

modern AKIS

Together for Systems' Innovation

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modernAKIS Together for Systems' Innovation

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

Grant agreement number: 101060527

HORIZON Coordination and Support Actions

Deliverable 5.2

C, D & E plan Design and implementation of a detailed C, D & E Plan: First update

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TYPE			DISSEMINATION LEVEL		
R	Document, report	☒	**PU**	Public	☒
DEM	Demonstrator, pilot, prototype	☐	**CO**	Confidential, only for members of the consortium (including the Commission Services)	☐
DEC	Websites, patent fillings, videos, etc.	☐			
OTHER		☐	**CI**	Classified, as referred to Commission Decision 2001/844/EC	☐

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List of Abbrevitions

M	Month
D	Deliverable
CB	Coordination Bodies
CAP	Common Agriculture Policy
AKIS	Agricultural Knowledge and Innovation Systems
EU	European Union
MS	Member State
KPI	Key Performance Indicator
CD&E	Communication, Dissemination and Exploitation

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1. Executive Summary

The deliverable 5.2 "Communication, Dissemination and Exploitation (CD&E) Plan: First Update", presents the progress made in implementing the modernAKIS project's CD&E strategy since the submission of D5.1. The strategic framework itself remains unchanged, as it continues to be relevant and aligned with the project's goals, target audiences and key messages.

The report provides updates on the tools, channels and activities used to increase project visibility, foster engagement and ensure the uptake of results by relevant stakeholders across the EU. Key implementation measures include strengthened internal communication via SharePoint, the launch of the AKISConnect Toolkit to support partner outreach, continued development of tailored content for the website and social media and regular monitoring of communication activities through dedicated tools. The document also details progress on the exploitation strategy.

Furthermore, this document evaluates key performance indicators for the period M1–M36. Adjustments to internal processes, such as more frequent partner reminders and the development of onboarding tools, are planned to enhance implementation during the next phase.

2. Introduction

The modernAKIS project aims to strengthen Agricultural Knowledge and Innovation Systems (AKIS) across Europe by facilitating knowledge exchange, building capacity, and fostering collaboration among key actors. An important pillar of this mission is the effective communication, dissemination and exploitation (CD&E) of project outcomes to ensure broad visibility, active stakeholder engagement and long-term impact.

D5.2 builds upon the foundation established in D5.1, submitted in December 2022, which laid out the initial CD&E strategic framework. This first update provides a comprehensive overview of the strategy's implementation from M1 to M36. It describes the actions taken to reach target audiences, the tools and channels employed and the mechanisms in place to monitor performance.

In addition to communication and dissemination efforts, this deliverable outlines the progress made on exploitation, specifically the development of individual exploitation plans with AKIS Coordination Bodies. These plans are essential for ensuring that the transformative AKIS journeys in modernAKIS extend beyond the project lifecycle, embedding the project's outputs into national AKIS structures and policymaking processes.

This document provides an update on progress and outlines next steps to improve internal processes, ensure continuity, and stay aligned with project goals.

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3. Communication & Dissemination Strategy Update

The modernAKIS project continues to follow the Communication, Dissemination & Exploitation Strategy as outlined in D5.1. No changes to the strategic framework have been made at this stage, as the defined objectives, methodologies, target audiences, and key messages remain fully relevant and appropriate to the project's current phase.

However, since the submission of D5.1, the following implementation activities of the strategy laid out in D5.1 have taken place:

INTERNAL COMMUNICATION

The SharePoint collaborative platform has been actively used by partners for file exchange, coordination and updates.

During the 5th Project Meeting (M28, Leuven, Belgium) an interactive session led by CONSULAI was held to gather partner input on how to increase the number of subscribers on AKISConnect (see Annex A for detailed results). Based on the suggestions collected during this session, a dedicated section, the AKISConnect Toolkit, was developed and added to the SharePoint platform.

Figure 1 - AKISConnect Internal C&D Toolkit



The main aim of this section is to help partners promote AKISConnect by offering easy access to ready-to-use communication and dissemination materials. It includes official materials such as email templates, tailored posters and roll-ups, PowerPoint presentations, social media assets with suggested copy, and pre-drafted news items – all accompanied by usage guidelines. The section will be regularly updated as the project progresses, with periodic email reminders sent to all consortium members encouraging the use of these official materials.

MONITORING TOOL

The communication and dissemination monitoring tool spreadsheet has been adopted and is being updated by project partners.

CONSULAI, as WP5 leader, encourages all partners to ensure the timely completion of the C&D monitoring, by sending email reminders. This allows each partner to report communication and dissemination activities carried out within their organisation that promote modernAKIS. Partners are asked to give clear details on the type of activity (e.g: presentations at external events, news items, social media posts, etc.) as well as the potential number of total audience reached. The collected information is then consolidated and uploaded to the Funding & Tenders Portal (every periodic reporting period), following the procedure outlined in D5.1.

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Partner Support:

- WP5 provides direct support through the CONSULAI team. The contact information has been updated to reflect the current team members: Rui Almeida (ralmeida@consulai.com) and Inês Assunção (iassuncao@consulai.com). This update has also been reflected on the SharePoint platform.
- WP5 continues to hold monthly coordination meetings to plan communication content for the website and social media channels, define priority topics, identify relevant events and assess the needs of other WPs. These regular meetings help ensure an efficient workflow, timely support, and alignment across the consortium's communication and dissemination activities.

While the overall Communication, Dissemination & Exploitation (CD&E) strategy remains fully relevant and unchanged, the initial phase of implementation has generated valuable operational insights, including:

- The importance of sending more frequent and targeted reminders to partners, to ensure they are aware of and actively using the available C&D materials on SharePoint.
- The potential benefit of developing a short onboarding video introducing WP5 and the various C&D tools and channels. This video could be included in the welcome email package distributed to new partners by LFI (Coordination team).

More insights in chapter 7. These insights do not necessitate changes to the strategic framework but will be addressed through enhanced internal processes and support measures in the upcoming implementation phase.

4. Communication & Dissemination Tools and Channels Update

To implement the modernAKIS Communication, Dissemination & Exploitation (CD&E) Strategy, a diversified set of tools and channels continues to be used. These are designed to ensure that the project's key messages, results and calls to action are effectively shared with the identified target audiences. Below is a status update for each major tool or channel:

WEBSITE

Since the launch of the modernAKIS website in December 2022, the site has been continuously updated and monitored. The website has received over 34.500 visits to date (see KPI Table 1 for more details). It remains the main hub for aggregating and sharing informative content about the project. A key feature on the homepage is a direct link to the AKISConnect platform (D5.5) which facilitates knowledge exchange among all AKIS actors. The platform hosts a wide range of practical and relevant project results, supporting broader dissemination and engagement.

In line with the feature presented in D5.1, a pop-up appears upon entering the site to identify which target groups are visiting. This feature allows modernAKIS to both tailor the website's content to visitor needs and collect valuable data for reporting purposes.

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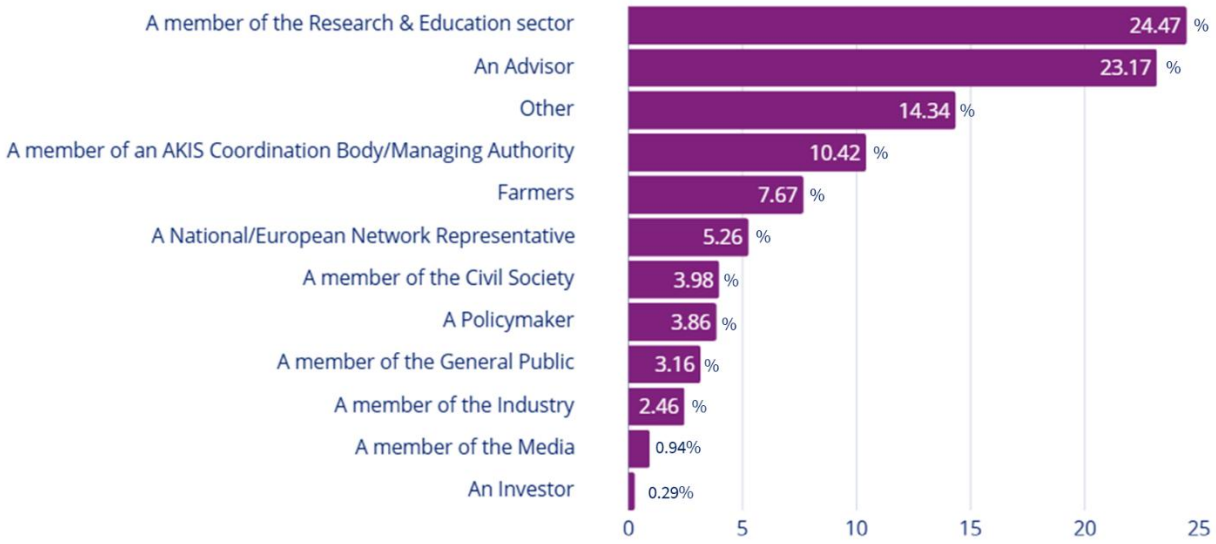
The figure below (figure 2) shows the percentage of the roles of users up to Month 35. Even though people can access the website without filling the pop-up section, these results still provide valuable insights into the visitors (first time access) engaging with the site and will support efforts to improve content strategies across digital channels, with the goal of increasing reach among underrepresented target groups.

Figure 2 - Percentage of modernAKIS first visitors by role



SOCIAL MEDIA

The modernAKIS social media channels (Facebook, LinkedIn, and X) continue to follow a digital strategy based on the weekly publication of relevant content related to the project. The content and monthly publication calendar are discussed during WP5 meetings, with flexibility to adjust to emerging priority topics. Performance metrics for the period M1–M36 can be found in table 1.

When analyzing additional metrics across different social media platforms, particularly those related to performance by content type, it is worth noting that the best-performing formats are event photos featuring the involved partners and videos. The content that generates the highest engagement includes event-related posts (especially those linked to the AKIS Coordination Bodies General Assembly) as well as informative updates on project results (such as AKIS-in-Practice) and key milestones (e.g., reaching 1,000 users on AKISConnect). This internal analysis is strategically important for shaping the ongoing focus on content formats and types within the design and selection process.

In addition to this ongoing strategy, CONSULAI developed a series of social media assets featuring each partner's logo to support broader EU-wide promotion of the AKISConnect platform. Suggested copies have also been provided, which can be tailored to each organisation's tone of voice and translated into their national language. These assets are available on the internal SharePoint.

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NEWSLETTER

During this phase of the project, 6 Joint Newsletters were published in collaboration with the sister projects ATTRACTISS, EU-FarmBook and PREMIERE.

In addition to these joint newsletters, 2025 marked the launch of a dedicated email marketing strategy (see Annex C) targeted exclusively at the AKISConnect and modernAKIS website databases. The objectives of this strategy are to:

- Announce key results and tools available on AKISConnect
- Promote upcoming events
- Share surveys (e.g., Capacity Needs Assessment for 2026)

This approach will continue to be used as needed to share project-related updates, raise awareness, encourage participation and engagement and contribute to the overarching goal of strengthening AKIS.

EVENTS

To strengthen networking, foster knowledge exchange, and enhance collaboration among AKIS actors, a series of online workshops will be co-organised with the AKIS Coordination Bodies. One workshop will take place in each of the 27 EU Member States before the end of the project (as outlined in the exploitation strategy – Chapter 5).

Since the start of the project, CONSULAI, with the support of ExCom partners, has hosted two annual online European AKIS Seminars. These events have guided AKIS Coordination Bodies through project results, provided communication and dissemination training, and initiated the development of individual exploitation plans. Additional AKIS Seminars are planned for the coming years.

In addition, two international AKIS Conferences will be organised to reach a wider audience, disseminate project results, and promote knowledge exchange among AKIS actors and other stakeholders. While the Description of Action initially scheduled the first conference for M36 (August 2025), it was internally agreed to postpone it to M37 (October 2025) to avoid the summer period and ensure higher participation. The first International AKIS Conference is scheduled for 22 October 2025 in Budapest, Hungary. The second International AKIS Conference will take place in M82, as originally planned.

Finally, project partners are encouraged to participate in external events, including conferences, seminars, workshops, and other relevant activities, in order to present the project and its progress to external stakeholders (see Chapter 6, Table 1 for related KPIs).

PRINTED MATERIAL and MULTIMEDIA MATERIALS

In addition to the materials developed at the beginning of the project, further printed materials have been produced and made available via SharePoint:

- 1 modernAKIS poster – M25
- 2 modernAKIS roll-ups – M26
- 1 AKISConnect roll-up – M26
- 1 Poster summarising overall key results – M31
- 10 posters highlighting individual key results – M33

Regarding multimedia content, 50 videos have been published on the project's YouTube

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channel. Among these, the most viewed videos are the official project videos, AKIS-in-Practice and recordings of events from networking activities.

These materials will continue to be updated and adapted in the coming years to ensure that the information remains relevant and engaging for the intended audiences. The project flyer is also expected to be updated, followed by a translation process for each Member State. In addition, AI software (voice-dubbing) will be used to make the latest modernAKIS video available in 27 Member States, encouraging partners to share it across their national and regional networks.

5. Exploitation Strategy Update

The wider engagement and dissemination (WP5) will be an impactful trajectory of modernAKIS transformative AKIS journey (TAJ). This is meant to be an integral and complementary part of the TAJs since the key actors of change are called to initiate at local level a chain of transformative changes in respective AKISs by relying on their own networks and capacities. In this regard, WP5 will be transversal to the other WPs to support the actors of change acquiring relevant capacities and skills through the co-development of, for example, individual exploitation plans (outlining the diffusion and uptake of results at different levels of their AKIS) and practice abstracts.

Exploitation of project results refers to the actual implementation of the TAJ as codesigned in WP1 at MS level, including new knowledge, insights and using ideas discussed/elaborated in the AKIS network (WP2).

The outcomes of this project will go clearly beyond its time and geographic scales due to the wide engagement of the actors of change that will ensure the best exploitation of the modernAKIS by acting key boosters and catalysers of transformative change within the respective MSs and at EU level.

While Deliverable 5.1, "CD&E Plan Design and Implementation of a Detailed Communication, Dissemination & Exploitation Plan" (submitted in December 2022, M4), indicated that WP5 would initiate a co-creation process in M36 to develop individual exploitation plans (supported by guidelines, roadmaps and continuous engagement with AKIS Coordination Bodies and CAP networks) this process began earlier to ensure the achievement of Milestone 10: "Individual Exploitation Plans in Place" (M24).

To support this early work, CONSULAI hosted the First Roadmap to Exploitation session in September 2024 (M25, online). This workshop introduced practical guidance for drafting individual exploitation plans aligned with modernAKIS results, with additional support from Horizon Booster experts. Recognising the diversity of governance structures across Member States, a support tool template (Annex B) was presented aiming to support AKIS Coordination Bodies in collecting internal information necessary to complete and tailor their exploitation plans more effectively. The content delivered under Milestone 10 reflects the initial phase of the individual exploitation plans. These documents are living tools, designed to evolve throughout the remainder of the project and ultimately be consolidated into Deliverable 5.3.

To further support this co-creation process, WP5 will facilitate an annual "AKIS Annual Seminar", where the development of individual exploitation plans will be monitored and discussed in alignment with each Member State's context. This iterative process ensures that exploitation strategies remain relevant, actionable and contribute directly to the overarching goal of strengthening AKIS across the EU.

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6. Key Performance Indicators M1-M35

To ensure wider impact of the project results monitoring of C&D KPIs is done every six months and evaluation in M36 and M54 as mentioned in D5.1

Table 1 - modernAKIS C&D KPIs

Indicator	Expected impact by the end of the project	Results achieved M1-M35
Website		
Number of users	500	8.590
Number of page views	10.000	33.872
Social Media		
Number of impressions	100.000	83.050
Number of followers	1.500	1.283
Number of engagements	1.500	11.538
Newsletter		
Number of newsletters	14	7
Subscribers	300	1.437
Videos		
Number of videos produced	30	50
Number of views	15.000	4.200 *Views on YouTube*
Editorial materials		
Number of articles published in the agricultural media	54	TBA*
Number of impressions of the articles in the media	54.000	TBA*
Press articles in MS	54	TBA*
Number of impressions of the articles in the media	25.000	TBA*
Number of booklets and flyers	4	2
Reached audience of the booklets and flyers	4.000	295
Number of peer-reviewed scientific articles	10	0

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Indicator	Expected impact by the end of the project	Results achieved M1-M35
Number of practice abstracts	100	0
Number of policy briefs	27	0
Reached audience of policy briefs	1.000	0
Training materials	6	6 *learning modules*
Training materials reached audience	1.000	1.392

Indicator	Expected impact by the end of the project	Results achieved M1-M36
Events		
Networking and capacity building events	100	32
International events to present main outputs	30	93
Events with EIP Operational Groups	10	3
Presentations in SCAR AKIS WG	7	5
Presentation of main outputs at EU projects events	30	19
Online workshops in each of the 27 EU MSs co-organised with the AKIS CBs	27	0
Annual Online European AKIS seminar	7	2

***TBA:** To be assessed in M54.The KPIs are influenced by external factors and will require additional time to ensure accurate reporting. The ongoing optimization of the monitoring tool (see chapter 7) will further strengthen the tracking and evaluation of these indicators, supporting a more reliable assessment of outcomes such as editorial materials

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7. Key Performance Indicators Evaluation

In the first half of the project, strong engagement has been recorded across key communication channels, including social media, the modernAKIS website, newsletters, and video content. These platforms have been effective in supporting awareness-raising activities and enabling meaningful interaction with stakeholders.

Social Media Performance

An internal analysis of social media performance shows that certain types of content generate stronger engagement than others. In particular:

- Images featuring people tend to attract higher levels of interaction, as they create a more personal and relatable connection with the audience.
- Relevant and timely information about the project's progress or tools is consistently well received.
- Highlighting milestones (e.g., project achievements) has proven to be an effective way of maintaining visibility and stakeholder interest.
- Video content is increasingly effective in reaching a wider audience, combining accessibility with visual storytelling.

These insights will be taken into account in the next phases of the project to further optimize communication strategies and maximize impact across digital platforms.

Newsletters

As mentioned previously, newsletters and direct communications will continue to play an important role in disseminating project updates. Future communications will highlight the most recent results of modernAKIS, focusing on the results and tools available on AKISConnect, ensuring that relevant stakeholders remain well informed and engaged.

Monitoring KPI

The Communication & Dissemination monitoring tool has been useful in collecting performance data from partners. However, the tool should be further optimized to become more effective and user-friendly. This will ensure that partners can more easily report on the metrics they achieve, thereby improving the accuracy and consistency of KPI tracking across the consortium.

Next Steps

As the project progresses, the focus will shift toward enhancing editorial outputs, such as articles in agricultural media outlets, practice abstracts, policy briefs, and increasing targeted engagement activities with AKIS Coordination Bodies. These priorities are aligned with the strategy outlined in the Exploitation chapter and aim to strengthen the practical uptake of project results.

The upcoming KPI evaluation will be conducted in M54 as part of Deliverable 5.3, as previously planned.

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8. Conclusion

Deliverable 5.2 demonstrates that the modernAKIS Communication, Dissemination and Exploitation strategy remains relevant and continues to provide a solid framework for supporting the project's objectives. While no changes have been made to the strategic framework itself, important progress has been achieved in strengthening internal coordination, expanding outreach tools and channels and initiating the co-creation of individual exploitation plans with AKIS Coordination Bodies.

The results recorded between M1 and M36 confirm strong engagement across digital platforms, networking events and multimedia outputs, with evidence that modernAKIS is reaching its target audiences and fostering meaningful interaction. At the same time, the monitoring of key performance indicators has highlighted areas for further improvement – particularly in relation to editorial outputs, policy briefs and practice abstracts – which will be prioritized in the next phase.

Looking ahead, the project will focus on enhancing internal processes, such as more systematic partner reminders and onboarding tools, while continuing to adapt communication materials to ensure relevance and impact. The development of exploitation plans will remain a central element of the strategy, ensuring that modernAKIS results are effectively embedded within national AKIS structures.

Overall, the progress achieved so far confirms that the CD&E strategy is on track to maximize the project's visibility, support stakeholder engagement and secure the long-term uptake and impact of modernAKIS outcomes across Europe.

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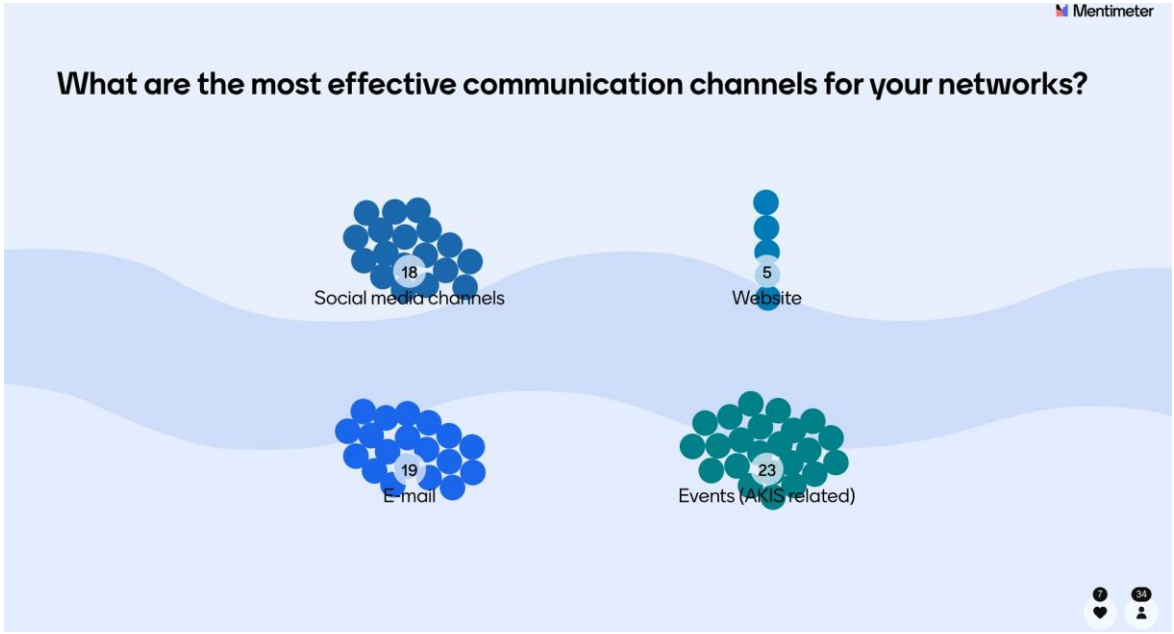
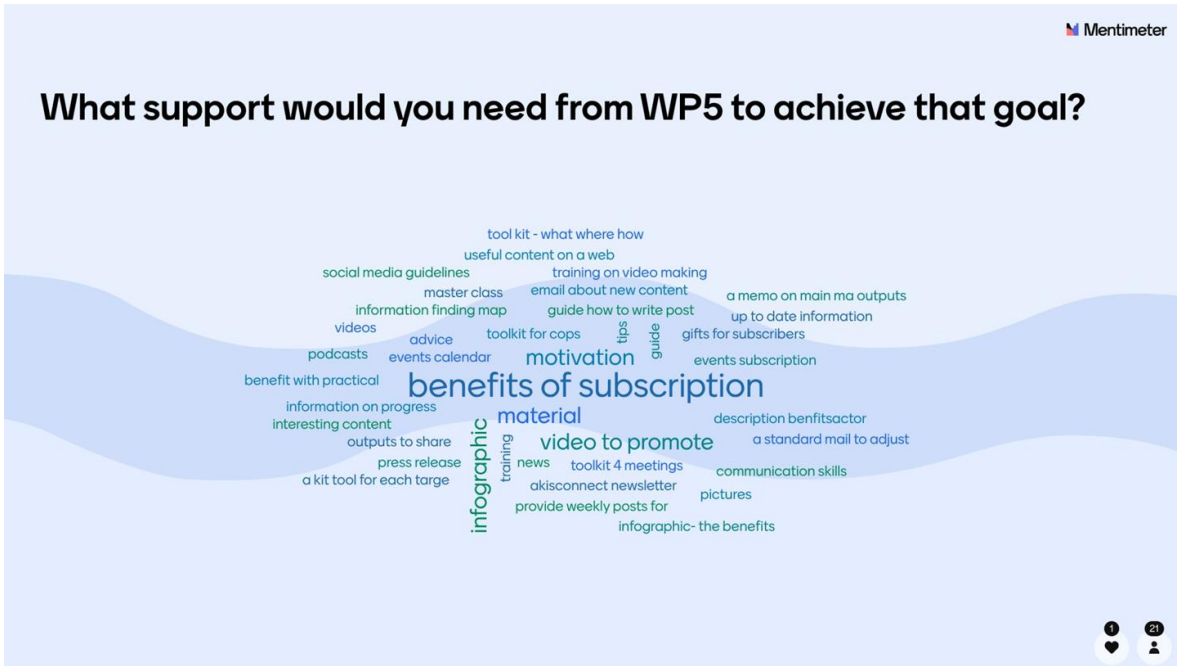
ANNEXES

ANNEX A – Exercise Results – Project Meeting Leuven, Belgium





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ANNEX B – Support Tool Template – Exploitation Plans

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modernAKIS Exploitable Results Overview - Exploitation Plans

- **Definition of Exploitation:** Exploitation refers to the effective use of a project's results at various levels, both during and after its implementation. It involves actions necessary to increase the project's visibility, engage target groups, end-users, and stakeholders, and integrate the results into their professional practices.
- **Document Overview:** In response to multiple questions about the National Exploitation Plan, this document provides a brief overview of the modernAKIS exploitable results. It serves as a guide to help identify potentially relevant results for your country and suggests channels for their application.

Please indicate:

Name(s)	
Contact information (e-mail)	
Country	

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Results that could be exploited	1. 3 E-learning modules: Introduction to AKIS Systems Module 1: The need for systems approaches in agriculture and interrelated fields; Module 2 (Part 1): Understanding the AKIS as a system; Module 2 (Part 2): Understanding the AKIS as a system; Module 3: Diagnosis of the AKIS
Description of the result	The e-learning modules on Agricultural Knowledge and Innovation Systems (AKIS) provide in-depth training to understand and address the multifaceted challenges of modern agriculture. Learners can explore the dynamics of the AKIS ecosystem and gain insights into diagnosing and solving system-level issues effectively.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Advisors (in professional training) ☐ Pupils (in advanced years of their school education) ☐ Researchers (working in applied research projects in universities etc.) ☐ CAP Network staff ☐ Public authorities
Language	Dutch, English, German, Greek, Hungarian, Italian, Lithuanian, Polish, Portuguese, Slovenian, Spanish, Swedish (all EU languages in progress)
Available at (link)	Training materials for all AKIS actors
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for you/your region/your country)*	☐ For public administrations (CAP related activities) to learn more about AKIS and understand how interventions could be used towards CAP objectives. ☐ For professionals (e.g. advisors, teachers) to introduce them to the AKIS concept ☐ For pupils in professional education (e.g. schools) to introduce them to the AKIS concept
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*

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What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
What material or information is needed from modernAKIS?	*Please insert here what kind of support you need from the modernAKIS team to successfully exploit this result.*

Results that could be exploited	2. Co-creation ISS tools
Description of the result	This resource offers specialized co-creation tools and methodologies for Innovation Support Services (ISS) providers in agriculture. Designed by ATTRACTISS to facilitate improved technology adoption, market access, and sustainability, these tools support effective service delivery and foster collaboration within the AKIS network.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ ISS providers ☐ Agricultural Advisors ☐ Agribusiness Consultants
Language	English
Available at (link)	ISS Tools and Methods
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for you region/ country)*	*These tools can be used to enhance support services, boost local innovation, and drive sustainable agricultural practices by connecting stakeholders and creating tailored strategies.*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*

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What material or information is needed from modernAKIS?	*Please insert here what kind of support you need from the modernAKIS team to successfully exploit this result.*

Results that could be exploited	**3. Guidelines on how to organize AKIS (systems thinking) in-country workshops**
Description of the result	This guideline provides step-by-step instructions for organizing effective workshops within countries to support AKIS- and systems thinking related initiatives.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Public Administrations ☐ Workshop facilitators / trainers
Language	English
Available at (link)	On demand from WP3 lead.
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for you/your region/your country)*	*Countries can utilize these guidelines to conduct targeted workshops that build capacity, promote knowledge exchange, and support the implementation of innovative agricultural strategies.*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
What material or information is needed from modernAKIS?	*Please insert here what kind of support you need from the modernAKIS team to successfully exploit this result.*

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modernAKIS Together for Systems' Innovation

Results that could be exploited	**4. Transformative AKIS Journey (TAJ)**
Description of the result	The transformative AKIS journey framework guides stakeholders in structuring their approach to innovation in agriculture. It emphasizes four key capacities: navigating complexity, collaborating effectively, reflective learning, and strategic engagement, aligning with the EU's CAP objectives.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Agricultural Policymakers ☐ Advisors ☐ Researchers ☐ Farmer Organizations
Language	English
Available at (link)	ModernAKIS-Booklet.pdf
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for your region/country)*	*Member States can adopt this framework to strengthen local AKIS strategies, empower key actors, and create a roadmap for sustainable agricultural development.*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
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Results that could be exploited	5. AKISConnect – Networking platform
Description of the result	AKISConnect is an interactive platform that connects AKIS actors from across Europe to share knowledge, build capacity, and collaborate on innovative agricultural practices. It facilitates cross-country partnerships and holistic knowledge integration to drive progress.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Agricultural Advisors ☐ Policymakers ☐ Researchers
Language	English
Available at (link)	akisconnect | Connecting all EU AKIS actors
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for your region/country)*	*This platform can be used to foster cross-border collaboration, networking, share best practices, and strengthen regional agricultural networks through active participation and exchange.*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
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Results that could be exploited	6. AKIS Practices
Description of the result	This AKIS-in-Practice series 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. AKIS-in-practices videos are also available.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Educators ☐ Agricultural Advisors ☐ Policymakers ☐ Researchers
Language	English. For videos – automatic translation in all languages (YouTube feature)
Available at (link)	AKIS practices under CAP AKIS-in-practice Videos
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for your region/country)*	☐ Videos or AKIS-in-Practice resources can be integrated into training sessions, policy discussions, or educational materials to provide examples of proven strategies and inspire the adoption of effective practices.
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
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Results that could be exploited	7. AKIS in Action – Networking and capacity building events guideline
Description of the result	"AKIS in Action" events are designed to network and share practical examples of how AKIS knowledge and measures can add value. These events offer opportunities to learn and exchange experiences with peers across Europe. Guidelines on how to create a networking are under development and will be delivered in 2025
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Agricultural stakeholders ☐ Advisors ☐ Researchers ☐ Farmers ☐ CAP Network ☐ Public Authorities
Language	Dutch, English, German, Greek, Hungarian, Italian, Lithuanian, Polish, Portuguese, Slovenian, Spanish, Swedish
Available at (link)	Events for networking and capacity-building
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for your region/country)*	*Once delivered, the guidelines for these events can help Member States organize impactful networking opportunities, enhancing regional collaboration and strengthening AKIS frameworks.*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*

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Results that could be exploited	8. AKIS Game – Improving knowledge flows
Description of the result	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. The game will be presented during the next AKIS Coordination Bodies General Assembly.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Agricultural educators / trainers ☐ Policymakers ☐ AKIS actors
Language	English. French and German versions will soon be available.
Available at (link)	This game will be presented in the upcoming AKIS Coordination Bodies General Assembly and will be available at akisconnect.eu
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for your region/country)*	*The game can be incorporated into training workshops, educational programs, or policy strategy sessions to build capacity, facilitate collaboration, and enhance the understanding of AKIS knowledge flows*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
What material or information is needed from modernAKIS?	*Please insert here what kind of support you need from the modernAKIS team to successfully exploit this result.*

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Results that could be exploited	9. Practices to integrate Advisors
Description of the result	Showcases 13 successful examples of intensive advisor integration within Agricultural Knowledge and Innovation Systems. The examples are organized under three main categories: training measures, networking and knowledge exchange, and policy/structural measures. These practices provide a framework for effectively incorporating advisors into AKIS, enhancing their roles as innovation support services.
Is this result potentially relevant for your region / country?	☐ Yes ☐ No
Target group for the result *(suggested by modernAKIS to be adapted and completed as needed)*	☐ Advisors ☐ Workshop facilitators / trainers
Language	English
Available at (link)	modernAKIS_D1.12_Compendium-of-how-advisors-can-be-intensively-integrated-in-AKIS.pdf
Ideas how it could be used *(suggested by modernAKIS, to be adapted as needed for your region/country)*	*The practices can be used to integrate the training measures into advisor development programs, enhancing their skillsets for AKIS; By organizing workshops or collaborative networks around the networking and knowledge exchange examples, fostering continuous learning among advisors and stakeholders.*
Who should receive information about the result in your country	*Please name here the relevant institutions (not necessarily people).*
Which channels could be used by the AKIS coordination to inform relevant persons / institutions?	*Please insert here which channels.*
What actions could be taken to embed this results in your country / regions?	*Please insert what actions need to be taken.*
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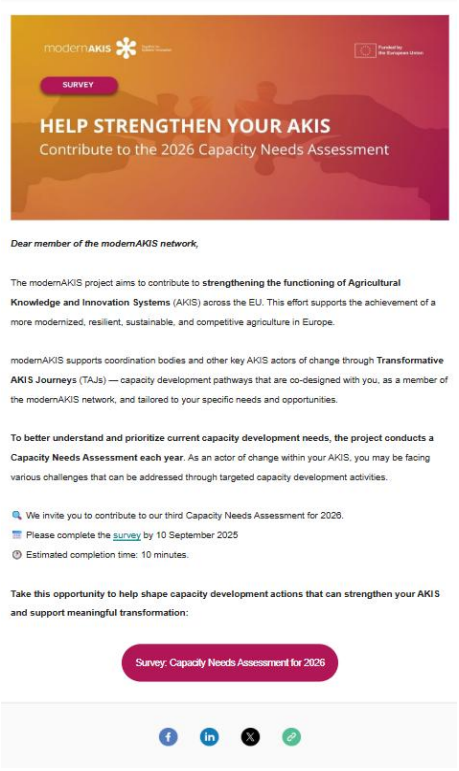
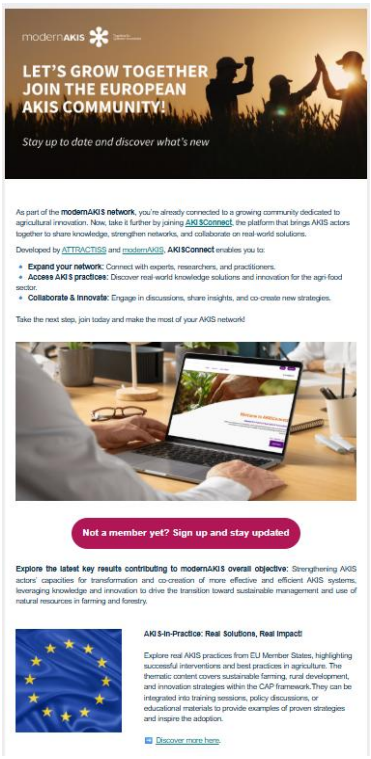
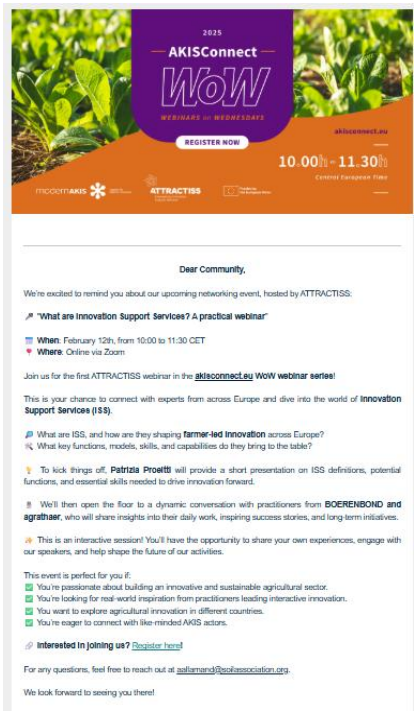
ANNEX C – E-MAIL MARKETING







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