



ATTRACTISS

Empowering Innovation
Support Services

Empowering agricultural advisors for Innovation Support Services

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25 June 2026



Funded by
the European Union



UK Research
and Innovation

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them. This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10055370.

IN A NUTSHELL

**AcTivate and TRigger
ACTors to deepen the
function of Innovation
Support Services**



72 months
1 October 2022

**17 partners &
13 European
countries**



**Co-creation,
multi-actor
approach**

PROJECT GOAL

To **improve and embed competencies, approaches, instruments and governance models** for Innovation Support Services (ISS) and Member States AKIS



to enable **individual grassroots innovative ideas to come to fruition and generate solutions** for the transition process towards more sustainable agriculture and forestry.

IMPACT

Would you like to IMPROVE your skills?
Would you like to be INSPIRED to innovate?
Would you like to SHARE knowledge on innovation?

ATTRACTISS is here
to support you!



LIAISING WITH...

Regional groups

National (rural) networks

Advisory networks (e.g., EUFRAS)

Other projects (e.g., modernAKIS, Climate SmartAdvisors, CoreNET)



BRIDGING ISS CONCEPTS INTO PRACTICE

EU AKIS glossary

modular trainings

TTT

toolbox

forum

cross-visits

handbook for MA

WoW webinars

Master Classes

targeted strategies for
“silent actors”

7-function card set

7-FUNCTIONS CARD SET





HANDBOOK FOR MANAGING AUTHORITIES

- Practical guide to understand and implement ISS
- Living document → final version in 2028
- Explains:
 - ✓ What ISS are + key actors and roles
 - ✓ Policy & funding options to support innovation
 - ✓ Skills & training needs (incl. back-office support)
- Includes M&E framework:
 - ✓ Evaluation questions & indicators
 - ✓ Indicator templates

WoW WEBINARS



From Communication to Amplification: Making Farm Innovations Travel

Mode: Online | Language: English

innovation support services

knowledge flows

Register



24 June, 2026

Online



10:00-11:30

CET

September 2026: Young Farmers and New Entrants: Building Innovative Farm Businesses
November 2026: Reaching the Silent Actors: What Works and What Doesn't?

NATIONAL WEBINARS



WEBINAR-SERIE

Gemeinsam innovativ: Warum Netzwerke den Unterschied machen

APRIL - JULI | 10:00-11:30 CET

**Innovationskraft durch Kooperation:
Die Rolle von Netzwerken**
Donnerstag, 23. April 2026, 10:00-11:30

**Netzwerken mit Wirkung:
Erfolgsfaktoren guter Netzwerkarbeit**
Donnerstag, 28. Mai 2026, 10:00-11:30

**Die Dynamik von Netzwerken im
Innovationssystem**
Donnerstag, 25. Juni 2026, 10:00-11:30

**Nachhaltig vernetzt:
Wie Netzwerke langfristig wirken**
Donnerstag, 23. Juli 2026, 10:00-11:30



τα **WEBinars**
του **ΙΝΑΓΡΟΚ**

11 ΙΟΥΝΙΟΥ 2026
ΩΡΑ 11:00
εως 12:00

36°
διαδικτυακό
σεμινάριο:

«Σύγχρονες τάσεις
στη Γεωργική Συμβουλευτική-
το έργο ATTRACTISS»

μέσω της πλατφόρμας
Microsoft Teams

ΙΝΑΓΡΟΚ
ΕΛΓΟ-ΔΗΜΗΤΡΑ
Ενταταία Αγροτική Οικονομία & Καινοτομία

Αλέξανδρος Κουτσούρης / Ελένη Ζαρόκωστα
Καθηγητής, Επίκουρη Καθηγήτρια,
Τμήμα Αγροτικής Οικονομίας και Ανάπτυξης,
Γεωπονικό Πανεπιστήμιο Αθηνών

**δράσεις
εξωστρέφειας**

TAILOR MADE TRAININGS



CROSS VISITS



AKIS in exchange

Welcome to the AKIS Connect Community Forum — your space to connect, collaborate, and grow together. This forum brings together farmers, advisors, researchers, and agri-innovators from across Europe to exchange knowledge, ask questions, and share real-world experiences. Whether you're looking for practical solutions, want to explore new approaches in sustainable agriculture, or simply connect with others in the AKIS network, this is the place to start. Join the conversation and help strengthen agricultural knowledge and innovation systems across borders.

All Topics

All Rooms

Suggest a new topic by clicking [here](#)

Filters

[Clear filters](#)

Target Users

Keywords

Learn what's expected to
keep our community
respectful and safe.

[Rules of Conduct](#) →

Sort by Recently updated ▼



General topic

Use this space for general discussions, announcements, and casual conversation. Keep it re...

5 Rooms · 11 Posts

[Explore](#) →



Digitalisation and advice for innovation

Exploring how digitalisation strengthens advisory services, enabling more effective knowle...

7 Rooms · 9 Posts

[Explore](#) →



Innovation tools and methods

A dedicated space for Innovation Support Services (ISS) providers to explore and share pra...

9 Rooms · 18 Posts



AI in the AKIS

Artificial Intelligence (AI) can support AKIS by improving knowledge exchange, advisory se...

3 Rooms · 7 Posts

MASTER CLASSES



Examples: “Optimum conditions for ISS to give support for innovative farmers and stakeholders”, “Silent actors”, “Innovative together: strengthening linkages between research and advice/education”, “The Role and Functioning of ISS in the German EIP-Agri System”

TOOLBOX



Validation workshop at the EUFRAS General Assembly meeting in Galway, Ireland (February 2025)



DIY-lab in Padua, Italy (February 2025)



Tools Day in Chania, Greece (September 2025)

- Development and validation of a toolbox comprising 100 innovation generation and support methods and tools, accessible via the AKISConnect platform
- Making use of the collective expertise of the ATTRACTISS partners and the wider network through co-creation and validation workshops, as well as DIY labs
- Embedding the toolbox into capacity-building activities

Toolbox

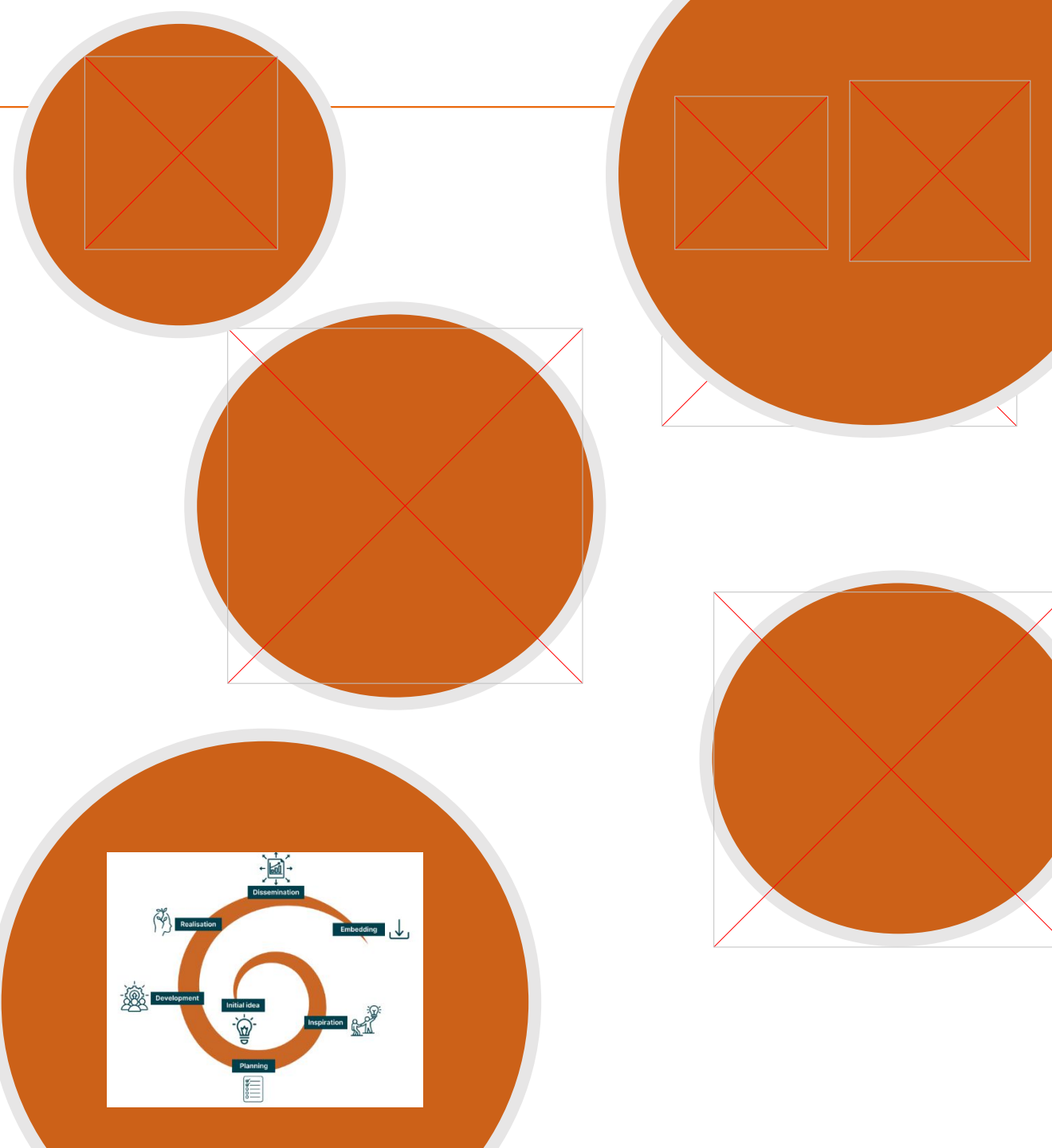
Overview of tools and methods to support farmers in generating and realising their innovative ideas and dreams



Using the innovation spiral: how are we going to support farmer(s) to the next phase?



For each tool and method: objective, description, target group, phase, preparation and execution time, materials needed, practical example, (contact person)



Training Materials

Practices

Events

Toolkit

AKIS in Play

ISS Tools & Methods

Welcome to AKISConnect

Shaping the Future of Agricultural Innovation!

Embark on a journey of transformative collaboration with AKISConnect, where actors from all over Europe converge to leverage the power of Agricultural Knowledge and Innovation Systems.

Not a member yet?

[Join Now](#)

ISS Tools & Methods

In this dedicated section, we present an array of tools and methods specifically tailored for and designed to empower ISS providers in delivering services to farmers, agricultural extension workers, and other stakeholders within the agricultural domain. These resources are designed to empower ISS providers in delivering services to farmers, agricultural extension workers, and other stakeholders within the agricultural domain. These resources are designed to empower ISS providers in delivering services to farmers, agricultural extension workers, and other stakeholders within the agricultural domain. These resources are designed to empower ISS providers in delivering services to farmers, agricultural extension workers, and other stakeholders within the agricultural domain. These resources are designed to empower ISS providers in delivering services to farmers, agricultural extension workers, and other stakeholders within the agricultural domain.

Filters

Clear filters

Phases

Support to Farmers

Preparation Time

Execution Time

Advisory Board Method



The Advisory Board Method brings together gatekeepers and non-gatekeepers to create a balanced farm management strategy, and to gain new insights into managing the farm and how to develop these into a concrete plan.. Gatekeepers provide strategic guidance, while non-gatekeepers offer practical insight...

Innovation Phases: Inspiration → Planning

Analysis Wheel



To analyse and reflect on your own situation.

The Analysis Wheel is a practical tool to evaluate complex situations and guide strategic decisions. Start by visualising the key elements—Initial Situation, Personal Wishes, Opportunities and Resources, Strengths, Obstacles and Dangers, Future Trends, and Environmental Factors—in a circular way...

Innovation Phases: Inspiration → Planning, Planning → Development

Use of the toolbox

EXAMPLE: You want to support a group of farmers with initial ideas and inspiration, which may require some planning and execution time.

- You are looking for creative approaches and want to mobilise a warm network.
- You use the filter menu by selecting “Initial idea” and “Inspiration”, as well as “Supports Farmers Group”.
- You then choose one of the resulting tools and methods, such as the Inspiration Bus Trip

Filters

[Clear filters](#)

Phases

☒ Initial idea → Inspiration

☒ Inspiration → Planning

☐ Planning → Development

☐ Development → Realisation

☐ Realisation →

Support to Farmers

☒ Supports Farmers Group

☐ Supports Farmers One-on-One

Preparation Time

Execution Time



Inspiration Bus Trip



Phases of the Innovation Cycle

Initial idea — Inspiration

Support to farmers

Group of farmers

Goal

To inspire farmers, researchers, advisors, suppliers, policy makers and other actors by showing innovative farming practices, technologies and business models. The trip facilitates networking and knowledge co-creation.

Description

During an inspiration bus trip, farmers, researchers, advisors, suppliers, policy makers and other stakeholders travel together by bus to visit farms, research facilities or other businesses and institutions, both within and outside agriculture. The itinerary includes stops at different locations showcasing a range of practices and innovations. Participants have the opportunity to engage with the hosts and each other, encouraging the exchange of ideas, gaining insight into innovative techniques, products or processes and providing valuable networking opportunities. The trip may include interactive workshops, technology demonstrations and discussions.

Preparation times

>4 days

Execution times

1-2 days

Materials needed

Bus (preferably with tables), list of farms to visit, catering, hotel (if more than 1 day), trip brochure

CHALLENGES & NEXT STEPS

Involvement of all MS (data collection, exchange events)

→ intensified use of AKISConnect network, linking with other projects

How to reach **silent actors**?

→ focus on regional/national diversity

User-friendly toolbox

→ addition of videos and inspiring practical experiences

→ leveraging partners and network know-how (including other industries)





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Thank You!

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