


 **APRIL 23, 2025**

 **10h-11h15 CET**

 **Online**

— **AKISConnect** —

WOW

WEBINARS on WEDNESDAYS

REGISTRATION:



Cocreation processes, from idea to completion.

Exploring cocreative processes with the Spiral of Innovation tool.

Join us for an insightful event where 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.

Agenda

10:00H-10:15H

Introduction to the event and the ATTRACTISS project
Ana Allamand, Soil Association (moderator)

10:15H-10:30H

The Spiral of Innovation tool.

10:30H-10:50H

Bringing the Spiral to life. Exploring the *Growing flax for regenerative textiles* project with the Spiral.

Conversation with Colleen McCulloch, Senior Farming Programmes Manager (Scotland) • Farming and Land Use

10:50H-11:10H

Your experiences and questions!

Key Learnings

- Explore the Spiral of Innovation tool
- Bring it to life through a real-life case
- Ask your questions!
- Get inspired by other stakeholders' experiences!

Who should join?

- Advisors, innovation support services and other providers of specialized services
- Researchers and academics
- Farmers
- Networks
- AKIS coordination bodies