

EUFRAS

EUROPEAN FORUM FOR AGRICULTURAL
AND RURAL ADVISORY SERVICES



Collaborative
Online
Forum
For
Exchange &
Engagement

EUFRAS COFFEE Break event in collaboration with
Horizon Europe project **ClimateSmartAdvisors**

From Talk to Transformation - the ClimateSmartAdvisors way

How can the advisory community strengthen climate-smart advisory
practice through peer learning and shared experiences?

Speakers:

- **Lies Debruyne** (ILVO; CSA project coordinator)
- **Laure Triste** (ILVO)
- **Kevin Collins** (The Open University)
- **Annelie Bernhart** (FüAK)

Moderator:

- **Anita Dzelme** (EUFRAS)





Funded by
the European Union



Connecting and mobilising the EU advisory community to support the transition to Climate Smart Farming

EUFRAS Coffee Break, 27 November 2025

Lies Debruyne (ILVO), project coordinator

The project in some simple numbers

27 countries
75 partner organisations
Apr 2023 – Mar 2030



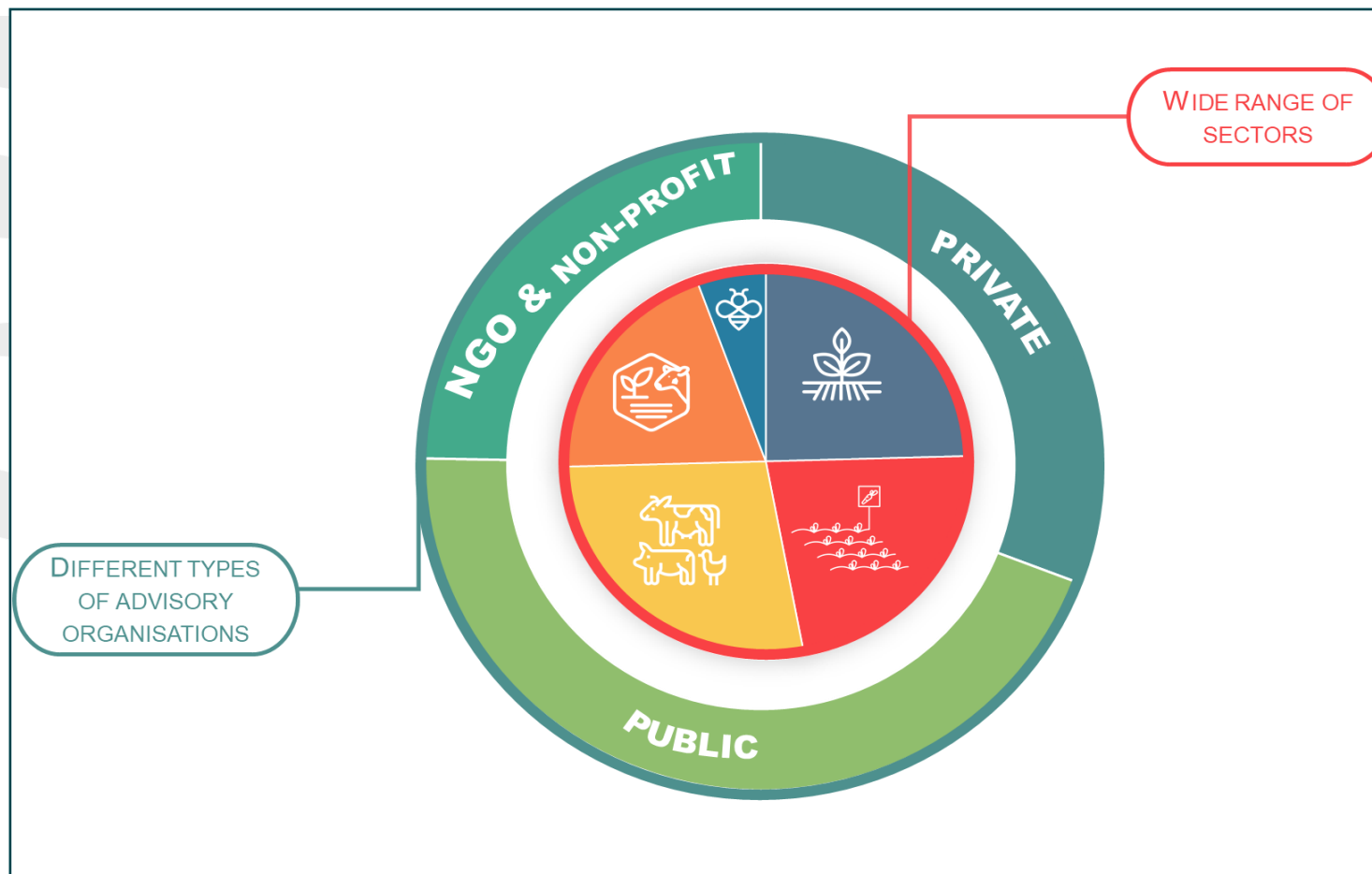
Project objectives and rationale

CSA OVERALL OBJECTIVE

ClimateSmartAdvisors will mobilize the European agricultural advisory community, leading to an acceleration of the adoption of climate smart farming practices by the wider farming community within and across EU Agricultural Knowledge and Innovation Systems.

ClimateSmartAdvisors will boost the role of agricultural advisory services by strengthening their capacity in providing targeted advice, and by implementing the approaches and sharing the solutions developed in Climate Farm Demo and ClimateSmartResearch on a wider scale, across Europe and associated countries.

THE EU ADVISORY COMMUNITY



51 advisory organisations as part of the consortium

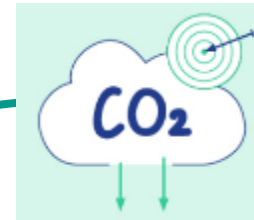
ACCELERATE THE ADOPTION OF CLIMATE SMART PRACTICES

Adaptation



- Impacts of climate change on crops, forage and livestock productions
- Technical solutions to adapting production systems

Building SUSTAINABLE AGRICULTURAL SYSTEMS
i.e. low carbon and resilient



Mitigation

- Contribution of the agriculture to the GHG emissions and carbon sequestration
- Technical solutions for reducing carbon footprint

ACCELERATE THE ADOPTION OF CLIMATE SMART PRACTICES



Water management



Forage production



Biogas production



Manure storage and spreading



Energy management



Rewarding mechanisms



Herd management



Agroforestry and relation to landscape



Grassland management



Crops management



Soil health and biodiversity



Additives for reducing enteric methane emissions

12 thematic areas, each with a Thematic Leader to support knowledge exchange

STRENGTHENING THEIR CAPACITY IN PROVIDING TARGETED ADVICE

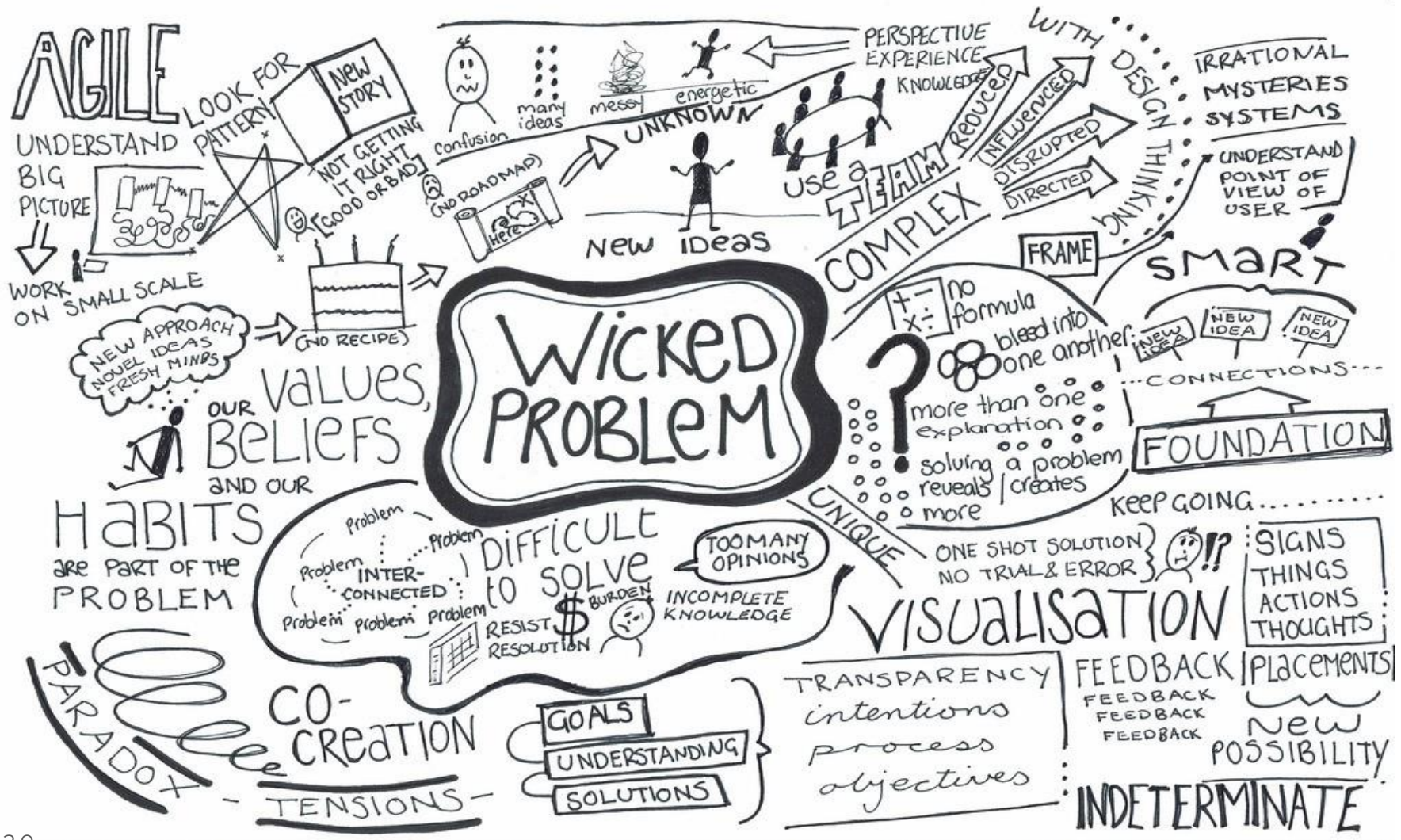


Image: [LoraCBR](#) CC BY 2.0



STRENGTHENING THEIR CAPACITY IN PROVIDING TARGETED ADVICE

TECHNICAL

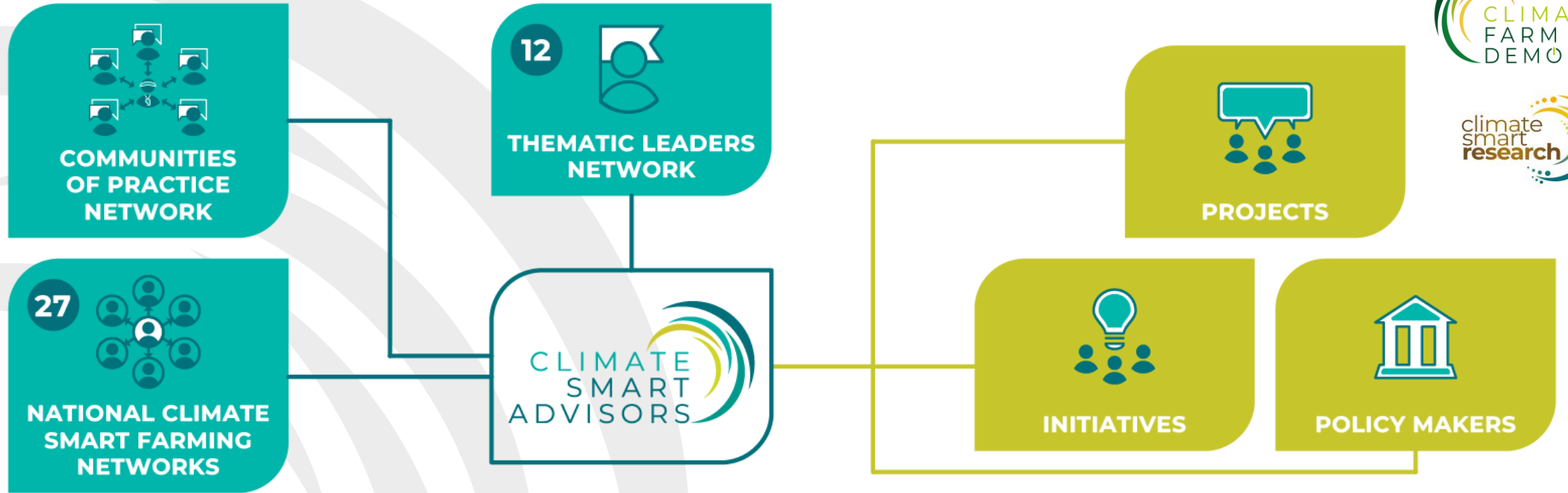


METHODOLOGICAL



Capacity development through **active networks**

-  Water management
-  Forage production
-  Biogas production
-  Manure storage and spreading
-  Soil health and biodiversity
-  Energy management
-  Agroforestry and relation to landscape
-  Grassland management
-  Herd management
-  Crops management
-  Rewarding mechanisms
-  Additives for reducing enteric methane emissions



THE ADDED VALUE FOR ADVISORS PROVIDED BY THE CSA NETWORK?



**CAPACITY
BUILDING**
through
extensive
peer-to-
peer
exchange



CONNECTION
to a network
of farmers,
colleague
advisors and
other local
actors



Live and
online
TRAINING
for all EU
advisors &
trainees



REPOSITORY
with
**ADVISORY
METHODS,**
incl. user
testimonies



Funded by
the European Union

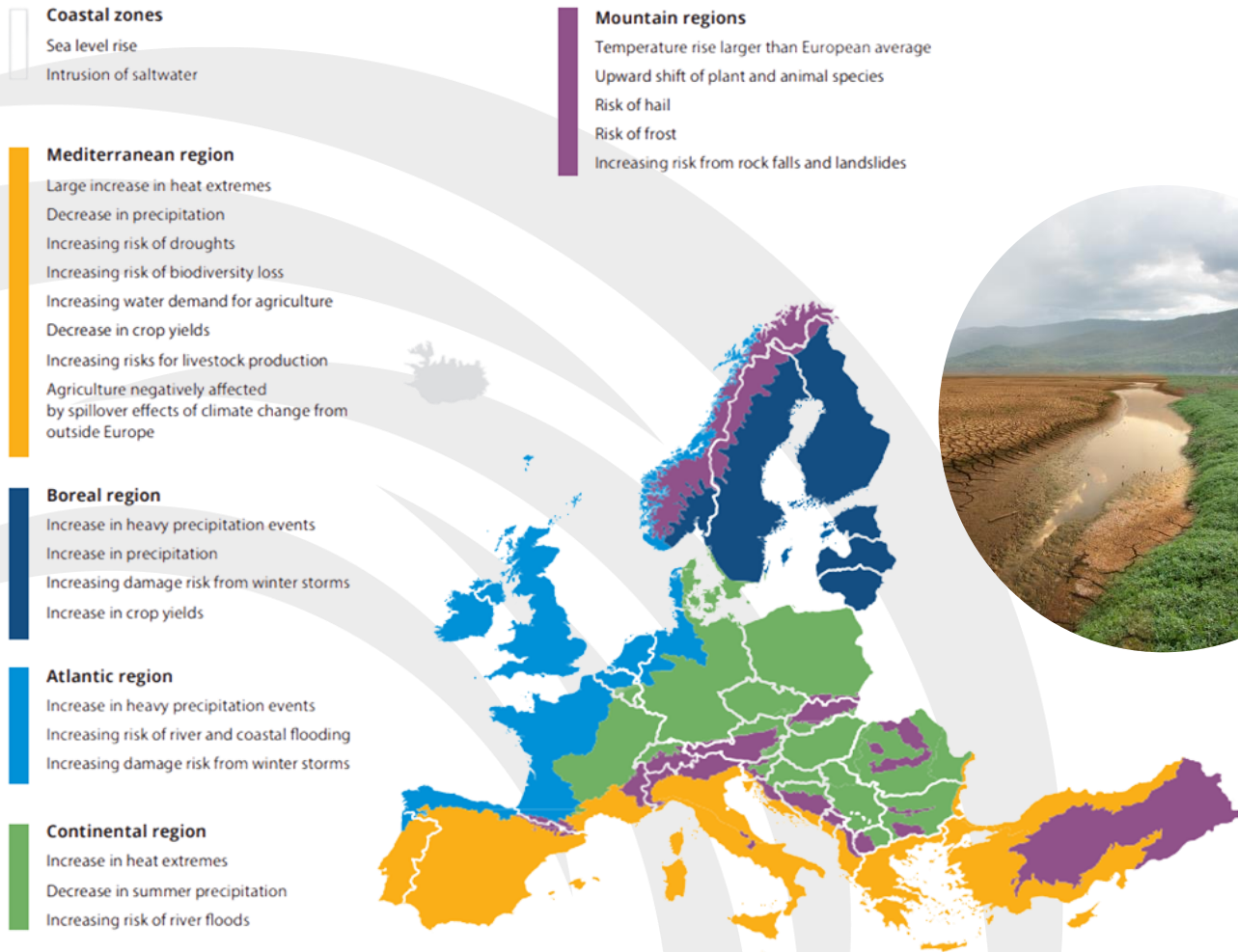
CLIMATE
SMART
ADVISORS



Peer-to-peer learning in Communities of Practice for capacity development

Laure Triste (ILVO)- WP1 leader

Impact of climate change in Europe



Climate change impacts regions in Europe in different ways.

Farmers experience changes in different ways in their fields, barns and financial turnover.

Agricultural advisors are part of the response



Advisors are trusted messengers who help translate climate data into practical on-farm action

But how?

Climate smart advice

as a concept



Advisory practice

Climate smart advice

as a concept

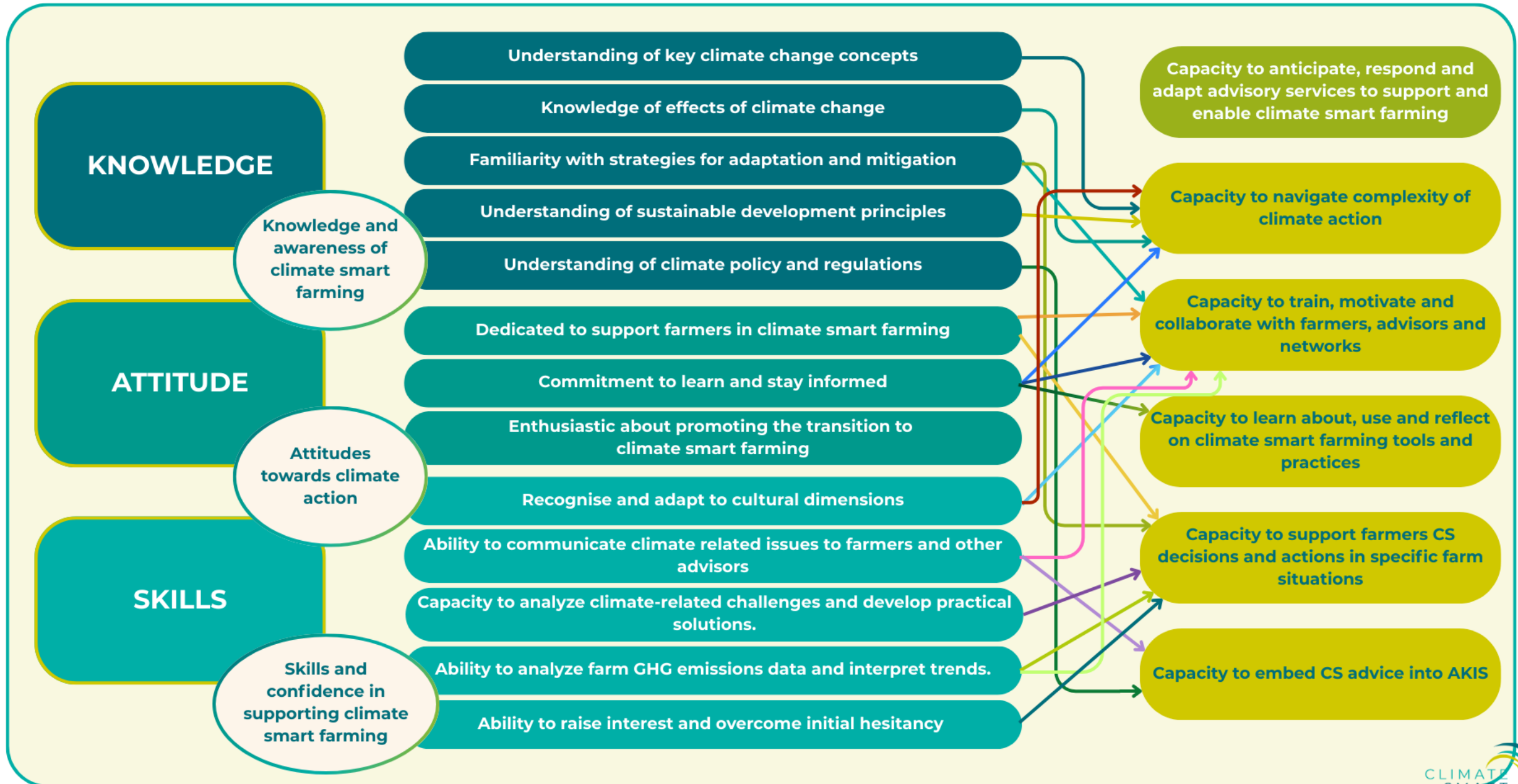
Give meaning
Make it contextual
Experiment
Share with peers
Learn



Advisory practice

Peer-to-peer learning between advisors

Required competences for climate smart advisors



Communities of Practice to facilitate peer-to-peer exchanges



Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

(Wenger-Trayner & Wenger-Trayner, 2015)

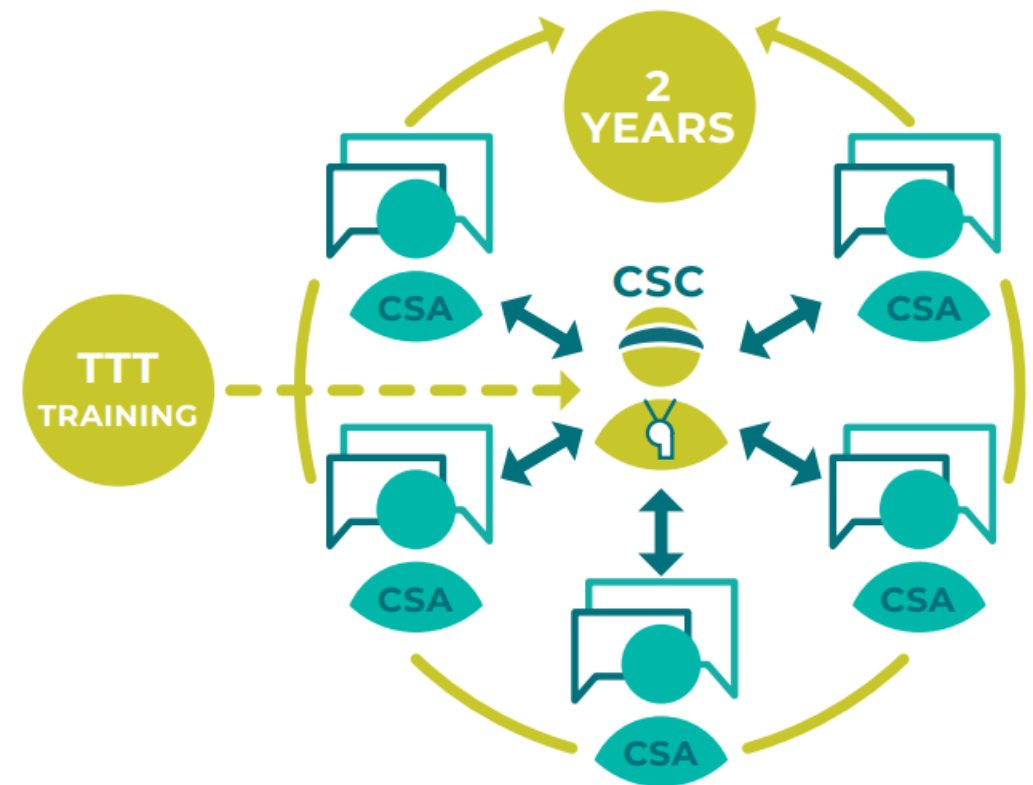
Communities of Practice in ClimateSmartAdvisors to facilitate peer-to-peer exchanges

What? Group of advisors who share a common concern, set of problems or interest in a topic.

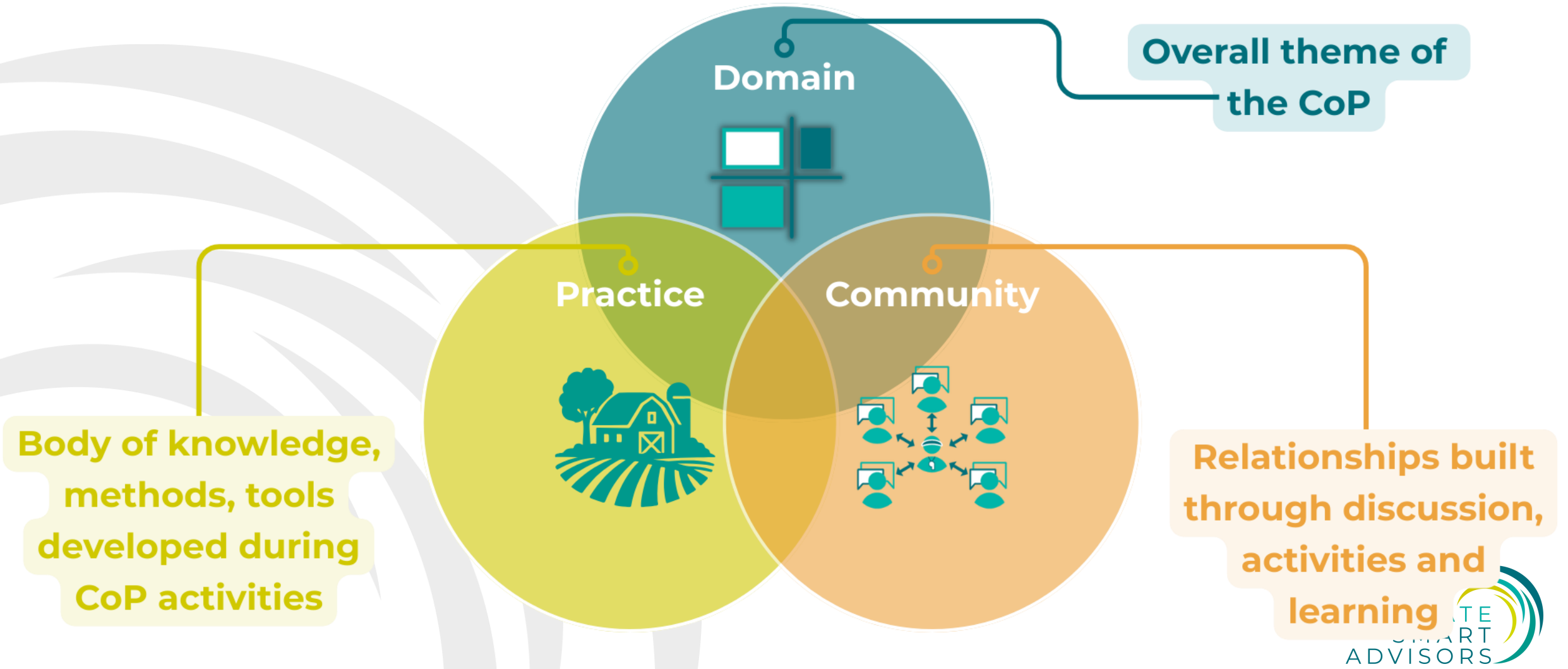
Aim: Sharing best practices and creating new knowledge to develop capacity on climate smart advice.

Who: 1 Climate Smart Coach(CSC) + 5 Climate Smart Advisors(CSAs)

Funding for **2 years**.



Community of Practice (CoP)



Bottom-up approach in the project

CoPs are free to choose:



Their theme and objectives



How they set up their CoP activities



**Whether or not to include other actors
in the CoP on occasional basis**



How they use the allocated budget

Activities in Communities of Practice



Activities in Communities of Practice

In between interactions

Peer 2 peer exchanges during meetings

- Practice-driven learning through farm visits, live demonstrations, hands-on workshops and real case studies
- Collaboration with projects and initiatives via joint meetings, expert exchanges and shared activities



01

2 CoP training events

- A designated trainer
- Specified training objectives
- Structured format with planned content
- Evaluation of learning



02

Testing (climate smart) advisory tools and methods

- Test a new or existing advisory tool or method
- Add experiences to the platform



03

Evaluation

- Where are they in reaching their objectives?
- Adapt their plan if needed



04

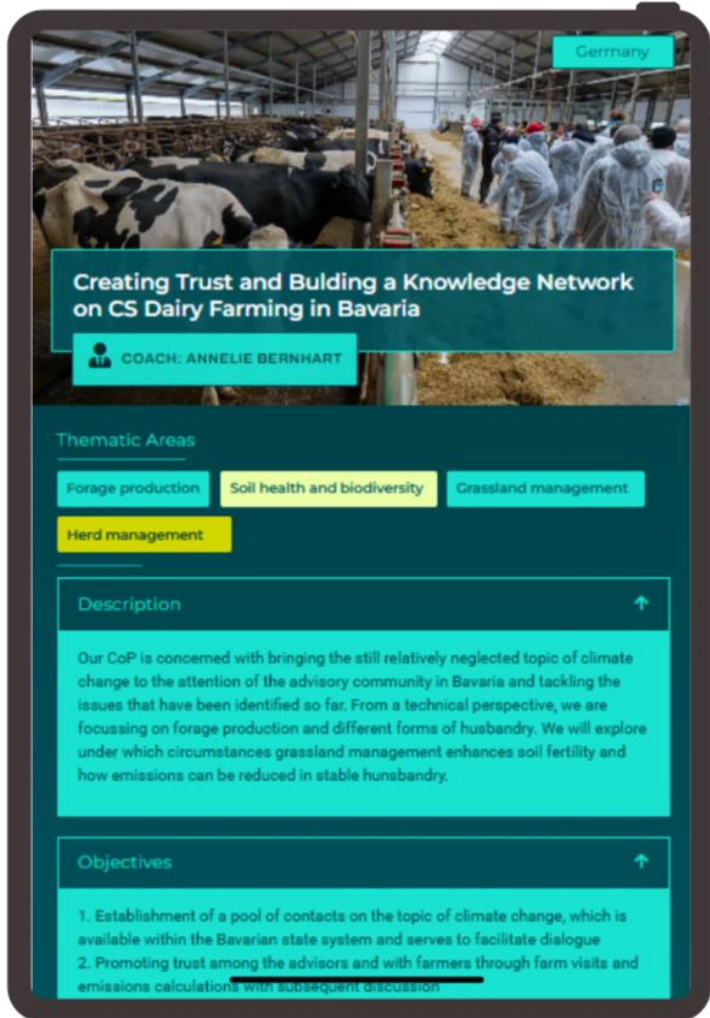
8 MEETINGS

Diverse set of Communities of Practice



 DOMAIN/THEME	Very specific <i>reducing methane emissions for cattle</i>	Very general <i>(e.g., enabling farm advisors with the skills and confidence to deliver climate smart advice)</i>
 OBJECTIVE	Tangible outcomes <i>developing a cheat sheet on reducing enteric methane emissions for advisors</i>	Intangible outcomes <i>skills development of the CoP members</i>
 PRACTICE (ACTIVITIES)	Role playing, jointly testing advisory tools and methods, training from experts, visiting a farm demo together	
 COMMUNITY	Advisors from the same company	Advisors from multiple companies

Find all Communities of Practice online!



<https://climatesmartadvisors.eu/cops/>



START DATE



CLIMATE SMART COACH



COP THEME



RELATED THEMATIC AREA



COP DESCRIPTION



COP LEARNING QUESTIONS



COP OBJECTIVES

Communities of Practice per country by 2030

Low emission countries: 5
Medium emission countries: 10
High emission countries: 22



Interested to join?

Contact the national coordinator of your country:
<https://climatesmartadvisors.eu/national-coordinators/>



Thank you for your attention.

Laure.triste@ilvo.vlaanderen.be



**Funded by
the European Union**

This project has received funding from the Horizon Europe research and innovation programme under Grant Agreement No 101084179



Funded by
the European Union



Climate Smart Coaches in the spotlight



Funded by
the European Union



The dairy CoP in Bavaria

Annelie Bernhart (FüAk)
EUFRAS Coffee Break-27/11/2025

CoP Coach Annelie Bernhart



- Role in coordination
- Broad field of studies and work experience in agriculture and food; different geographical context helps
- Understanding social dynamics and institutional specificities is important
- Appreciating skills and competencies of the advisors

Our Objectives

1. Facilitate dialogue built on trust and mutual understanding of climate issues among farmers and advisors
2. Bringing knowledge systems together through farm visits and emission calculations with subsequent discussion
3. Distributing targeted, technically sound information on the topic of climate-friendly dairy farming by writing articles and using suitable media

Our training events.....

Objective: understanding how to navigate through the LfL emission calculator with advisors

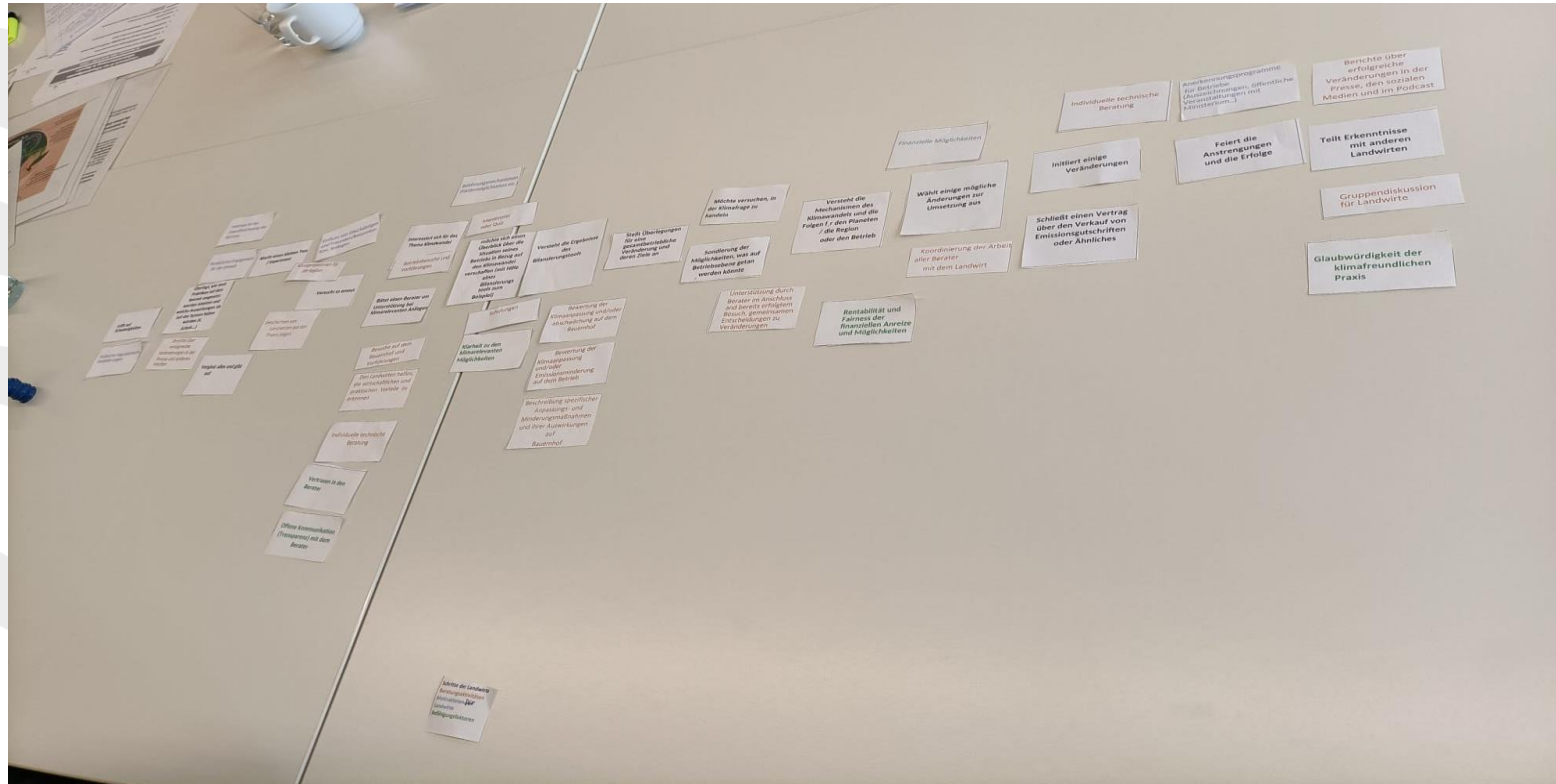
1. Learning how to discuss the results together with scientists, advisors and farmers and proposing on-farm changes

Agenda and process divided into 2 meetings

1. Collection of data and inserting into the calculator with trainer
2. Identifying crucial points where emissions can be reduced
3. Discussing benefits of reducing emissions on-farm and making a plan (for economic and environmental benefits as well)
4. Evaluation and review among the advisors
5. Returning to the farm 2 months later to gather feedback



Our farmer's journey....and what came out of it...a new method tailored to our context!



What to communicate

Method „how to communicate“

Time

Real Solutions

Importance of natural
ressources (water, soil,
air)

Preserve nature
and the farm
#planet

Knowledge on what
is climate-relevant
(existing practices)

Financial
arguments

Solidarity and
empowerment

Technical
knowledge:
Nitrogen and
CO2 cycles

- Open-minded
- Professional
- Respectful

Demonstrate (with
data, real
examples)

Appreciate
and praise

Compliment/praise
the existing work
and progress

Advisor accompanies
decisions, does not
decide *for* the farmer

Show numbers
and figures

Ask the
farmer: what
is your goal?

Avoid restrictive
and problem talk

Solution-
oriented

Ask open
questions

Ask the „magic
stick“ question-
--all possibilities

Simple graphs
and pictures



Thank you!

<https://climatesmartadvisors.eu/>



**Funded by
the European Union**

This project has received funding from the Horizon Europe research and innovation programme under Grant Agreement No 101084179



Funded by
the European Union

CLIMATE
SMART
ADVISORS



Monitoring, Evaluation & Learning: capacity development of advisors in CoPs

Kevin Collins (Open University, UK)
EUFRAS Coffee Break-27/11/2025

Defining terms: ME&L

MONITORING



the systematic process of **observing, measuring** and **documenting** ideas, events, activities and outcomes over time

EVALUATION



the systematic process of **assessment of an ongoing or completed project, programme or activity** judged against a set of criteria, usually related to the fulfilment of objectives which represent the perceived importance, worth, usefulness, efficiency, effectiveness, impact, success or benefit of the intervention

LEARNING



a systemic process that leads to change increasing the potential for **improved performance** and **future learning.**

ME&L in brief

How to strengthen and mobilise the advisors community to support the adoption of Climate Smart Agriculture?

Improve the capacity building in the network

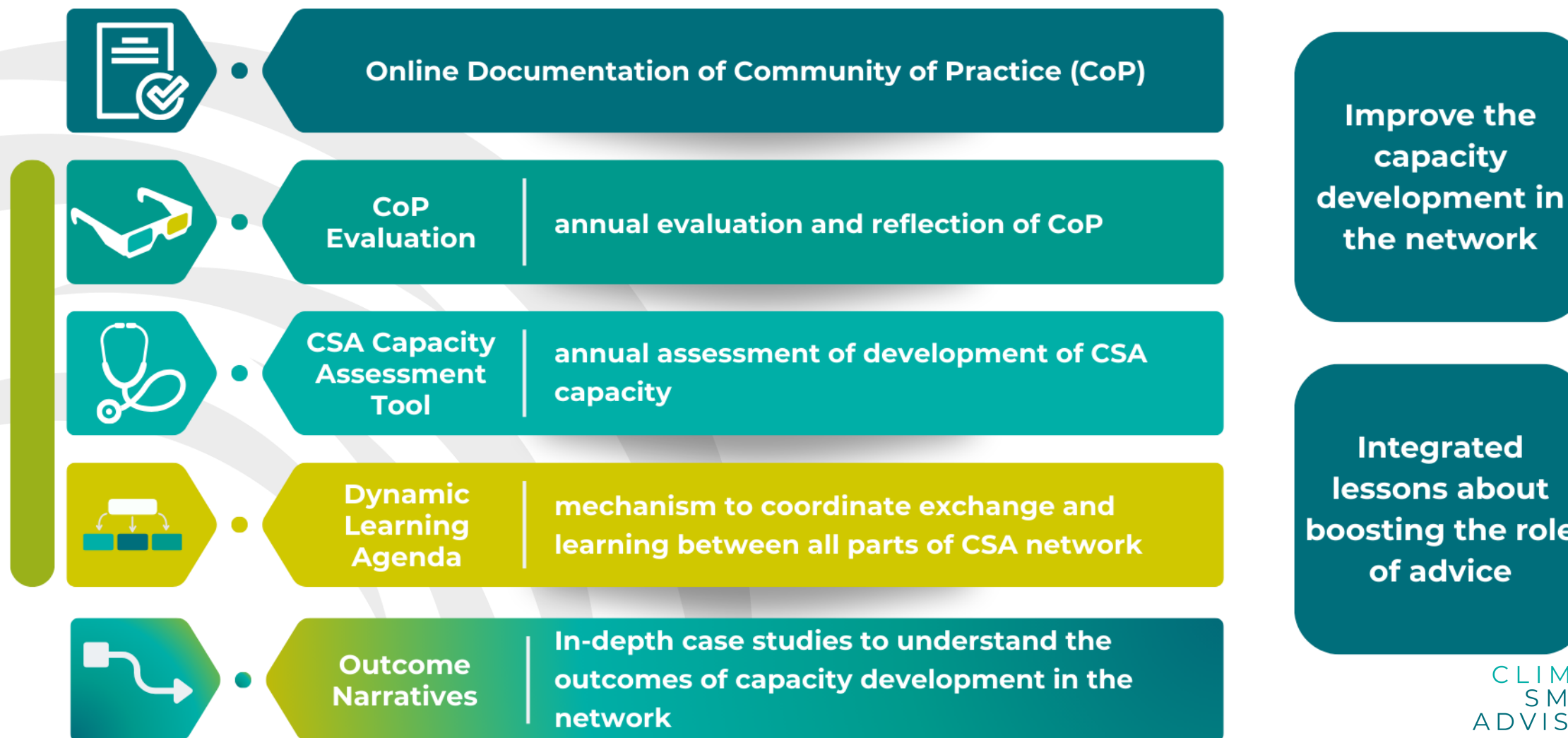
Integrated lessons about boosting the role of advice

1. ME&L in CSA network: document progress and enable formative learning so that the CSA network functions as a **learning system**.

2. ME&L in CoPs

- To report on and assess progress in the CoPs over time
- To enhance capacity development within the CoPs
- To support learning and exchange in the CoPs and the project network

Main ME&L instruments in CSA



1

CSA Capacity Assessment Tool (CAT)



Survey sent to all advisors via CoPs

Focused on understanding advisor's capacity:

KNOWLEDGE

SKILLS

ADVISORY
PRACTICES

BARRIERS

TRAINING
NEEDS



2

Dynamic Learning Agenda



Evolving agenda of learning questions and answers/lessons across the project network.

Central question

How can we strengthen and mobilise the advisory community to support the adoption of Climate Smart Agriculture?



Dynamic Learning Agenda: Advisory practice

[Back](#)

[Search](#)

[Filter your questions](#)

[New question](#)

What are effective methods and strategies for targeted CS advice?

How to show the opportunities and benefits of CSF?

How to assess and measure as a basis for CS decision making?

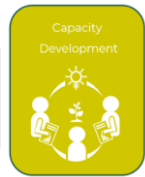
How to motivate farmers for CSF?

How to deal with challenging engagement?

How to support knowledge exchange and learning?

DLA reveals advisory challenges

- Questions **shed a light on the key challenges** in CSA, eg



- How to spark and sustain **motivation** for climate-smart advising?



- How to make climate-smart farming **real** and **relevant** for farmers?
- How to enable **high-quality, context-specific** climate-smart decision-making?



- How to generate and use reliable, **actionable insights** on CSF?
- How can farmers navigate **uncertainty** to move forward with **confidence**?

3

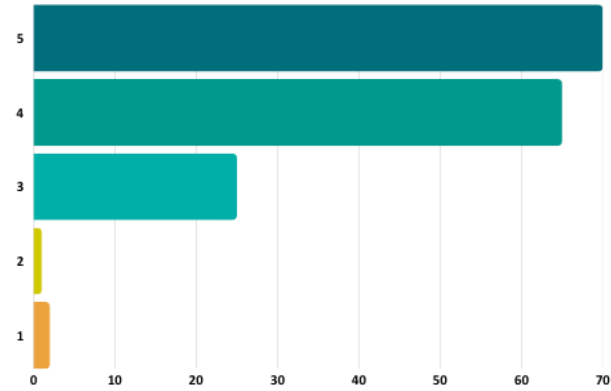
CoPs - are they working well?

High overall satisfaction **82%** (very) satisfied with being part of their CoP

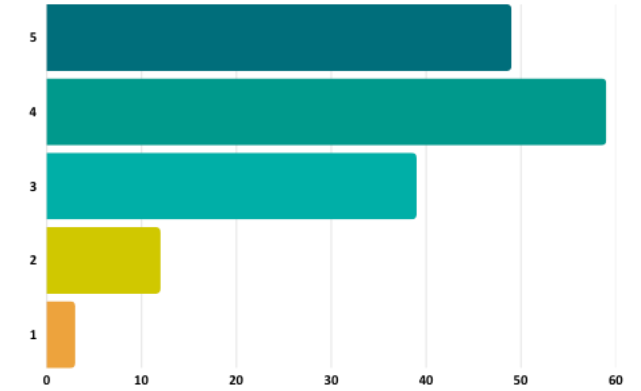
High relevance and quality of CoP content + effective knowledge exchange and support

High ratings for how CoPs help to understand CSA and facilitate CSA advice

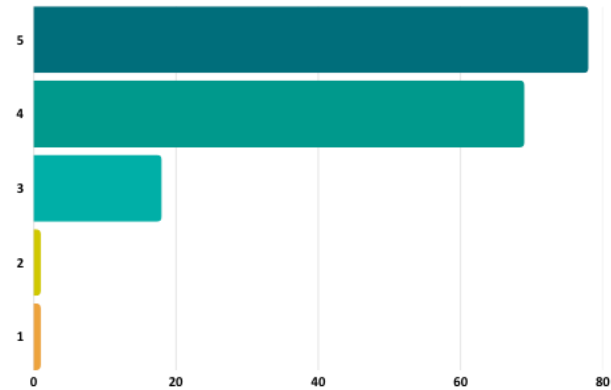
How would you rate the overall relevance of the CoP content to your role as a Climate Smart Advisor?



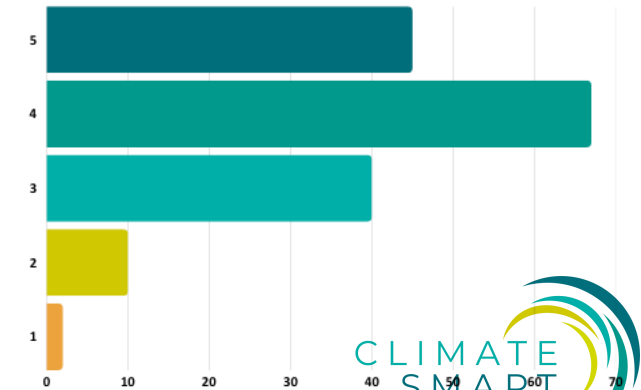
To what extent has the CoP helped you better understand Climate Smart Farming practices?



How do you evaluate the overall functioning of your CoP this year?



To what extent has the CoP helped you better understand Climate Smart advice?



“

Advisors reported that participation in the CoPs increased their confidence as Climate Smart Advisors.

They felt better equipped to communicate about climate change and respond to misconceptions by using credible evidence and highlighting benefits for farmers such as efficiency, animal health, and economic gains.

”



CoP FUNCTIONING

Positives

- Collaborative, collegial, constructive, trusted, and motivating spaces
- CoPs as learning communities rather than formal meetings

Challenges

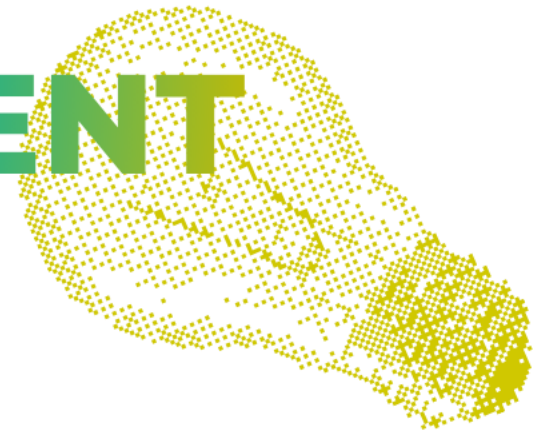
- Logistics, time & resources
- Engagement and participant turnover
- Organisational gaps



Lessons Learned

1. Be practical and co-create outcomes
2. Ensure well-planned meetings and documentation
3. Provide formal support for CoPs
4. Exchange between groups would enrich all networks

CoP CONTENT



Positives

- Practical demonstration / field-based examples
- Member-led, co-designed sessions
- Relevant and professionally valuable (technically robust)
- Topics match advisory needs
- Strengthen competency

Lessons Learned

- Ensure relevance and co-design
- Focus on practicality and application
- Balance science and practice
- Farmer-centred framing
- Ensure thematic breadth



Challenges

- Abstract or policy-oriented discussions
- Research-intensive or theoretically focused presentations
- Complex, data-intensive, or inflexible technical tools
- Externally mandated or project-driven topics
- Unprioritised lists of mitigation measures

CoP METHODS & ACTIVITIES

Positives

- More frequent and diverse field activities
- More interaction, fewer presentations
- Simple, practical toolkits
- Better documentation and digital follow-up
- Balance experts and peer exchange

Challenges

- Lecture-style, expert-heavy sessions
- Overly theoretical presentations
- Too complex technical tools
- Little follow-up between meetings
- Unstructured practical activities



Lessons Learned

- More frequent and varied field activities
- More interaction, fewer presentations
- Simple, practical toolkits
- Better documentation and digital continuity
- Balanced expert and peer input

CoP WORKING PRINCIPLES FOR ADVISORY SUCCESS



Lead with economic & operational benefits

Reframe CSA advice in €, litres, kg, risk reduction, productivity etc



See it to believe it

Include practical demonstrations



Simplicity improves adoption

Prioritize easily applicable and adaptable tools



One-off ≠ competence

Schedule multiple session cycles per core tool



Peers teach peers best

Limit theoretical expert talk to <30%; prioritise dialogue



Policy & markets matter

Link CoPs to local context, policymakers & carbon markets

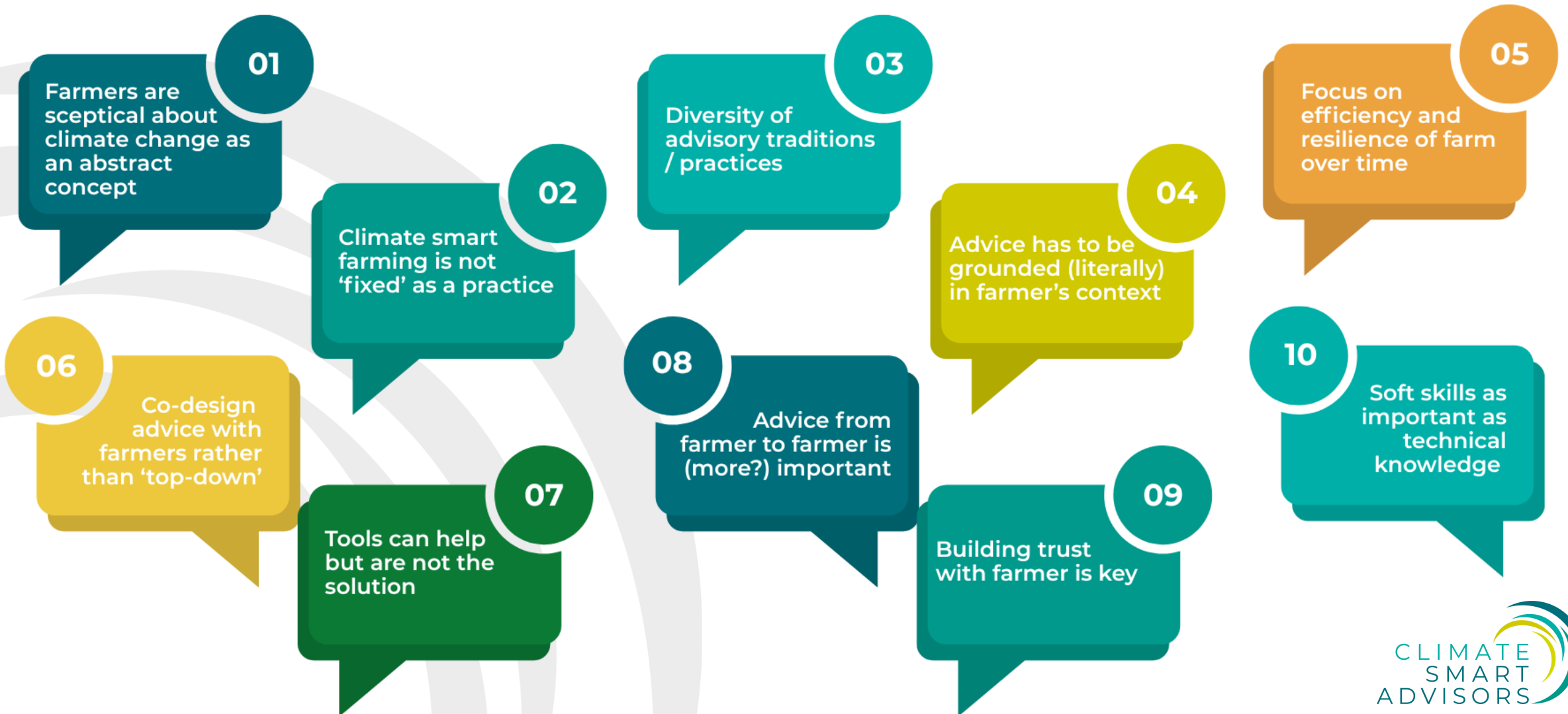


Structure enables impact

Improve CoP processes



Reflections on the specifics of Climate Smart Advice / Advisors



What CSA has to
offer for you as
advisor?



THE ADDED VALUE FOR ADVISORS PROVIDED BY THE CSA NETWORK?



**CAPACITY
BUILDING**
through
extensive
peer-to-
peer
exchange in
260 CoPs



CONNECTION
to a network
of farmers,
colleague
advisors and
other local
actors



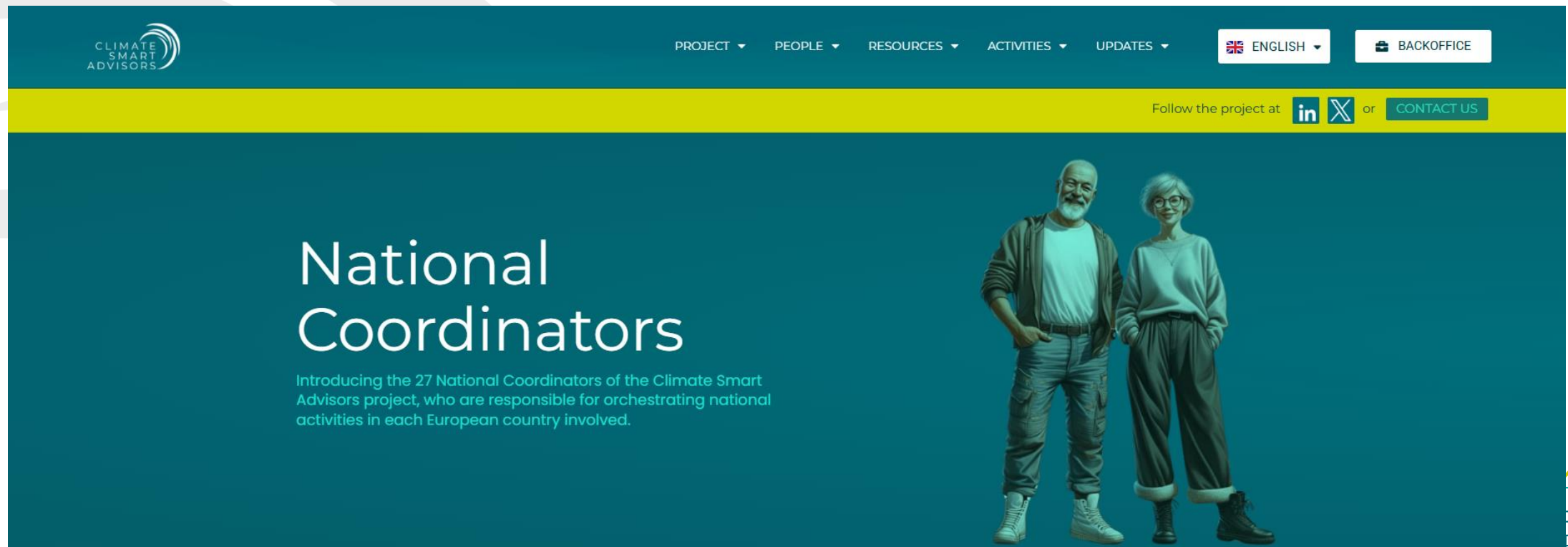
Live and
online
TRAINING
for all EU
advisors &
trainees



REPOSITORY
with
**ADVISORY
METHODS,**
incl. user
testimonies

Discover more?

- Reach out to the national coordinator in your country:
<https://climatesmartadvisors.eu/national-coordinators/>



The screenshot shows the website header with the Climate Smart Advisors logo on the left. The navigation menu includes: PROJECT ▾, PEOPLE ▾, RESOURCES ▾, ACTIVITIES ▾, UPDATES ▾, ENGLISH ▾ (with a flag icon), and BACKOFFICE. Below the navigation is a yellow bar with social media icons for LinkedIn and X, followed by the text "Follow the project at" and a "CONTACT US" button. The main content area has a dark teal background. On the left, the text reads "National Coordinators" in large white font, followed by a smaller white paragraph: "Introducing the 27 National Coordinators of the Climate Smart Advisors project, who are responsible for orchestrating national activities in each European country involved." On the right, there is a 3D illustration of an older man and woman standing side-by-side. The man is wearing a white t-shirt, a brown jacket, and grey cargo pants. The woman is wearing a white sweater, dark pants, and glasses. In the bottom right corner, there is a partial logo for "TE RTS" with a circular graphic element.

Discover more?

- Reach out to the national coordinator in your country: <https://climatesmartadvisors.eu/national-coordinators/>
- Learn more about the Communities of Practice in your country and across the EU: <https://climatesmartadvisors.eu/cops/>

Communities of Practice

A CoP represents a group of Advisors and Coaches who meet regularly over the course of two years to improve and share their knowledge of advisory methods and skills in support of climate smart practices



Filter CoPs by country and thematic areas

Click and drag the horizontal scroll bar

Advisors for Reducing Greenhouse Gas Emissions | Agroforestry and Relation to Landscape | Biogas Production | Crop Management | Energy Management | Forage Production | Grassland Management

Country filters: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland

Crop Management Strategies

COACH: KATERINA SACHSAMANGLOLU

Thematic Areas: Crop management

A Transversal Consulting Approach for Agroforestry Development

COACH: CLAIRE FAIVET

Thematic Areas: Agroforestry and relation to landscape

Germany



Creating Trust and Bulding a Knowledge Network on CS Dairy Farming in Bavaria

COACH: ANNELIE BERNHART

Thematic Areas

- Forage production
- Soil health and biodiversity
- Grassland management
- Herd management

Description

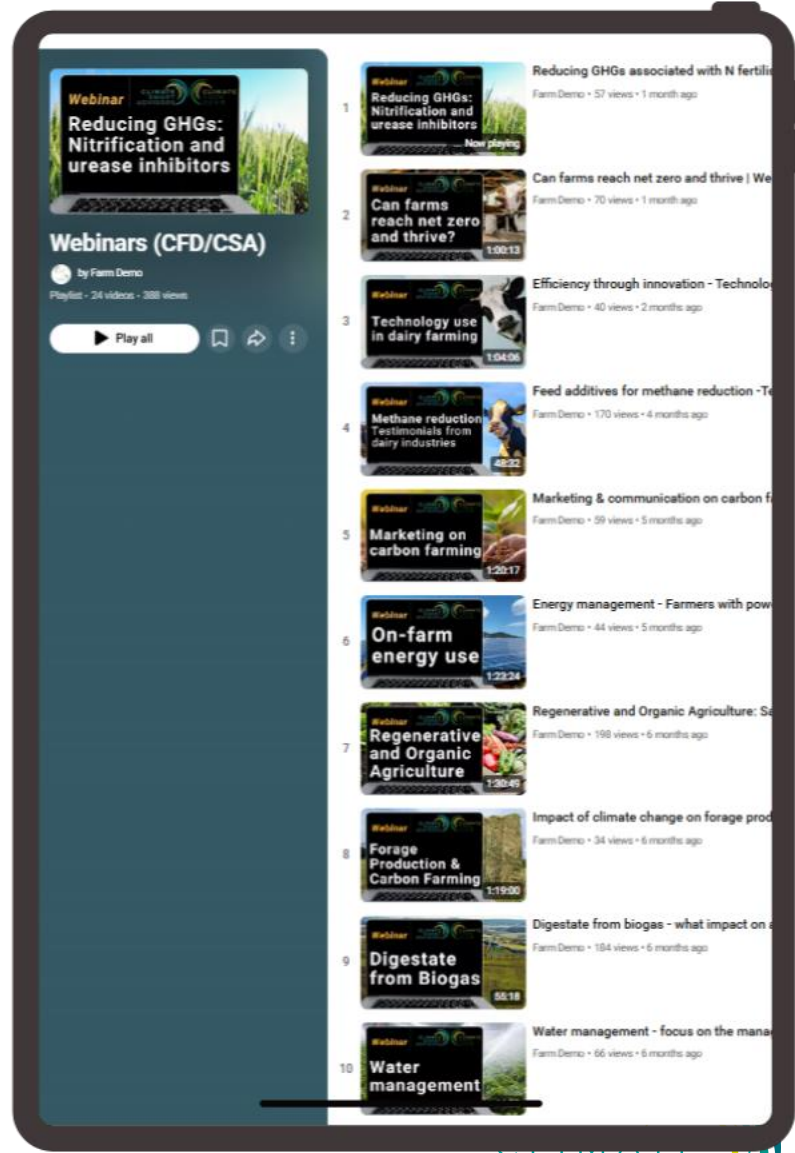
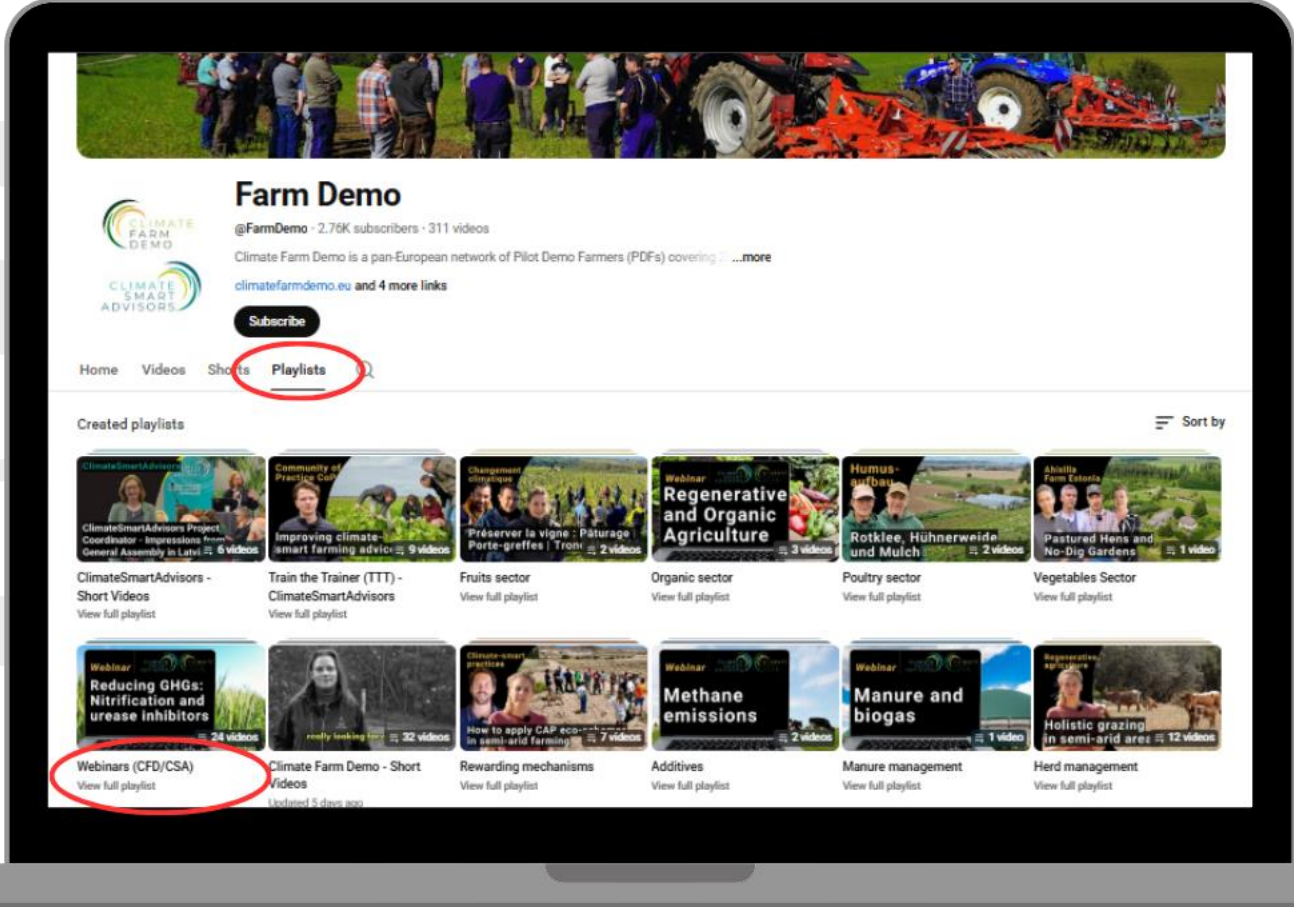
Our CoP is concerned with bringing the still relatively neglected topic of climate change to the attention of the advisory community in Bavaria and tackling the issues that have been identified so far. From a technical perspective, we are focussing on forage production and different forms of husbandry. We will explore under which circumstances grassland management enhances soil fertility and how emissions can be reduced in stable husbandry.

Objectives

1. Establishment of a pool of contacts on the topic of climate change, which is available within the Bavarian state system and serves to facilitate dialogue
2. Promoting trust among the advisors and with farmers through farm visits and emissions calculations with subsequent discussion

Discover more?

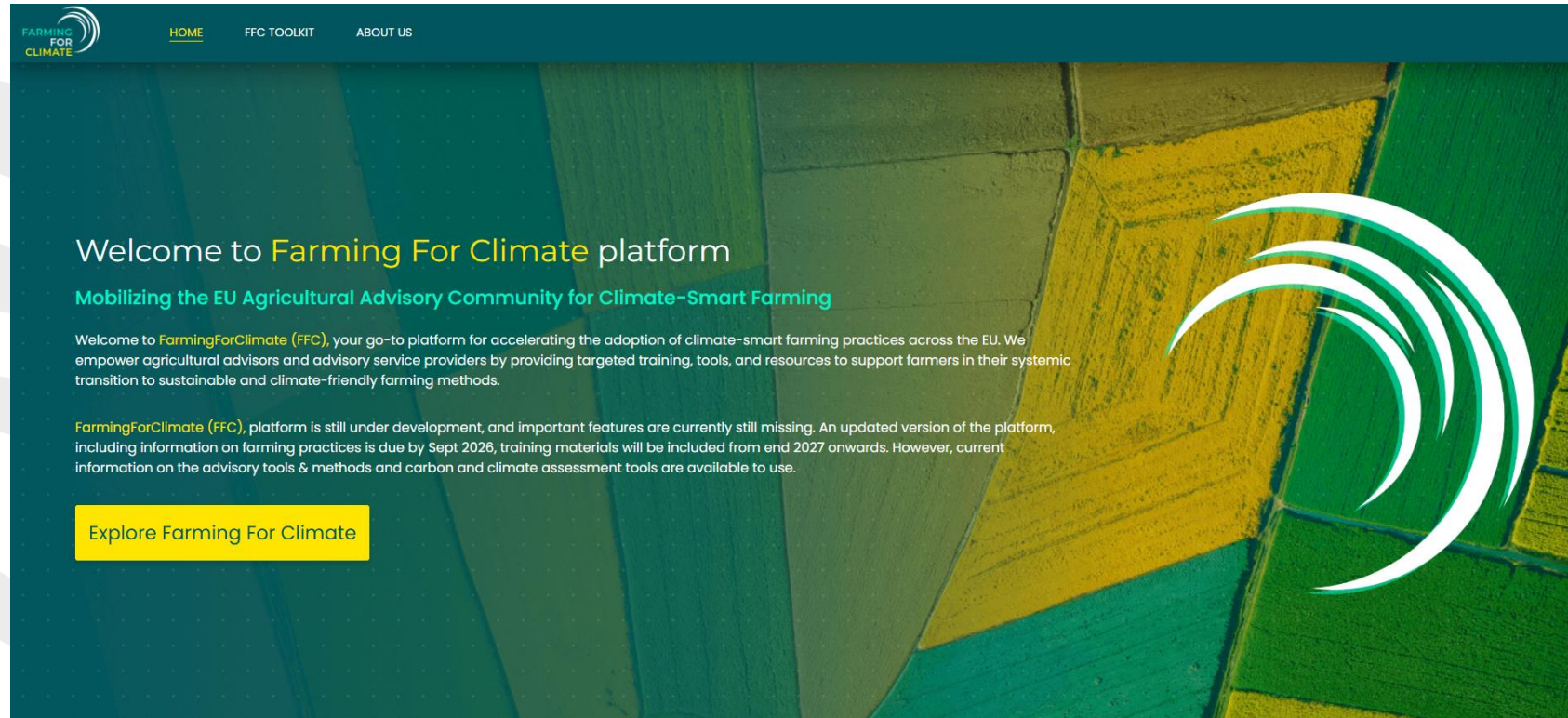
- Reach out to the National Coordinator in your country: <https://climatesmartadvisors.eu/national-coordinators/>
- Learn more about the Communities of Practice in your country and across the EU: <https://climatesmartadvisors.eu/cops/>
- Visit the FarmDemo YouTube channel, and browse the CSA/CFD thematic knowledge exchange webinar playlist: <https://www.youtube.com/@FarmDemo/playlists>



Discover more?

- Reach out to the National Coordinator in your country:
<https://climatesmartadvisors.eu/national-coordinators/>
- Learn more about the Communities of Practice in your country and across the EU: <https://climatesmartadvisors.eu/cops/>
- Visit the FarmDemo YouTube channel, and browse the thematic knowledge exchange webinar playlist:
<https://www.youtube.com/@FarmDemo/playlists>
- Visit the Farming for Climate platform:
<https://www.farmingforclimate.eu/>

Farming for Climate – *under development*



- **36** dedicated advisory tools & methods
- **122** climate & carbon assessment tools
- Information on mitigation and adaption practices & dedicated training modules: to follow later

Get involved in ClimateSmartAdvisors



www.climatesmartadvisors.eu



[/ClimateSmartAdvisors](https://www.linkedin.com/company/climatesmartadvisors)



[@FarmDemo](https://www.youtube.com/channel/UC...)



[@CSAdvisors_EU](https://twitter.com/CSAdvisors_EU)



[Group: ClimateSmartAdvisors - Towards a
Climate-Smart EU Advisory Community](https://www.facebook.com/groups/climatesmartadvisors/)



Thank you!

<https://climatesmartadvisors.eu/>



**Funded by
the European Union**

This project has received funding from the Horizon Europe research and innovation programme under Grant Agreement No 101084179

EUFRAS

EUROPEAN FORUM FOR AGRICULTURAL
AND RURAL ADVISORY SERVICES



Collaborative
Online
Forum
For
Exchange &
Engagement

Thank you for participating!

