



AdvisoryNet**PEST**

# Enhance EU advisory services and foster knowledge sharing to reduce the use and risk of pesticides



The **AdvisoryNetPEST** project aims to network and upgrade advisory services across the EU to **increase the sharing of knowledge and the adoption of innovative solutions to reduce the use and risks of pesticides (RURP)** in all EU Member States, **enabling the agricultural sector** to achieve the targets proposed by the Farm to Fork Strategy.

## OBJECTIVES

- Develop an EU network of advisors to reduce the use and risks of pesticides;
- Identify, select, and shape novel approaches (NAs) to be adapted and replicated across the EU;
- Exchange knowledge and train advisors to promote the adoption of the novel approaches by farmers;
- Scaling up the NAs, fostering the adoption of innovative solutions by farmers.

## SCALE-UP ACTIVITIES

**AdvisoryNetPEST** project will set a range of scaling activities to ensure a wide deployment of the NAs, in all EU countries:

**36**

Cross visits

**135**

Training and education and farm demonstrations events

**42**

National AKIS technical workshops

**42**

Brokerage events

[advisorynetpest.eu](https://advisorynetpest.eu)



Funded by the European Union and UK Research and Innovation (UKRI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, European Commission or UKRI. Neither the European Union, European Commission nor UKRI can be held responsible for them.



Activate and TRigger ACTors to  
deepen the function of Innovation  
Support Services



TO **EMPOWER INNOVATION SUPPORT SERVICES** TO DISCOVER INNOVATIVE  
IDEAS AND ENABLE THEIR DEVELOPMENT AND UPTAKE IN A CO-CREATIVE WAY

## ATTRACTISS GOALS

- 1 Create and facilitate a multi-actor network for knowledge exchange
- 2 Improve competencies of Innovation Support Services providers
- 3 Provide tools and methods for innovation generation and support
- 4 Inspire the organisation of efficient and well-integrated Innovation Support Services
- 5 Provide governance models and good examples to embed Innovation Support Services in every Member State

## HOW WILL ATTRACTISS SUPPORT INNOVATION SUPPORT SERVICES?

**Providing ISS providers and AKIS actors** with capacities, methods and practical showcases for structuring knowledge exchange and supporting better dissemination and uptake of innovative ideas;

**Allowing Managing Authorities** to exchange knowledge and practices about the organisation and embedding of Innovation Support Services.

**400**

ISS ACTORS  
TRAINED

EU-WIDE  
NETWORK

**27**

MEMBER  
STATES

TOOLBOX

**100**

METHODS TO  
SUPPORT  
INNOVATION

**+100**

WORKSHOPS,  
WEBINARS &  
CONFERENCES

**50**

PRACTICAL  
SHOWCASES

**6**

EXCHANGE  
VISITS  
ORGANISED  
FOR ISS

## ATTRACTISS in a nutshell

### LEAD PARTNER

WAB (WIRTSCHAFTSAGENTUR BURGENLAND GMB)

**PARTNERS: 17 PARTNERS**

**PROJECT DURATION: 6 YEARS**

**AMOUNT OF FUNDING APPROVED: 4,6M**

**TYPE OF PROJECT: CSA**

**PROJECT TOPIC: HORIZON-CL6-2021-GOVERNANCE-01-26**



## Contacts

**Marleen Gysen:** [marleen.gysen@boerenbond.be](mailto:marleen.gysen@boerenbond.be)

**Patrizia Proietti:** [patrizia.proietti@crea.gov.it](mailto:patrizia.proietti@crea.gov.it)

[www.attractiss.eu](http://www.attractiss.eu)



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.



## EXPLORE THE LATEST KEY RESULTS CONTRIBUTING TO MODERNAKIS'S OVERALL OBJECTIVE:

Strengthening AKIS actors' capacities for transformation and co-creation of more effective and efficient AKIS systems, leveraging knowledge and innovation to drive the transition toward sustainable management and use of natural resources in farming and forestry.

### E-LEARNING TRAINING

Available for learners to explore the dynamics of the AKIS ecosystem and gain insights into diagnosing and solving system-level issues effectively.

#### BENEFITS:

- No language barriers (Available in all official EU languages)
- Uses simple and clear terminology to ensure common understanding
- Interactive format ensures full mobile compatibility; each module is optimized for efficient 30-minute completion
- Visual materials reflect the diverse social, cultural, and geographic contexts of agriculture, forestry, and rural sectors across Europe.
- Focuses on both instructional content and user experience (UX) to create an engaging, relevant, and informative learning journey for end users.



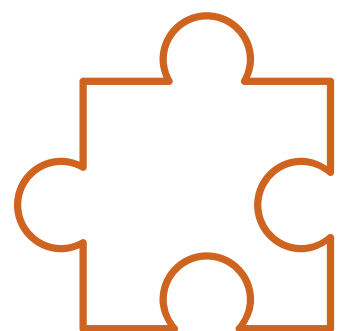
### AKIS-IN-PRACTICE



- Showcases **real AKIS practices from EU Member States**, highlighting successful interventions and best practices in agriculture. The thematic content covers sustainable farming, rural development, and innovation strategies within the **CAP framework**.
- They can be integrated into training sessions, policy discussions, or educational materials to provide examples of proven strategies and inspire the adoption.

### PRACTICES TO INTEGRATE ADVISORS IN THE AKIS

- Showcases 13 successful examples of intensive advisor integration within AKIS.
- The examples are organized under three main categories: training measures, networking and knowledge exchange, and policy/structural measures.
- Can be used in workshops or collaborative networks around the networking and knowledge exchange examples, fostering continuous learning among advisors and stakeholders.



### AKIS-IN-PLAY



- The modernAKIS Role-Play Game is an interactive tool that simulates the dynamics of knowledge transfer within AKIS.
- Participants assume various roles to map networks and create proposals tailored to specific, data-based scenarios, promoting innovative thinking and strategic planning.

### AKISCONNECT.EU

- AKISConnect is an interactive platform that connects AKIS actors from across Europe to share knowledge, build capacity, and collaborate on innovative agricultural practices.
- This platform can be used to: Foster cross-border collaboration; Networking; Access best practices; Strengthen regional agricultural networks through active participation and exchange.

SCAN THE QR CODE  
FOR MORE DETAILS:



Funded by  
the European Union

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.



## EXPLORE THE LATEST KEY RESULTS CONTRIBUTING TO MODERNAKIS'S OVERALL OBJECTIVE:

Strengthening AKIS actors' capacities for transformation and co-creation of more effective and efficient AKIS systems, leveraging knowledge and innovation to drive the transition toward sustainable management and use of natural resources in farming and forestry.

### E-LEARNING TRAINING

Available for learners to explore the dynamics of the AKIS ecosystem and gain insights into diagnosing and solving system-level issues effectively.

#### BENEFITS:

- No language barriers (Available in all official EU languages)
- Uses simple and clear terminology to ensure common understanding
- Interactive format ensures full mobile compatibility; each module is optimized for efficient 30-minute completion
- Visual materials reflect the diverse social, cultural, and geographic contexts of agriculture, forestry, and rural sectors across Europe.
- Focuses on both instructional content and user experience (UX) to create an engaging, relevant, and informative learning journey for end users.



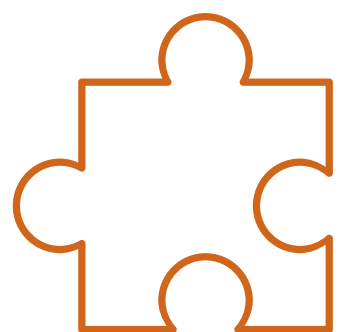
### AKIS-IN-PRACTICE

- Showcases **real AKIS practices from EU Member States**, highlighting successful interventions and best practices in agriculture. The thematic content covers sustainable farming, rural development, and innovation strategies within the **CAP framework**.
- They can be integrated into training sessions, policy discussions, or educational materials to provide examples of proven strategies and inspire the adoption.



### PRACTICES TO INTEGRATE ADVISORS IN THE AKIS

- Showcases 13 successful examples of intensive advisor integration within AKIS.
- The examples are organized under three main categories: training measures, networking and knowledge exchange, and policy/structural measures.
- Can be used in workshops or collaborative networks around the networking and knowledge exchange examples, fostering continuous learning among advisors and stakeholders.



### AKIS-IN-PLAY

- The modernAKIS Role-Play Game is an interactive tool that simulates the dynamics of knowledge transfer within AKIS.
- Participants assume various roles to map networks and create proposals tailored to specific, data-based scenarios, promoting innovative thinking and strategic planning.



### AKISCONNECT.EU

- AKISConnect is an interactive platform that connects AKIS actors from across Europe to share knowledge, build capacity, and collaborate on innovative agricultural practices.
- This platform can be used to: Foster cross-border collaboration; Networking; Access best practices; Strengthen regional agricultural networks through active participation and exchange.

SCAN THE QR CODE  
FOR MORE DETAILS:



Funded by  
the European Union

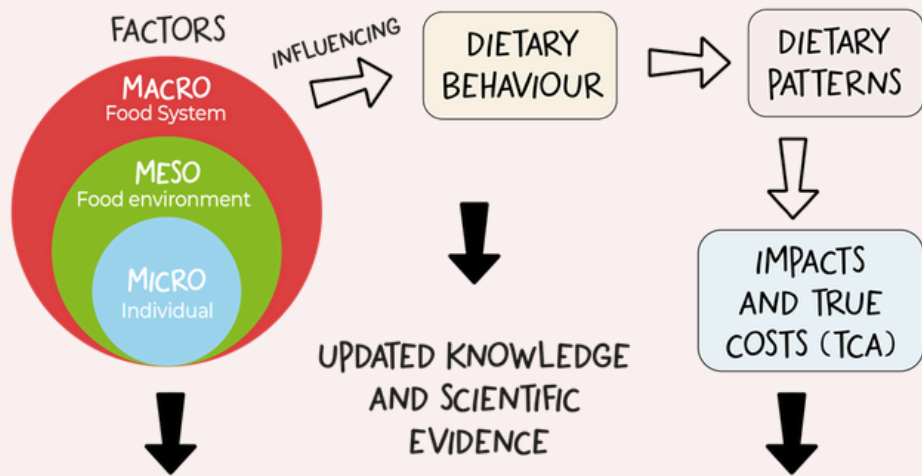
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.



## Project Objectives

Co-designing interventions to effectively reverse trends in dietary behavior by better understanding how social cultural and individual factors affect people's food choices.

### UNDERSTANDING THE FACTORS INFLUENCING DIETARY BEHAVIOUR AND THE HEALTH AND ENVIRONMENT IMPACT OF FOOD CHOICES



**DEVELOPING EFFECTIVE TOOLS, STRATEGIES AND INTERVENTIONS, ADAPTED TO DIFFERENT CONTEXTS AND POPULATION GROUPS**

**Food System Dashboard**

**Effective means for food chain actors to improve food environments**

**Tools to improve education, communication, engagement and training on SHDs**

## Project Network

### LIVING LAB MEMBERS



### Living Labs



Each Living Lab targets a specific population group.

### Consulting Working Groups (CWG)



## Meet some of our CWG of Farmers



Food Cabinet BV is an Amsterdam-based creative agency that specializes in food campaigns and communication. They foster a profound connection between producers and consumers by aiming to nurture appreciation and understanding beyond the dinner table.

In 2019, Feighery's Farm brought locally sourced beetroot juice to the Irish market. Recognizing a gap in the industry, they dove into researching its myriad health benefits. From regulating blood pressure to boosting the immune system and providing a hefty dose of antioxidants. They now sell their beetroot juice in stores all across Ireland.

Local and Community Engagement: Finca Montefrio hosts activities for students, to teach them about traditional Dehesa food production with the aim to cultivate an appreciation for local, seasonal foods, fostering awareness of the environment and encouraging responsible food choices





# Supporting Uptake Integrated Pest Management and Low-Risk Pesticide Use



SUPPORT aims to pave the way for adoption of Integrated Pest Management (IPM) tools and technologies by developing relevant and actionable scientific knowledge to be used in a co-creation design with actors of public policies and private sector strategies.



48 months



20 Partners  
10 countries



25 National  
Crop Clusters



Budget 5,99  
Mio Euros

## Objectives and activities

- Build a **SUPPORT Stakeholder Ecosystem** to co-create strategies and policies with actors.
- Create an **inventory of current and future IPM tools** and assessment of their impacts on pest control efficacy, economic performance of farms, and the environment.
- **Identify barriers and drivers** in the entire agri-food system for the adoption of IPM and to analyse their role in farmer decision-making.
- Propose **public policies and private sector strategies** for enhancing the adoption of IPM tools and technologies in a co-creation process with the engagement of relevant actors.

**A multi-actor approach** will be the backbone of the research process and include **25 National Crop Clusters (NCCs)**.

NCCs are a selection of cases covering a wide range of farm typologies, sectors and systems representing the diversity of farming in the EU and associated countries. They encompass **wheat, maize, onion, potato, strawberry, apple, wine grape and olive**.



## Key Performance Indicators (KPIs) of the SUPPORT project include the following:

- |                                                                                  |                                                                                                                  |                                                                                                                     |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Better understanding of IPM strategies among relevant actors.                    | Improved advisory services for support of IPM adoption.                                                          | Better informed policy makers regarding project results enabling an improved design and implementation of policies. |
| Improved capacities for behavioural and experimental research among researchers. | More food supply actors sourcing products that are produced with IPM.                                            | Reduction of overall use and risk of pesticides.                                                                    |
| Implementation and use of IPM among farmers.                                     | Increased awareness amongst consumers regarding IPM and consequences of pesticide use on health and environment. | Reduction of use of more hazardous pesticides.                                                                      |



[www.he-support.eu](http://www.he-support.eu)



The project has received funding from the European Union's Horizon Europe programme under Grant Agreement No 101084527



## The platform is **under development** to test a big idea:

Can all the tangible outputs of EU-funded research and innovation projects be brought together and organized in one user-friendly platform to help get practical knowledge into the hands of the farmers, foresters, and other rural actor across Europe who need it most?

FOLLOW EU-FARMBOOK  
ON SOCIAL MEDIA



# EU-FARMBOOK, THE **POINT OF REFERENCE** FOR **FARMERS, FORESTERS**, RURAL AREAS AND THEIR **ADVISORS** ACROSS EUROPE.



Is a **one-stop-shop** for the **free** exchange of practice-oriented outputs from all EU-funded research and innovation projects, EIP Operational Groups projects and other innovative projects.



**Offers different upload options** for the easy contribution of materials: Manually, with a batch upload or via an API for efficient sharing.



Recognizes the value of **Open Science**, advocating for the early and widespread sharing of publicly funded research and innovation.



Speed up the sharing and uptake of project outputs **from local to transnational**.



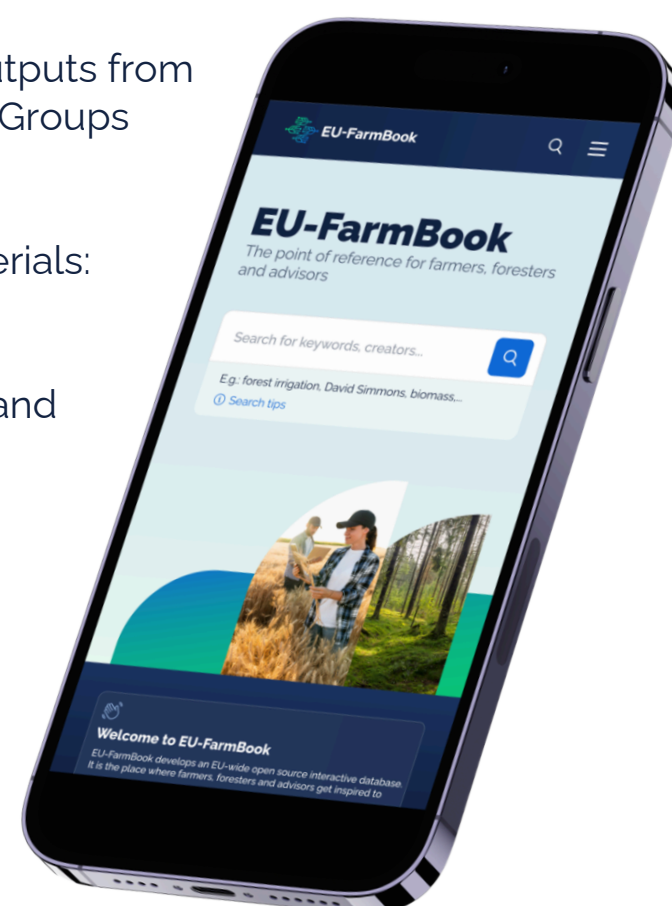
Integrates project results into **knowledge networks** and decision-making processes.



Leverages advancements in **automatic translation (24 EU languages)** and **AI-assisted** smart search functions.



Upholds strict criteria as a reliable repository, including **metadata**, standardized data, curation, persistent identifiers, online interaction, long-term preservation, and data access conditions.



## Multilingualism

What to expect?

**2025:** Platform interface accessible in all official EU languages.

**2026:** Content from selected practice-oriented materials automatically translated into 3 languages and English.

**2027:** Content from selected practice-oriented materials automatically translated into more than 3 languages and English.

## New Features on the way

What to expect?

- **Dedicated project page:** The EU-FarmBook can serve as a central hub facilitating networking and transnational collaboration amongst the full range of EU-funded project types, creating new and exciting opportunities
- **AI-Chatbot:** Quick access to knowledge, providing responses only from verified sources, ensuring you get accurate information



Funded by  
the European Union

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.

Access the QR Code  
Explore more and join the  
EU-FarmBook community







## WHY

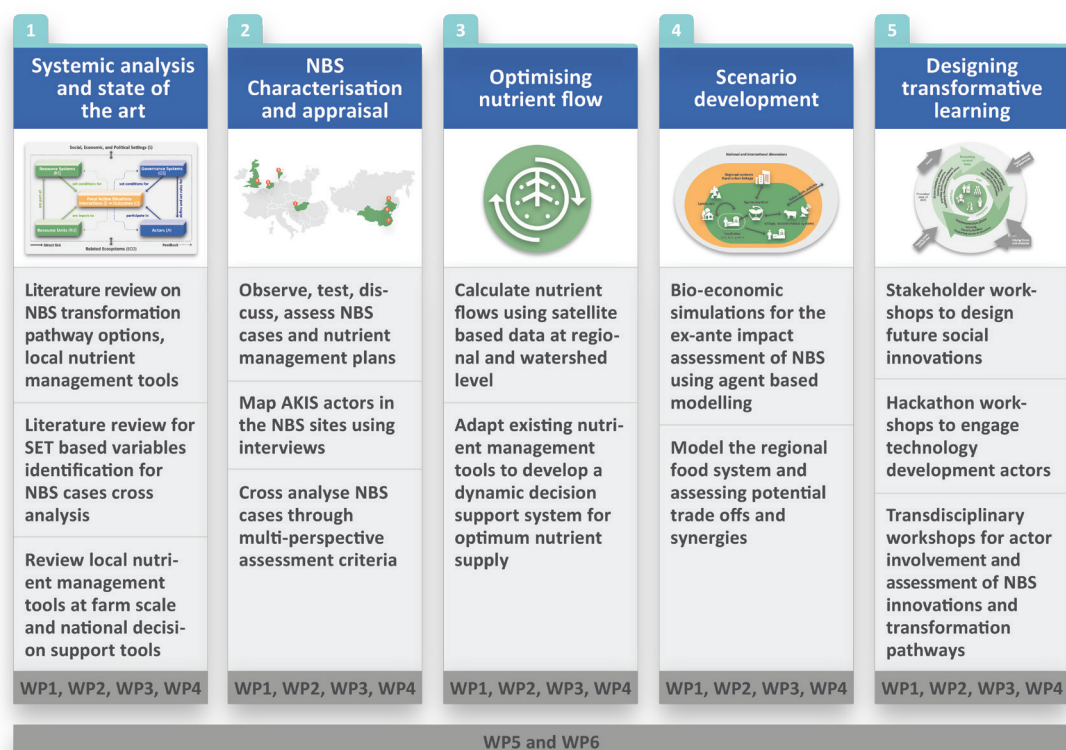
Today's agriculture is highly dependent on external nutrient inputs, and in particular mineral fertilisers supplying nitrogen (N), phosphorus (P), potassium, and other elements, which are indispensable components of many intensive farming systems.

**trans4num's** ambition is to substantiate and broadly promote the nature-based solutions (NBS) approach for sustainable agricultural practices in Europe and China, focusing on nutrient management (bio-based nutrient sources, sustainable crop rotation, integrated pest management).



## HOW

**tran4num** methodological roadmap



## OBJECTIVE

to develop and test innovative NBS practices and pathways that contribute to a socio-ecological transformation of existing intensive agriculture systems towards increasingly sustainable nutrient management.



## WHERE

To study NBS with a multi-level, multi-actor approach, **trans4num** has selected four European and three Chinese sites.

### NBS site locations

#### EU

- Denmark: Northern Jutland
- Hungary: Kollumerwaard; Ebelsheerd
- Hungary: Szigetköz region, Danube valley
- United Kingdom: Harpenden; North Wyke

#### Asia

- China: Northeast – Innermongolia
- China: North China Plain – Shandong (Wuqiao)
- China: North China Plain – Henan
- China: Southwest – Chongqing

#### NBS topic

- Crop rotation and Bio Based fertilisers
- Legumes, spoon-feeding, mixed/inter/strip-cropping, agro-forestry
- Biomass crops, biobased fertilisers, crop rotations
- Crop rotation (large trial), biomass crops, farmyard manure
- Reduced fertilizer, reduced chemical fertilizer, crop rotation and bio-fertilizer

## Outputs

## WHAT

## Outcomes



**Innovative**  
NBS practices



**DSS tool**  
nutrient budget methodologies



**Scenarios**  
for improved nutrient management



**Dissemination**  
to stakeholders on all levels



**Strong international cooperation**



**New transformation pathways**



**Optimize nutrient flows**



**Market opportunities for NBS**

## WHO

Our consortium



**trans4num** is a four-year project funded under the Zero Pollution call as an EU-China international cooperation action on nature-based solutions (NBS) for nutrient management in agriculture.

Subscribe to our Newsletter [@trans4num](#) [www.trans4num.eu/en/](http://www.trans4num.eu/en/)



Funded by  
the European Union