



ATTRACTISS

Empowering Innovation
Support Services

Deliverable 3.9
Concept online SWOT

Type PU



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History of changes

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1. Purpose of the deliverable. 3.9.

The overall objective of WP3 is defined in the Grant Agreement as “Fostering an innovation enabling environment” for innovation support services in MSs to inspire Innovation Support Services with methods and tools for discovering grassroots ideas facilitating co-creative cooperation between relevant actors.

2. Assumptions

As D3.9 serves as a supporting instrument for achieving the overarching objective of the ATTRACTISS project to ensure a coherent approach, the following assumptions were applied to the concept of the online SWOT:

- a. In line with the approach proposed in D1.1 Conceptual grounds and common understanding, state of art of the ATTRACTISS project, a wide definition of ISS was taken to mirror diversified AKIS systems across EU and new actors participating in facilitating innovation development in agriculture and forestry,
- b. The main attention is focused on ISS providers in EU MS involved in facilitating delivery of the EU AKIS policy in the framework of CAP measures with particular attention on EIP – AGRI framework as a main area of the ATTRACTISS activities,
- c. the structure of the online SWOT is worked out to allow identifying both EU common trends and relevant regional diversification of AKIS systems across EU MS.

3. Relation with other activities in the project

An online SWOT (T3.3) is one of sets of instruments of WP3 closely related to other tasks (T3.1, T3.2 and T1.3) aimed at mapping and testing methods and tools of improvement for the functioning of ISS in facilitating applications of the multi actor co-creation approach.

The specific objective of (T3.3) is the identification through an online SWOT of major barriers and opportunities for enabling environment for innovation support and tools in all EU MS. An online SWOT Synthesis report will be available in M30 of the project delivery. This report will bring analysis of key actual features of how the socio-economic and political arrangements in MSs are operating to enable or limiting the ISS provision of support to innovations processes. The final result



of T.3.3. will be D.3.12, Manual for ISS with sets of recommendations on building innovation enabling environment due to in M66 of the project delivery.

There are the three phases to achieve level of fully operational online SWOT on the akisconnect.eu web platform to be available for ISSs from MSs.

Phase one – activities covered by **D 3.9** deliverability (development of Concept online SWOT)

Development an online survey tool for the collection of the relevant information for the SWOT from the ISS providers. So that, the items will reflect the perceptions/perspectives of the ISS providers. The tool enables co-developing the EU-wide SWOT analysis. The survey will be out on 17/06/24 and will be open until 03/03/25 with option of extending for longer period.

An online SWOT is an interactive platform for assessment of Strengths, Weaknesses, Opportunities and Threads. Participants weight aspects, add more and comment. In each quadrant, a list of external factors (opportunities and threats outside your control) and internal factors (strengths and weaknesses that are within your control) that affect the goal in question have to be listed. Possibility to add comments are foreseen.

The structure of an online SWOT is presented according with list of required topics as defined in the T3.3 description:

- a) education and experience,
- b) financing mechanisms,
- c) knowledge valorisation,
- d) networking capacity,
- e) stakeholder landscape.

4. The structure of an online SWOT is presented in section four of the document.

Phase two



The online SWOT will be uploaded at the akisconnect.eu web platform in cooperation with T3.4. by 17/06/24.

Phase three

Organizing a wide EU level information campaign to promote the contribution of the ISS to the SWOT.

4. The structure of an online SWOT

As the SWOT shall be carried out online in an ongoing manner through the ATTRACTISS-modernAKIS joint platform [AKISConnect.eu](https://akisconnect.eu), further presentation of the SWOT structure is presented as a steps template for potential users. The final graphic design will be worked out, as it was already indicated in section three of this document, in cooperation with T3.4 by 17/06/24.

Step one

Dear Innovation Support Services providers,

We would like to invite you to contribute to the ATTRACTISS SWOT analysis covering all 27 EU Member States. The project goal is to improve and embed competencies of Innovation Support Services and Member States AKIS to facilitate grassroots innovative ideas leading to solutions for the transition process towards more sustainable agriculture and forestry. By innovation support system is meant all types of actors across MSs involved in providing support for innovative activities in areas of agriculture and forestry.

The specific objective of a SWOT online is understanding of socio-economical context of Innovation Support Services (ISS) operation in all MSs to work out set of tools and methodologies leading to improvement for the functioning of ISSs in facilitating applications of the multi actor co-creation approach.

An online SWOT Synthesis report will be published on joint platform [AKISConnect.eu](https://akisconnect.eu) of the ATTRACTISS and modernAKIS Horizon Europe projects in May, 2025. –

The final result will be presented as a Manual for ISS with a set of recommendations on building an innovation enabling environment.

We are focusing on EU related policies supporting funding of new programmes and projects within the CAP measures with particular attention on EIP – AGRI framework.

Thus, we would like to kindly ask you, as ISS representatives, to provide your input into the ATTRACTISS online SWOT. It is of real importance to have opinions of ISS practitioners across EU MS to meet your needs and expectations.

In case of any additional clarification please contact:

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Step two

Education			
Explanatory information	<p>How does the educational system in your country prepare Innovation Support Systems actors for effective contribution to innovation in agriculture and forestry?</p> <p>Please indicate up to five factors relevant in your country/region and ranking them from 1 (the most relevant) up to 5 (the least relevant).</p> <p>Please provide if you believe it is an appropriate, some additional comments of relevant references (link, reports).</p>		
Strength	Weaknesses	Opportunities	Threats

Step three

<p>What is your view on institutional and human experiences in your country for effective implementation of innovative activities/projects in agriculture and forestry based on co-creation and multi-actors' principles?</p>			
Explanatory information	<p>By co-creation principle it is understood process involving representatives of different groups of actors (farmers, researchers, commercial sector) in creation and implementation of innovative projects).</p> <p>Please indicate up to five factors relevant in your country\region and ranking them from 1 (the most relevant) up to 5 (the least relevant).</p> <p>Please provide if you believe it is an appropriate, some additional comments of relevant references (link, reports).</p>		
Strength	Weaknesses	Opportunities	Threats

Steps four

Financing mechanisms			
Explanatory information	<p>What is your view on financial mechanisms in your country as regards the current capacities to create environment for supporting innovation in agriculture and forestry. Please consider what is the role of the CAP measures with particular attention on EIP – AGRI framework in your national\regional AKIS structure funding mechanisms in part referring to provision of financial support for undertaking innovative projects.</p> <p>Please indicate up to five factors relevant in your country\region and ranking them from 1 (the most relevant) up to 5 (the least relevant).</p> <p>Please provide if you believe it is an appropriate, some additional comments of relevant references (link, reports).</p>		



Strength	Weaknesses	Opportunities	Threats

Steps five

Knowledge valorisation			
Explanatory information	<p>What is your view on knowledge valorisation mechanisms in your country as regards the current capacities to create environment for supporting innovation in agriculture and forestry. By Knowledge Valorisation is meant process of reorientation of research and innovation projects and activities towards needs identified by final users – i.e. farmers, foresters etc.).</p> <p>Please indicate up to five factors relevant in your country\region and ranking them from 1 (the most relevant) up to 5 (the least relevant).</p> <p>Please provide if you believe it is an appropriate, some additional comments of relevant references (link, reports).</p>		
Strength	Weaknesses	Opportunities	Threats

Step six

Networking capacity			
Explanatory information	<p>What is your view of networking capacity in agriculture and forestry in your country or region in view of the current capacities to create environment for supporting innovation in agriculture and forestry.</p> <p>Please indicate up to five factors relevant in your country\region and ranking them from 1 (the most relevant) up to 5 (the least relevant).</p> <p>Please provide if you believe it is an appropriate, some additional comments of relevant references (link, reports).</p>		
Strength	Weaknesses	Opportunities	Threats

Step seven

Stakeholder landscape			
Explanatory information	<p>What is your view on the whole system of institutions, organisations (public, farmers organisations, commercial, NGOs) relevant for effective facilitating development of innovative idea in area of agriculture and forestry.</p> <p>Please indicate up to five factors relevant in your country/region and ranking them from 1 (the most relevant) up to 5 (the least relevant).</p> <p>Please provide if you believe it is an appropriate, some additional comments of relevant references (link, reports).</p>		
Strength	Weaknesses	Opportunities	Threats



Step eight

Thank you for your time and attention.

