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modernAKIS Together for Systems' Innovation

Modernisation of Agriculture through more efficient and effective Agricultural Knowledge and Innovation Systems

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Project management	**Institution**	
Person in charge	Sofia Mouseti	AUA
Work package	WP2	
Work package leader	Elena Teodora Miron	LFI
Author(s)	Sofia Mouseti	AUA
Addition Authors	Alexandra Dangklidi Vassilis Andrikopoulos Konstantinos Kravvaritis	AUA AUA AUA
Quality reviewers	Juan Pedro Romero Trueba Stephanie Burger Elena Teodora Miron	MAPA LKO LKO
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Table of content

EXECUTIVE SUMMARY 7
1. INTRODUCTION 8
2. AN OVERVIEW OF AKISCONNECT PROGRESS FROM M24 TO M36 10
3. USER ENGAGEMENT IN AKISCONNECT 12
4. AKISCONNECT VERSION 2: PLATFORM FEATURES DEVELOPED AND RELEASED SINCE SEPTEMBER 2024 16
4.1. Learn & Apply > Training materials 16
4.2. Learn & Apply > Events 18
4.3. Learn & Apply > AKIS-in-Play 23
4.4. Learn & Apply > Practices > AKIS in Practice 24
4.5. Network > Member States in action 26
4.6. Administration Panel 27
4.7. Integration with Mailchimp email-marketing tool 27
5. FEATURES CURRENTLY IN DEVELOPMENT & TESTING PHASE 29
5.1. Community Forum 29
5.2. Translations 33
5.3. Homepage redesign & updated navigation menu 35
5.4. About us 37
5.5. Pagination in AKIS-in-Practice 39
5.6. Filters in Events 39
5.7. Organisations' profiles visible in AKIS Network map 40
6. NEXT STEPS 41
7. CONCLUSION 43

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List of figures

Figure 1: A Roadmap for AKISConnect, highlighting past, current and future development 8
Figure 2: 1200 Users registered in AKISConnect until August 28th, 2025. 11
Figure 4: An overview of Google Analytics instance of AKISConnect application from Sep 1st, 2024 to Aug 20th, 2025 13
Figure 5: The most visited pages in AKISConnect from Sep 1st, 2024 to Aug 20th, 2025 13
Figure 6: Demographics of AKISConnect from Sep 1st, 2024 to Aug 20th, 2025 14
Figure 7: Traffic acquisition for AKISConnect from Sep 1st, 2024 to Aug 20th, 2025 15
Figure 8: Three entirely new training modules have been added in July 2025 (orange box) 17
Figure 9: The three initial new training modules are already offered in 22 languages 18
Figure 10: The page listing all past and future events 19
Figure 11: A new button "Register" appears whenever the event manager enables registration 20
Figure 12: Registered users to AKIS network can login and instantly register into an event. 20
Figure 13: Users have the option to only register to a specific event or register and become a network member 21
Figure 14: Users who only register to a specific event need to provide some basic personal details 21
Figure 15: An email template for automatic sending to registered users to each event 22
Figure 16: Event administrators are able to manage their event through the enriched admin panel . 23
Figure 17: A list of games produced in modernAKIS context, ready to be downloaded by registered users 23
Figure 18: Each game has a dedicated and more detailed page, describing the concept, creators and materials 24
Figure 19: In the beginning of 2025, 35 new AKIS-in-Practice have been added, which were collected throughout 2024 25
Figure 20: A new section has been added to "The Member States in Action" introductory page including information about CNA surveys 26
Figure 21: The administration panel of AKISConnect.eu 27
Figure 22: Mailchimp audience synchronisation with AKISConnect network members 28
Figure 23: Mailchimp audience listing only event participants through AKISConnect event registration process 28
Figure 24: The introductory page of the community forum 30
Figure 25: A list of rooms under the same topic 31
Figure 26: A detailed view of a rooms with posts in the community forum 32
Figure 27: A detailed view of a post with comments in the community forum 33
Figure 28: An example of the translated homepage in French 34
Figure 29: The updated homepage of AKISConnect platform 36
Figure 30: The updated navigation menu of AKISConnect platform 37
Figure 31: A new section "About us" added in AKISConnect platform 38
Figure 32: Pagination elements allow for better navigation in AKIS-in-practice collection 39
Figure 33: New component with filters in the Events' page 40
Figure 34: Inclusion of organizations in AKIS Network interactive map 40
Figure 35: An early draft of the "Digitalisation hub" visualised in a mock-up to be further explored 41

List of abbreviations

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AKIS – Agricultural Knowledge and Innovation System

API – Application Programming Interface.

CB – Coordination Body

CNA – Capacity Needs Assessment

DIH – Digital Innovation Hub

EU – European Union

FAQ – Frequently Asked Questions

MVP – Minimum Viable Product

UI – User Interface

WP – Work Package

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Executive Summary

The document at hand represents an updated Report on the networking platform AKISConnect, created for modernAKIS project in collaboration with ATTRACTISS (both EU-funded projects), and available at https://akisconnect.eu/. The AKISConnect platform acts as a Digital Innovation Hub aiming to serve key AKIS actors in an EU-level dimension, aiming to facilitate the networking and capacity building activities, which are the main objectives of the modernAKIS project.

This report's purpose is to provide documentation of the platform's progress and updates since the delivery of the first report on the August 31st, 2024, under the name "*Deliverable 2.9 Report on networking platform operation"*. These updates in the AKISConnect platform are related to *Task "T2.4: Knowledge exchange platform: design, moderation and operation"* of the project.

Following the first release in March 2024, and the first 6 months until August 2024, it describes all new content as well as features and functionalities deployed from September 2024 to August 2025. As a follow-up to D2.9, which documented the 1st version's release which served as the Minimum Viable Product (MVP), with all the basic set of functionalities and initial content, this report captures the key improvements, new functionalities, usage metrics, and strategic actions taken to enhance usability, accessibility, and long-term sustainability of the AKISConnect platform. It also outlines the roadmap toward the M48 milestone and further exploitation.

This document is structured as follows: Chapter 1 introduces the AKISConnect platform Version 2. Chapter 2 provides an overview of the platform progress for the past year, from September 2024 to August 2025. Chapter 3 describes the users' engagement in AKISConnect platform, highlighting some traffic analytics. All new features and functionalities launched during M24-M36 are reported in Chapter 4. Additional features that are currently being tested by partners are presented in Chapter 5. Chapter 6 provides a short reference of upcoming features that will be explored next, and Chapter 7 is offering a short conclusion.

As a living and evolving document, it is subject to changes throughout the project's lifetime, to reflect potential changes and alignments required to fulfil the project's vision.

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1. Introduction

The purpose of this report is to document the work implemented in Task "*T2.4: Knowledge exchange platform: design, moderation and operation*" from M24 to M36, regarding the AKISConnect platform development as well as new content, features and functionalities.

The AKISConnect platform was launched on the 29th of February, 2024, as a DIH to connect key actors within the Agricultural Knowledge and Innovation System (AKIS) in Europe. Jointly developed under the modernAKIS and ATTRACTISS projects, the platform offers tools, spaces, and resources for knowledge exchange, sharing, capacity building, networking, and collaborative action. Deliverable D2.9 provided a detailed account of the platform's initial development, stakeholder engagement, and MVP deployment. D2.10 builds on that foundation by documenting the platform's first major update cycle, reflecting an agile, feedback-driven evolution. This includes new features, improved user experience, performance metrics, and the increasing integration of AKISConnect with the broader EU digital ecosystem.

Figure 1 shows an AKISConnect Roadmap, summarising all progress made so far, from its initial launch to its current status. Version 2 of AKISConnect platform is thoroughly presented in this document emphasizing to all features that have been delivered by M36. Version 3 which is expected by M48 (August 2026), is also introduced in this document, since many of its features and updates are already underway, whether in testing mode, ready to be delivered in the next 2 months, or in development mode to be delivered in the next 4 months. Additional features currently in design phase, are also introduced, as shown in Figure 1.

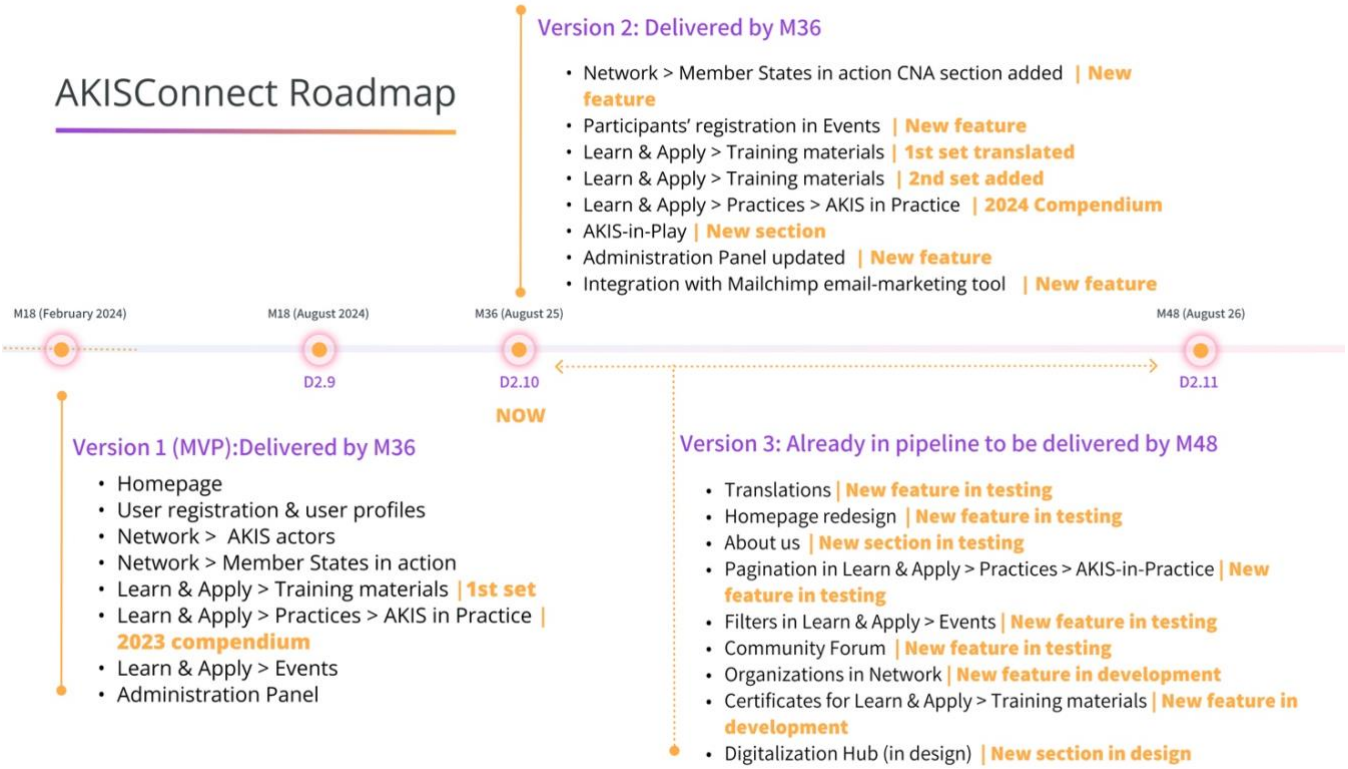

Figure 1: A Roadmap for AKISConnect, highlighting past, current and future development

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The main audience of this document includes the project consortium, which comprises, among others, researchers, representatives of public authorities and administrations, advisors and advisory services, trainers, NGO representatives, and policymakers. Other stakeholder groups with an interest in the work presented in this report are project managers, software developers and architects, as well as service and product developers wanting to get insights into the platform implementation work (on top of details about the digital platform's scope and content).

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2. An overview of AKISConnect progress from M24 to M36

After the deployment of version 1 of the AKISConnect platform on the 29th of February 29, 2024, the next steps focused on the adaptabilityw, prioritization of updates, as well as the platform's longevity. Since the first launch of the platform, AUA has been conducting very frequent updates and modifications in the platform, which involved bug fixes, and improvements in specific features, as well as new content additions. To achieve this, AUA has been collecting feedback through continuous open communication with project partners from both projects, whether through regular channels, meetings, SharePoint etc., or through direct communication through emails or physical meetings, which enabled them to react fast and modify the AKISConnect platform, whenever it was necessary. Additionally, apart from project partners, external users have been using several communication channels (emails, social media, support forms) to transfer their requests, expectations and insights, making the AKISConnect platform an agile digital product aiming to foster users' needs in real-time.

The design and development of AKISConnect has remained highly participatory and iterative since the beginning of its conceptualization. The initial design phase was launched by AUA with background research on user needs and target groups, followed by a structured co-creation journey with project partners. A survey and a series of online meetings—starting with concept validation (the 26th of June, 2023), scenario-based user journey creation (the 24th of July, 2023), and prototype testing (the 28th of August, 2023)—shaped the MVP version released in February 2024. This collaborative approach has been sustained during the implementation of all new features documented in this deliverable, ensuring that every addition is grounded in user insights and project-wide validation.

The AKISConnect platform has been developed using a robust and future-proof technology stack, comprising Next.js and React.js for the frontend and Laravel with MariaDB for the backend. This technical architecture allows for rapid iteration, high performance, and seamless integration with other platforms, when needed. The agile development methodology has continued to guide the platform's evolution, ensuring responsiveness to changing user needs and facilitating continuous improvements. Importantly, the platform remains modular and interoperable—capable of linking with existing or future AKIS-related systems, and fully embedded within the broader digital ecosystem of the modernAKIS project.

The growing adoption of AKISConnect is reflected in the steadily increasing number of registered users. From an initial base of just over 628 members in February 2024, as reported in D2.9, AKISConnect has now surpassed 1,193 registered users as of August 2025, as shown in Figure 2. This nearly twofold increase in community size is a strong indicator of the platform's relevance and perceived value among AKIS actors across Europe. The spike in registrations closely aligns with the launch of several key features, including the event registration component, the translated training modules, the offering of role-playing games, and the integration of new AKIS-in-Practice content, as explained in the following sections.

The new features have not only improved usability but also expanded the platform's functional appeal, encouraging broader engagement from diverse user groups such as advisors, researchers, and managing authorities. The ability to register for events, contribute to discussions, and access tailored AKIS data has created strong incentives for new users to join the network. This upward trend supports the platform's goal of building a thriving, interconnected AKIS community that extends across all EU Member States.

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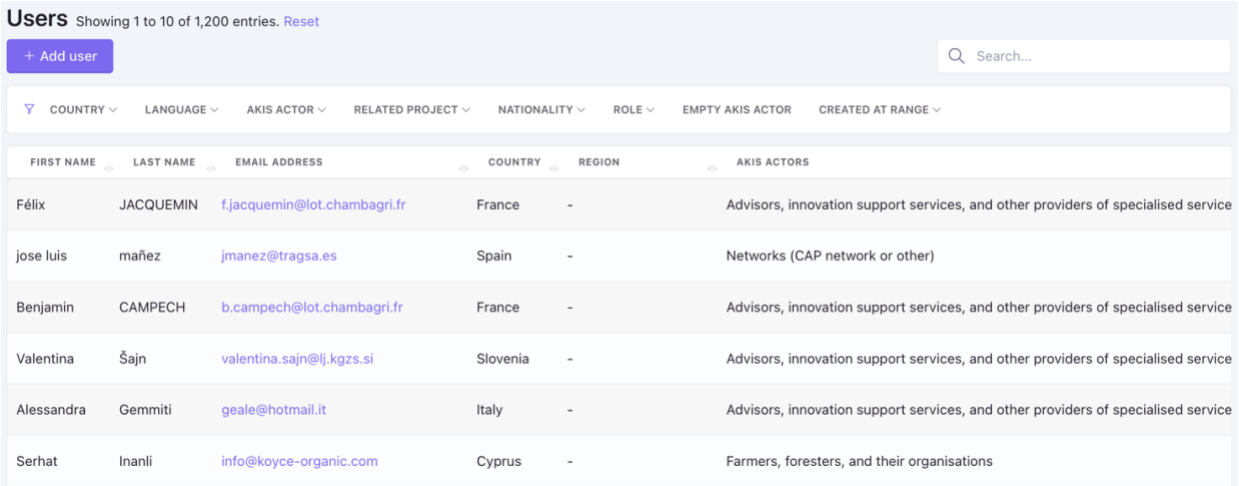

Users Showing 1 to 10 of 1,200 entries. Reset

+ Add user

Search...

COUNTRY | LANGUAGE | AKIS ACTOR | RELATED PROJECT | NATIONALITY | ROLE | EMPTY AKIS ACTOR | CREATED AT RANGE

FIRST NAME	LAST NAME	EMAIL ADDRESS	COUNTRY	REGION	AKIS ACTORS
Félix	JACQUEMIN	f.jacquemin@lot.chambagri.fr	France	-	Advisors, innovation support services, and other providers of specialised service
jose luis	mañez	jmanez@tragsa.es	Spain	-	Networks (CAP network or other)
Benjamin	CAMPECH	b.campech@lot.chambagri.fr	France	-	Advisors, innovation support services, and other providers of specialised service
Valentina	Šajn	valentina.sajn@lj.kgzs.si	Slovenia	-	Advisors, innovation support services, and other providers of specialised service
Alessandra	Gemmiti	geale@hotmail.it	Italy	-	Advisors, innovation support services, and other providers of specialised service
Serhat	Inanli	info@koyce-organic.com	Cyprus	-	Farmers, foresters, and their organisations

Figure 2: 1200 Users registered in AKISConnect until August 28th, 2025.

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3. User engagement in AKISConnect

A Google Analytics account has been setup from AKISConnect platform's initial launch, with the goal to help in making informed decisions regarding the most valuable content as well as create new content or features that are valuable to users, based on their behaviour and preferences, always taking into consideration modernAKIS project's overall strategy and vision on how it serves its target audiences.

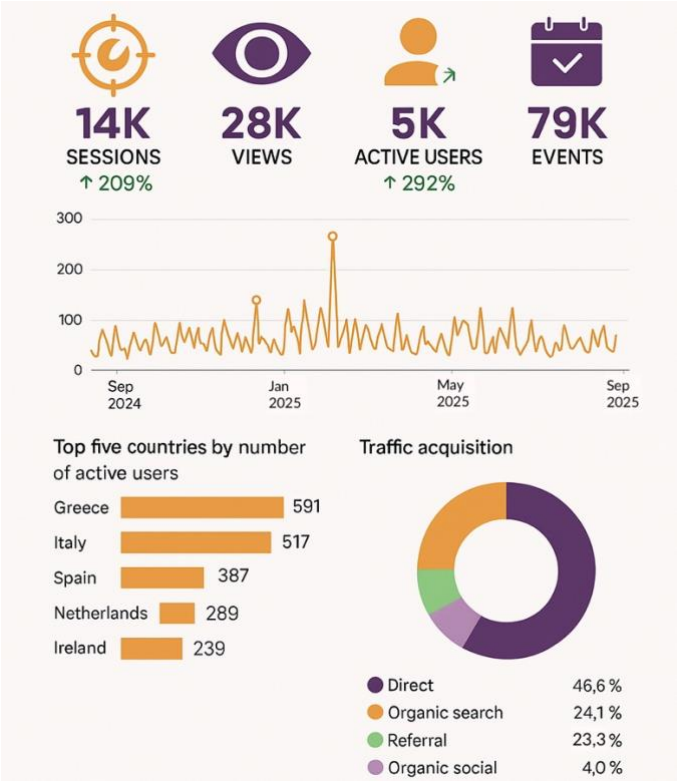

Figure 3: An overview of AKISConnect in terms of traffic and user engagement (Google Analytics September 2024 – August 2025)

As shown in Figure 4, The AKISConnect platform has experienced strong and consistent growth in user activity over the past year. 14,000 sessions were recorded (↑209% compared to the previous period), with 28,000 page views and 5,000 active users (↑292%), as shown in Figure 4. A session represents a single visit to the platform, during which a user may view multiple pages or perform various actions. A session ends after 30 minutes of inactivity or when the user leaves the site. If a person visits the platform multiple times in a day, each visit is counted as a separate session. A page view is counted every time a user loads a page on the platform, even if the same page is viewed multiple times during a session. This metric shows how much content is being accessed overall. An active user is an individual who has engaged with the platform during the selected time period. This includes both new and returning users, and is a strong indicator of the platform's reach and community size.

The event count reached 79,000 (Figure 4), signaling high interaction levels across key sections of the platform. These are actions users take while on the platform—such as clicking buttons, playing a podcast, downloading a file, or submitting a form. Event tracking helps measure how interactive and engaging the platform is beyond just viewing pages.

In terms of user behavior (Figure 5), the average engagement time per active user was approximately 5 minutes and 37 seconds, indicating sustained interaction with platform content. This metric reflects the depth of user involvement—how long, on average, each

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active user remains engaged during their visit. A higher engagement time suggests that visitors are not just briefly scanning pages but are actively reading, clicking, or interacting with features such as training modules, event pages, and tools. Notably, users engaged most with the homepage, event pages, training materials, and innovation support tools.

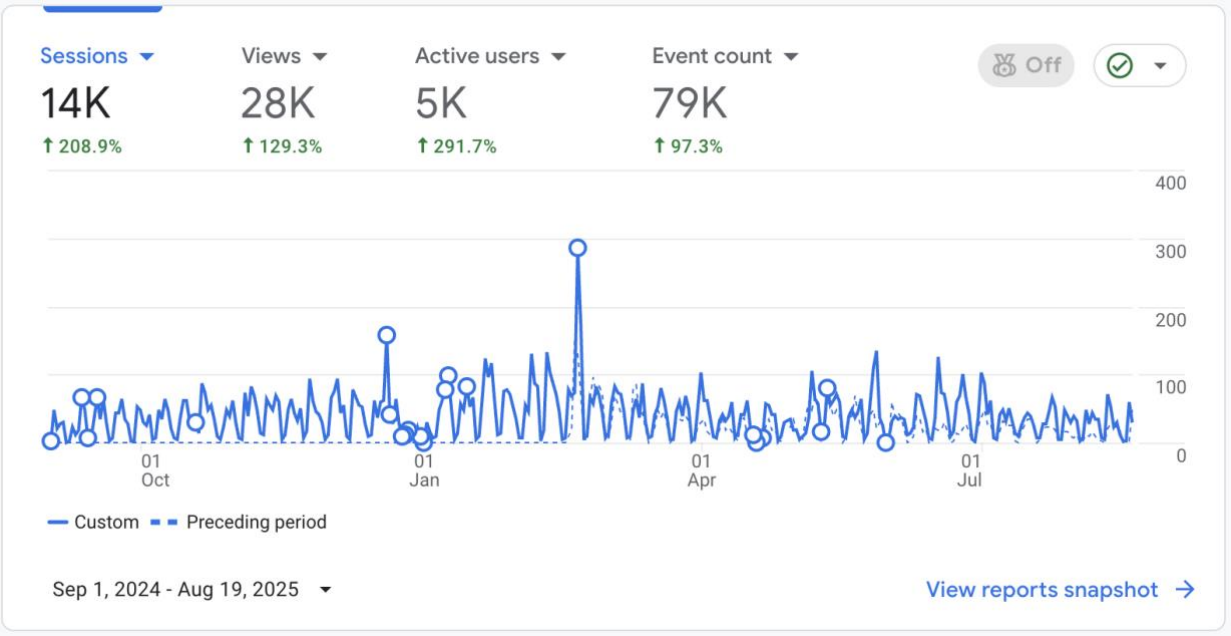

Figure 4: An overview of Google Analytics instance of AKISConnect application from Sep 1st, 2024 to Aug 20th, 2025

		Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events
☐		Total	28,115 100% of total	5,030 100% of total	5.59 Avg 0%	5m 37s Avg 0%	78,561 100% of total
☐	1	/	10,352 (36.82%)	2,196 (43.66%)	4.71	1m 21s	19,821 (25.23%)
☐	2	/workshops-events/EventsDetails	2,657 (9.45%)	958 (19.05%)	2.77	1m 47s	10,261 (13.06%)
☐	3	/training-materials	1,322 (4.7%)	796 (15.83%)	1.66	1m 18s	4,922 (6.27%)
☐	4	/iss-tools-and-methods	1,172 (4.17%)	400 (7.95%)	2.93	2m 20s	3,021 (3.85%)
☐	5	/workshops-events	793 (2.82%)	307 (6.1%)	2.58	1m 43s	2,014 (2.56%)
☐	6	/swot-get-started	745 (2.65%)	381 (7.57%)	1.96	46s	2,024 (2.58%)
☐	7	/iss-tools-and-methods/tool-details	743 (2.64%)	291 (5.79%)	2.55	3m 22s	2,502 (3.18%)
☐	8	/akis-network	650 (2.31%)	618 (12.29%)	1.05	1m 06s	2,094 (2.67%)
☐	9	/community-forum	650 (2.31%)	4 (0.08%)	162.50	7h 07m	1,666 (2.12%)
☐	10	/register	591 (2.1%)	672 (13.36%)	0.88	2m 08s	2,912 (3.71%)

Figure 5: The most visited pages in AKISConnect from Sep 1st, 2024 to Aug 20th, 2025

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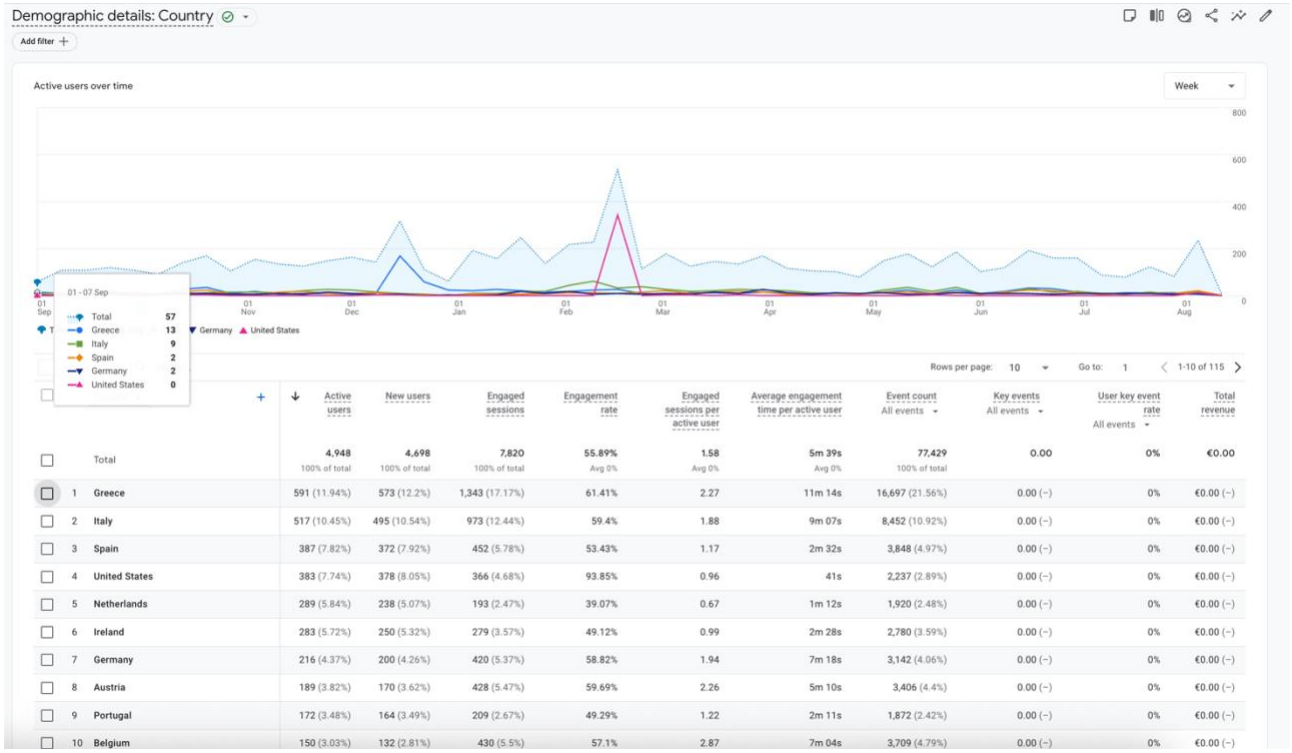
The geographic distribution of AKISConnect platform, as shown in Figure 6, highlights the strong uptake of AKISConnect across several EU Member States. The top five countries by number of active users were **Greece**, **Italy**, **Spain**, **Netherlands**, and **Ireland**. Greece led with 591 active users, followed by Italy (517) and Spain (387), reflecting strong engagement from countries actively involved in the modernAKIS and ATTRACTISS networks. Average engagement time per user was particularly high in Italy (9m 07s) and Germany (7m 18s), indicating that users in these countries spent more time exploring content in depth. This diversity in user base demonstrates the platform's growing reach and supports the importance of the upcoming multilingual rollout, ensuring equitable access across all EU Member States.



		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	User key event rate All events	Total revenue
	Total	4,948 100% of total	4,698 100% of total	7,820 100% of total	55.89% Avg 0%	1.58 Avg 0%	5m 39s Avg 0%	77,429 100% of total	0.00	0%	€0.00
1	Greece	591 (11.94%)	573 (12.2%)	1,343 (17.17%)	61.41%	2.27	11m 14s	16,697 (21.56%)	0.00 (–)	0%	€0.00 (–)
2	Italy	517 (10.45%)	495 (10.54%)	973 (12.44%)	59.4%	1.88	9m 07s	8,452 (10.92%)	0.00 (–)	0%	€0.00 (–)
3	Spain	387 (7.82%)	372 (7.92%)	452 (5.78%)	53.43%	1.17	2m 32s	3,848 (4.97%)	0.00 (–)	0%	€0.00 (–)
4	United States	383 (7.74%)	378 (8.05%)	366 (4.68%)	93.85%	0.96	41s	2,237 (2.89%)	0.00 (–)	0%	€0.00 (–)
5	Netherlands	289 (5.84%)	238 (5.07%)	193 (2.47%)	39.07%	0.67	1m 12s	1,920 (2.48%)	0.00 (–)	0%	€0.00 (–)
6	Ireland	283 (5.72%)	250 (5.32%)	279 (3.57%)	49.12%	0.99	2m 28s	2,780 (3.59%)	0.00 (–)	0%	€0.00 (–)
7	Germany	216 (4.37%)	200 (4.26%)	420 (5.37%)	58.82%	1.94	7m 18s	3,142 (4.06%)	0.00 (–)	0%	€0.00 (–)
8	Austria	189 (3.82%)	170 (3.62%)	428 (5.47%)	59.69%	2.26	5m 10s	3,406 (4.4%)	0.00 (–)	0%	€0.00 (–)
9	Portugal	172 (3.48%)	164 (3.49%)	209 (2.67%)	49.29%	1.22	2m 11s	1,872 (2.42%)	0.00 (–)	0%	€0.00 (–)
10	Belgium	150 (3.03%)	132 (2.81%)	430 (5.5%)	57.1%	2.87	7m 04s	3,709 (4.79%)	0.00 (–)	0%	€0.00 (–)

Figure 6: Demographics of AKISConnect from Sep 1st, 2024 to Aug 20th, 2025

Between September 2024 and August 2025, most traffic to AKISConnect originated through direct visits (46.6%), as shown in Figure 7, indicating a strong level of return users who access the platform by typing the URL directly or using bookmarks. This was followed by organic search (24.1%), demonstrating that the platform's visibility in search engines like Google has improved, due to SEO optimizations and increased content relevance. Referral traffic (23.3%) also contributed significantly, showing that other websites—such as partner institutions or EU project pages—are linking to AKISConnect. A smaller but notable share of users arrived via organic social channels (4%), suggesting growing awareness and engagement through platforms like LinkedIn, X, or other social media. This distribution reflects a healthy and diversified traffic acquisition strategy, combining strong returning user engagement with external visibility.

This data demonstrates that AKISConnect is evolving into an increasingly active DIH, particularly as new features and multilingual content attract a more diverse user base. The steady increase in active users and event participation reinforces the platform's relevance

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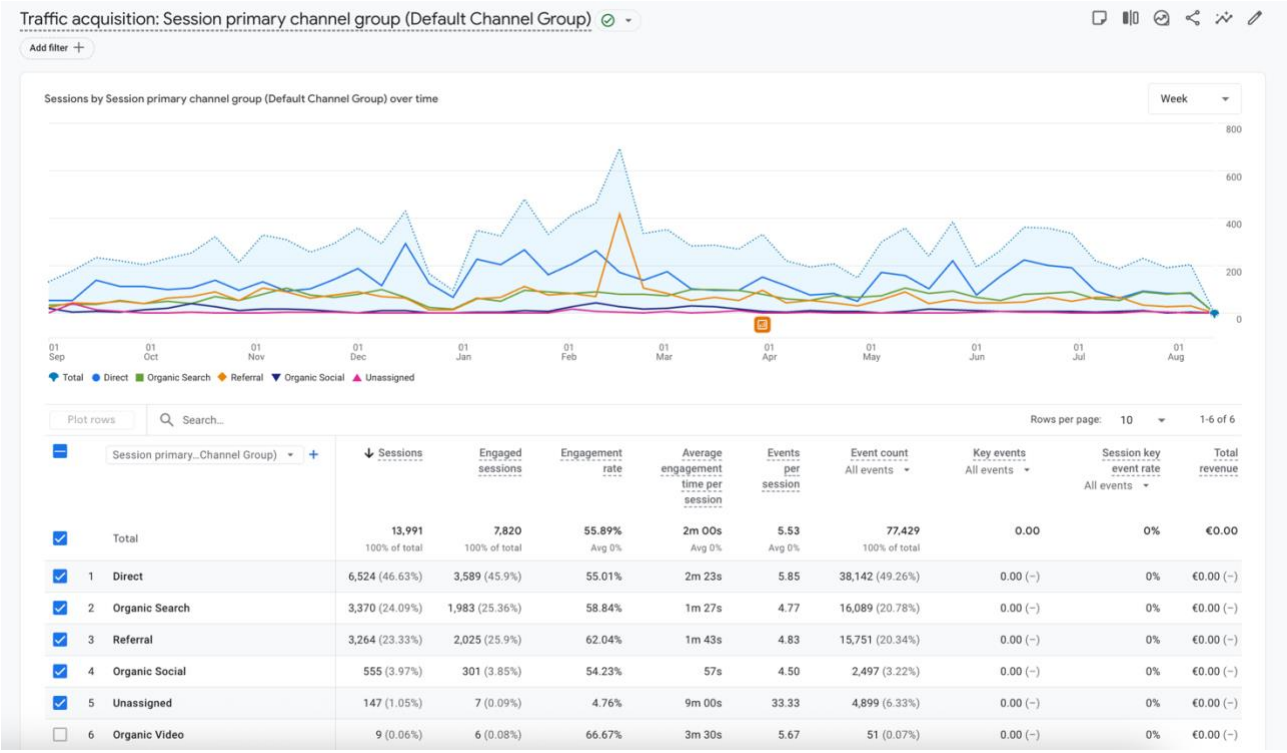
as a central point for knowledge sharing, learning, and collaboration across the EU AKIS ecosystem.



	Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
	Total	13,991 100% of total	7,820 100% of total	55.89% Avg 0%	2m 00s Avg 0%	5.53 Avg 0%	77,429 100% of total	0.00	0%	€0.00
1	Direct	6,524 (46.63%)	3,589 (45.9%)	55.01%	2m 23s	5.85	38,142 (49.26%)	0.00 (–)	0%	€0.00 (–)
2	Organic Search	3,370 (24.09%)	1,983 (25.36%)	58.84%	1m 27s	4.77	16,089 (20.78%)	0.00 (–)	0%	€0.00 (–)
3	Referral	3,264 (23.33%)	2,025 (25.9%)	62.04%	1m 43s	4.83	15,751 (20.34%)	0.00 (–)	0%	€0.00 (–)
4	Organic Social	555 (3.97%)	301 (3.85%)	54.23%	57s	4.50	2,497 (3.22%)	0.00 (–)	0%	€0.00 (–)
5	Unassigned	147 (1.05%)	7 (0.09%)	4.76%	9m 00s	33.33	4,899 (6.33%)	0.00 (–)	0%	€0.00 (–)
6	Organic Video	9 (0.06%)	6 (0.08%)	66.67%	3m 30s	5.67	51 (0.07%)	0.00 (–)	0%	€0.00 (–)

Figure 7: Traffic acquisition for AKISConnect from Sep 1st, 2024 to Aug 20th, 2025

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4. AKISConnect Version 2: Platform features developed and released since September 2024

Each of the new features and updates described in this chapter was developed through a participatory, iterative design process involving AKISConnect designers and developers, project partners, and end users. Similar to the methodology used for the initial MVP (as described in D2.9), this user-centered approach included co-creation workshops, prototyping, mock-up reviews, and structured feedback collection, mainly during dedicated online meetings.

4.1. Learn & Apply > Training materials

"Training materials" is a page under the "Learn & Apply" menu item, found here: akisconnect.eu/training-materials and it presents an overview of the training materials created in the context of WP3: Enabling AKIS Systems Thinking and AKIS conceptualization. The training section of AKISConnect has seen notable growth since the initial launch, now hosting 6 training modules focused on key AKIS concepts, systems thinking, and policy implementation, as shown in Figure 8. These materials are designed to support a wide range of AKIS actors—from newcomers to national Coordination Bodies—and are aligned with the strategic goals of the overall modernAKIS concept.

To broaden accessibility and encourage engagement across all EU Member States, the first four training modules have been translated into 22 EU languages, allowing users to select their preferred language when accessing the content, as shown in Figure 9. This multilingual capability is part of the platform's broader commitment to inclusivity and knowledge equity, ensuring that language is not a barrier to capacity building across the European AKIS landscape. The 3 remaining training materials, are already being translated and will be integrated in the platform in the following year.

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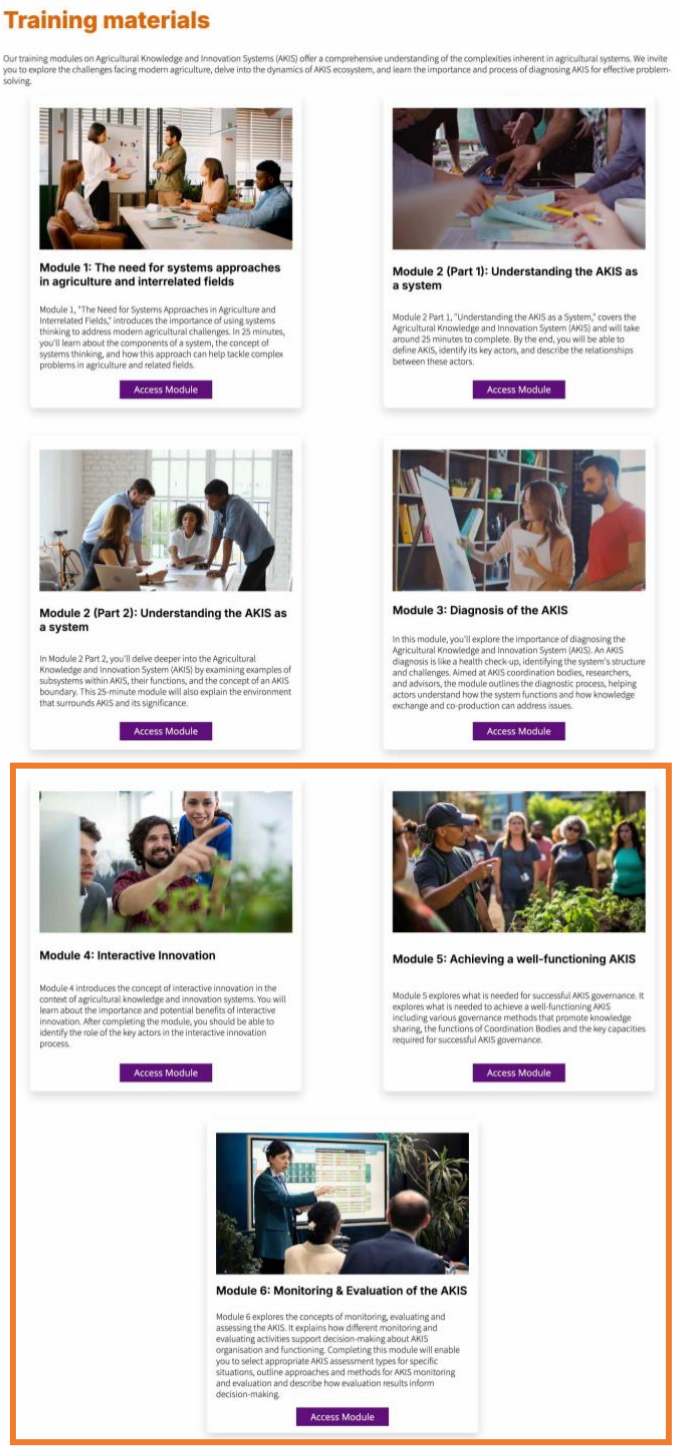

Figure 8: Three entirely new training modules have been added in July 2025 (orange box)

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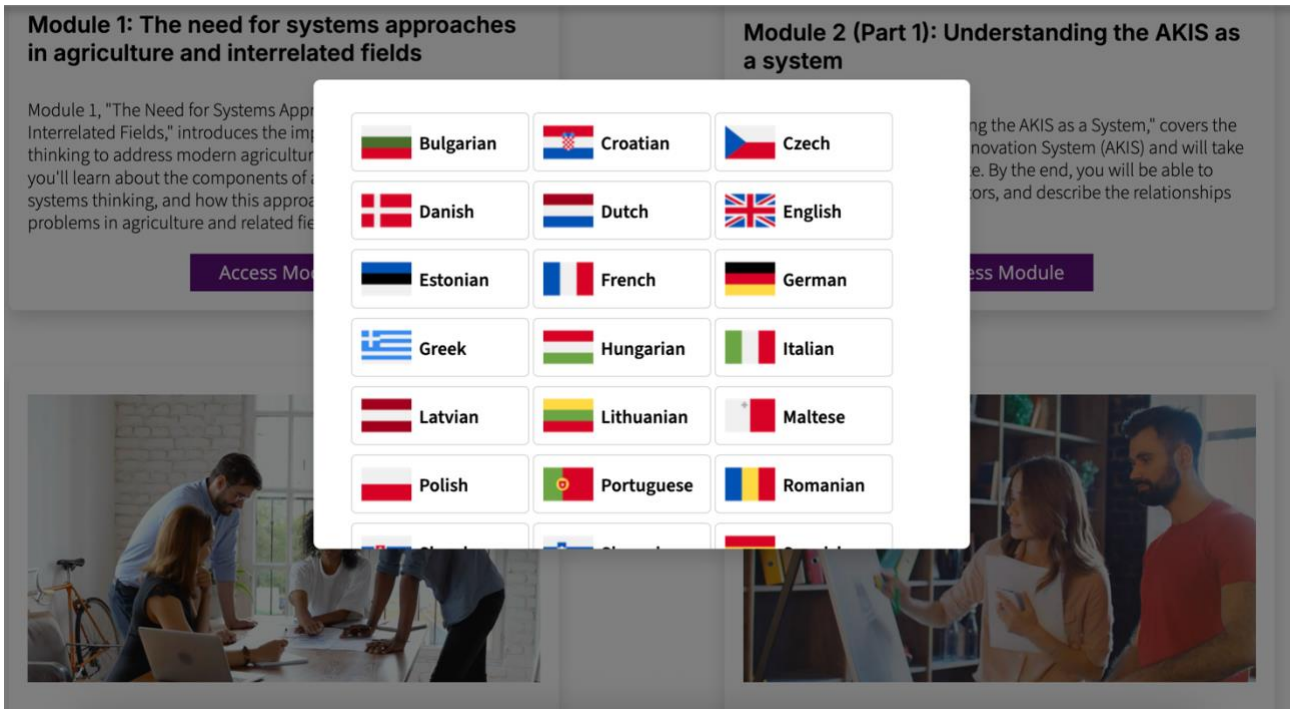

Figure 9: The three initial new training modules are already offered in 22 languages

4.2. Learn & Apply > Events

"Events" is a page under "Learn & Apply", found here: akisconnect.eu/workshops-events. In this section, the user is able to see a list of past and future workshops and events that are taking place in the context of both projects, as shown in Figure 10.

For the event registration system, the need emerged during evaluation sessions in late 2024. One of the most requested features by users and project partners was a streamlined system for registering to events hosted under modernAKIS and ATTRACTISS. Early mock-ups were tested with consortium members by simulating live registration flows. Feedback led to changes in form structure, confirmation messages, and admin-side participant tracking tools. As a result, a full-featured event registration module was implemented and successfully launched, as shown in Figure 11. Users can now register for upcoming workshops, webinars, or training sessions directly through the platform interface. The final version was implemented and deployed in early 2025.

The main features of the event registration system are listed below:

- For already registered AKISConnect users, registration to an event is almost instant once they login to their accounts (Figure12)
- Non registered AKISConnect users have the option to register for an event as a participant, also stating whether they consent to receiving information and updates related to modernAKIS future events, activities etc (Figures 13, 14)
- Automatic email confirmations and reminders (Figure 15)
- Post-event acknowledgement emails and material sharing
- Event-specific participant lists for organizers and event managers (Figure 16)
- Downloading event participants by event organizers

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- Integration with the modernAKIS Mailchimp accounts, managed by CONSULAI

This complex system has already been used in several events since its deployment, with positive feedback from organizers and participants alike. It also serves a dual function: fostering community retention by requiring user login and enriching the network with active participants.

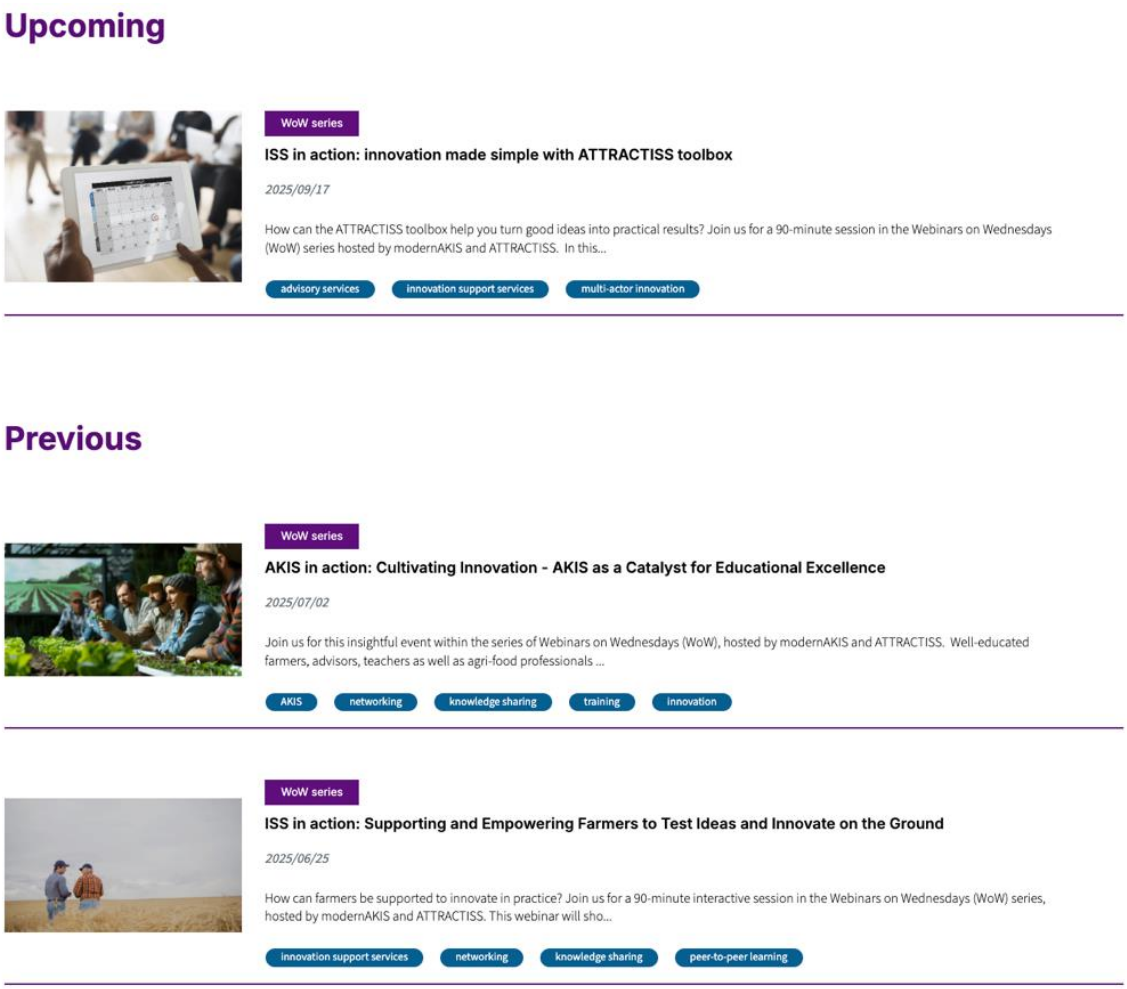

Figure 10: The page listing all past and future events

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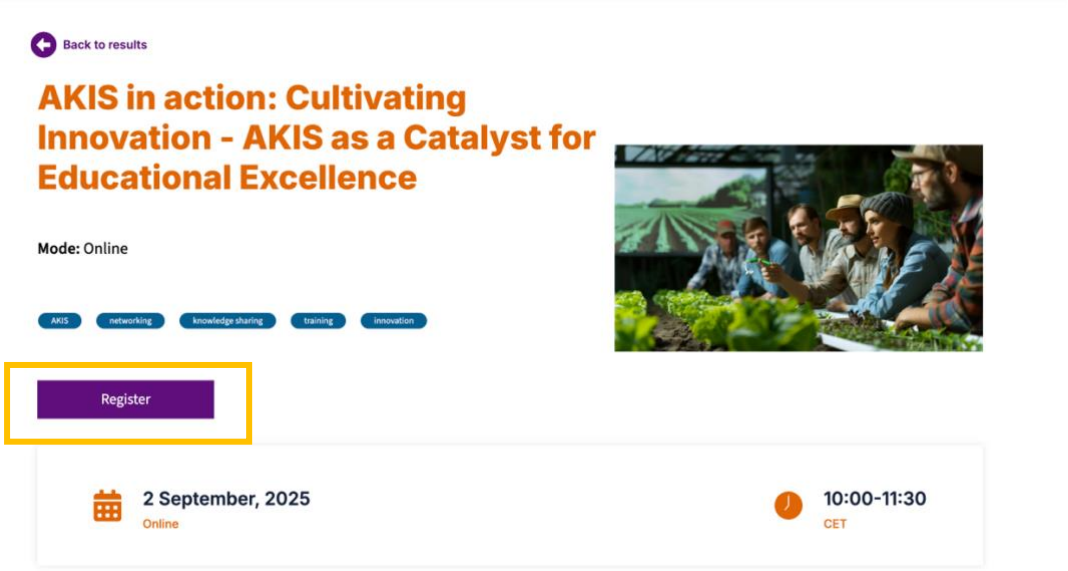

Figure 11: A new button "Register" appears whenever the event manager enables registration

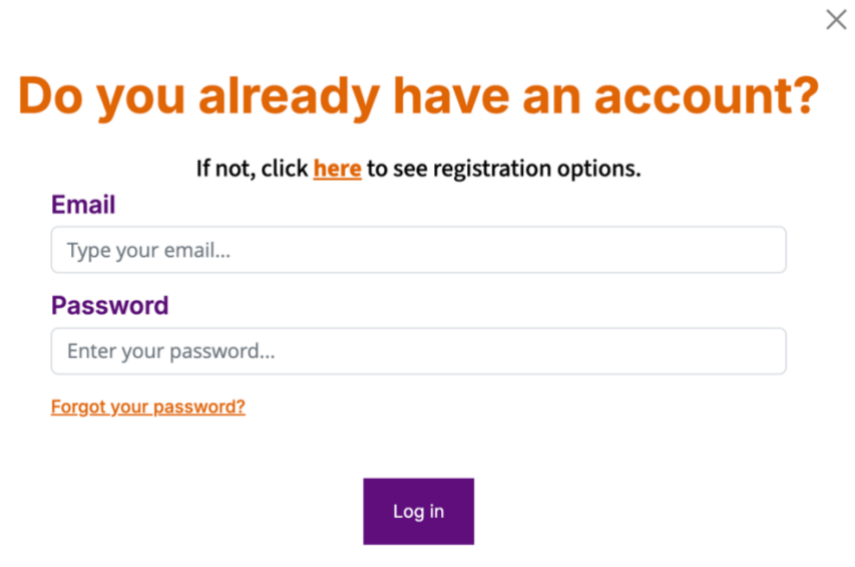

Figure 12: Registered users to AKIS network can login and instantly register into an event.

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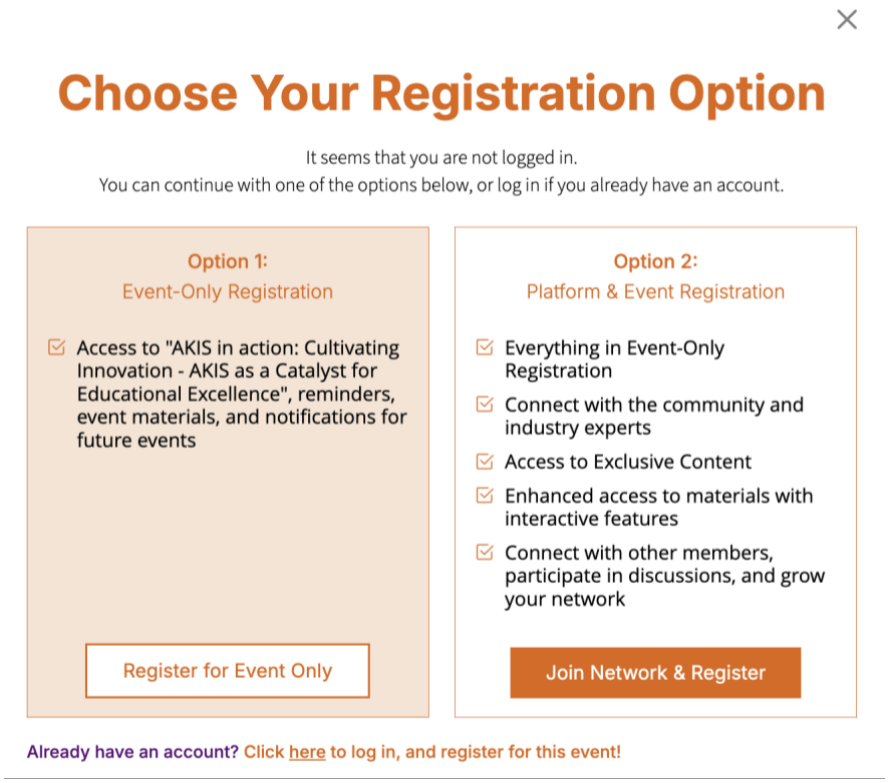

Figure 13: Users have the option to only register to a specific event or register and become a network member

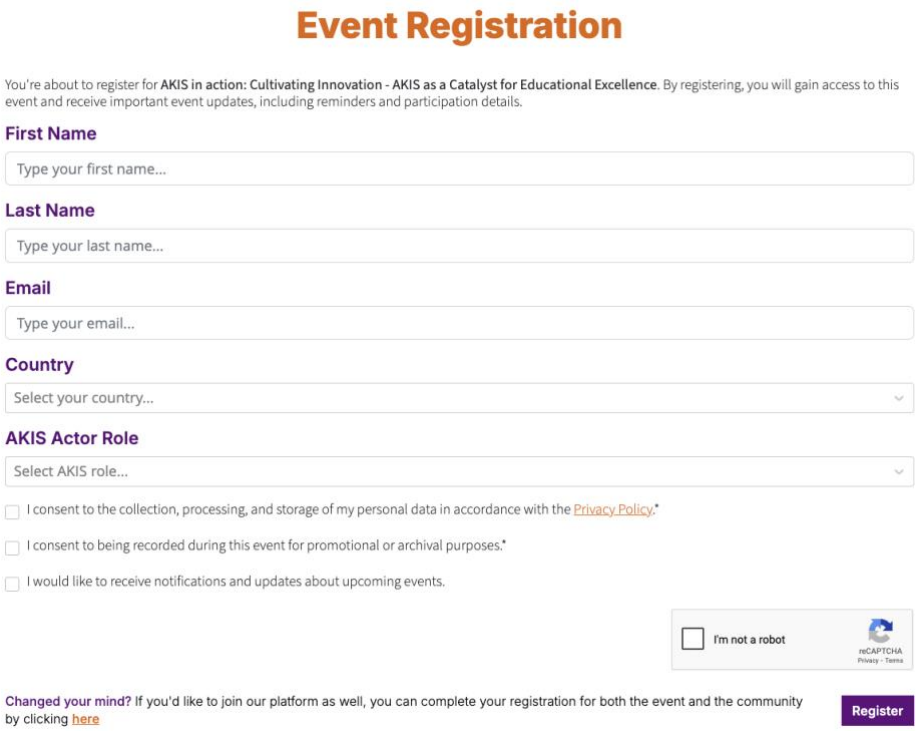

Figure 14: Users who only register to a specific event need to provide some basic personal details

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akisconnect.eu Friday, Apr 11, 04:01 PM

To: Sofia Mouseti

Your registration to Cocreation processes, from idea to completion. Exploring cocreative processes with the Spiral of Innovation tool. is complete!

We are thrilled to inform you that your registration for Cocreation processes, from idea to completion. Exploring cocreative processes with the Spiral of Innovation tool. has been successfully completed. We look forward to your participation and hope you find the event both informative and enjoyable.

Event Details

Join us for an insightful event within the **WoW series (Webinars on Wednesdays)**, hosted by modernAKIS and ATTRACTISS. This April we will explore the "life cycle" of a co-creative process in agriculture -from idea to completion… and future steps! - using the Spiral of Innovation tool.

The Spiral of Innovation is a very useful model to understand, explain and engage others in the iterative and cyclical nature of cocreation. Moving from initial inspiration to development, realization, dissemination, and eventual embedding this tool will help you explore, explain and plan how to effectively bring new ideas to fruition.

In this webinar we will combine theory and practice. By attending you will have the opportunity to learn about the **Spiral of Innovation tool and how to use it**; and we will then **bring the tool to life** applying it to the real-life experience "Growing flax for regenerative textiles", a Scottish co-creative process exploring the potential to bring back flax production (and therefore linen) to the country.

- **Ana Allamand** will introduce the Spiral of innovation tool, highlighting how to use it effectively to understand processes, map stages, identify key activities and actions required and effectively facilitate the process.
- **Colleen McCulloch** will bring the tool to life, using it to showcase her experience facilitating the "Growing flax for regenerative textiles", a project bringing together farmers, communities, researchers, designers and practitioners to explore how to re-establish a regenerative textile (particularly linen) supply chain in Scotland.

Connect with speakers, share your insights, and explore innovative ways to enhance knowledge flow and drive innovation. Gain inspiration from expert experiences across different countries.

Date

23 April 2025

Time

10:00 am CET

Mode

online

Meeting Link

Click here

Figure 15: An email template for automatic sending to registered users to each event

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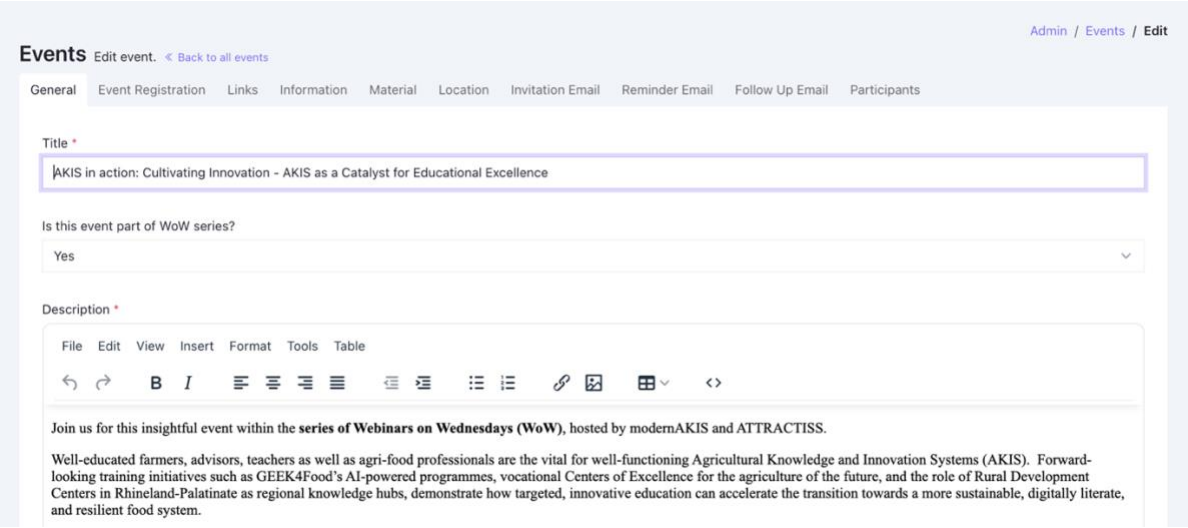

Figure 16: Event administrators are able to manage their event through the enriched admin panel

4.3. Learn & Apply > AKIS-in-Play

A new section titled **"AKIS in Play"** has been introduced to promote interactive learning and engagement with AKIS concepts through gamified content. Accessible via the platform to all network members (users must be registered and log in to gain access) at akisconnect.eu/akis-in-play, this module allows users to explore AKIS structures, actors, and interactions in a dynamic and visually engaging way. It provides an innovative approach to capacity building by incorporating scenario-based learning, quizzes, and simulations that help users to better understand complex AKIS systems and their real-world implications.

The "AKIS in Play" section, shown in Figures 17 and 18, targets a wide range of audiences—from policymakers and advisors to researchers, students and young professionals—who seek to deepen their knowledge of AKIS in a more engaging and accessible format. Developed in collaboration with partners and graphic designers, as part of WP4 ccCoPs' activities, this feature complements more traditional training materials and contributes to the platform's goal of making systems thinking more tangible and easier to grasp for diverse user groups.

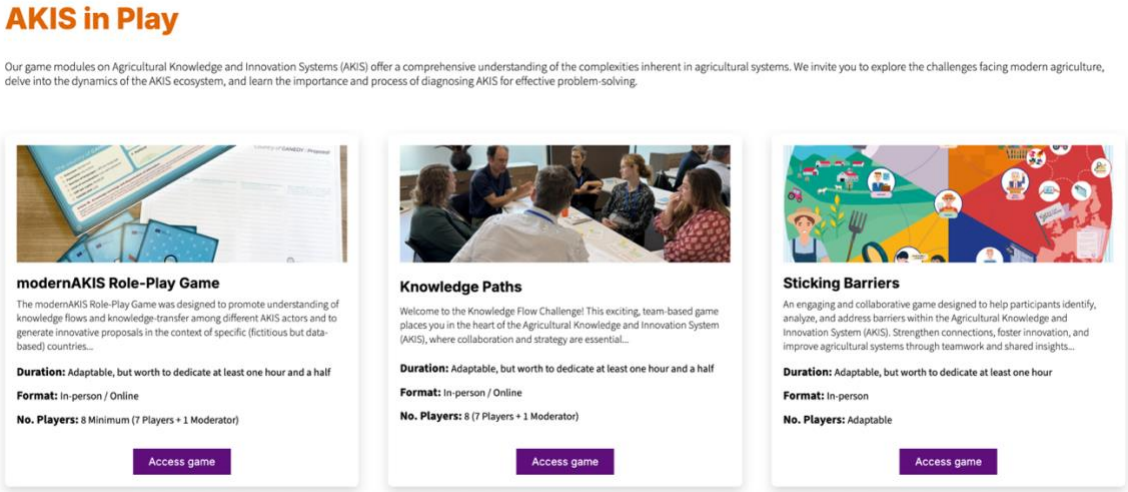

Figure 17: A list of games produced in modernAKIS context, ready to be downloaded by registered users

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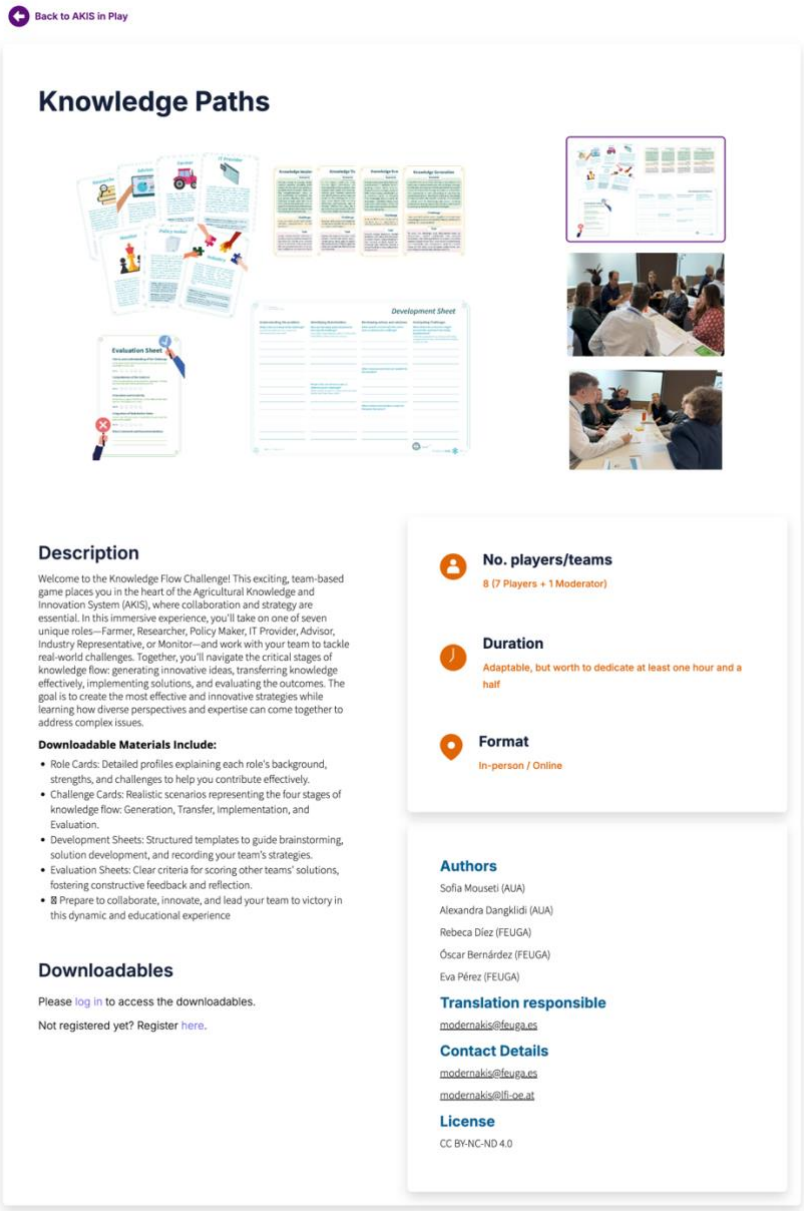

Figure 18: Each game has a dedicated and more detailed page, describing the concept, creators and materials

4.4. Learn & Apply > Practices > AKIS in Practice

The "AKIS in Practice" section of the platform, as shown in Figure 19, serves as a growing repository of real-world examples that demonstrate how AKIS principles are being applied across Member States, and can be found here akisconnect.eu/akis-in-practice. These entries, compiled through Task 1.2 of the modernAKIS project, highlight practices related to governance structures, advisory services, innovation support, and multi-actor collaboration.

Users can browse through curated practices using filters, access detailed case descriptions, download related documentation, and explore thematic areas of relevance. This interactive space helps users—particularly policymakers, advisors, and researchers—gain inspiration from tested approaches and strengthen knowledge transfer by promoting visibility and replication of successful models. As part of ongoing updates, new practices are regularly

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added, and future improvements will enhance the discoverability and tagging of entries. In February 2025, 36 new AKIS-in-Practice entries were added to this section.

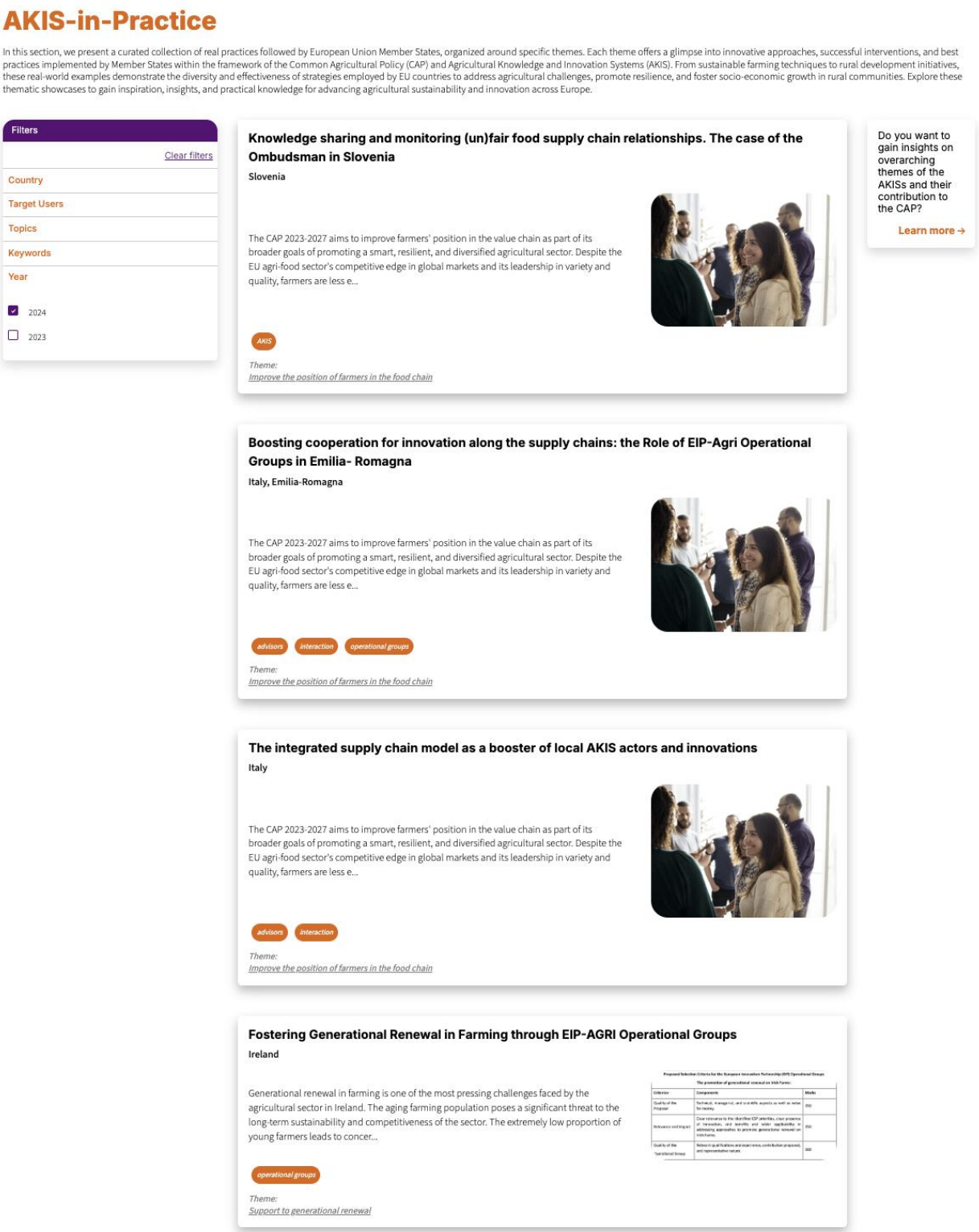

Figure 19: In the beginning of 2025, 35 new AKIS-in-Practice have been added, which were collected throughout 2024

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4.5. Network > Member States in action

"Member States in action" is a page under "Network", found in akisconnect.eu/member-states-in-action, where the main element is an interactive map of Europe that links to Member States pages, which include data on their AKIS strategies and interventions. A new section regarding Capacity Needs Assessment (CNA) has been integrated into the "Member States in Action" page, as shown in Figure 20. The Capacity Needs Assessment section was developed by integrating design and content from the "Rural On Air" podcast and CNA results with visual elements for clearer representation.

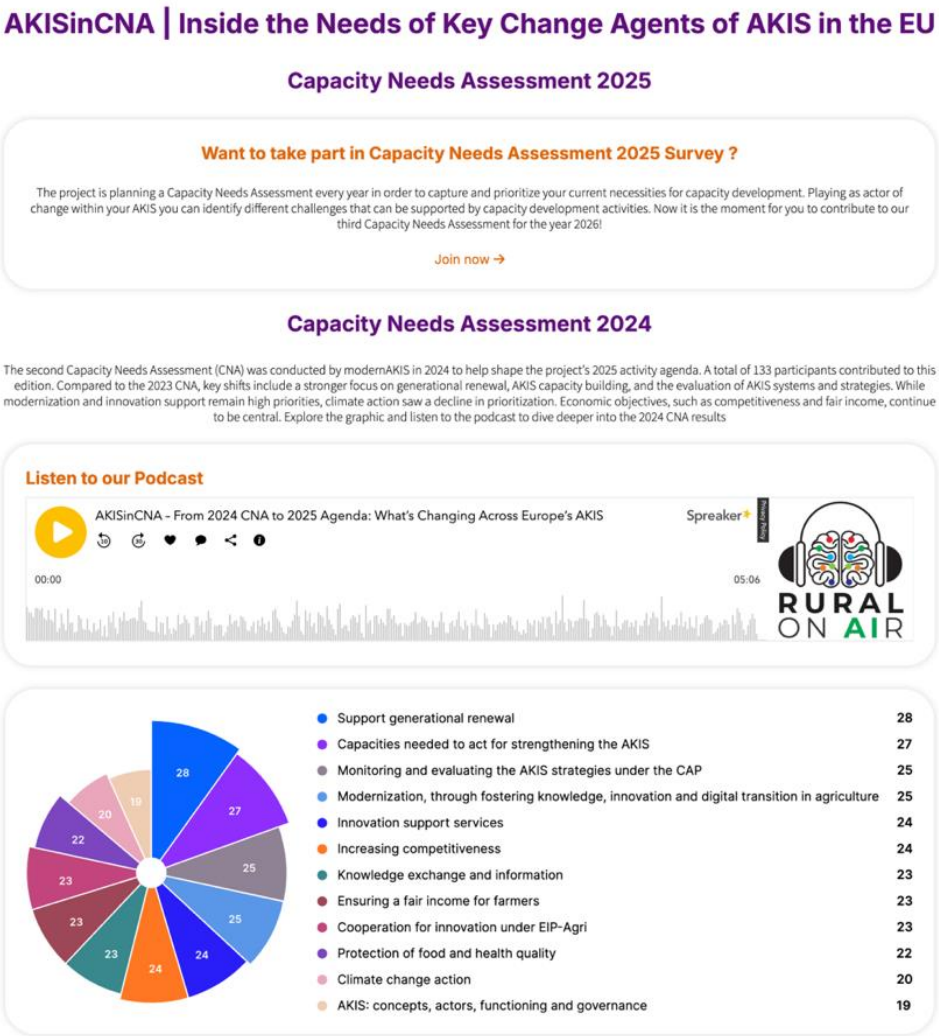

Figure 20: A new section has been added to "The Member States in Action" introductory page including information about CNA surveys

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4.6. Administration Panel

AKISConnect platform's administration panel (Figure 21) was created once the backend part was set up and it has been dynamically updated since then to facilitate data entry and update processes, and to support event managers. To ensure better flexibility and independence, administration rights have been given to a limited group of selected partners (mainly WP or Task leaders) from the consortium of both modernAKIS and ATTRACTISS, who already manage content and customize functionality under their respective responsibilities, specifically as platform administrators and authorized event managers. These roles are assigned internally, ensuring that administrative actions—such as publishing content, managing registrations, or viewing analytics—are performed only by trusted and trained individuals.

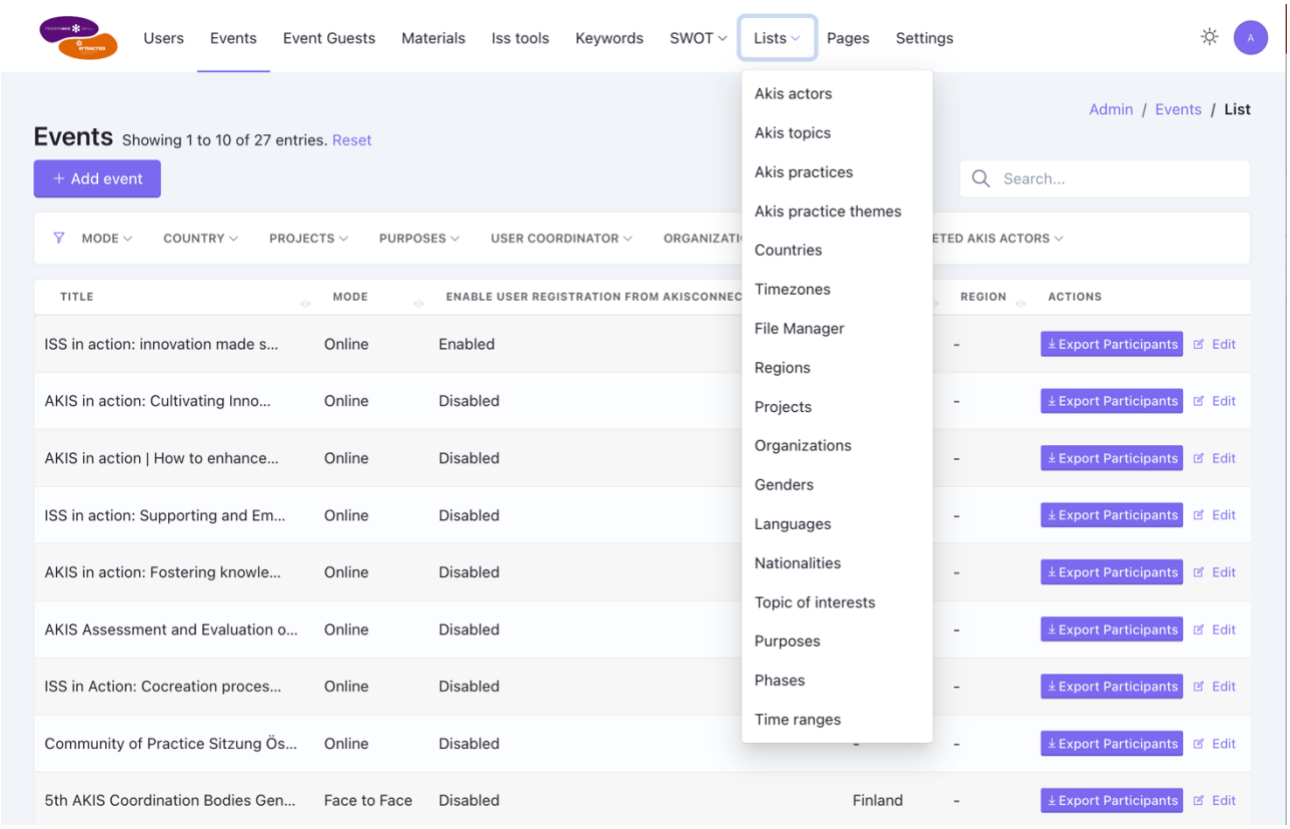

Figure 21: The administration panel of AKISConnect.eu

4.7. Integration with Mailchimp email-marketing tool

To support outreach, engagement, and user communication, the AKISConnect platform has been integrated with Mailchimp, a professional email-marketing tool. AUA and CONSULAI have managed to connect AKISConnect infrastructure with the Mailchimp account, by leveraging Mailchimp's API. This integration allows both AUA and CONSULAI, who have access and manage this profile, to send newsletters, event announcements, platform updates, and surveys directly to registered users of AKISConnect, through a dedicated audience, as shown in Figure 22.

The Mailchimp integration is fully synchronized with the AKISConnect user database, ensuring that all new registered users are automatically added to the targeted mailing list, as shown in the orange. The aim is to actively use it for distributing newsletters, event invitations, surveys, and updates, such as newly added features, new or translated training

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modules, capacity needs assessment current survey, or upcoming workshops enabling the project team to maintain direct communication with the platform community.

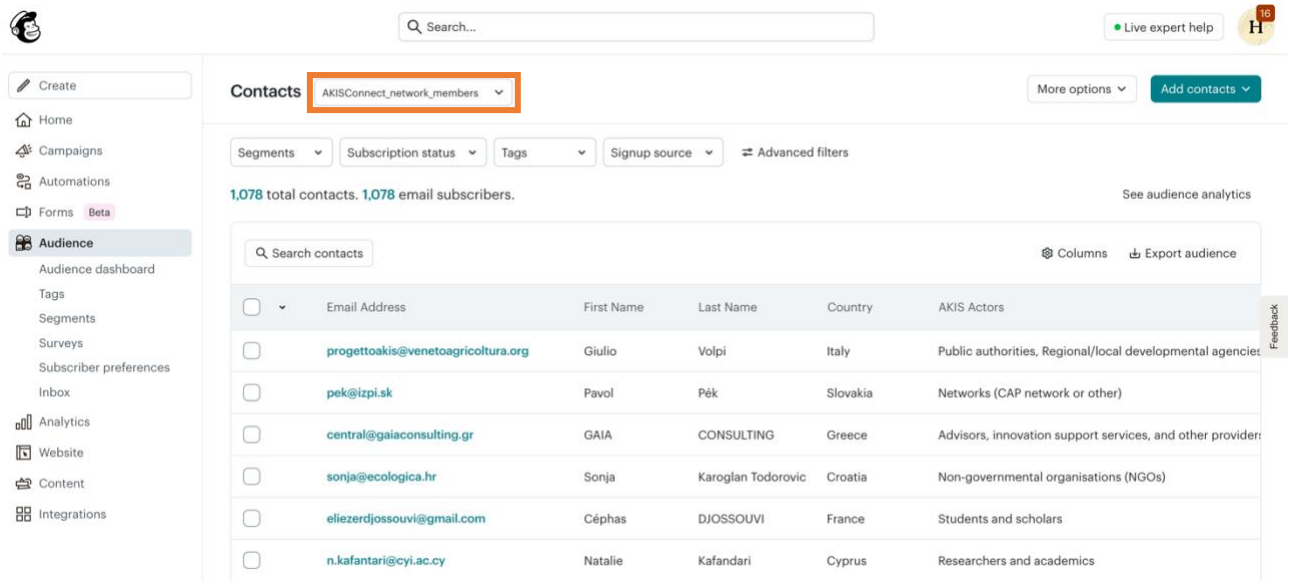

Figure 22: Mailchimp audience synchronisation with AKISConnect network members

In addition to registered users, a separate mailing list has been created, as shown in Figure 23, orange box, for event participants who do not hold an AKISConnect profile, but have signed up for events and explicitly consented to receive follow-up emails and project news. This ensures that outreach extends beyond the core platform audience while remaining fully compliant with GDPR and consent-based communication principles.

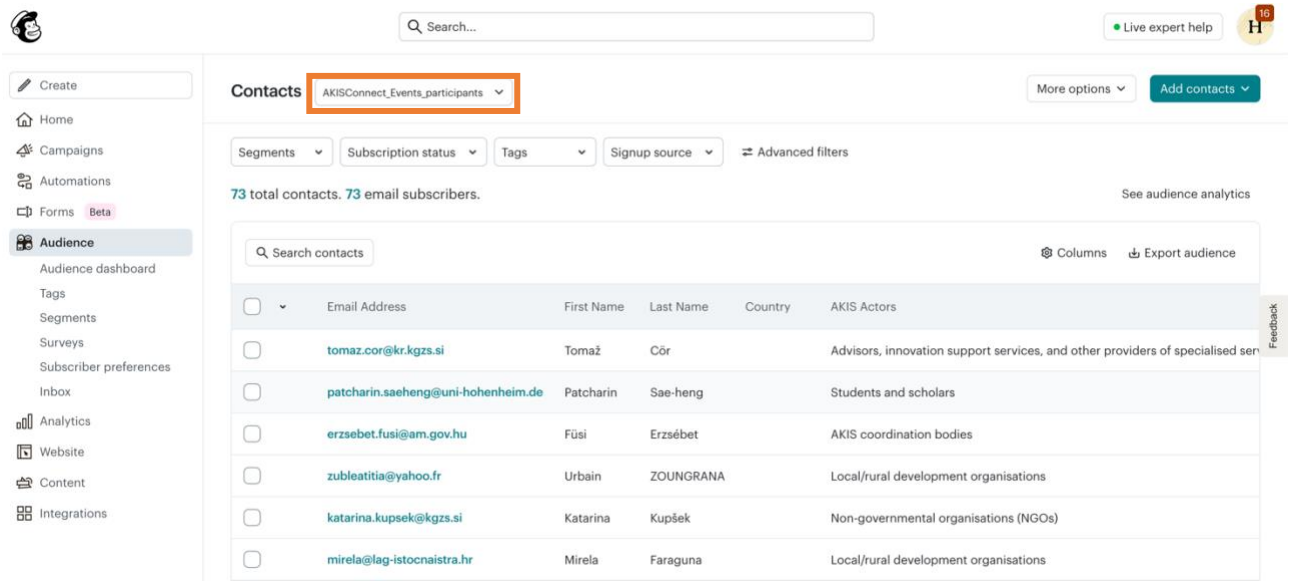

Figure 23: Mailchimp audience listing only event participants through AKISConnect event registration process

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5. Features currently in development & testing phase

Several key features are currently in development or being finalized for full deployment, as part of the platform's continuous improvement cycle. The "Community forum", which is currently in its pilot testing phase, is being refined based on early user feedback and is expected to launch publicly by the end of September 2025. This forum will enable structured, multi-actor conversations across public and private channels on topics such as CAP implementation, innovation practices, and AKIS strategy exchange.

Similarly, the multilingual interface of the whole AKISConnect platform is being finalized to ensure accessibility across the EU, and will be launched in September 2025. While the first four training modules are already available in 22 languages, the complete translation of the platform's interface and dynamic content is scheduled for release following the submission of this deliverable.

Additional features in development include improved filtering and pagination mechanisms which are mandated from constant database population, across existing content sections, such as "AKIS in Practice" and "Events". These changes aim to enhance navigation and content discoverability, especially as the volume of resources continues to grow. The recent "Homepage" redesign and addition of a comprehensive "About us" page were key milestones in user experience enhancement, and further refinements to content layout and filtering logic are being iteratively tested. All these features will be gradually released starting from September 2025 until September 2026, and their final status will be detailed and updated on D2.11, the follow up of this document, also detailing additional features and updates that will be conceptualised and realised by then.

5.1. Community Forum

The "Community forum" was developed through a co-design process beginning with a needs assessment in partner meetings. Mock-up prototypes were evaluated by pilot users in early 2025. Topics such as forum layout, moderation rights, and discussion categories were co-developed with partner input. This feature is currently in the testing phase with partners as pilot users. Adjustments to the User Interface (UI) and forum permissions are underway and are scheduled for full deployment on October 25, 2025.

The AKISConnect Community Forum, shown in Figures 24, 25, 26, and 27, has been developed to offer a structured space for discussion and knowledge exchange among AKIS actors. The forum provides:

- Thematic channels (e.g., CAP implementation, AKIS strategies, advisory practices)
- Role-based permissions (moderators, standard users, admins are assigned by AUA to selected partners)
- Options for both public and private threads
- Notification and subscription settings for ongoing dialogues

The forum is intended to support multi-actor dialogue and peer learning, providing a flexible alternative to static document repositories and newsletters. Its development is aligned with the platform's broader goal to serve as a dynamic, living space for AKIS interaction.

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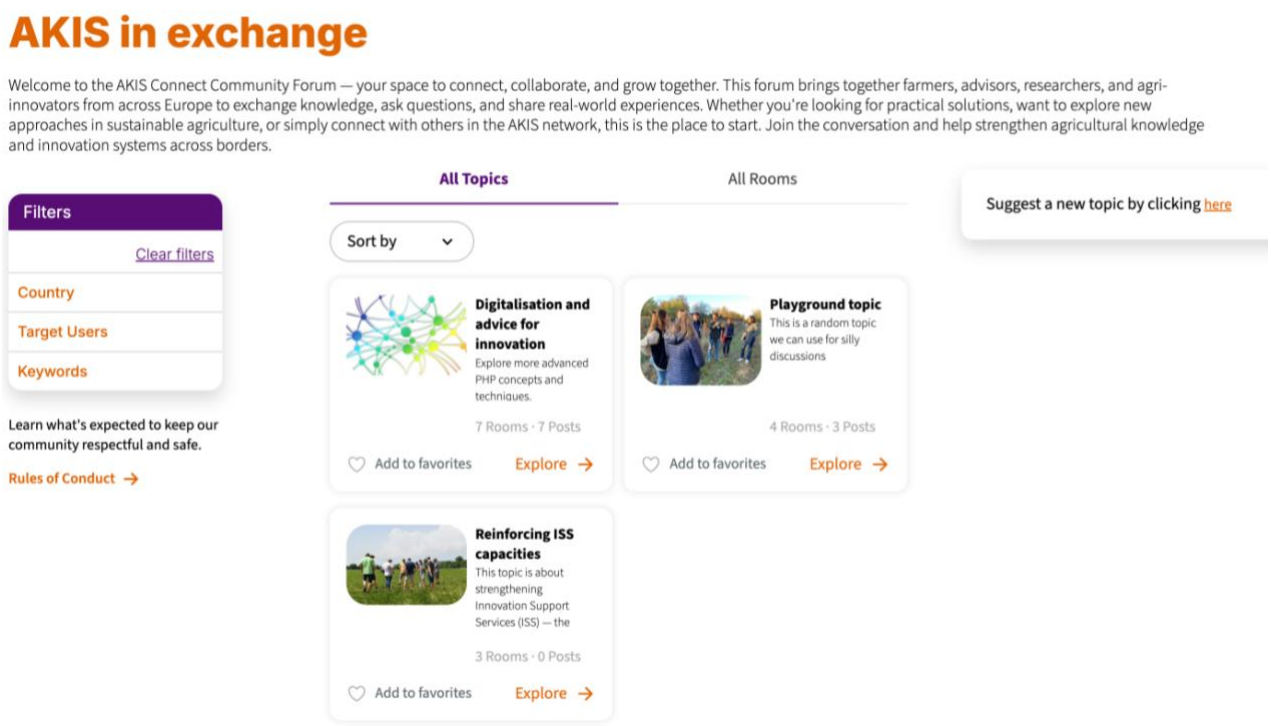

Figure 24: The introductory page of the community forum

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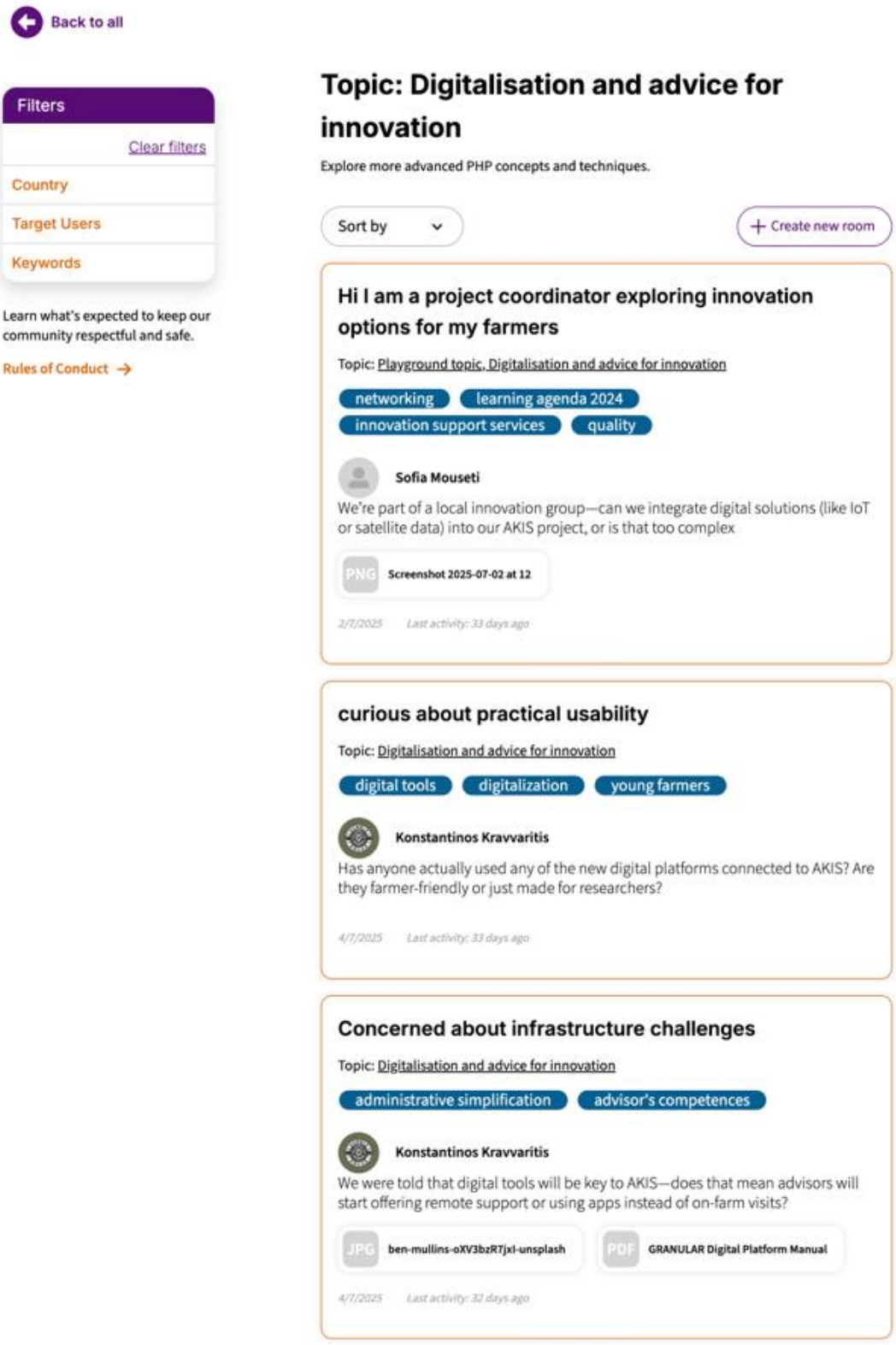

Figure 25: A list of rooms under the same topic

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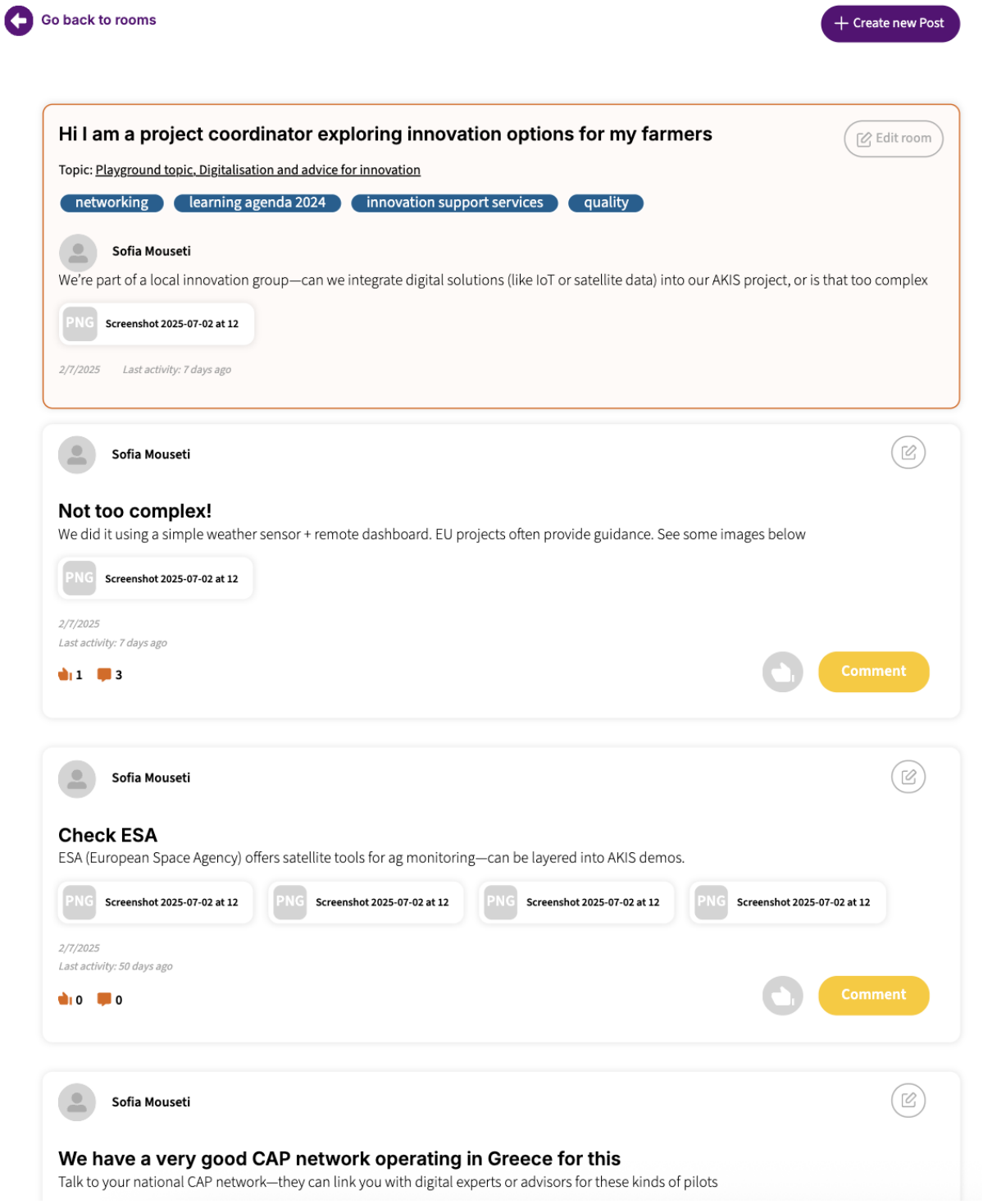

Figure 26: A detailed view of a rooms with posts in the community forum

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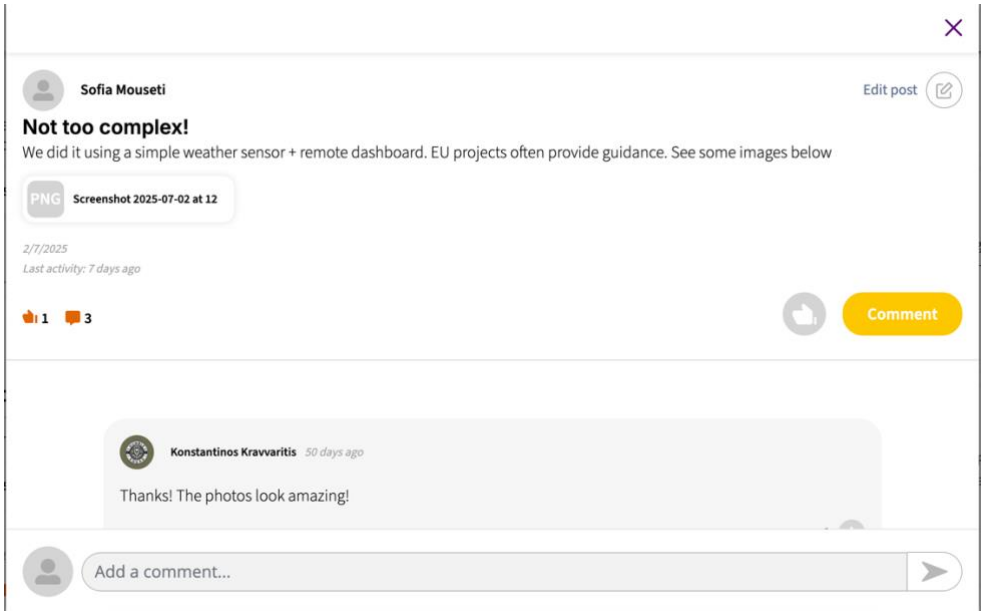

Figure 27: A detailed view of a post with comments in the community forum

5.2. Translations

The translation functionality of AKISConnect is currently in the final stages of testing and is expected to be launched shortly after the submission of this deliverable. This feature will significantly expand the platform's accessibility by allowing users to interact with AKISConnect interface as well as dynamic content in their preferred language.

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Figure 28: An example of the translated homepage in French

Automatic translations by artificial intelligence tools such DeepL, and Claude and have been used to generate high-quality translations across the platform, covering both interface elements and static pages. In addition, a parallel translation mechanism, also based on AI, powered by Google Cloud Translation, has been implemented to handle user-generated content, such as forum discussions and user-submitted resources. This mechanism will allow dynamic content (e.g., forum posts, comments, etc) to be translated in real-time, ensuring that multilingual support is not limited to predefined text but extends to real-time

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interaction, allowing users from different linguistic backgrounds to communicate and collaborate more effectively. This capability represents a key step toward making AKISConnect a truly inclusive and pan-European knowledge exchange platform. Mock-ups of multilingual interfaces were tested, and technical options for combining AI-powered translation with human moderation are reviewed with partners representing all 24 EU languages, in preparation to launch this feature.

5.3. Homepage redesign & updated navigation menu

In response to user navigation feedback and accessibility needs, the "Homepage" was re-designed in mid-2025, as shown in Figure 29. The redesign aimed to create a more interactive and welcoming experience by replacing abstract graphics with contextual images that resonate with the real-world environments of AKIS actors. These visual updates help make the platform feel more approachable and human-centred. New interactive elements were introduced to better guide users to relevant content and calls to action, while the overall layout was simplified to improve information flow and usability.

The redesign process was carried out collaboratively with partners from modernAKIS and ATTRACTISS through the same iterative, user-centered methodology applied in earlier stages of development. A series of co-creation sessions and feedback rounds were organized to test mock-ups, assess visual options, and evaluate messaging clarity. Partners provided insights on structure, content hierarchy, and aesthetics, which led to a homepage that better aligns with user expectations and the goals of the platform. The new homepage is in its final testing phase and will be launched by the end of September 2025.

As part of the broader visual and functional enhancements to the platform, the navigation menu in the header section (Figure 30) of AKISConnect has been redesigned to improve clarity, usability, and alignment with the visual identity of both the modernAKIS and ATTRACTISS projects. The updates have been part of an internal rearrangement of the platform's sections in terms of hierarchy. The updated header ensures that users can easily navigate to key sections of the platform while maintaining consistency across the platform's pages. Its streamlined layout also enhances the experience for both new visitors and returning users.

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Figure 29: The updated homepage of AKISConnect platform

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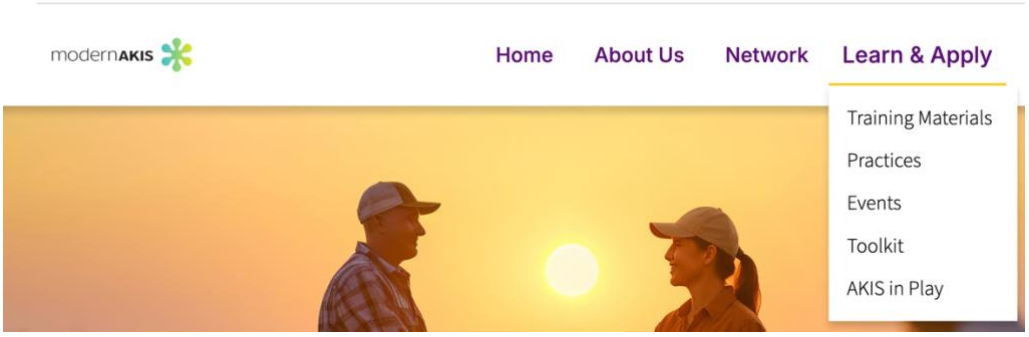

Figure 30: The updated navigation menu of AKISConnect platform

5.4. About us

To build transparency and credibility, an "About us" page was introduced. The development of the "About us" page followed the same participatory design approach used in other parts of the platform: co-creation workshops with partners were held to agree on the key messages, voice, and layout, ensuring alignment with user needs and project values. This page provides users with an overview of the platform's purpose and concept, including how AKISConnect bridges the work of the modernAKIS and ATTRACTISS projects. It outlines the mission of strengthening knowledge flows within the EU's AKIS landscape, supporting coordination bodies, advisors, researchers, and farmers with shared tools, resources, and spaces for collaboration.

In addition to institutional information, the page includes a Frequently Asked Questions (FAQ) section, designed to help new users understand the scope and value of AKISConnect.

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Figure 31: A new section "About us" added in AKISConnect platform

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5.5. Pagination in AKIS-in-Practice

To improve the navigation and discoverability of the growing number of case entries, pagination functionality has been introduced in the AKIS in Practice section, as shown in Figure 32, inside the orange box. As more practices are continuously added, this feature helps users easily browse through multiple pages of content without overwhelming the interface. It enhances user experience by breaking down long lists of entries into manageable segments, with intuitive controls for moving between pages. When combined with filters, pagination ensures that users can efficiently access the practices most relevant to their specific interests or professional roles.

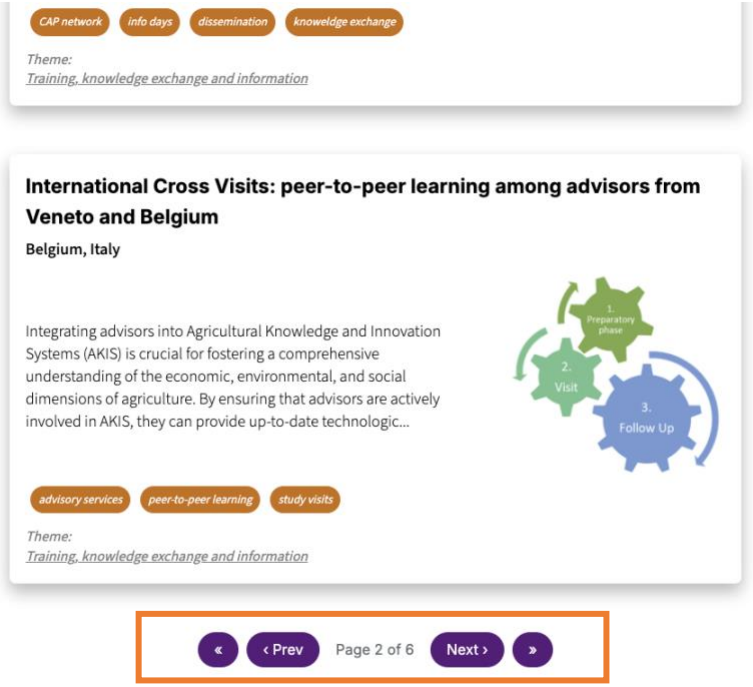

Figure 32: Pagination elements allow for better navigation in AKIS-in-practice collection

5.6. Filters in Events

To enhance the discoverability of events, a new filtering system is introduced on the Events page. Users can now easily narrow down listings based on key categories such as WoW Series, Project, and Keywords. This functionality enables more targeted browsing, helping users quickly identify relevant events aligned with their interests or roles. This is the 2st set of filters, based on optional metadate accopmanying the events' entries in the database. This initial set will be refined and updated, based on user behaviour and parntner's insights. The filter system is styled consistently with the platform's visual identity and includes a "Clear filters" option for improved usability. This upgrade supports better navigation through the growing archive of AKIS-related workshops, webinars, and training sessions, both by modernAKIS and ATTRACTISS projects.

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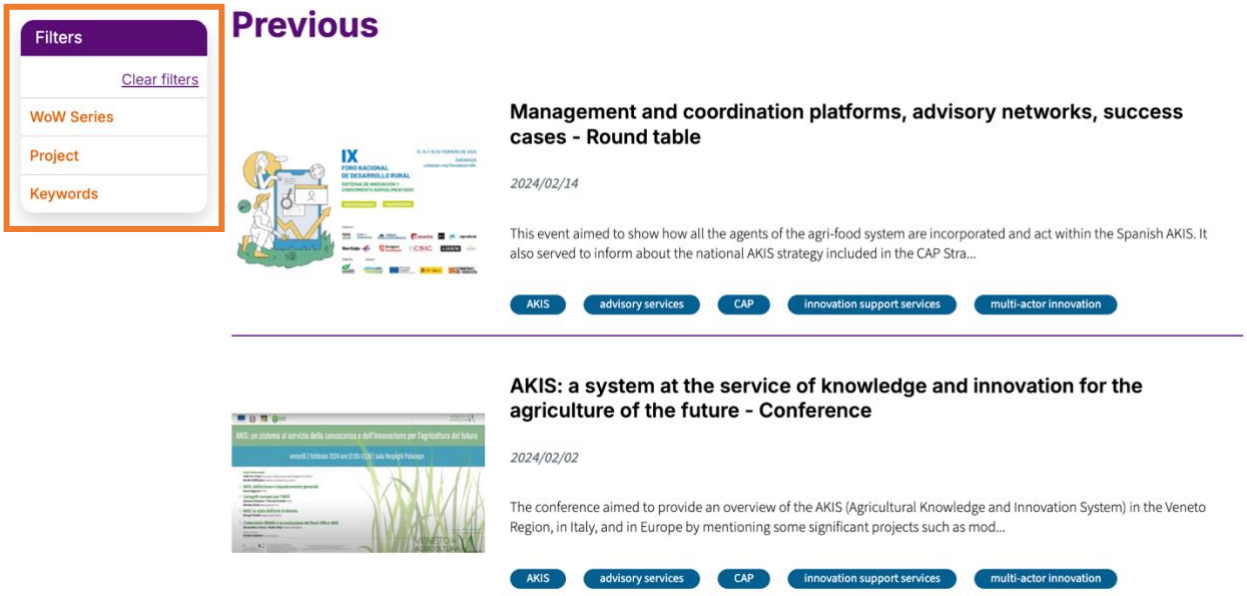

Figure 33: New component with filters in the Events' page

5.7. Organisations' profiles visible in AKIS Network map

A planned enhancement to the AKIS Actors map will introduce the ability to view not only individual profiles but also organizations, such as coordination bodies, advisory services, research institutes, and education providers, as shown in Figure 34, with the initial mokup sceen. Users will be able to explore a rich visual overview of actors by country, and apply filters to easily locate relevant stakeholders. Each organization will be clickable, leading to a dedicated profile page displaying key details such as name, location, scope of work, role within the AKIS, etc. This expansion transforms the Actors Map into a more powerful networking tool, enabling users to identify potential collaborators, understand national ecosystems, and promote visibility of institutional actors.

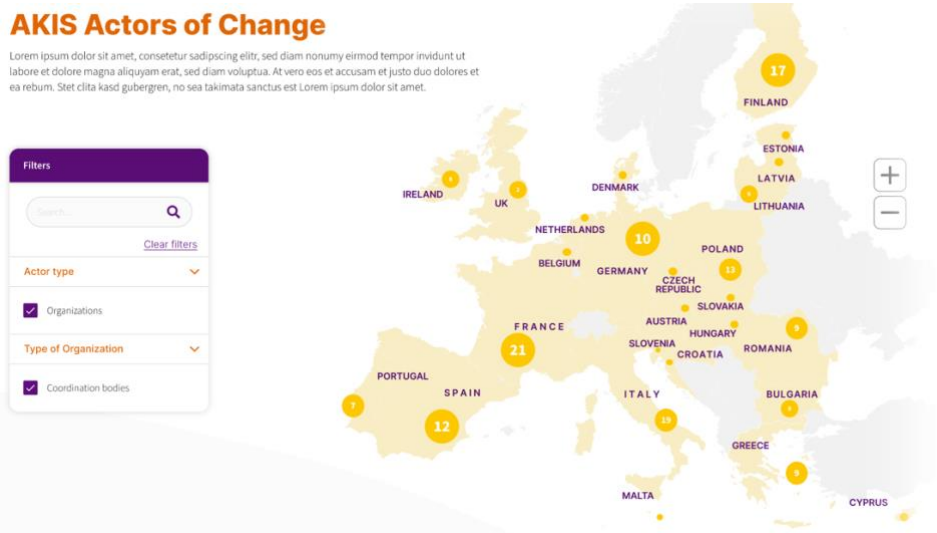

Figure 34: Inclusion of organizations in AKIS Network interactive map

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6. Next steps

Following the agile methodology, the AKISConnect platform will continue its user-centered evolution through regular updates, feedback loops, and strategic enhancements. The platform's development will remain closely aligned with the priorities and expectations of its growing user base, ensuring that functionality, usability, and content remain relevant and impactful. As user feedback is collected through both informal inputs and structured mechanisms, refinements will be applied on a rolling basis through the remainder of the project.

Several key milestones have already been identified for the next development cycle. A dedicated feedback survey will be conducted by the end of 2025 to capture user impressions, emerging needs, and feature requests. In parallel, and within context of *Task 4.5 Digital transformation of the CAP modernization*, the team is conceptualizing the development of a "Digitalization Hub", namely a curated environment showcasing EU-wide digital platforms, tools, and AKIS-related systems—providing a valuable point of reference and inspiration for national and regional stakeholders (Figure 35). "Digitalisation Hub" will be added as a standalone new section in AKISConnect platfrom, whereas some of its elements could possibly be integrated or interlinked in existing or future sections. Moreover, technical preparation has begun for the interoperability of AKISConnect, using APIs, with platforms such as EU-FarmBook, AdvisoryAgriHub, and other EU-funded initiatives, mainly with the aim to retrieve and present additional AKIS-related content, reinforcing the platform's value as a central access point within the European AKIS digital ecosystem.

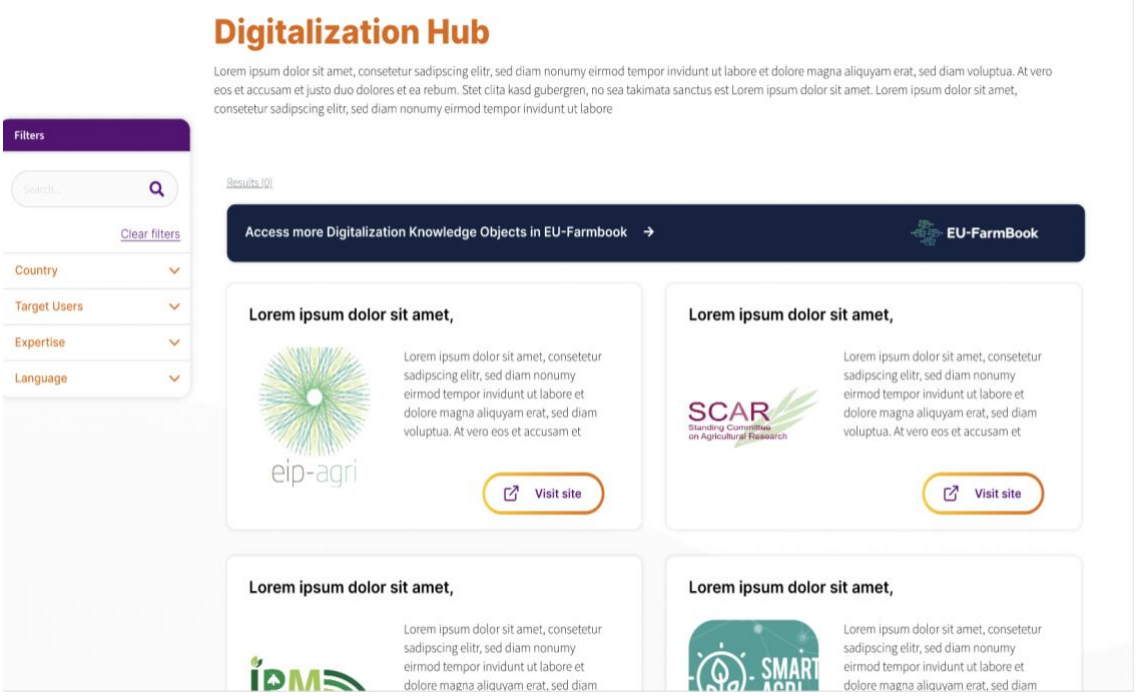

Figure 35: An early draft of the "Digitalisation hub" visualised in a mock-up to be further explored

As part of the upcoming feature development, the AKISConnect development team is exploring the integration of a certification mechanism for training materials with microcredentials. This new feature will allow users to take a brief quiz—consisting of five questions—upon completing a training module. If the user successfully passes the quiz, a personalized certificate will be automatically generated and sent via email. This certification

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feature is designed to encourage learning validation, provide users with a tangible outcome for their engagement, and increase the value of AKISConnect training resources.

To ensure inclusivity and accessibility across all Member States, each quiz will be offered in all 24 official EU languages. This aligns with the platform's broader multilingual strategy and supports the ongoing effort to make AKIS-related capacity building equally available to diverse user groups. The certification system is currently in the planning and design phase and is expected to be piloted in select training modules before full rollout.

Looking ahead, the platform will also undergo continuous content enrichment and feature refinement. Existing components will receive regular updates with new entries and enhanced metadata. Improvements to filtering, navigation, multilingual display, and personalization are expected to improve user experience and engagement.

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7. Conclusion

Between M24 and M36, the AKISConnect platform has matured significantly, evolving from its initial MVP release into a robust, dynamic, and user-centered digital infrastructure for AKIS stakeholders across Europe. Building upon the foundations laid in D2.9, this updated report highlights a year marked by meaningful platform growth, with over 1,200 registered users and substantial engagement across core sections. The successful deployment of major features—including the event registration system, multilingual training materials, AKIS-in-Play, pagination and filtering improvements, and the enriched About us page—demonstrates the project's strong commitment to accessibility, usability, and inclusivity.

At the same time, AKISConnect has reinforced its role as a responsive platform by integrating user feedback and co-creation at each step of its development. The ongoing testing of the community forum, AI-powered translations for dynamic content, and the upcoming Digitalization Hub illustrate a forward-looking strategy to ensure the platform remains relevant and scalable. Interoperability efforts with EU-FarmBook and other EU-level tools reflect the broader ambition to position AKISConnect as a central hub in the European AKIS ecosystem.

Looking forward, the continued integration of new content, technical refinement, and stakeholder-driven innovation will ensure that AKISConnect not only meets its current objectives but remains a sustainable and adaptable solution beyond the project's duration. As both a networking space and a knowledge-sharing engine, the platform is well-positioned to support the modernization of agricultural knowledge and innovation systems across EU.

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