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