



AdvisoryNet**PEST**

Deliverable 1.2

Network coordination and governance tools and methods



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List of abbreviations

Abbreviation	Full form
AKIS	Agricultural Knowledge and Innovation Systems
AN	Associated Network
ANL	Associated Network Leader
DAP	Dynamic Action Plan
D&E	Dissemination and Exploitation
EU	European Union
GDPR	Global Data Protection Regulation
NN	National Network
NNL	National Network Leader
NSL	National Sector Leader
RURP	Reduction of Use and Risks of Pesticides
WA	Working Area
WP	Work Package





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Executive Summary

The AdvisoryNetPEST project seeks to establish a comprehensive EU-wide network for advisory services to reduce the use and risks of pesticides (RURP). Starting with 14 initiating countries (the project partners) and then following-up with their associated country (the other 14 EU member states), the network will encompass all 27 EU member states and the UK and focus on key crop sectors, including arable field crops, vineyards, orchards, and horticulture (soft fruits and ornamental).

The following deliverable aims at clarifying the method developed to activate and manage the developed networks, first targeting a core group of professional advisors in each of the National Networks (NN). The second group (actors that provide advice to farmers occasionally or not as professional advisors) and third group (wider Agricultural Knowledge and Innovation Systems (AKIS) & related projects) represent the further steps of National Network Leaders (NNL), National Sector Leaders (NSL) or Associated Network Leaders (ANL) of the network building.

The NNL/NSL or ANL are responsible for the efficient functioning of the network, forwarding the information at EU level when needed, connecting their network with the others involved in the project. They are key actors to activate and manage the National Network (NN), however, the ANP project offers a centralised monitoring and communication means. This centralised communication involves the collection of specific consent from actors to be registered in the ANP contact list.

To support NNL/NSL or ANL in network development and growth, the project coordination, in close link with the Working Area leaders have developed a number of tools and processes.

- Network monitoring through the Dynamic Action Plan and the National meeting reports and process to be registered in the AdvisoryNetPEST network contact list
- Sharing experience between NNL/NSL or ANL through the development of internal newsletters, webinars and help desk (through the project SharePoint)

Creating and developing a network at the European level involves flexibility depending on the national contexts across Europe. The project requires active involvement of NNL/NSL or ANL at the national level to activate and engage the National Networks. However, the development of a centralised ANP contact list, using explicit consent, enables direct project communication and monitoring of the network.





Introduction

The AdvisoryNetPEST (ANP) project is designed to strengthen advisory services across the European Union (EU) with the aim of reducing pesticide use and associated risks, in line with the Farm to Fork Strategy, by providing new knowledge, practice relevant applications (novel approaches) which can be delivered by advisory services and by enabling peer learning experiences (through cross visits and networking) between field advisors. The project follows a strategic four-step process to achieve this goal, the first step being the building of a robust EU network of advisors. Through the project activities, this network will be able to engage in knowledge exchange on Novel Approaches (NAs) to reduce pesticide use and risk, strengthening advisory services. Peer learning experiences between advisors, such as cross visits, farm demonstrations, trainings and online resources will be developed throughout the project to engage the network.

Methods

Defining the network(s) in The AdvisoryNetPEST project

Networks are structures which support the flow of knowledge by providing a flat structure, which facilitates sharing/dissemination of information, access to resources, ideas and capabilities as well as access to other relevant actors (see Deliverable 1.1).

In order to create this EU network of advisors in the 27 member states (MS) and the UK, the project will count on the creation of 14 National Networks (NN) in 13 MSs and in the UK. An additional 14 Associated Networks (AN) will be created in the rest of the EU MS (see Figure 1). All in all, AdvisoryNetPEST will set-up and operate a network of networks. The project partners will create the NN, and these will engage with AN through a twining program. The project has chosen the national (and in some countries even a regional) dimension as a key level for the implementation of network activities. Each country will therefore oversee implementing the activities, mobilizing key AKIS stakeholders in a multi-actor setting, allowing for efficient knowledge exchange at farm, regional and national level, as well as coordinating these same activities in their associated country.

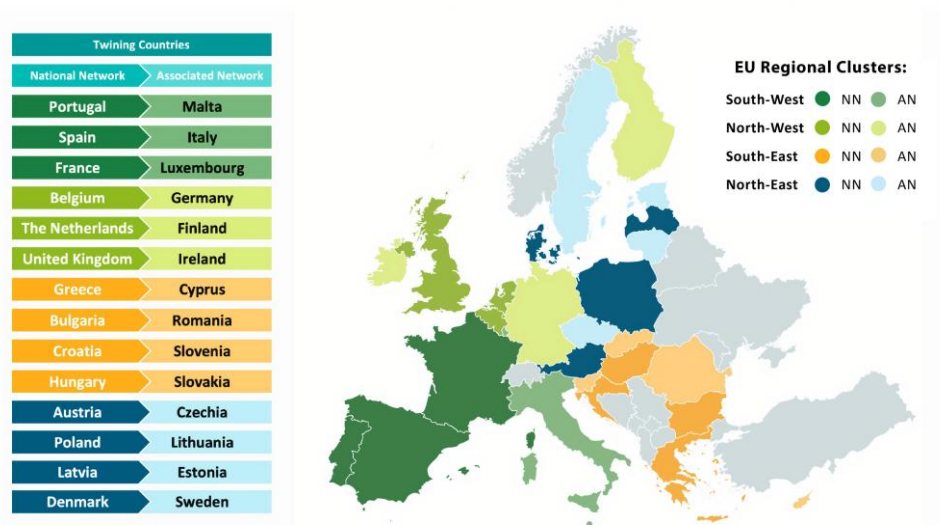


Figure 1: Mapping of the National network and associated countries





National Networks

Each country will focus on 2 to 3 agricultural sectors (see **Error! Reference source not found.**), building a National Network of advisors working within these specific sectors. In each country, two or three National Sector Leaders (NSLs), who are national expert advisors of a specific sector, will support National Network Leaders (NNLs). NSLs will therefore work in close collaboration with NNLs to build and activate within his specific sector a network of advisors, participate in project activities that require national expertise on the sector regarding Reduction of the Use and Risks of Pesticides (RURP).

Clusters	Country	Crop Sectors			
		Arable Field Crops 	Horticulture, Soft Fruits and Ornamental 	Orchards 	Vineyards 
South-west	Portugal		(X)		(X)
	Spain	(X)	(X)		(X)
	France	(X)	(X)		(X)
North-west	Belgium	(X)	(X)		
	The Netherlands	(X)	(X)		
	United Kingdom	(X)	(X)		
South-east	Croatia	(X)			(X)
	Greece		(X)		(X)
	Bulgaria		(X)	(X)	
	Hungary	(X)		(X)	
North-east	Austria	(X)		(X)	
	Poland	(X)	(X)	(X)	
	Latvia	(X)		(X)	
	Denmark	(X)	(X)		

Figure 2: Cropping sectors covered by the project per country

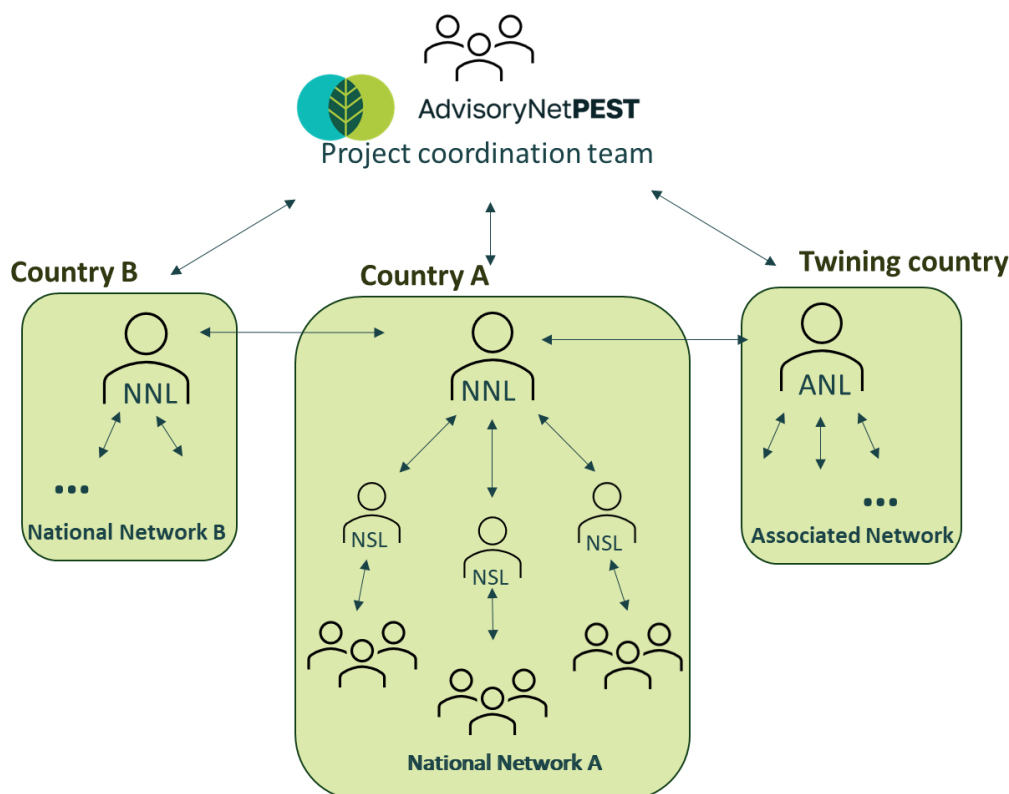


Figure 3: Network organisation – Example for one country A with 3 cropping sectors





National Network Leaders are identified in the project as the main interface between general project activities at the EU level and the national activities. They are responsible for:

- Managing the National Network, gathering advisors and advisory service organisations, embedded in the AKIS,
- Animating and coordinating the activities of the NSLs
- Linking with the associated country and involving the Associated Network in project activities
- Reporting to the project all the National Network information and activities

WA1 will therefore be responsible for supporting and equipping NNLs and NSLs in creating and developing the National Networks, as well as engaging the Associated, in close relationship with the Associated Network Leaders (ANLs). WA1 will be supported in this task by the ExCom (project management board) to build coherence between project activities to encourage network participation.

Associated Networks

Associated countries are EU member states where no organization is a beneficiary of AdvisoryNetPEST. To engage all 27 MS and the UK, the project relies on a twining approach. Each project partner will therefore engage with one associated country and involve advisors/advisory services in project activities, while also embedding them in the EU network. Within the associated countries, NNLs will be responsible for identifying an Associated Network Leader. The ANL acts as a national activator, to engage actors on RURP within the EU network.

The operational commitment of the ANs will be realized through targeted activities, which span all WPs and activities of the project:

- i) Networking and sustainability of the network,
- ii) Identification and selection of NAs,
- iii) Knowledge exchange and evaluation of NAs in cross visits,
- iv) Training and education,
- v) Connection with national AKIS and policy makers,
- vi) Dissemination and Exploitation of NAs through different channels (including farm demos).

Each Associated Network will have a subcontracting budget (20.000 €) to commit to these activities (see [Annex 1](#)).

ANLs will therefore work in close collaboration with their associated NNL to engage their network within the EU network and report to the project its activities. As associated countries, ANLs will not be able to engage as much working time within the project for activities. It must be noted that the major lever for Associated Network (AN) engagement is the participation in project activities stated before. As ANL will have limited resources to activate their network, it is crucial that a centralized communication towards network members be organized to facilitate ANL work.





Once created and running, these Associated Networks will engage in knowledge exchange at the European level, aiming to transfer RUP practices within the different cropping sectors involved in the project.

Building the national network

The first step for NNLs/NSLs and ANLs is to establish the core of their network. This core network consists of professional advisors, regardless of whether they come from private companies or public institutions. However, the project strives to focus primarily on impartial advisors. According to the ANP's definition, a professional advisor is someone who is primarily paid to provide advice to farmers.

The second step involves creating the extended network, which includes all actors who provide advice on an occasional basis or those who are not classified as professional advisors. It can include researchers, farmers, companies selling agricultural products, and others who engage with farmers and provide advisory services.

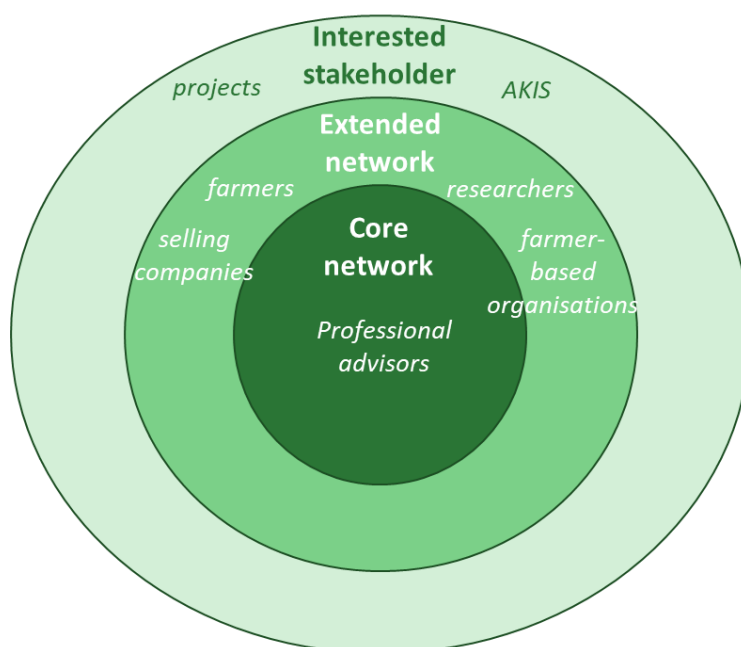


Figure 4: Network grouping

Table 1: Defining the network group of actors

Group	Type of actors	Type of activities these actors engage in
Core group	Professional advisors: Advisors, Institution key contact, network key contacts who act primarily as professional advisors	In close relationship with the project, these actors participate actively in the project (NA identification, cross visit support...)
Extended network	Involved in advising farmers: Actors that provide advice to farmers occasionally or not as	These actors might not take an active role in developing project





	professional advisors. This group can include researchers, farmers, farmer-based organisations, selling companies, among others, who engage in interactions and provide advice to farmers	activities; however, they are targeted actors to participate in project events such as demonstration and training events, webinars, national meetings...
Wider Agricultural Knowledge and Innovation Systems (AKIS) & related projects	These actors do not have a key role in disseminating NA towards farmers, however they are key to implement a favourable environment for NA dissemination in their country	These actors are essential to involve in national AKIS workshops or during demonstration events to raise awareness on RURP practice adoption pathways and barriers

This conceptualisation of different network members of the ANP project will enable NNL and ANL to understand the different steps of the network building within the project. The different network circles can represent the different steps to engage within the project, first focusing their effort on the priority actors that will actively contribute to feeding the project with resources on RURP to enrich the project (NA identification, cross visit support...). This aims at clarifying what is expected from each type of actor within the project. Therefore, during the first step of the project, the NNL and ANL will focus on identifying and engaging with the core group to initiate the network.

Developing a hybrid network management

The NNL/NSL or ANL are responsible for the efficient functioning of the network, forwarding the information at EU level when needed, connecting their network with the others involved in the project. They also promote the exchange by the network and the project at EU level for loosely coupled network members.

However, advisory circumstances are different across the different European Member States but sometimes also different between private/public advisors and national/regional services. To allow NNLs/NSLs and ANLs the necessary flexibility in approaching all actors (i.e.: advisors) relevant to the core network, we propose:

1. A strong coupling to the network, which means that these actors receive information both from NNLs/NSLs or ANLs but also from the project coordination or the WA-leads (in English). These persons are expected to contribute actively to project activities (NA identification, cross visit support...). These advisors/actors will have given specific consent to be integrated in a centralized contact list enabling EU level project monitoring and communication, following GDPR regulation.
2. A loose coupling to the network, which means that the national actors (i.e. advisors) are receiving the relevant project information from their NNLs/NSLs or ANL in national language and their sole point of interaction with the ANP project is the NNL/NSL or ANL. The channels used by the NNLs/NSLs or ANLs for communication with the loosely coupled actors can be either project specific but also professional





networks/associations/newsletters etc.

Depending on the interest of actors regarding the network, members can choose to be strongly or loosely coupled to the network. The task of NNL/NSLs and NSLs is to motivate as many actors as possible to move towards a stronger coupling to the network, providing an engaging environment to support it (i.e.: activities, communication...).

This network management is hybrid, with a strong role of NNL/NSLs and ANL in the National Network activation and management, however, relying on an EU level network to ensure a centralized network communication.

Table 2: Identified risks for network activation and growth and proposed mitigation measures

Identified risks regarding network activation and growth	Proposed measures, using the hybrid network management, to activate and grow the ANP network
NNL/NSL or ANL need to be fully engaged in the task and supposes a certain continuity.	A Dynamic Action Plan (DAP): identifying the different measures taken to manage the network, the impact targeted through these actions. This action plan would be revised annually to enable the network to build targets and activities to evolve depending on the maturity and size reached of the network.
The central role of the NNL/NSLs or ANL can fragilize the National Network in case of staff changes during the project.	Define within each institution in charge of the NN a strategy to ensure continuity in the networking (i.e.: Institutional listing of direct key contacts and actors on which to rely or with whom the NNL/NSL or ANL to engage in the National Network and methods used). Keep updated the project document created of existing national/regional projects and networks that are part of the network, and methods used (meetings, newsletters, direct contact...).
Associated countries of the project will not be able to dedicate as much time in managing their national network.	Develop an EU level network monitoring and communication through a centralized contact list. It will be created to enable reporting of the global network growth and direct communication of project information and activities to actors having given explicit consent. This communication will be managed by the project coordination team.
All actors identified by NNL/NSL or ANL as interested actors on RUPP will not necessarily have consented to be registered in the centralized ANP contact list.	Direct communication from NNL/NSL or ANL towards loosely coupled network members is encouraged.





Direct communication with national or regional actors coming from the project management, especially if conducted in English, may be less valued by them. Some countries can be more prone to actors being reluctant to sign a contact consent form.	During all project activities, participants will be given the opportunity to register to the ANP centralized contact list, to simplify the registration. Clear information on how data will be used respecting GDPR issues will be available whenever registration is proposed to actors. NNL/NSL or ANLs have a key role to explain, engage these actors not only simply in registering in a network, but also in understanding the aim and added value of participating to the network, as actors can be reluctant to sign in a network.
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However, this hybrid network management involves defining clear roles regarding communication means towards network members between the national and EU level project partner.

Clarifying communication responsibilities towards the network(s) within the project

Considering the different consents given by actors that the project wishes to activate, we distinguish two different complementary communication channels to reach out to a maximum of actors.

The National level communication

NNL and NSLs or ANL have a key role in communicating towards their national network:

- Redirection of project information or EU wide events to identified actors specific national contacts NNL/NSLs or ANL not registered in the network,
- Invitation to international cross visit,
- National activities (Novel approaches (NA) identification and selection) and National events (training and demonstration events, national meetings, brokerage events and AKIS technical workshops, among others).



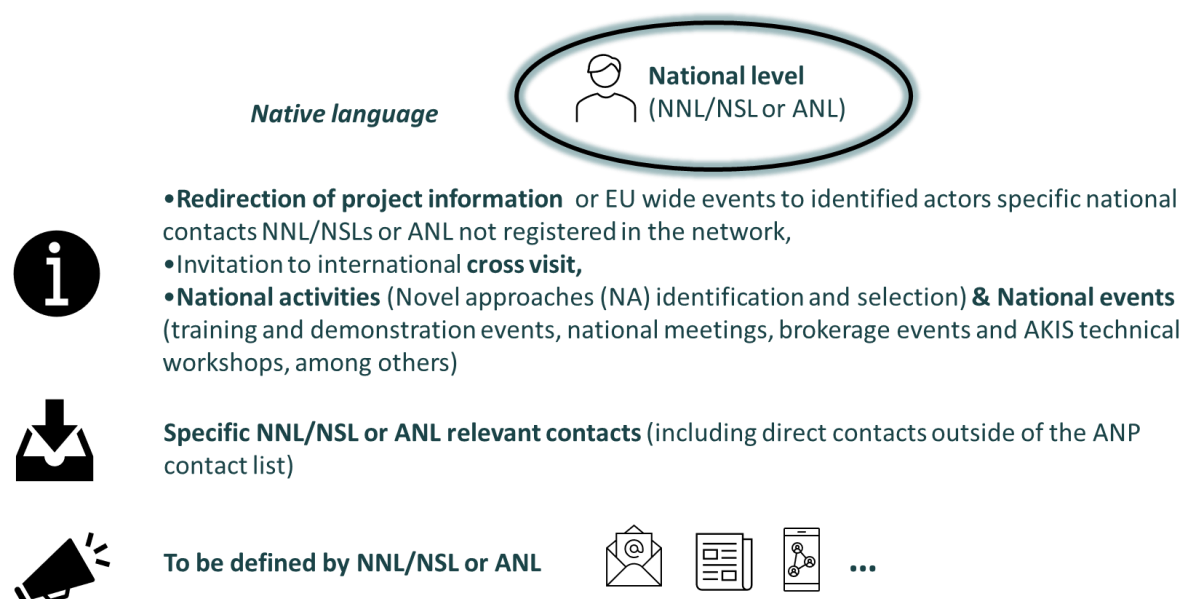


Figure 5: Communication flow at national level

This enables NNL/NSL or ANL to shape and organize the communication flow and methods to engage their National Network as they see fit. As trusted actors in their country, engaged in existing networks and organizations, NNL/NSL or ANL communication can be more efficient than direct communication at EU level (see Deliverable 1.1 Conceptual framework and state of the art mapping of advisory networks and initiatives to RUP across the EU). This communication can also be delivered in local language, as English can be a barrier in some countries. Professional relationships and trust with NNL/NSL or ANL enable to reach loosely coupled network members to engage them in participating more actively to the network.

The EU level communication

The project will also count on a centralized contact list. NNL/NSLs or ANL remain central in the creation, activation in engaging the national network. Communication at project and EU level (in English) can also be supported by the project level through:

- The centralization of contact data of national network members, implying these members to register in the ANP network (see "[AdvisoryNetPEST network member registration](#)" section),
- Organizing and promoting EU level activities towards network members such as promoting EU level events, cross visits and other related activities,
- Informing and enabling EU level exchanges between network members, through the communication of exchange events, digital platform information, and other relevant information.

All direct communications created at the project level will first be sent to the NNL/NSLs and ANL for information, before being sent to the centralized ANP contact list.



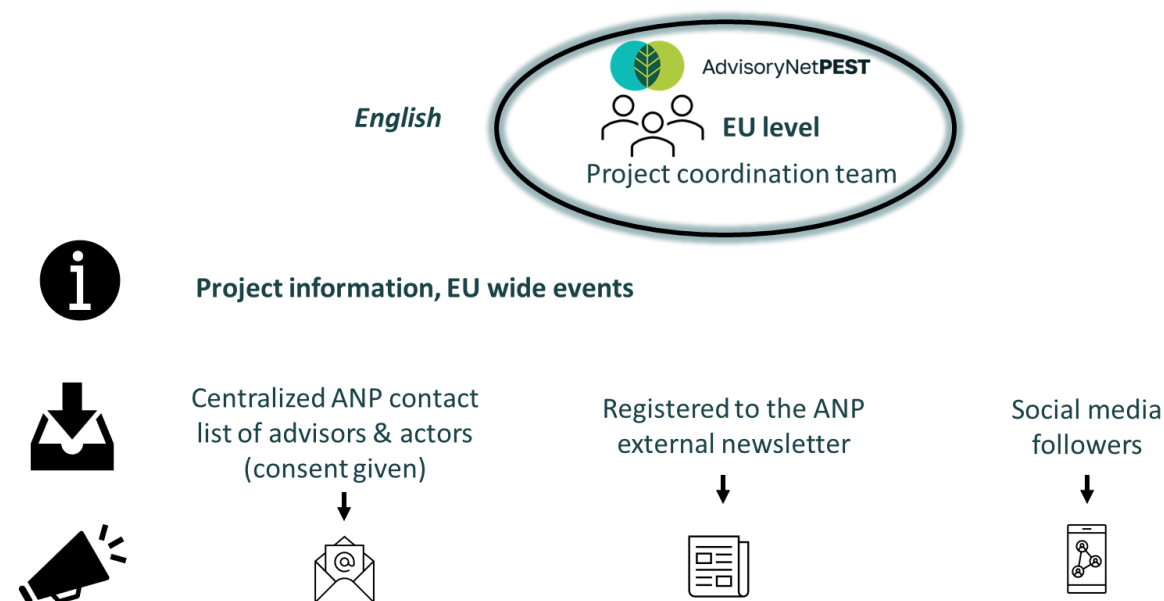


Figure 6: Communication flow for contacts having consented to direct project communication

This centralized management of the contact enables direct communication on network activities. Even with a change of NNL/NSL or ANL, this would enable continuity of the network, as well as enabling engagement at national/regional level even with NNL/NSL or ANL who are less engaged and dedicated in the project.

Communication and information to exterior stakeholders on the activities on the EU level is already organized within WP9 and WP10. Therefore, tools are already under development to deliver direct communication towards the network (social media, external newsletter, website, advisor-oriented platform, among other means).

Supporting the project partners in the networking activities

This section will detail how the project aims to support project partners, specifically NNL and NSLs, in identifying, setting up and operating the National Networks. Along with the project coordination team and all Work Areas (WAs), it has been decided to provide NNL/NSLs and ANL with a one-stop shop point organized in the project SharePoint. This helps to facilitate their understanding of the activities related to building, managing, and activating the network throughout the project.

To organize knowledge for NNL/NSLs and ANLs, task 1.2 has defined, together with the project ExCom, well defined information structure within the project SharePoint. A specific landing page for NNL/NSLs or ANLs has been created aiming at:

- Give easy access for NNL/NSL and ANLs to information from the project,
- Gather all information of project tasks for NNL/NSLs and ANLs,
- Present tasks to NNL/NSLs or ANLs in terms of activities rather than WP logic,
- Provide guidelines for all the different tasks,
- Create a common repository organization for NNL/NSL and ANLs reporting documents to be used by task leaders.





The main page aims at giving an overview of the project timeline (including the project calendar, timeline of upcoming events and deadlines, long term vision of project activities and deadlines) for NNL/NSLs or ANLs. It also includes a list of all NNL/NSL or ANLs activities with brief explanations and links to more detailed pages.

NNL & NSL resource pages and documents

Welcome to the NNL and NSL resource page. This page aims at giving easy access for all NSL and NNLs to project resources. Here is a link to the [contact list for NNL and NSLs](#) within the project.

Timeline of the project

Building the network

NNL and NSL are in charge of building a national network of advisors working on RUP, willing to participate in the activities organized by the project.

During the first year of the project, the aim is to list all actors that could be interested in the project, inform them of the project and start engaging them in activities (such as NA collection, see NA section). [Find out more on the network building activity on the dedicated page](#)

Cross-visits

As part of the ANP project, cross-visits play a crucial role in exchanging knowledge on novel approaches (NAs) for reducing pesticide use. Over three years, 42 visits will be organized, allowing advisors and farmers to share experiences and provide feedback for the adaption and refinement of these NAs. These visits foster collaboration and help scale up effective practices across the EU.

Associated Networks

On this page you will find all the relevant information about the Associated Networks!

European events

Short explanation here

National folders

In order to save all documents related to the national activities of the project, we have created national folders you will [access here](#)

NNL and NSL Toolbox

Many documents, guidelines have been created to help you in your task as NNL & NSLs. Find the link to the toolbox here

[NNL & NSL toolbox](#)

Novel Approach identification and selection

NNL and NSLs are in charge within the project of identifying 3 NA per sector each year, of which 1 will be selected to be shared within the project.

What is a Novel Approach?
 How can actors be encouraged to propose NAs?
 How should they be identified and selected?
[Find all information on the Novel approaches on the dedicated page](#)

AKIS and brokerage events

42 national AKIS technical workshops (T8.2) will be organized all together throughout years 2.3 and 4. The aim of these workshops will be: to gather relevant AKIS actors at national level, focusing on RUP, allowing advisors to share experiences and supporting the exploitation of results. From year 3, the AKIS workshops will be combined and organized together with the National Brokerage Events. A total of 28 workshops will be organized in years 3&4 in collaboration with the national brokerage events (T5.3)

Project Communication & Dissemination

On this page you will find all the relevant information about the project's communication and dissemination materials and resources!

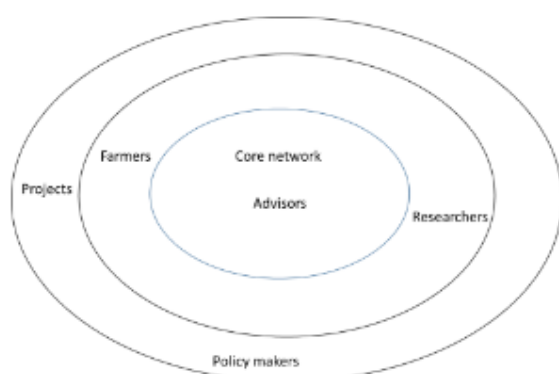
Figure 7: NNL/NSL and ANL Sharepoint information page

The activity pages provide a short description of the activity, and links to all important documents (guidelines, reporting documents, PowerPoint presentations) that will guide NNL/NSLs or ANLs in organizing, implementing, and reporting on the specific activity.



The network concept in ANP

The first step each country needs to fulfil is setting up the Core of their network. This part of the network includes professional advisors, independently if they are from a private company or a public institution. A professional advisor in the definition of the ANP is somebody who is paid for the majority of their time for providing advice to farmers. The second step is to create the extended network with actors who are involved in advising farmers. These actors who provide advice to farmers, even if it is occasional or if they are not identified as professional advisors. This group can include researchers, farmers, companies who sell different agricultural products etc., that engage in interactions and advice for farmers.



Group	Type of actors	Type of activities these actors engage in
Core network	Professional advisors: Advisors, Institution key contact, network key contacts who are acting principally as professional advisors	In close relationship with the project, these actors provide actively resources for the project (NA identification, cross visit support...)
Extended network	Involved in advising farmers: Actors that provide advice to farmers, even if it is occasional or if they are not identified as professional advisors. This group can include researchers, farmers, selling companies... that engage in interactions and advice with farmers.	These actors might not take an active role in developing project activities, however, they are targeted actors to participate in project events such as demonstration and training events, webinars, national meetings...
AKIS	AKIS: These actors do not have a key role in disseminating NA towards farmers, however they are key to implement a favourable environment for NA dissemination in their country	These actors are essential to touch through national AKIS workshops, or during demonstration events to raise awareness on RUP practice adoption pathways and barriers

Framework and state of the art mapping of advisory networks and initiatives across the EU

To create the foundations of the ANP project network building, this first work consisted in reviewing the mapping of advisory networks and initiatives. This work combines the information from the actor, project and initiative list NNL/NSL have collected ([here](#)), as well as a survey disseminated in the EU to identify other potential actors and their expectations.

The document offers several practical ideas on how to identify, motivate and activate potential network members

Complete document [deliverable here](#)

- More elements on the [survey results](#) and [analysis of these answers on barriers and obstacles to RUP](#)
- The deliverable was also based on the [list of actors and projects on RUP](#) your had drafted in 2024
- A short presentation was made during the first webinar (29/02/2025)
 - Presentation: [ANP D1_1_survey_presentation.pptx](#)
 - [Replay video](#)

Building a strategy in the network growth

The Dynamic Action Plan

The Dynamic Action Plan is created in order for all network leaders (NNL and NSL, ANL) to reflect on the actions that they aim at developing each year in order to strengthen their network. This document aims at reflecting on the network aims, priorities and actions that need to be taken to strengthen it.

Building actions in coherence with the goal of the network is key to engage actors.

National meetings

Within the project, each partner country is engaged in organising 2 national meetings yearly to engage the actors (online format possible). Depending on the network development, these national meetings will have different aims. While the national meetings in the first year of the project were focused on informing on the ANP project, collecting expectations from actors and advisors on the network, and identifying potential NAs to be shared within the project, the aim of the national meetings will shift depending on the identified expectations of the network and envisioned activities of the project.

Figure 8: Example of the network building activity page

Finally, a Toolbox folder gathers all documents needed to NNL/ & NSLs or ANLs activities. These documents can also be directed at from the different (activity) pages. The toolbox also includes a folder that can be used by each country to store important documents and report regarding their national activities (i.e.: ANP national contact list, reporting documents on the National Network or project activities at the national level).

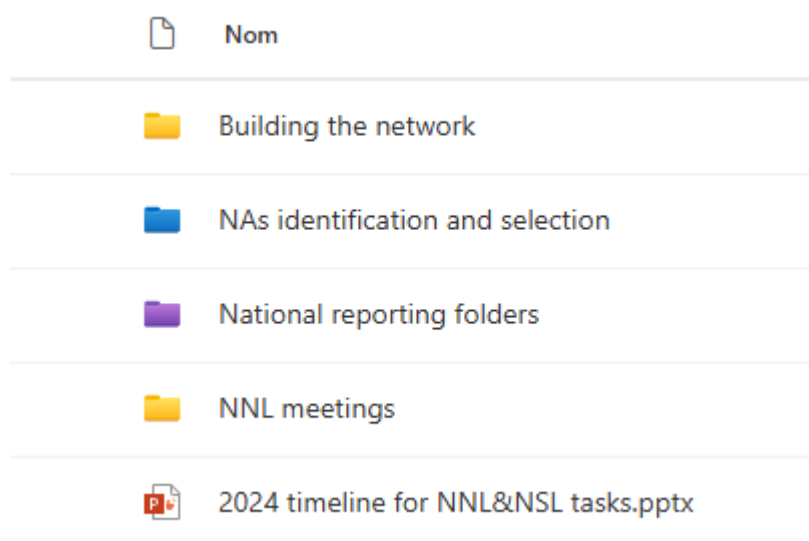


Figure 9: Organisation of the NNL/NSL and ANL Toolbox folder

Supporting the first steps of the network building

To support partners, task 1.1 has set the foundation for partners to identify actors they wish to include in the network and interesting tips to activate these relevant actors (see Deliverable 1.1: Conceptual framework and state of the art mapping of advisory networks and initiatives to RURP across the EU).

During the first year of the project, this support to partners was provided during regular NNL/NSLs meetings organised jointly by different project WA to:

- Explain and test the network analysis tool (see Deliverable 1.1)
- Share proposed agendas for the national meeting in order to help NNL/NSLs or ANLs to engage relevant actors and provide template presentations on:
 - The ANP project and its activities,
 - Keys to activate the network (at the national level and for associated countries),
 - The first project activities: NA identification and selection.

To continue engaging the network, WA1 will continue collaborating with all WAs to suggest agendas for national meetings and provide adapted template presentations of project activities that could be interesting to the actors. Guiding project partners in engaging actors in the network.

Examples of template presentations to be co-created with other WAs in year 2:

- Review of the selected NAs,
- Description of the upcoming knowledge exchange events: Cross visits,
- Description of the national AKIS technical workshops.

Reflecting on the network strategy: The Dynamic Action Plan (DAP)

As developed within Deliverable 1.1 “Conceptual framework and state of the art mapping of advisory networks and initiatives to RURP across the EU”, building a network requires to work





with targeted actors on many aspects.

Although project driven, the network building and activation implies for NNL/NSLs and ANL to question the National Network on their specific challenges and goals. This will help NNL/NSLs and ANL to shape the proposed activities of the project to answer the network expectations and needs.

To support this strategic thinking, task 1.2 has drafted a Dynamic Action Plan ([Annex 2](#)). This document to support NNLs/NSLs/ANLs to reflect on the network aims priorities and actions that need to be taken to foster a healthy and growing network. It was created in order for all network leaders (NNL and ANL) to reflect on the actions that they aim at developing each year in order to strengthen their network.

As building actions in coherence with the goal of the network is key to engage actors, the document guides NNL and ANL through 3 steps while planning on the coming year and 2 steps when reporting or reflecting on the past events and year:

1. Planning the coming year:
 - Discuss and agree on the goals of the network,
 - Identify the challenges that the network faces in reaching those goals,
 - Develop actions that address those challenges.
2. Reporting, reflecting on past events, documenting the network evolution during the past year:
 - Documenting the actions and comparing the expected results,
 - Reshaping actions by:
 - Redefining existing actions if challenges have evolved,
 - Adding new actions to answer new or evolving challenges,
 - Deleting actions that are no longer relevant.

Sharing within the project the network activation experiences

To support NNL/NSL and ANL in sharing their experience on the network building and activation, T1.2 has been and will continue to organize peer-exchange webinars. It will also develop an internal newsletter to support the flow of information and knowledge.

The internal project newsletter

Aim of the newsletter:

- Share the experience of NNL/NSL or ANL in their country,
- Share and centralize updates of the project (pointing towards SharePoint resources),
- Share reminders of project timeline (and deadlines).

Format of the newsletter:

Newsletter will start year 2 of the project and will be sent every 2 months. A first format will be proposed for the 3 first newsletters (expected March, April, June 2025). A more defined





structure will then be proposed during summer 2025, using feedback from NNL/NSLs on these first newsletters.

Identified sections so far include:

- Contribution from NNLs or NSLs on national experiences (1 or 2 articles),
- Project timeline (and deadlines),
- News from the project,
- Link to the latest posts on ANP social media.

The newsletter design will be developed by WP9 – CONSULAI, using the project design. The same newsletter tool (MailChimp) using a generic account will be used for all project partners to create the newsletter if necessary.

Example of the first internal project newsletter: [link here](#)

The internal project webinars

Aim of the webinars:

- Share in more depth the success and difficulties for NNL/NSLs on different tasks within the project:
 - In building the network,
 - Identifying and selecting NA.

Format of the webinars:

These webinars will be organized starting in January 2025. The aim is to include a presentation of 2 countries testimonies to exchange on successes and challenges regarding network building and NA identification and selection during year 2 of the project.

The webinar will be organized in a 1h format, leaving 15 to 20 minutes for each NNL to present, and around 20 minutes of Q&As. The Q&As will be recorded and included in the related SharePoint page.

WP1 solicits NNLs to explain what strategy was implemented to build the network, contact the associated network, and start the identification and selection of NAs.

To guide each NNL in the presentation of their NN, a template will be drafted, including the following topics:

- National context, element of the policy framework on RURP,
- Actors/networks/projects that are core to the network building,
- Actions implemented to initiate the ANP network building and NA collection,
- Tools used/planned to be used to activate the network,
- Successes and challenges in this first stage of network building.

This first cycle of webinars could evolve in the third year of the project depending on the support needed to NNLs.





Reporting on the network building

The Dynamic Action Plan

The Dynamic Action Plan as a strategic thinking document engages NNL/NSLs and ANLs to register actions taken to develop and grow the network. Through the network documenting, this document will also serve as a monitoring and reporting tool at the national level.

Dynamic Action Plans of the National Networks will support reporting on the ANP network. This will complement the centralized contact list, which gives an incomplete vision of the network structure.

National meetings report

Within the project, each partner country is required to organize 2 national meetings yearly to engage the actors (online format possible).

Depending on the network development, these national meetings will have different aims. While the national meetings in the first year of the project were focused on informing on the ANP project, collecting expectations from actors and advisors, and identifying potential NAs to be shared within the project, the aim of the national meetings will shift according to the expectations of each network.

To reflect and follow the development of these national meetings and their goals, complementing the DAP, a report on the national meetings ([Annex 3](#)) is asked to NNLs/NSLs each year. The national meetings can be combined with other project activities, such as brokerage events and AKIS technical workshops, if relevant in future stages of the project.

A national meeting template was developed to structure reporting. Combined with the DAP, these documents are key for NNL/NSLs to monitor and adapt their national network activation strategies throughout the project.

AdvisoryNetPEST contact list

Most countries engaged in the project do not have an existing National Network dedicated to RURP.

We propose within the project to create a centralized contact list for ANP contact list. This list will enable the project to track network growth, as well as having a direct communication by the project coordination on EU level events.

To ensure GDPR compliance, a restricted access to the contact will be created.

- ANP centralized contact list: This contact list will gather all actors having given explicit consent to be registered in the contact list, at EU level. Restricted access to this list will be given to the project coordination team and the WA1 leader/co-leaders. The ANP centralised contact list is the compilation of all the ANP national contact lists.
- ANP national contact list: This contact list will gather only the actors having given explicit consent to be registered in the contact list at the national level. Restricted access to this list and to national folders will be given to the project coordination team and the WA1 leader/co-leaders (project ExCom) and to the respective NNL/NSLs or ANLs.





The ANP contact list will be created using different means:

- **Active subscription** using an explicit consent form to appear in the ANP contact list (complying to GDPR issues):
 - **Individual printed Consent form** ([Annex 4](#))

Each NNL or ANL will translate the consent form in native language to disseminate to interested actors. It will be the responsibility of the NNL/NSL or ANL to scan and upload the printed consent form within the dedicated national folder, updating the ANP national contact list, at least every 3 months.

It is the responsibility of the coordination team to upload the ANP national contacts to the ANP centralised contact list.
 - **Online Consent form**

This centralised online consent form is created in English. To ensure that specific consent is understood by people registering to the network, a link to the native language transcription of the consent information will be accessible on the consent form page. A restrictive access to online consent form answer will be given to the coordination team and WA1 leader/co-leader.

All contacts having registered through the online consent form will be added to the ANP centralised contact list and the ANP national contact list by the coordination team every 3 months. This will enable NNL and NSLs to monitor the growth registrations to the ANP network.
- **Activity-based subscription** using the activity Attendance list template ([Annex 5](#)) including an explicit consent for being registered in the ANP contact list.
 - **Within ANP specific events** all participants to ANP activities (national meetings, demonstration and training events, cross visits, brokerage events, and AKIS technical workshops) will be asked to agree in joining the ANP network contact list when signing in for activity participation (complying to GDPR issues), agreeing to a specific consent on the attendance list or subscription to the event form.
 - **Direct or joint ANP events**: This applies to activities organised directly within the ANP project, or joint events with other projects/initiatives when attendance lists are shared, and participants will be asked to join the ANP network.

It will be the responsibility of the NNL/NSLs or ANLs to scan and upload the attendance list of the activity within the dedicated national folder, and updating the ANP national contact list, at least every 3 months.

It is the responsibility of the coordination team to upload the ANP national contacts to the ANP centralised contact list.

In the case of events organised in the context of other projects, where ANP is invited but does not have direct access to the attendance list, participants will be invited to sign in the network through the individual consent form (printed or online).

In the case of countries having existing national networks on RURP, it might not be possible





for them to share advisor (due to GDPR issues). In this case, the contacts of key actors (such as the network leader, local network representatives...) will be essential to input (after direct consent) within the contact list. Similarly, direct advisor contacts will be fed in the list using active registration and activity-based registration.

Conclusion

NNL/NSLs and ANLs have central roles in activating and growing ANP Advisory Networks. Although a centralized contact list has been created to permit direct communication, NNL/NSLs and ANLs remain key, as national trusted actors, identifying target actors, working with them in understanding and formalizing the specific goals of the National Network, and shaping the activities to meet these goals.

Several tools have been developed within the project scope to support NNL/NSLs and ANLs in their task of network development, such as the Dynamic Action Plan (DAP), the national meeting reporting, or tools for peer-to-peer exchanges between NNL/NSLs and ANLs on network management (newsletter, webinars...). The DAP is important both for NNLs and ANLs to develop a strategic view of the network activities, but also to report on National Network running. This tool, along with the centralized ANP contact list will enable for the project to monitor the network growth, at both national and EU level.





Annex 1: Associated Network responsibility and budget distribution proposal

Build a Network of Advisors (2025): Identify and connect national advisors to join the AdvisoryNetPEST network.

Identify Novel Approaches (2025-2026): In collaboration with the NNL, ANL will assist in identifying three NAs per crop sector per year, during Years 1 to 3. Additionally, ANL will support NNL in selecting one NA per crop sector each year.

- This support includes ANL's participation in meetings with NNL and the Scientific and Technical Working Group (STWG) to validate the identified and selected NAs and, if necessary, to suggest additional NAs.
- One of the selected NAs will be used by ANL for national demonstration and training events.
- When selecting NAs the priority is ensuring that the NAs are demonstrable in both NN and AN countries. In other words, it's not essential for novel approaches to come from both countries, but they should be demonstrable in both so that ANs can also use them in their demonstration and training events.

Organize 1 training & education event/year, back-to-back with farm demonstration events (2026-2028)

Participate in Cross-Visits (2025-2027): Engage in one or two cross-visits annually:

- Two people attending the same cross-visit per year, or
- Two people attending two different cross-visits per year.

Present the Project and Network at National Events (2025-2028): Showcase the project and network at national events as opportunities arise.

Attend Annual Meetings (2025-2028): Participate in two meetings each year, one in-person and one online.

WA	Associated Networks' tasks	Specific tasks	Estimated costs	Obs.
1	Support advisors in networking	Build a network of advisors: Identifying and connecting national advisors to the AdvisoryNetPEST's network		
2	Identification of NAs	Identification of novel approaches (Y1-3)		
3	Scale-up of the NAs	Organising 1 training & education event/year (Y3-5) , back-to-back with farm demonstration events	1500	Organisational costs <i>Shared budget with WA5: 1500€ for training&education and farm demonstration events</i>
		Participation in 1 cross visit/year (2 people) (Y2-4)	4200	Travel costs
4	Connect the network with other projects and policy makers	Present the project and the network at national events , according to opportunities that will arise during the project		
5	Dissemination of the project's results at national level	Organising 1 farm demonstration event/year (Y3-5), back-to-back with training & education event		Organisational costs <i>Shared budget with WA3 (training & education events)</i>
6	Project's monitoring	Participation in 1 annual meeting (presential)/year	2800	Travel costs
Total			8500	
HR budget			11500	
Total Budget			20000	





Annex 2 The Dynamic Action Plan (DAP)

What is a Dynamic Action Plan?

The Dynamic Action Plan was created for all network leaders (NNL and NSL, ANL) to reflect on the actions they aim to develop **each year**, to strengthen their network. This document aims at reflecting on the network aims, priorities and actions that need to be taken to strengthen it.

This document will guide you through 3 steps while planning on the coming year and 2 steps when reporting or reflecting on the past events and year:

Planning the coming year

1. Discuss and agree on the goals of the network.
2. Identify the challenges that the network faces in reaching those goals
3. Develop actions that address those challenges

Reporting, reflecting on the past events, documenting the network evolution during the past year

4. Documenting the actions and compare to the expected results
5. Reshaping actions by:
 - Redefining existing actions if challenges have evolved
 - Adding new actions to answer new or evolving challenges
 - Deleting actions that are no longer relevant

This document is a living document, implying that changes and evolutions can be made during the year. An update frequency every 3 months is expected from NNLs for steps 1 to 3, while steps 4 and 5 can be done annually.

What is the expected information?

Discuss and agree on the goals of the network.

The ANP has different objectives

1. Developing an EU network of advisors to reduce the use and risks of pesticides (RURP), built on existing advisory networks and the national AKIS in all MSs.
2. Identifying, selecting, and shaping novel approaches (NAs) to be adapted and replicated across the EU
3. Exchanging knowledge and training advisors to promote the adoption of the NAs by farmers, and
4. Scaling up the NAs, fostering the adoption of innovative solutions by farmers.

However, these are general objectives. They need to be specified bearing in mind your national context, the interest of (potential) network members.

Regarding the key factors – “network goals”, “governance and network formation”, “knowledge exchange and learning activities for value creation”, “infrastructure and resources”, “Monitoring and evaluation”, “maintaining the network”; questions are defined to discuss on the goals.

Guiding questions:

- What is your network’s overall reason for being?
- Why do you want to network?
- Why do people wish to be part of the network?

Identify the challenges that the network faces in reaching those goals

Linked to the identified goals of the network, identify challenges the network will face in reaching this goal, using the previous guiding questions.





Develop actions that address those challenges.

A table has been built to better define activities that answer the goals and challenges your network faces.

All activities developed within the project, including the mandatory activities such as national meeting, cross visits, demonstration and trainings; should be detailed in the table.

As a reminder, find the overall description of all events to be organised within the project in the SharePoint NNL/NSLs page, with the project yearly timeline

Every year the current DAP version will be reflected:

- Documenting the actions and compare to the expected results
- Reshaping actions by:
 - Redefining existing actions if challenges have evolved
 - Adding new actions to answer new or evolving challenges
 - Deleting actions that are no longer relevant

DAP process

This document is to be developed and drafted in each country by the NNL or ANL.

An update frequency every 3 months is expected from NNLs for steps 1 to 3 to monitor network evolutions and report on network activities, while step 4 can be done annually.

TEMPLATE

1. Goals of the network

Indicate here more precise goals for the coming year for your networks. Actions proposed in the table should answer these goals.

2. Challenges faced by the network

Challenges proposed should be addressed by proposed actions

3. and 4. Dynamic action plan

Planning						Reporting		
Defined goal	Proposed Action: What and How	Addressed Challenge	Expected result	Who ?	When? (mm/yy)	If action has been done give the date If not, explain why	If relevant, where is located the reporting documents of the action in the SharePoint	Has the expected results been reached ?





5. Reshaping actions by
 - a. Redefining existing actions if challenges have evolved
 - b. Adding new actions to answer new or evolving challenges
 - c. Deleting actions that are no longer relevant





Annex 3 National meeting report

Building the network: National meeting reporting

Information on the meeting

Date, online or physical..

Aim of the meeting

Agenda of the meeting

Is the meeting organised only for ANP or was it combined to another initiative?

What is the aim for ANP (informing the participants about ANP, solidifying links, collecting NA...)

Attendance sheet

Include here a table with attendees (contact and institution), or scan/photo of attendance sheet of the meeting

Is available [here a template of attendance sheet](#)

A consent form will soon be available to share with people wishing to be listed in the ANP project

Main conclusions of the meeting

Were the aims regarding ANP reached during the meeting?

Has the meeting enabled to reach targeted actors?

Have you been able to interest actors?

Issues to report related to the meeting

Optional: if you have encountered issues, actors have reported issues, please note here

Future steps to engage with meeting participants/these actors

Are actions to be taken to maintain these actors in the ANP dynamic?

How do you consider maintaining these actors engaged in the ANP network?

Picture of the meeting if possible (to relay on Social media)

Attention: before pictures are taken, please make sure participants have agreed to appear on photos that will be used by the ANP project

Include photos for social media posting purpose





Annex 4 ANP network membership consent form

Consent form for network members

Brief description of the project

The AdvisoryNetPEST project (<https://advisorynetpest.eu/>) aims to network advisory services across Europe. It collects innovative solutions to reduce the use and risks of pesticides and facilitates knowledge sharing about practical applications between advisors. AdvisoryNetPEST is funded by the Horizon Europe programme and runs from 2024 to 2028.

The overall project's objective will be achieved by:

- Developing an EU network of advisors to reduce the use and risks of pesticides
- Identifying, selecting, and shaping novel approaches to be adapted and replicated across the EU
- Exchanging knowledge and training advisors to promote the adoption of the novel approaches by farmers
- Scaling up the novel approaches, fostering the adoption of innovative solutions by farmers

Novel approaches are defined as strategies that contribute to reduce the use and risks of pesticides and are not entirely new, i.e., have been tested in at least a few farms.

The project will set up an EU-wide network of advisors addressing all European pedo-climatic areas, and all relevant Crop Sectors (Arable Crops, Vineyards, Orchards, and Horticulture, soft fruits and ornamental).

AdvisoryNetPEST network members involvement

Networks of advisors will be set up in each participating country, focused on a specific crop sector (arable crops, vineyards, orchards, horticulture, soft fruits, and ornamentals), to reduce the use and risks of pesticides.

The national networks aim to include advisors in the process of identifying and discussing novel approaches and to participate in international and national events to share and exchange on these novel approaches (cross visits, farm demonstrations, and training events).

The involvement of advisors will consist of:

- **Collaboration on the identification and description of novel approaches** to reduce the use and the risks of pesticides. This will take place **between 2025 and 2027**.
- **Invitation to participate in international cross visits** (2 per year), which will take place **between 2025 and 2027**.
- **Invitation to participate in farm demonstration and training events** (2/3 per year), which will be held at the national level **between 2027 and 2028**.

Please note that the participation in any of these activities is voluntary, as they cannot be covered by the project budget.

Data security

The AdvisoryNetPEST project will comply with all relevant data protection and security regulations, including the General Data Protection Regulation (GDPR, REGULATION (EU) 2016/679)¹.

All data collected in the AdvisoryNetPEST project's related activities, **including personal data**, will be processed solely for the purpose of AdvisoryNetPEST related outputs, in accordance with AdvisoryNetPEST's **Privacy Policy** (www.advisorynetpest.eu).

No special categories of personal data (article 9 of GDPR) will be collected, and data will only be stored on secured servers in the EU.

If anyone considers that his/her data protection rights have been breached, he/she has the right to complain to the responsible **Data Protection Authority**².

Network member's registration data



Funded by
the European Union



UK Research
and Innovation



First Name

Last Name

Organisation

Job title

Email

Country

Crop Sector

- ☐ Arable Field Crops
- ☐ Horticulture, soft fruits, and ornamental
- ☐ Vineyards
- ☐ Orchards
- ☐ All sectors

I, the undersigned,,
by ticking the following boxes, I hereby certify that:

☐ I am familiar with the information about the Horizon Europe project AdvisoryNetPEST.

☐ I am aware that my participation in the AdvisoryNetPEST project is entirely voluntary.

☐ ☐ I consent to being part of the AdvsioryNetPEST's network of advisors, giving permission to the project to email me about upcoming events and other project relevant activities, in accordance with AdvsioryNetPEST's Privacy Policy (<https://advisorynetpest.eu/privacy-policy/>).

I consent to the processing of my personal data solely for the purpose of all AdvisoryNetPEST's activities, including collection of images for dissemination (such as photos and videos), research communications, such as newsletters, service news, technical articles, event information or other related activities, in accordance with AdvsioryNetPEST's Privacy Policy (<https://advisorynetpest.eu/privacy-policy/>).

☐ I would like to subscribe to the project newsletter.

Date

Signature





Annex 5 ANP activity attendance list

Attendees list

Subtitle 01

Subtitle 02

N.º	ORGANIZATION	NAME	EMAIL	SIGNATURE	CONSENT OF PUBLICATION ¹	NEWSLETTER ²	PROJECT NETWORK ³
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

¹ I consent to the processing of my personal data solely for the purpose of all AdvisoryNetPEST's activities, including collection of images for dissemination (such as photos and videos), research communications, such as newsletters, service news, technical articles, event information or other related activities, in accordance with AdvsioryNetPEST's Privacy Policy (<https://advisorynetpest.eu/privacy-policy/>).

² I'd like to subscribe to the project newsletter.

³ I also consent to being part of the AdvsioryNetPEST's network of advisors, giving permission to the project to email me about upcoming events and other project relevant activities, in accordance with AdvsioryNetPEST's Privacy Policy (<https://advisorynetpest.eu/privacy-policy/>).

