

Newsletter 5



CAPTIVATE

Assessment-Training-Extension

Project identifier: Erasmus+ 2021-1-HU01-KA220-VET-000034777



The 2nd big wave of multiplier events carried out this October

The main purpose of the events was to

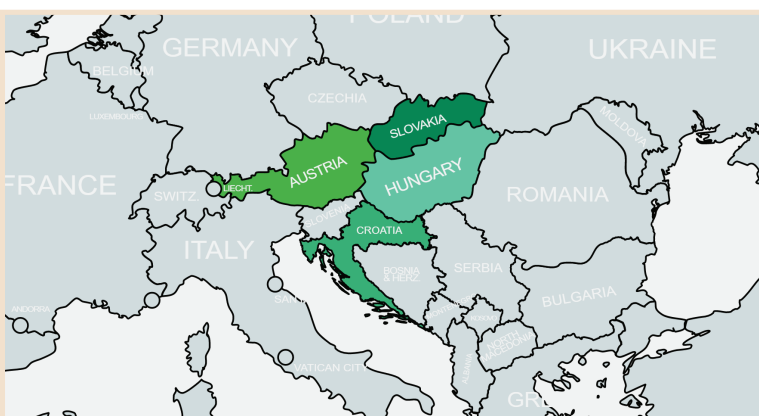
1. Disseminate general information about the project objectives and expected impacts
2. Provide full project results summary overview
3. Present the learning (OER) modules and their usage during the pilot implementation
4. Present feedback from the field applying new CAPTIVATE knowledge and method
5. Introduce the Eco-farm assessment tool user experience
6. Discuss about the opportunity of engaging new participants in the follow-up phase, during the sustainability period of the project (after the official ending date)
7. Showcase the Handbook, with methodology and implementation guidelines
8. Provide preview and discuss about the policy recommendations

Series of project publications

This 5th issue of the CAPTIVATE Newsletter is the last one, published in October 2024, soon after the Farmer Handbook: all the publications will stay available on the project website in the future.

CALENDAR OF EVENTS

- 11 October 2024, John van Neumann University, Kecskemét, Hungary
- 15 October 2024, Rural Women Conference side event, Zagreb, Croatia
- 24 October 2024, IZPI Nitra, Slovakia
- 24 October 2024, Chamber of Agriculture, Vienna, Austria 21 October 2024
- Online final project dissemination event at the EU level on 21 October 2024



ACCESSIBILITY OF THE PROJECT'S RESULTS

The project consortium made a decision that all the project results (with their online URLs) will remain accessible at least for the next upcoming 3 years (until 2027). This is the CAP measures, Eco-practices repositories, the EAD Tool, the e-Learning platform and the Farmer Handbook.



Multiplier Event in Hungary, on 11 October 2024 at John von Neumann University

In Kecskemét, the implementation of the event was basically carried out according to the advertised program plan. Katalin Szépkuthy of ÖMKi demonstrated the process of an EAD sustainability assessment filling in - with many practical and useful comments. Afterwards the group continued in the computer room, with participants having their own farm background, also submitting an EAD form, and then they all looked at the results. By the time of the event there were 69 submissions and evaluations, with good representation of Hungary. Farm advisor Attila Nagy talked about how he was able to reduce the time for his clients filling in the form to near one hour length. In the following presentation Edit Hoyk introduced the e-learning platform. NJE students with farming background had also signed up for the course, and we are already close to 100 certificates. Mihály Csótó spoke about the interactive learning activities (H5P). The Farmer Handbook was presented and a printed version was distributed (also available for download from the website). There was a discussion about the continuation and future plans, e.g. the EAD tool needs to be further refined, and there is a demand for development and adaptation, for example in the case of e-learning, among university and vocational school target groups as well.

CROATIA

IPS KONZALTING INTRODUCING CAPTIVATE FINAL RESULTS

IPS Konzalting held the Multiplier Event and presented the CAPTIVATE project during a dedicated session at the Rural Women Conference in Zagreb, Croatia on October 15, 2024, and gathered more than 50 participants, including mainly farmers but also representatives from the Croatian Parliament, farmers associations, and journalists from all over Croatia. The CAPTIVATE project, under the guidance of Ana-Marija Špicnagel, took center stage. The project's role in shaping the Common Agricultural Policy (CAP) and empowering farmers was highlighted. The event provided a platform to introduce the project's innovative tools, including the EAD assessment tool and the newly launched Croatian handbook.

Key Takeaways from the Event:

- The CAP and Sustainable Practices: Participants gained a deeper understanding of how the CAP can support sustainable agriculture and biodiversity conservation.
- Innovative Tools: The EAD assessment tool and the CAPTIVATE platform were introduced as valuable resources for farmers.
- Handbook Launch: The Croatian version of the handbook was unveiled, providing practical guidance and support for farmers.



AUSTRIA

FiBL-AT organizing the event at the Chamber of Agriculture in Vienna

At the end of the project, in addition to multiplier events in the target countries (Croatia, Hungary, Slovakia), another event was held in Austria, as the target group of the second wave of multiplier events are mainly representatives of organizations that can provide feedback at political level, further disseminate the final results of the project and contribute to the overall impact at both national and EU level. The aim is to develop and provide contributions to ensure that the individual products and the overall context of the CAPTIVATE project can be discussed and continued at an expanded EU level even after the end of the project period.

The participants of the Multiplier Event in Vienna on October 24, 2024, were representatives of the Austrian Federal Ministry of Agriculture, Forestry, Regions and Water Management, the Chamber of Agriculture (legal representation of farmers and foresters in Austria), the Federal Institute of Agricultural Economics, Rural and Mountain Research and Bio Austria (Association of Austrian Organic Farmers).

In addition to a presentation of the entire project and a detailed information on the individual project results (e.g.: Knowledge Platform, EAD Tool), the aim of this event was to investigate whether and how the results and products of the CAPTIVATE project can be transferred to Austria and the EU as a whole and meaningfully applied to the participants' professional environment. After a lively exchange on the contents of the CAPTIVATE project, a fruitful discussion arose on the situation in Austria and other EU countries with regard to advice and education for farmers on CAP subsidies in general and in particular on the implementation of individual CAP measures.

The CAPTIVATE approach via a common knowledge platform with different entry paths and information links to the CAP measures was seen as very helpful and promising for both farmers and advisors. This connecting platform can reduce the bureaucratic burden and documentation for farmers, which is often perceived as excessive, while aiming to create a synergy and link between the official data already provided by farmers and other operational information. This interconnection platform aims to create synergies and links between the official data already provided by farmers and other operational information, thereby reducing the bureaucratic burden and documentation for farmers, which is often perceived as excessive. The CAPTIVATE approach contributes to a better understanding of CAP measures and their successful implementation to support European agriculture in its sustainable development but needs to be adapted to national circumstances and requirements in order to provide added value for farmers and advisors. All participants in the event agreed that a common approach and continuation of the CAPTIVATE project approach should be strived for.





The Slovakian multiplier event was successful and achieved its objectives of disseminating project results and promoting valuable discussions."

SLOVAKIA

IN IZPI, NITRA, on 24 October 2024

A CAPTIVATE multiplier event was successfully held at the Agricultural Knowledge and Innovation Institute (IZPI) in Nitra. The event brought together a diverse group of stakeholders, including farmers, agricultural enterprise managers, agricultural advisors, representatives of public organizations and academic institutions (Central Control and Testing Institute in Agriculture, Slovak University of Agriculture, Agrobiotech Research Centre).

The primary goal of the event was to:

- **Showcase Project Results:** Present the final outcomes of the Captivate project, including the Digital Knowledge Management Platform, Knowledge Base, Eco-farm Assessment Tool (EAD Tool), e-learning modules, and the CAPTIVATE Farmer Guide.
- **Foster Discussion and Feedback:** Engage participants in discussions about the potential exploitation and sustainability of project results, and gather valuable insights and suggestions on their usability.

Key agenda items

Main discussion points of the ME in Slovakia were:

- **Project Overview:** A comprehensive presentation of the Captivate project and its objectives.
- **Project Results Showcase:** Detailed presentations and practical demonstrations of the developed online tools.
- **Slovak Agriculture Landscape:** Discussion on the current status, strategies, and objectives of Slovak agriculture, as well as its contribution to EU policies.



CONCLUSIONS

The participants were highly receptive to the project results, recognizing their innovative nature and potential to significantly benefit the agricultural sector. They expressed keen interest in receiving further updates and information through newsletters, the project website, and social media channels. Additionally, they pledged to disseminate project information within their networks to reach a wider audience of relevant stakeholders. The positive feedback from participants underlines the impact of the project and its potential to promote sustainable agricultural practices and knowledge exchange.