

27th European Seminar on Extension & Education

Inclusivity and transformations of agricultural extension and education



Vila Real, 30 June - 4 July 2025

The **European Seminar on Extension & Education (ESEE)** is a biennial conference about **agricultural advice and education**. It has gathered scholars, advisors and educators since 1973. **The overall theme of the 27th conference is:** *“Inclusivity and transformations of agricultural extension and education”*

The conference will address five topics:

- **TOPIC 1 - AKIS approaches and policies:** from concepts to action and impact
- **TOPIC 2 - Collective learning, innovation processes and capacity building:** new tools and methodologies
- **TOPIC 3 - AI and digitalisation of advisory services and education**
- **TOPIC 4 - Education, advisory services and the wider AKIS's contribution to social inclusion and the health and wellbeing of farmers and communities**
- **TOPIC 5 - How education and advice drive agrifood systems transformations**

Overview of the preliminary program

Venue: UTAD campus, Vila Real (<https://www.utad.pt/en/contacts/directions/>)

Hours (GMT+1, London time)	30th June	1st July	2nd July	3rd July	4th July*
08:00 - 08:30		Registration	Registration	Registration	
08:30 - 09:00					
09:00 - 09:30		Plenary Session 1		Plenary Session 2	
09:30 - 10:00					
10:00 - 10:30		Coffee Break		Coffee Break	
10:30 - 11:00					
11:00 - 11:30		Parallel Sessions 1		Parallel Sessions 5	
11:30 - 12:00					
12:00 - 12:30					
12:30 - 13:00		Lunch		Lunch	
13:00 - 13:30			Field Trips		
13:30 - 14:00					
14:00 - 14:30		Parallel Sessions 2		Plenary Session 3	
14:30 - 15:00					
15:00 - 15:30	Registration	Coffee Break		Coffee Break	
15:30 - 16:00					
16:00 - 16:30		Parallel Sessions 3		Parallel Sessions 6	
16:30 - 17:00					
17:00 - 17:30	Opening Ceremony				
17:30 - 18:00		Parallel Sessions 4		Closing Session	
18:00 - 18:30					
18:30 - 19:00					
19:00 - 19:30	Welcome Reception	Business Meeting: Planning ESEE27			
19:30 - 20:00			Gala Dinner		
20:00 - 20:30					
20:30 - 21:00					
21:00 - 21:30					

* Training workshop is a side event, you can register for free as part of the conference. The venue for the training workshop will be on another location: Museu do Douro, Peso da Régua. [Link Google Maps](#)

ESEE 2025- PLENARY SESSIONS & GUEST SPEAKERS

Opening Plenary Session, 1st July: “Shaping the Future of Agricultural Knowledge and Innovation Systems (AKIS) in the CAP 2023-2027: Lessons Learned and the Road Ahead”

Chair: [Alexandros Koutsouris](#) (Head of the Lab of Agricultural Extension, Agricultural Systems & Rural Sociology, Dept. of Agricultural Economics and Rural Development, Agricultural University of Athens; Greece)

Guest speakers:

- [Inge Van Oost](#) (Former Policy Officer AKIS coordination & CAP networks; currently Active Senior Expert; European Commission DG AGRI Unit D.1 – Rural Areas and Networks; Belgium)
- [Krista Mikkonen](#) (ProAgria; Porject manager off ATTRACTISS Optimising knowledge exchange systems for sustainable and circular agriculture and forestry; Finland)
- [Simona Cristiano](#) (Senior research at the CREA - Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria, Council for Agricultural Research and Economics; Research Center for Agricultural Policies and Bioeconomy; Italy)

Plenary Session 2, 3rd July: “Digitalization and Artificial Intelligence in Education and Extension: Lessons Learned and Ethical Considerations’?”

Chair: [Ataharul Chowdhury](#) (Associate Professor and Graduate Program Coordinator, Capacity Development and Extension, University of Guelph, Canada and the President of the Executive Board of the AIAEE – Association for International Agricultural and Extension Education; Canada)

Guest speakers:

- [Elsa Vasseur](#) (Associate Professor William Dawson Scholar, Innovation Chair in Animal Welfare and Artificial Intelligence (WELL-E); Canada)
- [John Leamy](#) (ICT Innovation & Research Manager at Teagasc - Agriculture and Food Development Authority Ireland; Ireland)
- [Robert Strong](#) (Professor of the Department of Agricultural Leadership, Education, and Communications at Texas A&M University, USA)

Plenary Session 3, 3rd July: “Are Living Labs enhancing sustainability transition and climate resilience pathways?”

Chair: [Artur Cristóvão](#) (Retired Full Professor at the Department of Economics, Sociology and Management, University of Trás-Montes e Alto Douro (UTAD); Senior researcher at the Centre for Transdisciplinary Development Studies (CETRAD), Portugal)

Guest speakers:

- [Gerald Schwarz](#) (Thünen Institute of Farm Economics, Germany)
- [Luís Marcos](#) (CEO of ADVID- Associação Desenvolvimento da Viticultura Duriense; Cluster da Vinha e do Vinho e CoLAB VINES&WINES)
- [Teresa Pinto-Correia](#) (MED - Mediterranean Institute for Agriculture, Environment and Development, U. Évora, CHANGE Associate Lab; Vice-Chair of the Mission Board on Soil Health and Food, do Horizon Europe)

ESEE 2025- TRAINING WORKSHOP

ATTRACTISS/i2Connect team

Workshop organisers and facilitators

Alexandros Koutsouris (Head of the Lab of Agricultural Extension, Agricultural Systems & Rural Sociology, Dept. of Agricultural Economics and Rural Development, Agricultural University of Athens; Greece)

Krista Mikkonen (Project Manager of the Association of ProAgria Centres, Finland)

Patrizia Proietti (Senior research at the CREA - Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria, Council for Agricultural Research and Economics; Expert of the Italian National Rural Network; Italy)

Rui Almeida (Chairman of the European Forum for Agricultural and Rural Advisory Services (EUFRAS); Partner & Operational Director of CONSULAI, Portugal)

Simona Cristiano (Senior research at the CREA - Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria, Council for Agricultural Research and Economics; Research Center for Agricultural Policies and Bioeconomy; Italy)

ESEE 2025- OPENING CEREMONY

Awarding of the Prémios Crédito Agrícola (CCAM TMAD)

Short video presentation of each of the 6 awarded Phd thesis (Agrarian Sciences, Business & Economics and Regional Development) and 4 awarded MSc thesis (Agrarian Sciences, Business & Economics)

- **Rector of the UTAD** (Emídio Gomes)
- **Chairman of the Board of Directors of the CAM-TMAD** (João Lopes de Moura Seixas)

ESEE2025 Opening Session

- **Rector of the UTAD** (Emídio Gomes)
- **Chair of ESEE2025** (Lívia Madureira)
- **CETRAD Vice-Director and member of Local Organising Committee** (Octávio Sacramento)

Opening Ceremony

- **Rector of the UTAD** (Emídio Gomes)
- **Chairman of the Board of Directors of the CAM-TMAD** (João Lopes de Moura Seixas)
- **Chair of ESEE2025** (Lívia Madureira)
- **CETRAD Vice-Director and member of LOC** (Octávio Sacramento)

ESEE 2025- PARALLEL SESSION & SPECIAL SESSIONS

TOPIC 1 – AKIS approaches and policies: from concepts to action and impact

Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano

Session 1A – Tuesday July 1st 11:00-12:30

AGROECOLOGY AND SUSTAINABILITY IN AGRICULTURAL TRANSFORMATION

- *Agroecological transitions and Agricultural Knowledge and Innovation Systems in Europe: theoretical, methodological and practical insights*
Tanya Zerbian
- *Identification of Challenges and Opportunities for adopting Climate Mitigation Actions on Dairy Farms in Ireland*
Niamh Dunphy; Seamus Kearney; Sinéad Flannery
- *Advancing Agroecological Innovations in Sub-Saharan Africa: Agricultural Knowledge and Innovation Systems in Angola with Perspectives from Zambia*
Jose Rosario; Carlos Marques; Hycenth Ndah; Livia Madureira
- *Aligning incentives for innovation and environmental sustainability. A framework for sustainable productivity growth in agriculture*
Mercedes Campi
- *Identifying innovations and knowledge systems in agroecological transitions*
Fabiola Polita; **Ana Filipa Fonseca**; Livia Madureira

Session 2A – Tuesday July 1st 14:00-15:30

PUBLIC POLICIES AND INSTITUTIONAL FRAMEWORKS FOR AGRI-FOOD INNOVATION

- *Role of agricultural experiment stations in AKIS: How could the Brandenburg's (Germany) agricultural experiment stations be well set up for the undergoing agriculture transformations?*
Sabrina Scholz; Ralf Bloch
- *Identification of barriers and opportunities for developing policies to foster innovation in the agri-food sector of the madrid region: a study based on the AKIS approach*
Adrián García; José Luis Cruz; Mario González Azcárate; **José Flomesta**
- *The WELL-E Initiative: Inclusive Innovation to deliver data-driven solutions with and for the Canadian Dairy Industry*
Elsa Vasseur
- *Future-proof guiding framework: how to translate foresight into impact?*
Zofia Krystyna Mroczek; Nevena Alexandrova-Stefanova

Session 3A – Tuesday July 1st 15:45-17:15

INTERACTIONS, NETWORKS, AND KNOWLEDGE DYNAMICS WITHIN AKIS

- *Strengthening innovation processes through AKIS approach: Farmers perspectives*
Samir Sayadi Gmada; Adriana Bertuglia; José Luis Cruz Macein

- *Theoretical typology of linkages among research, extension and farmers: A call for a pragmatic approach*
Fernando Landini; Santiago Conti; Ana Villalba
- *Reflecting on a 6-year transition towards systems thinking in a multi-level, pluralistic and heterogeneous AKIS – insights for practice*
Sarah Hood; Zameen Hassen; Cherry Emerick; Sean Kenny
- *Do public policies support knowledge networks? A qualitative analysis of an Italian case*
Eleonora Caruso; Giuseppina Olivieri; Rossella Ugati; Ferdinando Gandolfi; Teresa Del Giudice; Alessandro Sapia; Concetta Menna

Session 4A – Special Session - Tuesday July 1st 17:30-19:00

- *Transformative approaches in Monitoring, Evaluation, and Learning, enhancing organizational capacities for innovation and systemic change: the TAP-AIS example*
Manuela Bucciarelli; Aurelie Toillier; Nevena Alexandrova-Stefanova; Zofia Mroczek

Session 5A – Thursday July 3rd 11:00-12:30

EXTENSION AND ADVISORY SERVICES: PRACTICES, ACTORS, AND IMPACTS

- *Sharing best practices: Lessons from the organic advisory systems of Italy and Sweden*
Roberta Milardo; Lisa Blix Germundsson
- *Conceptualising Rural Communication Services in Indonesia – policies and practices within the AKIS landscape*
Elske van de Fliert; Anggelina Putri Ratu; Arifin Nur Hidayat; Cindy Vebyola Batubara; Husna Wulansari
- *Disputing the Agenda? Coexistence of Different Ideologies in Brazilian Rural Extension*
Andre Macedo; Vanilde Souza Esquerd; Ricardo Borsatto
- *'More than cocoa': Analysing agricultural extension and advisory services for non-cocoa tree crops in Ghana*
Paul Schmidt; Kingsley Ofosu Ampong
- *What influences the choice of advisory services of Italian farmers?*
Concetta Menna; Rossella Ugati; Elisa Ascione; Teresa Del Giudice; Ferdinando Gandolfi; Alessandro Sapia; Eleonora Caruso

Session 6A – Thursday July 3rd 16:00-17:30

CO-CREATION OF KNOWLEDGE AND INTERACTIVE INNOVATION IN AKIS

- *Sharing knowledge with farmers: researcher's role in remote areas of Europe*
Teresa Pinto-Correia
- *Insights from Evaluating Swedish EIP-Agri Projects 2017–2024: Challenges, Outcomes, and Lessons Learned*
Lisa Blix Germundsson; Erik Hunter; Charlotte Norrman
- *How AKIS players deal with the idea that farmers know best: an analysis of attempts to redefine modes of knowledge production and dissemination in France*
Nicolas Giraud
- *Research agendas in the interplay among researchers, extension agents and farmers: The case of the National Institute of Agricultural Technology (Argentina)*
Fernando Landini; Santiago Conti

- *Co-Creation of Knowledge and Information Sharing in Rural Pakistan: Strengthening AKIS for Climate Change Adaptation*
Sana Ullah; Maria Navarro

Session 6A – Thursday July 3rd 16:00-17:30

ONLINE

- *Accompaniment of capacity building processes for the design of multi-stakeholder and multilevel agroecological initiatives: the case of the Ñuble region, Chile*
Carolina Barra; Santiago Peredo y Parada; Consuelo Calafat-Marzal
- *Leveraging Agricultural Knowledge and Information Systems for Nature-based Solutions: A Pathway to Sustainable and Resilient Farming*
Melika Gholamian Sefidarboni; **Shahla Choobchian**
- *The AKISInteractivity index: a system perspective assessment of interactions within the Agricultural Knowledge and Innovation Systems*
Edward Kyei Twum; Simona Cristiano; Valentina Carta

TOPIC 2 – Collective learning, innovation processes and capacity building: new tools and methodologies

Convenors: Alexandros Koutsouris; Hycenth Tim Ndah; Patrizia Proietti

Session 1B – Tuesday July 1st 11:00-12:30

ADVISORS' EDUCATION-TRAINING

- *Rethinking advisory capacities and roles: Fostering learning and change for Climate Smart Farming*
Jorieke Potters; Ellen Bulten; Kevin Collins; Martin Javornický; Kevin Heanue
- *Learning About Crossing the Lines: The WELL-E Approach to Capacity Development*
Helen Hambly; **Elsa Vasseur**
- *Designing interactive summer school training: Insights from i2connect trainers*
Eleni Zarokosta; Sangeun Bae; Maria Gerster-Bentaya; Andrea Knierim; Alex Koutsouris
- *The use of official tools in university education for the practice of rural extension: An educational experience with the National Registry of Family Farming (ReNAF)*
Analía Oviedo; Fernando Friscaro Olsece
- *Asynchronous collaborative student engagement to foster development of Communication and Innovation skills at third level*
Kathleenf Lonergan Erickson; Kieran Meade

Session 2B– Tuesday July 1st 14:00-15:30

NETWORKS – MAA

- *The functioning and potential of European online Advisory Networks: the case of short food supply chain advisors.*
Fedele Colantuono; Lisa Blix Germundsson
- *Facilitating exchange and co-creation of knowledge relating to sustainable calf management in the UK: the multi-actor Calf Action Network*
Laura Palczynski
- *A Dynamic Action Plan for the monitoring of a National Network in a European demonstration project*

of climate-smart farming practices (Climate Farm Demo)

Audrey Miserez; Laure Triste; András Ver

- *Role of social network for the diffusion of Climate Smart Agricultural technologies in Bangladesh*
Md Rezaul Karim; Andreas Thiel
- *Collaborative processes as strategies for social innovation in a mountain context*
Sara Simões; Joana Nogueira; Carla Marques; Herrmínia Gonçalves

Session 3B – Tuesday July 1st 15:45-17:15

AKIS ACTORS

- *Innovating in policy space: Innovation Policy Labs making policies more impactful*
Zofia Krystyna Mroczek; Nevena Alexandrova-Stefanova; Manuela Bucciarelli
- *Engaging AKIS actors in shared learning with researchers: The Re-Livestock Project*
Karen McGrath; Jim Kinsella
- *Bridging the communication gap between Irish farmers and policy makers to support engagement in sustainable agriculture practices*
Conor McCloskey; Pdraig Lacey; Sean Boyle; Tomas Russell; **Louise McHugh**; Nigel Vahey
- *Learning from collaboration in agricultural innovation systems: changing capabilities, opportunities, and motivation*
Marlene Roefs; Scott Drimie
- *Enhancing Agricultural Advisory Services Through Impact Assessments: Lessons from the CARE r4d Project in West Africa*
Fernando Sousa

Session 4B – Tuesday July 1st 17:30-19:00

LEARNING

- *Learning in large networks: developing a Dynamic Learning Agenda for climate smart advisors*
Ellen Bulten; Jorieke Potters; Kevin Collins; Martin Javornicky; Kevin Heanue
- *Integrating routinised and reflective learning to enhance collaborative knowledge development on large dairy farms*
Louise Axelsson; Magnus Ljung
- *Integrating codified and tacit knowledge in advisory services for medicinal plant cultivation: challenges and opportunities in Basilicata Region*
Valentina Carta; Simona Cristiano; Maria Assunta D'Oronzio
- *How can we assess the plural adoption processes of a digital technology in agriculture and the systemic changes induced? Proposal of a methodological framework applied to the SoYield® case in Senegal*
Céphas Djossouvi; Chloé Alexandre
- *Development of a Hybrid Human-AI personalised learning path for VET for innovation in agriculture*
Aiden Brady

Session 4B – Special Session July 1st 17:30-19:00

- *PREMIERE online repository for multi-actor project proposals*
Hanne Cooreman; Jon Woning

Session 5B – Thursday July 3rd 11:00-12:30

METHODS & TOOLS 1

- *Social learning videos: Exploring potentials of a transdisciplinary methodology for the EU project Gov4all*
Patricia Fry; Léa Klaue; Susan Thieme
- *The « farmer's and advisory journey », a tool for advisors to reflect on change in farming and their role as advisors*
Florence Bedoin; Caroline Evrat-Georgel
- *The “Game of Left Behind Territories”: A Strategy for Enhancing Collective Learning Pathways and Driving Systemic Change*
Maria João Parreira; Artur Cristovão; Iva Pires
- *Games-based learning for aggregated farming in Western, Kenya*
Andrew Bell; Ivy Blackmore; Balentine Oingo; Upeksha Hettiarachchi; Dickson Kinuthia
- *What do agricultural advisors need from a Decision Support Tool to drive agroecological transitions? The case of Ntui Living Lab, Cameroon*
Beatriz Herrera; Roman Spiegelsberger; Hycenth Tim Ndah; Viviane Mandah; Alvine Tchouga; Precillia Tata Ngome; Gwladys Mabah; Komi Fiaboe; Diego Cerrudo; Ludovic Temple; Andrea Knierim; Marc Corbeels

Session 5B – Special Session – Thursday July 3rd 11:00-12:30

- *Understanding and developing Innovation Support Services (ISS): the contribution of HORIZON projects - a joint session between i2connect, ATTRACTISS and modernAKIS*
Alexandros Koutsouris

Session 5B Online – July 3rd 11:00-12:30

Chair:

- *Diagnosing Agricultural Advisory Service Methods to Drive Agroecological Transition in Rwanda*
Shu-Wei Chow; Maria Gerster-Bentaya; Hycenth Tim Ndah; Vicky Ruganzu; Marc Corbeels
- *Advancing Sustainability-Oriented practices through South-South Collaboration in Rural Vocational Training Centres*
Enrique Fernández Flores
- *Agroforestry Business Model Innovation Network (AF4EU)*
Eduardo Sousa; **Ana Oliveira**; José Castro; João Paulo Castro; Marina Castro
- *Combining the living lab and farmer's field schools approaches in a system of rice intensification: lessons learned and challenges in the Senegal River Valley (Podor)*
Sidy Tounkara; Alioune Diallo; Laure Tall; Paul Ndiaga Ciss; Papa Gueye; Ousmane Dianka
- *Integrating Drone Technology Into Smart Farming: Identifying Key Competences for Agricultural Experts and Drone Operators*
Athanasios Arvanitidi; Anna Palaiologk; Nikoleta Krousouloudi

Session 6B – Thursday July 3rd 16:00-17:30 METHODS & TOOLS 2

- *Learning and extension methods preferences by farmers for promoting beef genetics tools in Northern Australia*
Patricia Menchon; Amy Cosby; Dave Swain; Jaime K. Manning
- *How do farmers select advisory sources? A Greek study*
Evangelos Lioutas; Chrysanthi Charatsari; Giuseppe La Rocca; Marcello De Rosa
- *Analyzing the role of agricultural extension and education in improving the agricultural startups ecosystem*
Alireza Norouzi; **Enayat Abbasi**; Esmail Karamidehkordi
- *Didactical Strategies for developing interactive innovations in rural Europe: Lessons from the I2CONNECT project*
Eleni Zarokosta; Alex Koutsouris; Niels Rump
- *Analysing the diversity of farmers' pesticide use through professional dialogue networks analysis*
Emma Le Merlus; Marie-Hélène Jeuffroy; Jean-Marc Meynard; Claude Compagnone

Session 6B – Thursday July 3rd 16:00-17:30 METHODS & TOOLS 3

- *Toward refined conceptualizations and methodological approaches to understand shifts in knowledge production and guide interventions for agroecology transition*
Bonnie Averbuch; Jérôme Bindelle; Fanny Boeraeve; Benjamin Dumont; Bienvenu Kambashi Mutiaka; Elke Plaas; Gerald Schwarz; Martin Hvarregaard Thorsøe; Torsten Rødel Berg
- *Supporting farmers as a structuring activity for an organization: The case of multi-stakeholder cooperatives in France*
Célia Auquier; Ketty Bravo; Amandine Largeaud; **Pierre Triboulet**
- *Levers and limits for agricultural collectives under Geographical Indication to take action in transitions. Six case studies from the French cheese sector within the ADAOPT project*
Florence Bedoin; Delphine Neumeister; Sylvain Derrat
- *Developing a socially distributed knowledge production model for agricultural research and innovation projects*
Chrysanthi Charatsari; Evangelos Lioutas; Panagiota Sergaki; Stefanos Nastis; Dimitrios Aidonis; Anastasios Michailidis
- *Understanding Effective Follower Behaviors: A GLOB(E)al Perspective*
Jennifer Strong
- *A framework for assessing and enabling national agroecology extension systems: approach and results from its application in five West African Countries*
Patrice Djamen; Martin Bosompem; Daniel Koffi; Christophe Rigourd; Astou Diao Camara; Khady Nani Dramé; Abdoul Moutalib Dit Seybatou Ndiaye; Emmanuel Bamidele Tologbonse; Alfredo Handem; Cherno Talato Jaló

Session 6B – Special Session Thursday July 3rd 16:00-17:30

- *Let's play! Special session with a serious game for strengthening the governance of agrifood innovation systems*

TOPIC 3 – AI and digitalisation of advisory services and education

Convenors: Ataharul Chowdhury; Pierre Labarthe

Session 1C – Tuesday July 1st 11:00-12:30

DEMO AND TEST OF LLM & AI FOR LLL AND EXTENSION

- *Proof of Concept: Leveraging Large Language Models for Qualitative Analysis of Participant Feedback*
Andrew B. Crocker; Marcelo Schmidt; Juan D. Tejeda; Howard Rodriguez-Mori; Rachel A. Brauner; **Gary Wingenbach**
- *The Emergence of AgML's CY-Bench: An AI Platform to Enhance Engagement, Empowerment, and Partnerships*
Robert Strong; Ioannis Athanasiadis; AgML Community
- *ExtensionBot's AI Impacts on Extension and Advisory Services*
Robert Strong; Bruce Herbert; Mahendra Bhandari; Juan Landivar-Bowles; Luis Tedeschi; Karun Kaniyamattam; Seth Murray
- *Semantic precision in agricultural advisory: Human-in-the-loop frameworks for enhancing RAG-tuned LLMs in smallholder contexts*
Andrea Gardeazabal

Session 2C – Tuesday July 1st 14:00-15:30

CRITICAL THINKING ON AI AND EXTENSION

- *Large Language Models (LLMs) in Agriculture: Opportunities and Challenges in Agricultural Extension Services (EAS)- Oral Presentation*
Uduak Edet; Ataharul Chowdhury
- *From Access to Agency: Evaluating (Dis)Affordances in Farmer-Led Digital Extension Design and Delivery*
Eliot Jones-Garcia; Kristin Davis; Laurens Klerkx
- *Bridging the data-action gap: potential opportunities and risks for generative AI language models in communicating data insights to poultry farms*
Laura Palczynski; **Holly Vickery**; David Rose
- *GenAI platforms as a new tool for agricultural data pooling: implications for agricultural education and extension*
Katarzyna Kosior

Session 3C – Tuesday July 1st 15:45-17:15

FARMERS AND ADVISORS FACING DIGITAL: TRANSPARENCY, ACCESS, GOVERNANCE, MISINFORMATION...

- *Beyond the screen: The real-world consequences of anti-social behavior and online toxicity in agricultural knowledge sharing on social media*
Khondokar Kabir; Saifur Rahman; Mohammad Maruf Hasan; Ataharul Chowdhury; Andrea Knierim
- *What affects farmers' intention to learn about sustainability in online settings? An application of the extended theory of planned behaviour in Slovenia*

Ana Novak; Živa Alif; Luka Juvančič; Tanja Šumrada

- *Digital Insights into Greenwashing: analyzing social media discourse with AI Tools*
Cibele Souza
- *How are digital platforms hybridizing agricultural advisory systems? The case of Agroconsultas Online in Argentina*
Jeremias Lachman; Federico Bert; Laurens Klerkx
- *Advancing Dairy Extension: A Digital Living Laboratory Approach to Knowledge Mobilization in the Canadian Dairy Sector*
Steven Roche; **Elsa Vasseur**

TOPIC 4 – Education, advisory services and the wider AKIS's contribution to social inclusion and the health and wellbeing of farmers and communities

Convenors: David Rose; Jorie Knook; Mark Moore; Tomas Russell

Session 1D – Tuesday July 1st 11:00-12:30
GENDER, EXTENSION AND RESILIENCE
Chair: David Rose

- *Gender Realization and Women's Inclusion in Citrus Value Chains for Livelihood: A Case of Citrus Industry in Pakistan*
Ejaz Ashraf; Muhammad Ahsan; Saira Akhtar; Gomathy Palaniappan
- *The Power of Workforce Resilience and Cooperative Extension*
Rachel Brauner; Andrew B. Crocker; Lakshmi Mahadevan; Christopher Plein; **Gary Wingenbach**
- *Does Climate Adaptation Improve Food Security and Household Well-being? The Critical Role of Information and Misinformation in Shaping Adaptation and Resilience*
Nasir Khan; Ataharul Chowdhury
- *Building Capacity for Mental Health Education in Rural Texas: Qualitative Insights from a Mental Health First Aid Grant Program*
Lakshmi Mahadevan; Rachel Brauner

Session 2D – Tuesday July 1st 14:00-15:30
YOUNG FARMER MENTAL HEALTH AND TRUSTED SPEAKERS

- *Mental wellbeing education in agricultural universities and colleges: understanding provision, student needs, and the potential role for peer-led initiatives*
Tom York; **David Rose**
- *The role of farm advisory services in boosting resilience of young farmers*
Giuseppe La Rocca; Annalisa Marigliani; Evangelos Liutas; Chrysanthi Charatsari; Marcello De Rosa
- *Mental Health and Wellbeing Education in Tertiary Institutions: Exploring Areas for Development*
Jorie Knook; Nicky Stanley-Clarke; Amanda Hay; Sinead Flannery; Kendra Janssen; **David Rose**
- *Trusted voices in farming: Identifying who farmers deem credible mental health speakers*
Paul Nangle; Ella Joyce; **Tomas Russell**; Louise McHugh; Alison Stapleton

Session 3D – Tuesday July 1st 15:45-17:15

HELP-SEEKING AND 'ACCIDENTAL COUNSELLORS'

- *Farmer Mental Health Help Seeking: Developing Knowledge for Policy and Extension Use*
Siobhán O'Connor; Sinéad O'Keeffe; **Hannah Casey**; Sandra Malone; Joseph Firnhaber; John McNamara; Annie O'Connor; Anna Donnla O'Hagan
- *'Accidental counsellor' or 'accidental confidant': exploring the role of land agents, agronomists, and contractors in supporting farmer mental wellbeing*
David Rose; **Laura Palczynski**; Kreseda Smith; Jenny Howse
- *Building on Solid Foundations: Reflecting on the key learnings from the 'On Feirm Ground' training model and the implications for mental health promotion targeting farmers.*
Barbara Moore; Noel Richardson; Tomás Russell; Louise McHugh; Deirdre O'Connor; Alison Stapleton

Session 3D – Online – Tuesday July 1st 16:00-17:00

Chair:

- *Whole Farm Planning for the 21st Century: Integrating Childcare into Your Whole Farm Plan*
Shoshanah Inwood
- *The Development of the Irish Farm Accident Causation Model*
Carolyn Scott

TOPIC 5 – How education and advice drive agrifood systems transformations

Convenors: *Artur Cristóvão; Hanna Tamsalu; Livia Madureira*

Session 1E – Tuesday July 1st 11:00-12:30

FARMING ADVISORY & RURAL EXTENSION: SUPPORTING NEW TRENDS IN AGRICULTURE

- *The Evolving Media Spotlight on Agriculture and its Influence on Farm Advisory Services. Trends and transformations in Irish newspapers since 1970*
Claire Mc Cormack
- *Supporting the implementation of an "alternative" agricultural project in the Basque Country, the role of agricultural education*
Micheline Marie-Sainte; Josiane Babe; Mikael Akimowicz
- *How Do Advisory Services Translate into Improved Performance and Impact of Short Food Supply Chains? An Analysis of "Golden Cases" identified in the COREnet project*
Lisa Blix Germundsson; Rafal Serafin; Jan Willem van der Schans; Aine Macken-Walsh; Yuna Chiffolleau
- *A new dynamics in extension privatisation: exploring "linked suppliers" in Australia and Europe*
Pierre Labarthe
- *The 'good farmer' and nature conservation through the eyes of agricultural advisors: Insights from Slovenia*
Ana Novak; Tanja Šumrada

Session 2E – Tuesday July 1st 14:00-15:30

KNOWLEDGE & ADVICE FOR SUSTAINABLE TRANSITIONS IN AGRICULTURE AND AGRIFOOD SYSTEM

- *Sources of Information on Organic Agriculture and Good Agricultural Practices of Citrus Producers in Muğla Province of Türkiye*
Tayfun Çukur; Halil İbrahim Yalçın; Figen Çukur
- *Empowering Sustainable Winemaking: The Role of Education in Efficient Water and Energy Management*
Maria Rita Teixeira; Cristina Matos; António Valente; José Baptista; Ana Briga-Sá
- *Adoption of Pheromone Trap for Eco-friendly Vegetables Cultivation*
Md Rezaul Karim; Mohammad Anamul Haque; Md Juwel Rana; Jahan Bin Reza
- *Bridging Knowledge and Agriculture: A Socioeconomic Framework for Assessing Agroecological Transitions in Agri-Food Systems*
Carla Ferreira; Lívia Madureira; Mónica Dantas; Sofia Neto
- *Exploring sustainability awareness and practices related to food among hospitality and tourism students*
Manuela Carvalho; Luís Tinoca; Anabela Raymundo

Session 3E – Special Session July 1st 15:45-17:15

- *Advisory skills at the frontier – insight from short food supply chain advising from Horizon Europe Advisory Networks COREnet and EU4Advice*
Fedele Colantuono, Jan Willem van der Schans, Marta Fernandez, Áine Macken-Walsh, Lisa Blix Germundsson

Session 4E – Tuesday July 1st 17:30-19:00

SUPPORTING AGROECOLOGICAL TRANSITION: NEW METHODS AND APPROACHES

- *Agroecological transitions in the Douro wine region: Trade-off Analysis (TOA) methodology*
Sofia Neto; Lívia Madureira; Mário Santos; Carla Ferreira
- *Impact of Agricultural Extension on Agroecological Transitions of peri-urban Market Gardening in Ouagadougou (Burkina Faso): A Kirkpatrick Model Evaluation*
Patrice Djamen; Gédéon Sakandé; Achille Diendéré; Nifaagnourpèdomè Poda; Thomas Yaméogo
- *Co-design of SMART indexes to assess agrobiodiversity in NUC farming: the experience of 9 Living Labs in Europe*
Paola Hernandez
- *Land use characterization in the Itamarati settlement through aerial survey: contributions to research, rural and university extension, and agrifood system transformation*
Juliana Carrijo Mauad; Marcelo Silva; Laiane Palacio
- *Green entrepreneurial intentions in Higher Education Institutions*
Maria Correia; Carla Marques; Rui Silva

Session 5E Online – Thursday July 3rd 16:00-17:30

- *The role of education and advising in the implementation of agritourism on farms: modern approaches and prospects*
Tetyana Kalna-Dubinyuk; David Acker
- *Communication Methods for Aflatoxin Management to Facilitate Household Food Security in*

Southwest Nigeria

Tiwalola Alabi; Adeoye Okubena; Stephen Atilade; Abimbola Sabiyi; Helen Hambly