



SOUTH EASTERN ADVISORY SERVICE NETWORK



WORKSHOPS CONCLUSIONS



WS1: Understanding and Supporting the New Voices in Rural Areas: Between Career Expectations and Policy Orientations

Presenter: Jana Žiberna

Lecturer:

- Snježana Turčić, IPS Konzalting
- Anamarija Čorić, IPS Konzalting
- Irma Potočnik Slavič, University of Ljubljana
- Sara Mikolič, University of Ljubljana

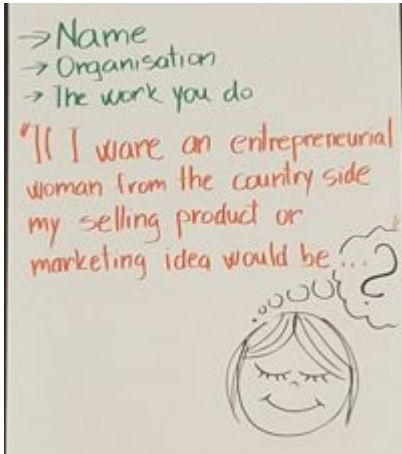




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As part of the initial getting-to-know-each-other activity, we introduced ourselves and shared a business idea or product that could provide us with a livelihood if we were women living in rural areas. Based on our responses, the lecturers divided us into five groups. Each group was then challenged to address different issues and obstacles related to their chosen products and business ideas.



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1. **Where is your market?**
2. **What challenges will your business idea face?**



The Dual Nature of Rural Female Entrepreneurship

Social Anchors (Specific Challenges)

Balancing Roles



Entrepreneurs face a constant search for equilibrium between business ambitions, continuous household chores, and childcare responsibilities.

Social Stereotypes



There is a persistent lack of trust from the professional environment and a social stigma when women enter traditionally male-dominated sectors, such as winemaking.

Financial and Physical Security



Challenges include harder access to bank loans without prior experience, the pursuit of financial independence from spouses, and personal safety concerns regarding unknown visitors to the farm.

Entrepreneurial Wings (Unique Advantages)

Superior Soft Skills



These entrepreneurs possess exceptional hospitality, sharp sensory skills for detail and taste, and a natural ability for effective communication.

Mental Resilience



Characterized by a high capacity for multitasking, persistence, and extremely efficient time management.

Financial Realism and Tradition



Success is driven by prudent planning with gradual investment growth and the integration of family recipes and generational stories into authentic market brands.



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5. What measures would you (as agricultural advisor - being a constitutive component of enabling environment) suggest supporting farm women entrepreneurship?

- **Systemic Measures & Institutional Support:**
 - Promoting entrepreneurial autonomy.
 - Implementing tailored criteria for project participation and measures.
- **Providing assistance in:**
 - **Psychological Support:** Active empowerment and building self-confidence; the advisor acts as a trusted confidant.
 - **Education & Networking:** Professional mentoring and the development of financial and digital literacy.
 - **Technical & Legal Assistance:** Expert support in business planning, product development, and navigating legislation.
- **A New Role for Advisors:**
 - Agricultural advisors serve as key facilitators who translate technical knowledge into **entrepreneurial confidence**.



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WS2: The Human Side of Agriculture Advisory Service: Building Inner Strength and Advisory Skills

Presenter: Lucija Pinterič, CAFS

1. **Challenge:** Self-awareness and stress management (to present field based first aid technique)

Group report:

- Participants found the techniques **very useful**
- Many already apply them in **everyday work**
- The techniques helped them feel **more relaxed**
- Improved their **ability to manage stress**



2. Challenge: How good are you in separating professional work from private life?

Participants positioned themselves on a scale

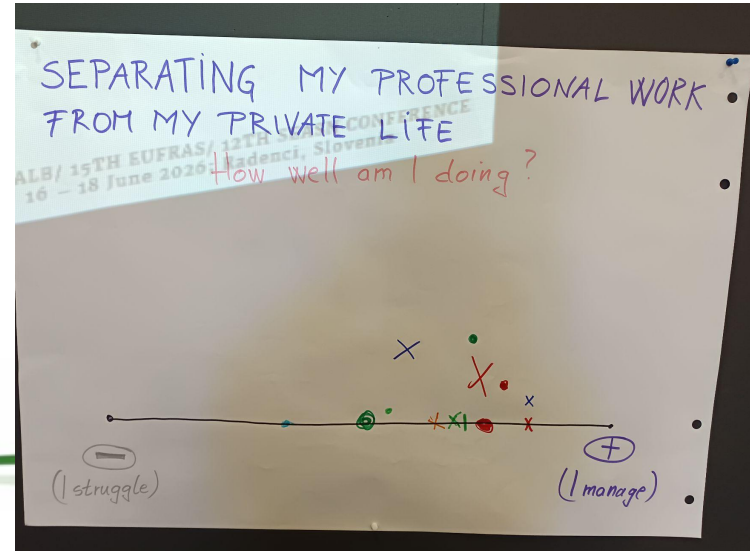
Group report:

Work-life separation **varies depending on the individual and situation**

Each person develops their **own approach**

Experience brings **greater confidence and coping skills**

Older advisors tend to **bring work into their private life**,
while younger advisors **separate the two more easily**



3. Challenge: Working with Different Types of Farmers

Role play: Farmer – Advisor – Observer

- Participants practiced recognising farmer types and choosing responses
- Observers provided feedback and suggestions for improvement

Group report:

Most challenging cases:

- "I don't want help"*

Conversations generally **did not get stuck**

Advisors showed **strong ability to handle difficult situations**

● SCENARIO B – Aggression

"Because of you and your decisions, my farm is being destroyed!"

"This is completely unfair — you people have no idea what you're doing."



● SCENARIO A – Chronic Complainer

"Everything is wrong — the state, politics, prices — and nobody cares how we farmers actually live."



● SCENARIO C – "I Don't Want Help"

"I don't want anything from the state — I've always managed on my own."

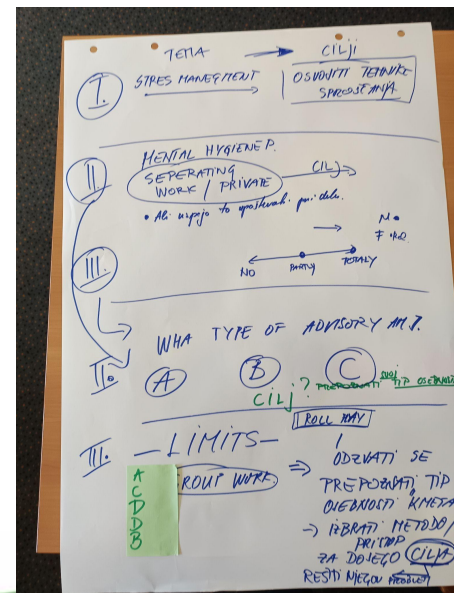
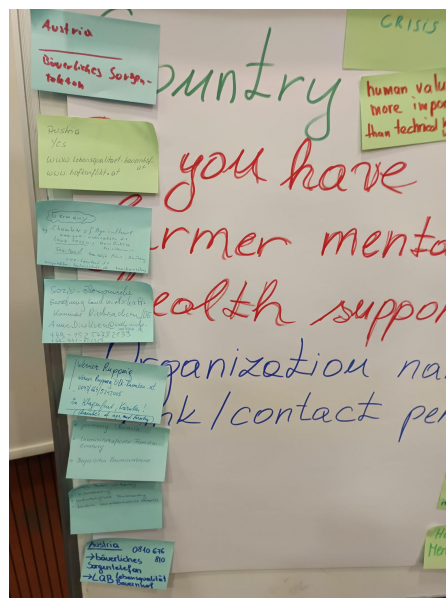
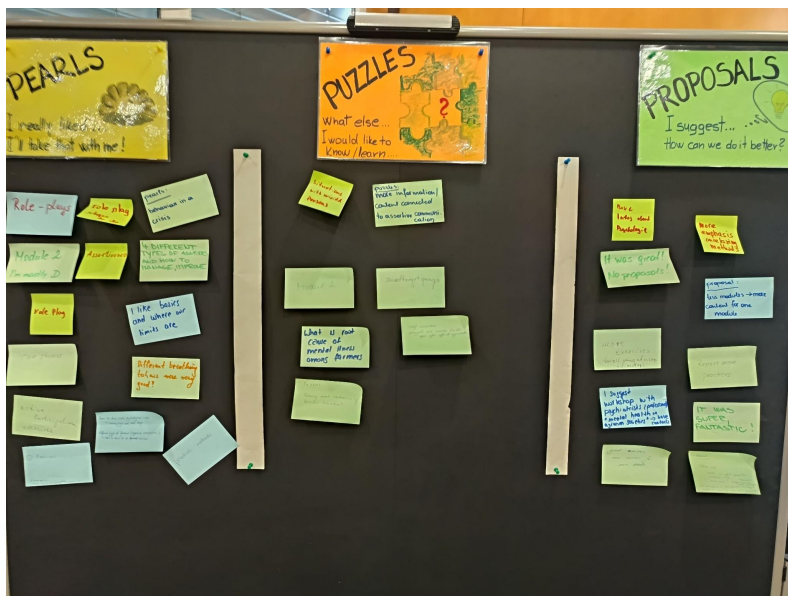


"I don't need help or charity from anyone."



Additional Conclusions

- Make such classes (workshops) mandatory for new farm advisors
- Establish new CECRA model on such topics
- More people should work with advisors and farmers on this kind of topics





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WS3: New approaches to learning in agricultural advisory service

Presenter: Marinka Korošec

A few numbers to start - In our workshop, we have:

- 25 participants from 7 different countries
- 1 main topic broken down into 3 key challenges
- 2 different questions discussed within each challenge



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WS3: New approaches to learning in agricultural advisory service

Presenter: Marinka Korošec

A few numbers to start ...

- Over 60 different ideas generated during the session
- Methodology: Group work using the World Café method
- Conclusion: The best ideas were "rewarded" with points

Challenge 1: Designing Attractive and "Instant" Content

How to capture the attention of the younger generation looking for video and quick solutions?

Do advisory services need in-house designers and summary creators?





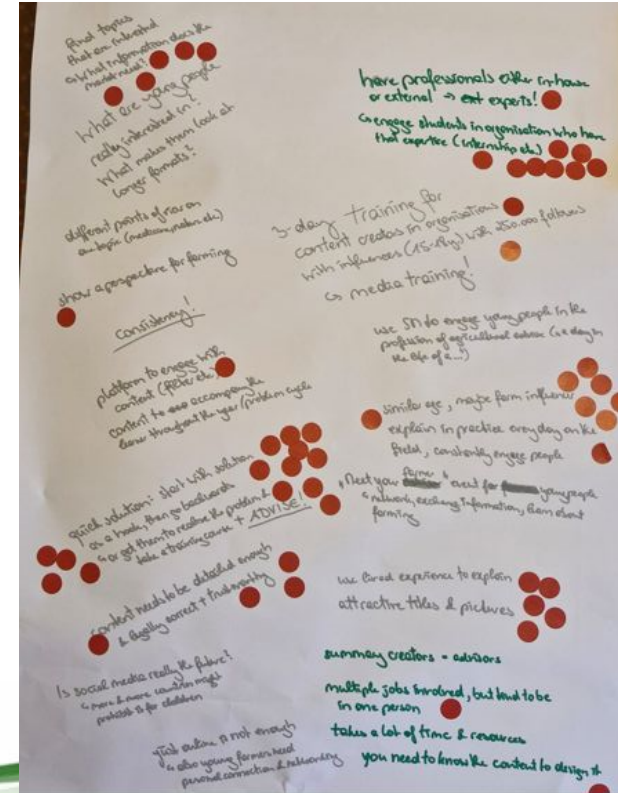
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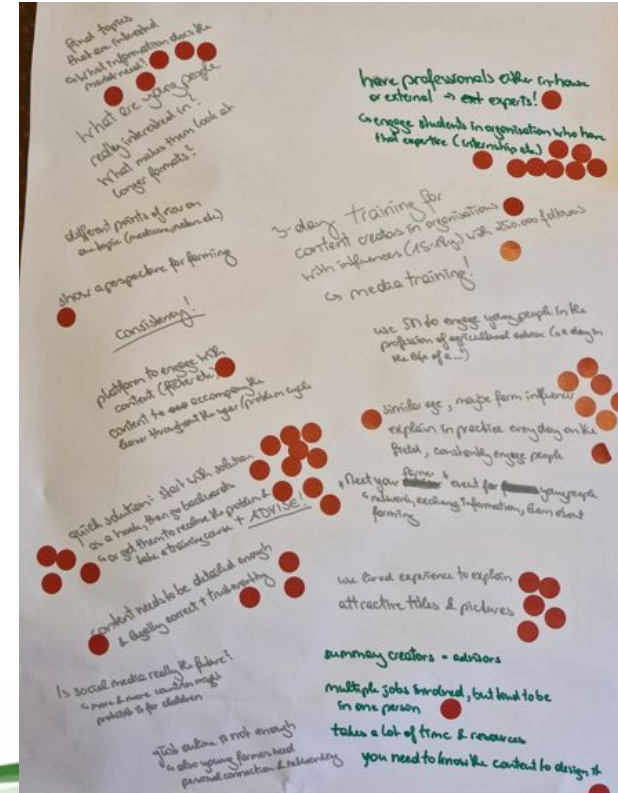
Challenge 1: Designing Attractive and "Instant" Content

- Just online is not enough - young farmers also need personal connection & networking
- Show good practices: Present real, successful examples alongside theory, focus on peer-to-peer learning from people of a similar age.



Challenge 1: Designing Attractive and "Instant" Content

- Split content into short, attractive parts.
- Learn from the best: Use the methods of accounts with many followers
- Visual design and creating short summaries are the system's job, cannot expect that every advisor have advanced design skills



Challenge 2: User retention and the role of agricultural influencers

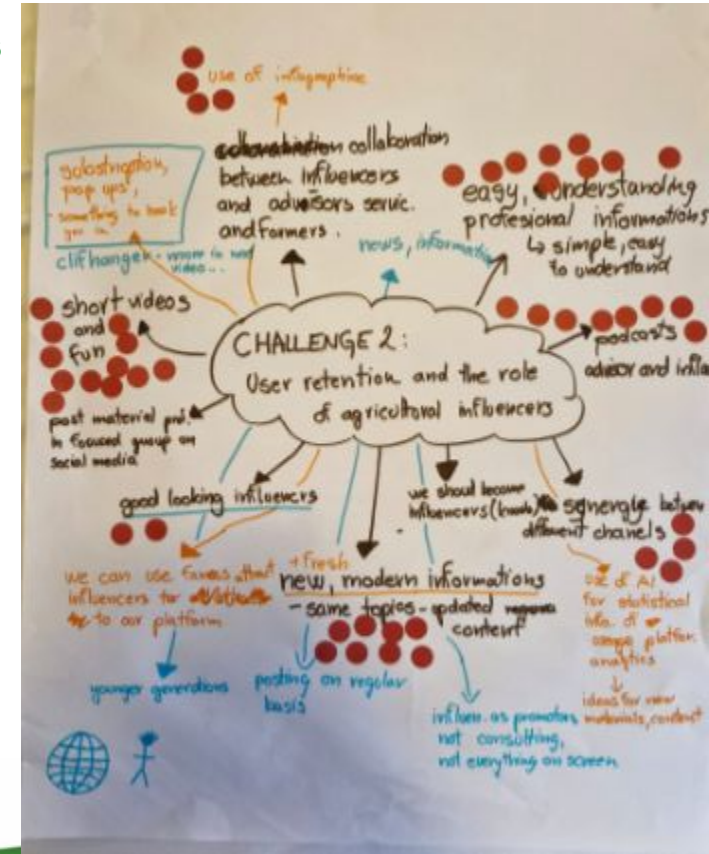
How to keep users active? Is the volume of good practices the key?

Influencers: What is the place of agricultural influencers in professional materials?



Challenge 2: User retention and the role of agricultural influencers

- Advisors should become influencers by explaining expertise simply through short, funny videos, infographics, and podcasts.
- The key to user retention is posting fresh, updated information on the same topics consistently and on a regular basis.





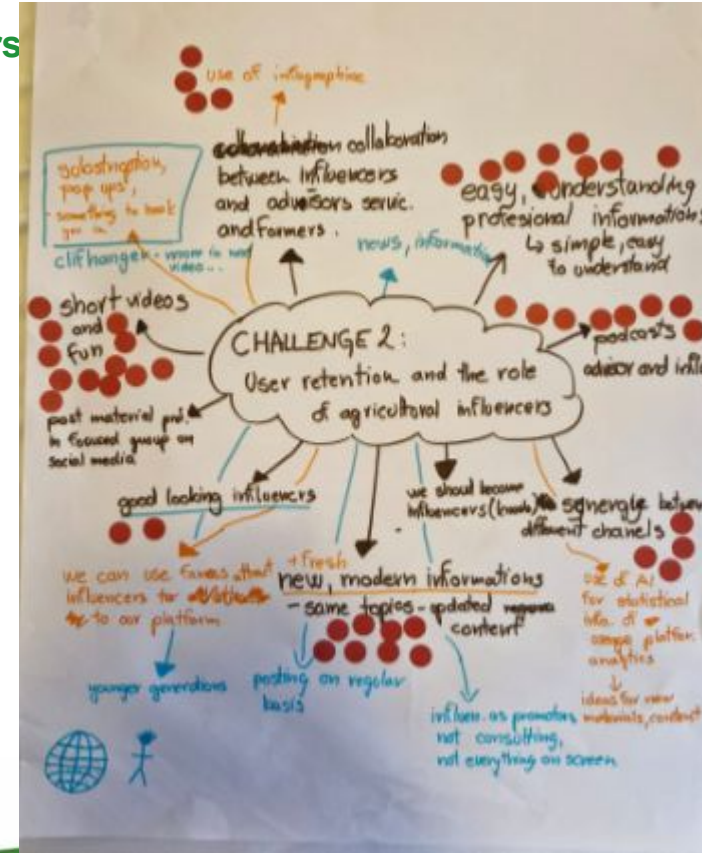
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Challenge 2: User retention and the role of agricultural influencers

- Keep users engaged with features that spark curiosity.
- Famous influencers should be used only to promote the platform and attract young farmers.
- Build relationships between influencers, advisors, and farmers



Challenge 3: Positive & negative impacts of digitalisation platforms and the rise of AI

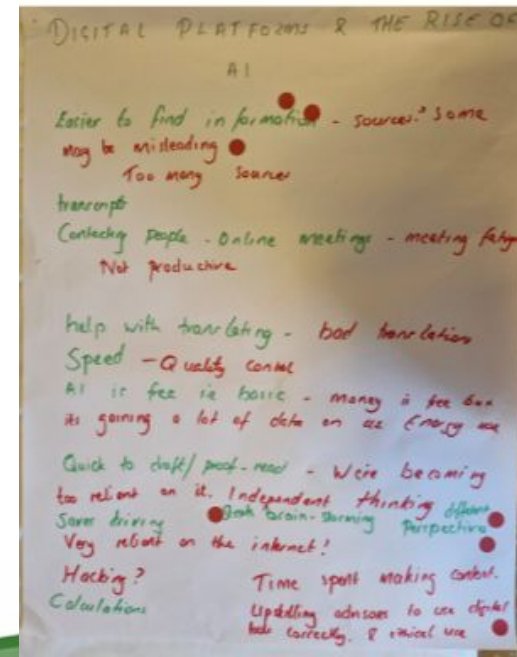
What are the positive and negative impacts of digital tools on the advisor's role?

Artificial Intelligence: What is the place of AI in the future of advisory work?



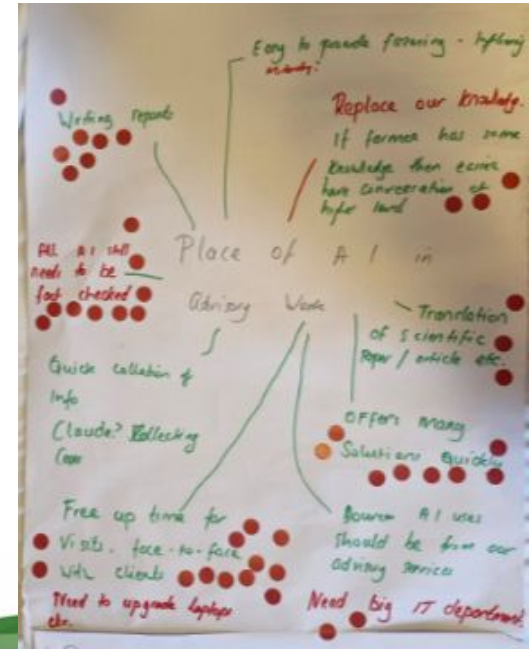
Challenge 3: Positive & negative impacts of digitalisation platforms and the rise of AI

- AI reduces administrative work, freeing up more time for farm visits and face-to-face contact with farmers
- All AI content must be strictly fact-checked



Challenge 3: Positive & negative impacts of digitalisation platforms and the rise of AI

- AI speeds up daily tasks by helping to write reports, look up info, and offer many quick solutions
- AI is great for translating and simplifying complex scientific articles into simple language



WS4: Current status of AKIS and ISS and their prospects within the post2027 CAP: experiences exchange and policy recommendations

Presenters:

Part 1

Lecturers:

- Janusz Dabrowski, Agrathaer
- Peter Paree, ZLTO

Current status of AKIS

Focussing on the role of Innovation Support Services,

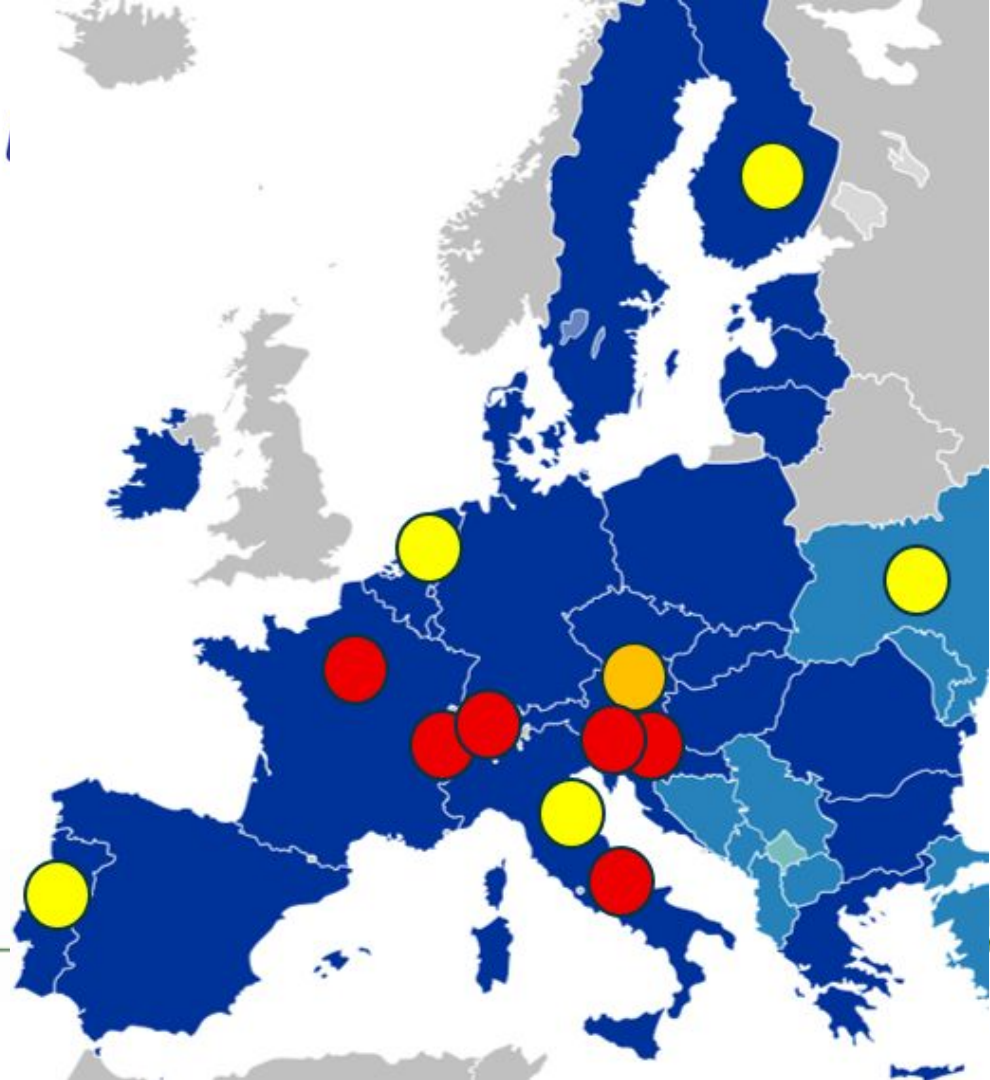
To have better understanding of AKIS functioning as one system,
funded from different sources - review of national experiences.



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Who was in the room:
already a nice spread

-  public
-  public-private
-  private





Coverage:

- Farmers, Foresters & associations
- Advisory services
- Teachers, students, researchers
- Government
- Industry, investors

We discussed innovation support, they are proud of

type	name	farmers, foresters & associations	advisory services	teachers students researchers	government	industry investors
Public	Fed. Office Agri: CH, ministry		x			
	HAUP, CH, college.		x	x		
	CREA, IT, institute;	x	x	x	x	
	Min Agri: SL: ministry		ISS support for new OG, all system	x		
	CAFS/KGZS, Inst Nove Gorica: SL	WS Young Farmers & family				
	Chambers Agri: FR, farmers led organ.	Mes Parcelles CAP -> man. advice tools: 1996			consultative, public missions	
Public private partnership	LKö: AU, association, compulsory members	x	x	x	x	
Private	NAAS: UKR, NGO	-Dairy Demo Farm: Proj-> permanent -Fito lab				
	ZLTO: NL; association, SME, non profit	Precision Farmer all stages of innovation		x	advice adding to lobby	
	Proagria: FI, association	x				
	Consulair: PT, SME	POPCORNS: 40 farmers, 100 cinemas, 300 ha new varieties			x	x
	Giorgio: IT, external expert	knowledge exchange	personal connections	x	x	

Results of the ATTRACTISS online SWOT analysis:

Key decisive factor for AKIS functioning – density of network (level of mutual interconnectivities between all relevant actors).

Levels of density are heavily dependent on:

- a) Available funding,
- b) Structure and experiences of cooperation between all relevant actors,
- c) Level of formal and informal interconnectivity



Key conclusions:

- To provide **public support** for standing national, regional **framework structures**
 - facilitating MAA and interconnections between all facilitators
 - covering part of operational costs and funding on specific projects basis.
- Install those framework structures on **permanent basis**, adjusted to the country situation
- Different approach of research centres that focus on **applied research** versus more scientific oriented academic centres

Topics for more consideration

- how to involve effectively business actors?
- identification of proper approach to Intellectual Property Management

The observations from this workshop, from the *current* situation and the results of ATTRACTISS project will feed in the IALB/SEASN/EUFRAS recommendations for *future* within the post2027 CAP



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WS5: Young farmers and generational renewal

Presenter: Laura Pardavi

Facilitators: Ágnes Jakab and Juan Pedro Romero Trueba



Supporting Generational Change: *One Farm. Three Perspectives.*

- Farmer
- Junior Advisor
- Senior Advisor

Using real-life experiences, participants explored farm succession through the perspectives of those living it, supporting it, and advising it.

Key message: Different stakeholders often see the same transition very differently.

Through these three perspectives, participants identified common challenges, support needs, and opportunities for advisors to facilitate more successful transitions between generations.



Succession Is More Than Transferring a Farm

- Feeling useless → Purpose
- Talking past each other → Communication
- Doubting intentions → Trust
- Experience gaps → Knowledge Transfer
- Uncertainty → Future Vision

Mental health, family communication, and trust between generations emerged as recurring themes.



Who Needs Support?

Participants highlighted support needs for:

- Young farmers entering agriculture
- New entrants without a farming background
- Small family farms
- Older farmers preparing for succession
- Families navigating difficult transitions
- Advisors supporting families through transition processes

Key insight: Generational renewal succeeds when both generations feel valued.



What Makes the Biggest Difference?

Participants prioritised:

- Trust between generations
- Earlier succession discussions
- Knowledge transfer and mentoring
- Financial support and access to land
- Reduced bureaucracy
- Psychological wellbeing support

What can advisors do tomorrow?

Participants highlighted 5 actions:

- Start conversations earlier
- Listen actively
- Facilitate difficult discussions
- Connect farmers with knowledge and support
- Promote good practices and lessons learned

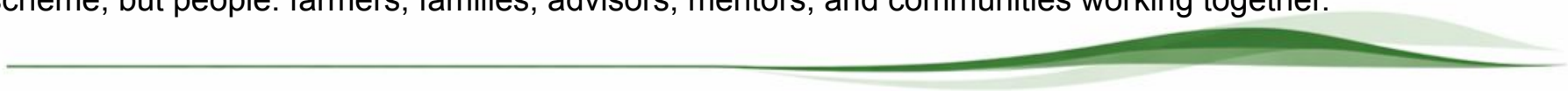
The message was not that advisors should solve family conflicts. Rather, advisors can help create the conditions in which constructive conversations become possible.



“What Gives Hope?”

- Young people still choosing agriculture
- Farmers helping farmers
- Knowledge shared across generations
- Strong advisory and support networks
- Education, training and mentoring
- Families building their future in rural areas
- Collaboration from local to European level

Despite the challenges, participants remained optimistic. What gives us hope is not a single policy or funding scheme, but people: farmers, families, advisors, mentors, and communities working together.



Workshop Output

Farm Succession & Generational Renewal Support Checklist for Advisors (pdf)

Currently being developed based on workshop outcomes and to be shared through the SEASN, EUFRAS and IALB networks.

Advisors can't solve **every** conflict.

But they can create the conditions for better conversations, stronger trust, and more confident transitions between generations.





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WS6: Energieeffiziente Höfe

Presenter:

Lecturer:

- Thomas Loibnegger
- Lukas Kilcher

Frage: Welche Kompetenzen benoetigen Landwirtinnen und Landwirte, um einen effizienten Umgang mit Energie auf ihren eigenen Betrieben zu ermöglichen?

- Energieverbrauch kennen
- Betriebswirtschaftliche Kenntnisse ueber Moeglichkeiten der Einsparungen
- Pioniergeist und Durchhaltevermoegen
- Kenntnisse des Energiemarktes
- Wille zu Kooperation
- Kenntnisse von Energietools
- Offenheit und Kommunikationsfaehigkeit
- Technologiebegeisterung



Frage: Was muessen Beratungskraefte kennen und koennen, um die Landwirtinnen in den Fragen rund um Energieeffizienz unterstuetzen zu koennen?

- Wissensvorsprung
- Fachliche und methodische Kompetenz
- Agronomisches know how
- Partner fuer Wissensaustausch
- Netzwerkkompetenz, um Aktuere zusammen zu bringen



Frage: Was muss die Agrar- und Energiepolitik leisten, um einen Einsatz alternativer Energiequellen fuer die land- und forstwirtschaftlichen Betriebe zu ermoeeglichen?

- Europaeische Energie-Landtechnikstrategie
- Stabilitaet in den Zustaendigkeiten
- Gesetze und Verordnungen schaffen, die Innovation ermoeeglichen
- Stabile Rahmenbedingungen fuer gute Planbarkeit
- Abbau von Huerden
- Bekenntnis zu Alternativen und entsprechende Foerderungen
- Neutrale und kostenguenstige Beratungsangebote
- Abstimmungen von verschiedenen Politikthemen





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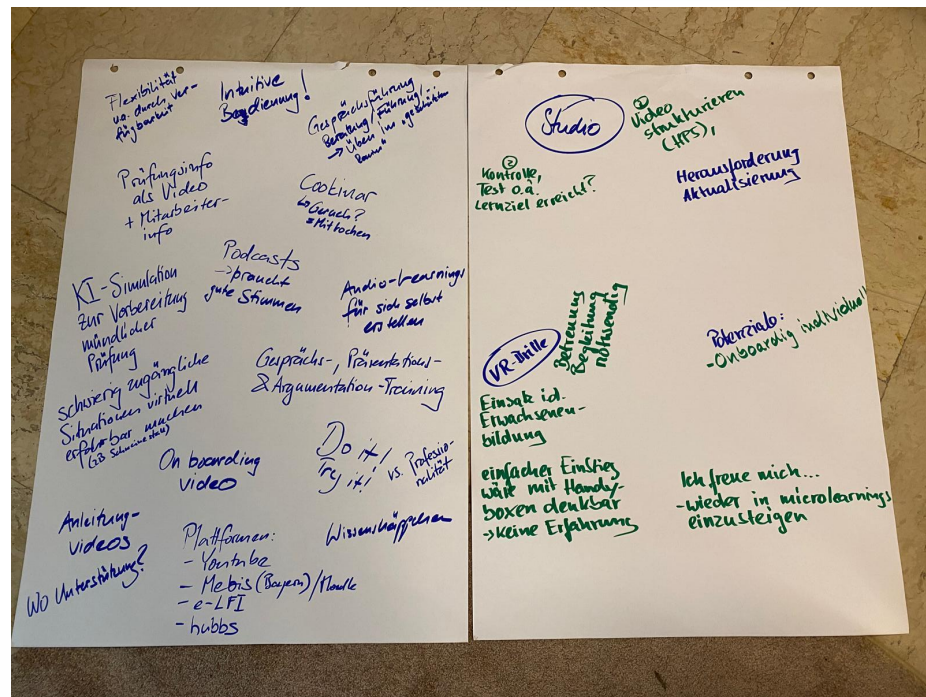
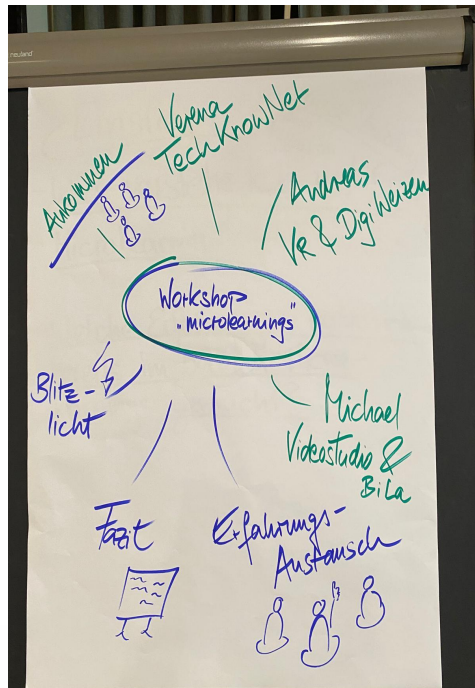




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- Microlearning was presented as a flexible way to simplify complex agricultural topics.
- Moodle, videos, quizzes and VR were shown as tools for combining theory with practice.
- VR was used to practise advisory conversations, paraphrasing and peer feedback.
- Intuitive operation made digital tools easier to use independently.
- A professional video studio supported recordings, livestreams and digital learning materials
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- Microlearning can strengthen education and advisory services.
- Digital tools should support, not replace, practical learning.
- Successful use requires intuitive tools, technical support and clear organisation.
- Participants discussed where they can find suitable microlearning resources and how to access them.
- The required level of professionalism depends on the purpose and urgency of the microlearning.
 - A common minimum standard is needed to ensure that microlearning remains meaningful and of sufficient quality rather than becoming trivial. At the same time, microlearning can also take the form of learning by doing, and the required level of sophistication should depend on the specific context, purpose and target group.

