

 **FEBRUARY 12, 2025** 10h-11h30 CET Online**Wow**

WEBINARS on WEDNESDAYS



What are Innovation Support Services?

In this webinar we will explore what are Innovation Support Services with a practical perspective! Using real organisation examples to bring the concept to life and bringing you in, we will explore how they incentivise and support innovation from the ground up, the key skills and capabilities required and different models from across Europe.

Agenda

10:00H-10:15H**Introduction to the event and to ATTRACTISS****10:15H-10:30H****What are ISS? A formal exploration.****10:30H-11:00H****ISS in action: a panel with Boerenbond and agrathaer about making it happen!****11:00H-11:30H****Open conversation: ask your questions and share your experiences!**

Key Learnings

- Explore what are ISS
- Explore their diversity and reach of their work through real life examples
- Explore the opportunities and challenges they face in different contexts
- Get inspiration from those making it happen!

Who should join?

- Those interested in shaping an innovative and sustainable agricultural sector.
- Practitioners seeking inspiration to implement interactive innovation and hands-on support for farmers.
- Those who want to connect with likeminded AKIS actors.
- Those looking to learn about innovation in different countries.



Meet the Speakers



Patrizia Proietti
 Senior Researcher
 CREA Ricerca

Patrizia is an expert on rural development and innovation dynamics in agriculture, as well as expert consultant on policies evaluation.
 Working at CREA, she provides general support for the planning of the agricultural and rural development policies of Tuscany Region, with a particular focus on innovation and knowledge transfer, carrying out socio-economic analysis and collaborating to monitoring and evaluation activities, both ex-ante and ex-post.



Marleen Gysen
 Consultant energy & climate
 Boerenbond

Marleen is a Master of Engineering in Energy and works advising farmers on sustainable energy management and supporting those with innovative ideas at the farmers' organisation Boerenbond. In projects, she often serves as an intermediary between research and the farming community..
 Boerenbond is the professional organization for agricultural entrepreneurs in Flanders and East Belgium, investing in tools and instruments to stimulate innovations in agriculture. Their local and regional board members and experts bring their 16,000 members together to support and develop solutions and for agriculture and horticulture to remain a strong and resilient sector..



Laura Storch
 Project management
 Agrathaer

Laura is a technical environmental protection, has specialized in soil science and environmental microbiology and is working on her PhD. She has ample experience coordinating and implementing EIP-AGRI-funded projects, and she knows the needs of operational groups.
 agrathaer's supports sustainable transformation and innovation in agriculture, landscape ecology, environmental protection and nutrition, as well as project work and product/company consulting; developing practical solutions based on science and using user-centered methods to transfer technical know-how into agricultural practice,
 agrather is the central advice centre for all potential applicants within the framework of EIP-AGRI in Brandenburg