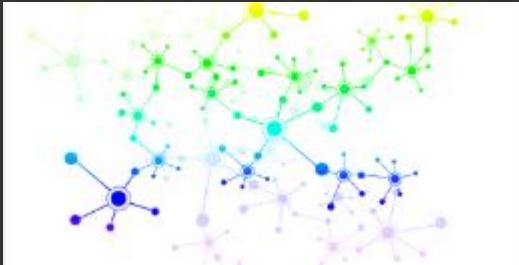


**i2connect**  
INTERACTIVE INNOVATION



# Cross Visits Exchange in Action



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# Cross Visits: exchange of knowledge, experiences and ideas



# Different types of Cross Visit

- Farmer to farmer

- AKISconnect.eu> learn&apply> toolkit> ISS tools & methods> Cross Visits
- [Tools for Innovation Support Services \(akisconnect.eu\)](https://akisconnect.eu/Tools-for-Innovation-Support-Services)

- Stakeholder to stakeholder

- I2connect.eu> toolbox> extended toolbox> table of contents> Cross visits
- [toolbox-portal-i2connect-18th-edition.pptx \(live.com\)](https://toolbox-portal-i2connect-18th-edition.pptx (live.com))

## Goal

To inspire and to inform farmers from a practical example led by another farmer

## Description

A farmers tells about/shows his new way of working to other farmers, including his positive and negative experiences, this differs from the explanation of a technology firm. The other farmers get new insights because they are away from their own context

## Preparation time

0-2 hours

## Execution time

0-2 hours

## Resources

## Videos

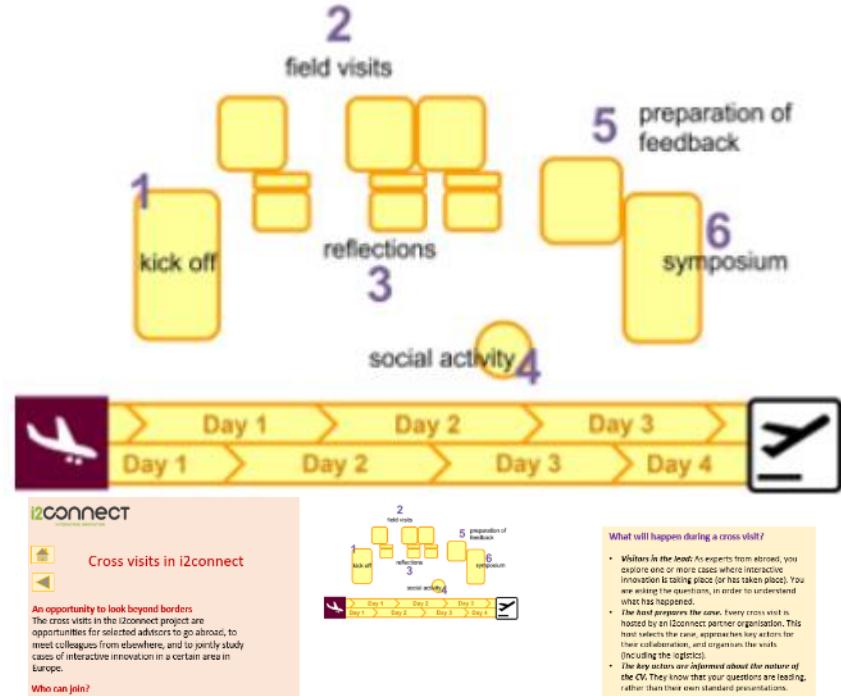
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## Different length of Cross Visit

- 0-4 hours
  - On-site peer-to-peer consultation
  - Virtual Cross Visit (over 2 days)
- 12-12 (overnight)
  - Exchange on a selected issue on-site
    - Visitors: training, experience
    - Organisers: feed-back, external input
  - Comply to limitations of visitors
- 3-4 days: fly high, dig deep
  - Exchange on organization's work
  - Related issues, total overview



## Do you have experience with/in Cross Visits?



# Video: views on Cross Visit in France

[Conseillers agricoles en Europe : partageons les méthodes innovantes & les pratiques agroécologiques \(youtube.com\)](#)

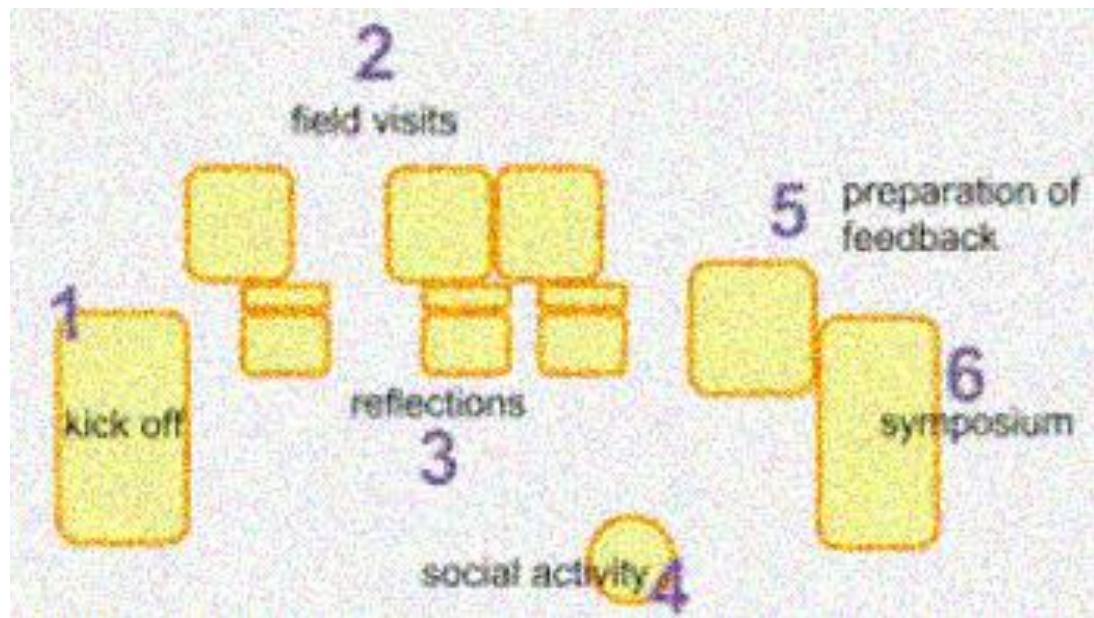


# General outline of Cross Visit

## *Preparation*

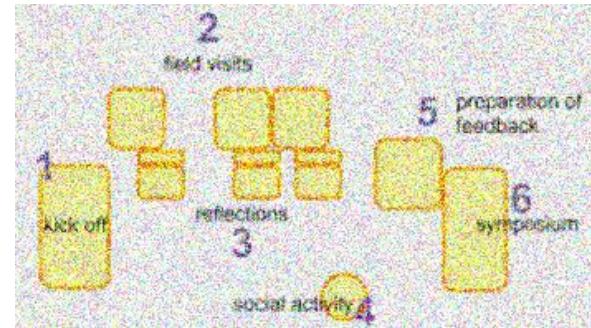
1. Kick off
2. Field Visits
3. Reflections
4. Social Activity
5. Preparation of Feedback
6. Symposium

## *Continue the Network*



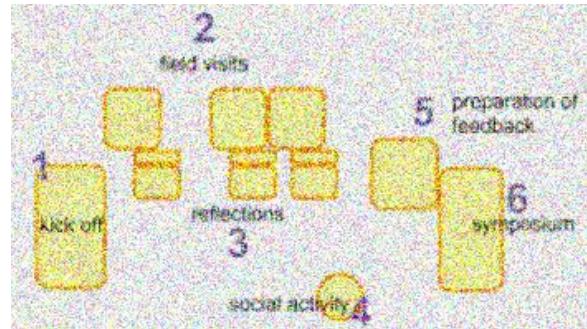
## Preparation of Cross Visit

- Challenge for the organisers:
  - Focus in the subject
  - Field conditions; Timing
  - Team of hosts, presenters and organisers
  - Involvement of the farmer/advisor/organisation
  - Etc
- Visitors
  - Find time, connection to issues
  - Travel budget?
- Preparation meeting: online for understanding of programme



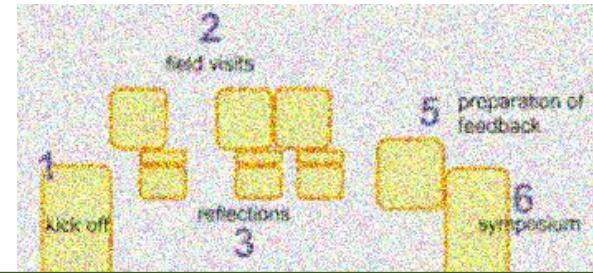
## Kick off in the Cross Visit

- Meet up
  - Travel arrangements (last mile...)
  - Location: on-site or meeting place?
- Explanation of the programme
- Get to know each other
  - Visitors
  - Organisers
  - Hosts



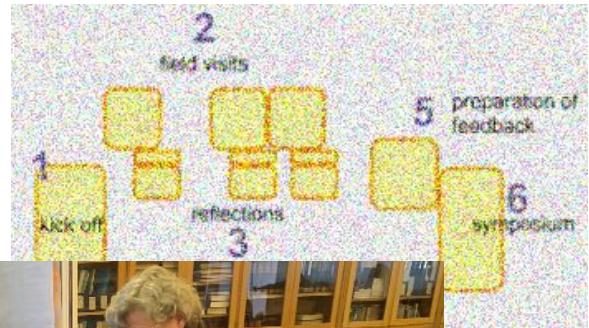
## Field Visit(s)

- Most appreciated part of the Cross Visit (where possible)
- Practical organisation:
  - Location, connections, logistics
  - Visualisation, in the field!
  - Interaction: look, hear, feel, talk
  - Timing: weather, crop, time host
  - Questions in advance
  - etc



## Reflections on the Field Visit

- First impressions
- Analyse (innovation spiral)
- Clarify open questions
- Context



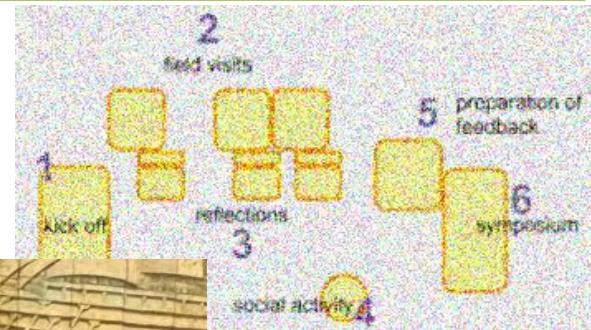
# Social Activity in Physical Cross Visits

Know each other better

Know the region

Remember:

*Network!*



# Preparation of Feedback from exchange

## Analyse and Exchange

- Experiences
- Knowledge
- Ideas

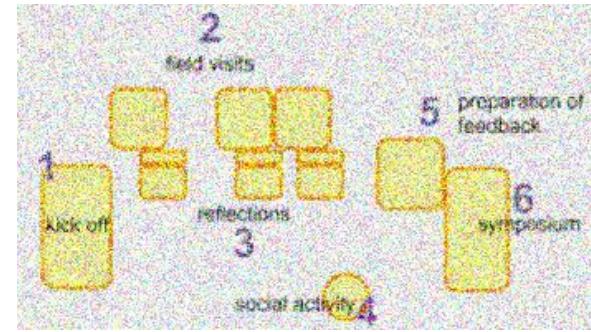


# Symposium / Exchange

## Respectful feedback

- Pearls
- Puzzles
- Proposals

(example FAIRshare)



### Pearls

Farmers interest on digital tools, for

- Good atmosphere positive energy
- Fruitful exchange

### Puzzles

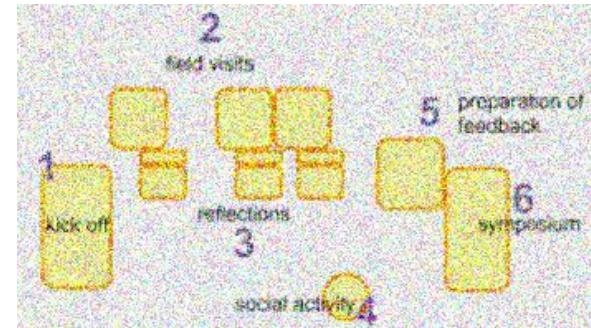
- Farmers digital skills, in heterogeneity of farms
- Time issues (entering data)

### Proposals

- Focus on adult learning tools (on content, not the technology itself)
- Create easy to use tools, co-create functionalities

## Continue the Networking

- Testimonials
- Exchange visits



Know people in the mass!



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## Cross Visits in their context: important contribution to Networking

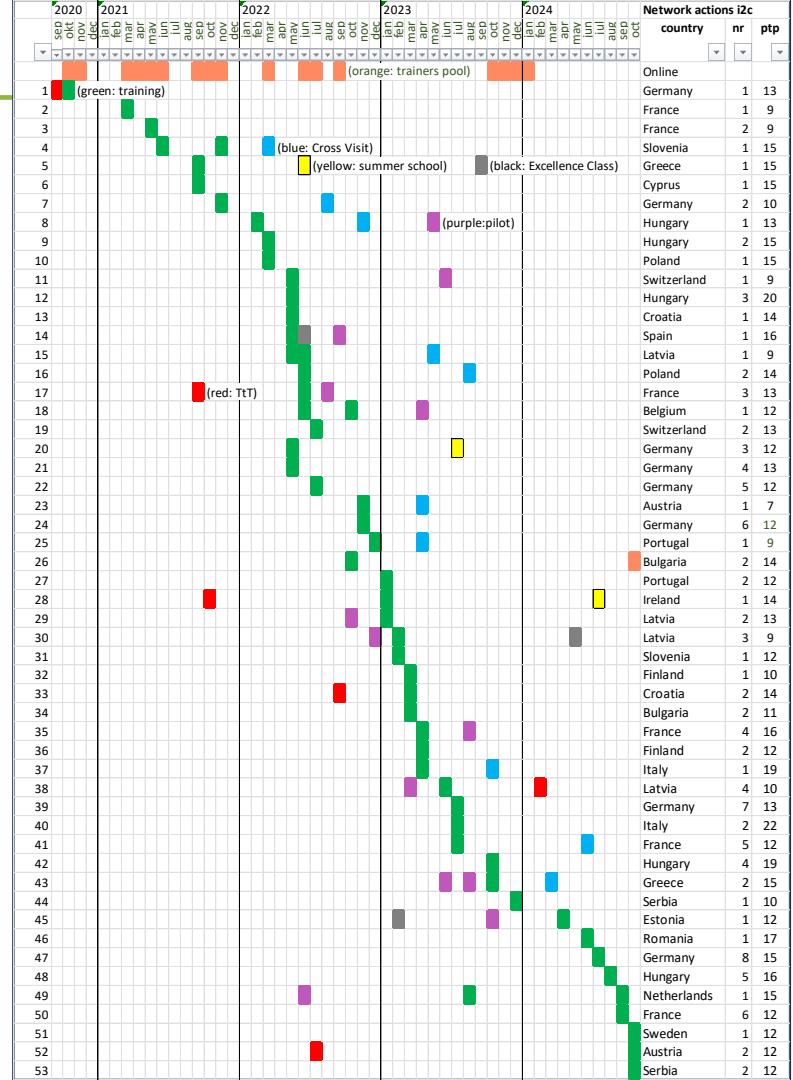
Action	Role
Training	Training for trainers, advisors, farmers
Management	The best for Customers... Good Enabling Environment
Pilot Projects	Experiences tested in Pilot Projects
Education	Soft Skills in University Curricula for Future Advisors
Cross Visits	peer2peer exchange for organisers and visitors

# Creation of networks in i2connect: synergy between the actions

Training, Management, Pilot Projects,  
Education, Cross Visits make the networks

Reflective capitalisation, Good Practices,  
TtT experiences; Learning Histories, Tools,  
Practice Abstracts support this interaction

Not only learn about, but  
experience the interaction  
that supports innovation



## Trainings as opportunity to start networking

- **Train the Trainers:** trainers are trained
  - Germany, France, Ireland, Austria, Croatia, Latvia
  - All partners have trainers
  - Connection between the trainers: 'trainers pool'
- More than 700 **advisors trained over Europe**
  - Experience tools for Interactive Innovation
  - Keep in touch with the other trainees
- Even in non-partner countries
  - Czech Republic, Estonia, Romania, Spain and Sweden; after the project: Denmark, Slovakia
- More trainings to come, in national AKIS and in other projects



## Wider understanding of Interactive Innovation

EU wide growing awareness:

- Advisors play key role in innovation.
- Need conditions to contribute

= Support by *enabling environment*:

Managers and Managing Authorities

Are invited in **Excellence Classes**:

- To understand needs/requests of advisors
- Place them in organisational context



## Space for experiments: Pilot Projects

Adisors with bright ideas  
Bring them into practice

- Could be
- Trainings
- Tools
- Overviews
- Set of cards...



## Training the advisors of the Future

In addition to  
their year round curriculum,  
Students visit the Summer Schools  
to experience interactive innovation  
in an interactive way, to  
take along in their career



## Cross Visits for international network

After each training,  
Visited by trainings' participants

Impact on:

Visitors:

- new approaches, networking

Organisers:

- open feedback, other settings

*Inspiring!*



## Cross Visits: exchange of knowledge, experiences and ideas

