

# ESSEE 2025

## PROGRAMME BOOK

*27th European Seminar on Extension &  
Education – Vila Real (Portugal)  
June 30 - July 4, 2025*



Centre for  
Transdisciplinary  
Development Studies



UNIVERSIDADE  
DE TRÁS-OS-MONTES  
E ALTO DOURO



Fundação  
para a Ciência  
e a Tecnologia



Barroso  
Património  
Agricultor Mundial  
Boticas e Montargil



## 27th European Seminar on Extension & Education – Vila Real (Portugal) June 30 - July 4, 2025

### Join us on our official event app!

- ➔ Personalize your agenda
- ➔ Receive event updates and notifications
- ➔ Connect with other attendees
- ➔ Create and join meet-ups



Welcome to the 27th European Seminar on Extension and Education (ESEE 2025), which will take place from 30 June to 4 July 2025 at the University of Trás-os-Montes and Alto Douro (UTAD), Vila Real, Portugal.

ESEE2025 and the Local Organising Committee wish you an enriching and inspiring participation!

## Table of Contents

<b>Theme and Topics</b> .....	4
<b>Central Theme</b> .....	4
<b>Committees</b> .....	5
<b>Scientific Committee</b> .....	5
<b>Local Organizing Committee</b> .....	5
<b>Organisation and Support</b> .....	6
<b>Congress Venue</b> .....	7
<b>University of Trás-os-Montes and Alto Douro</b> .....	7
<b>Instructions to Chairs and Presenters</b> .....	8
<b>Programme Overview</b> .....	9
<b>Day by day programme</b> .....	10
<b>Monday, 30 June 2025</b> .....	11
<b>Tuesday, 1<sup>st</sup> July 2025</b> .....	12
<b>Wednesday, July 2<sup>nd</sup> 2025</b> .....	22
<b>Thursday, 3<sup>rd</sup> July 2025</b> .....	23
<b>Friday, 4<sup>th</sup> July 2025</b> .....	29

# Theme and Topics

## Central Theme

### **“Inclusivity and transformations of agricultural extension and education”**

International organisations (such as the FAO and OECD), alongside European agricultural policies, are currently focused on promoting sustainability-oriented innovation processes aimed at triggering and advancing transformative transitions of the agrifood system towards sustainability, resilience, integrative health, inclusiveness, and fairness. Agricultural Knowledge and Innovation Systems (AKIS) at various levels – ranging from farm to value chains and regions – together with agricultural education, rural extension, and farm advisory subsystems, play a crucial role in facilitating these desired transformations. Education and extension are not only major drivers but also key players in co-producing innovative and customised knowledge and skills with farmers and farming communities, ensuring the inclusiveness of sustainability-oriented transformative transitions.

Education and extension are undergoing significant transformations, including the pluralistic landscape of advice providers involved in sustainability-oriented transitions, the need to keeping in pace with new processes and organisational models driven by sustainability transitions, alongside an increasingly heterogeneous farming community and an evolving AKIS. The digitalisation of knowledge and advisory services, particularly AI (artificial intelligence), is a major ongoing transformation, presenting substantial inclusiveness challenges. These challenges risk exacerbating already complex issues of social inclusion and the health and wellbeing of farmers and communities, as well as agricultural education and extension communities.

The ESEE2025 conference aims to explore concepts, frameworks, methods, tools, and empirical evidence related to these transformative transitions of the agrifood system, from the perspective of agricultural extension and education. This includes examining its own transformation and assessing the extent of its inclusivity.

These are five key topics of the conference:

- 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



# Committees

## Scientific Committee

- Alex Koutsouris, Agricultural University of Athens - Greece
- Andrea Knierim, University of Hohenheim - Germany
- Artur Cristóvão, University of Trás-os-Montes e Alto Douro - Portugal
- Ataharul Chowdhury, University of Guelph - Canada
- David Rose, Harper Adams University - UK
- Esmail Karamidehkordi, Tarbiat Modares University - Iran
- Fernando Landini, National Scientific and Technical Research Council; University of La Cuenca del Plata, Argentina - Argentina
- Hanna Tamsalu, Centre of Estonian Rural Research and Knowledge, METK - Estonia
- Hycenth Tim Ndah, University of Hohenheim – Germany
- Jorie Knook, Lincoln University - New Zealand
- Laurens Klerkx, University of Talca – Chile; Wageningen University - Netherlands
- Lisa Blix Germundsson, SLU Competence Center for Advisory Services - Sweden
- Livia Madureira, University of Trás-os-Montes and Alto Douro - Portugal, president of the international scientific committee of the 27th ESEE
- Maria do Mar Perez, University of Santiago Compostela - Spain
- Mark Moore, Teagasc - Ireland
- Micheline Marie-Sainte, ENSFEA - France
- Otavio Balsadi, EMBRAPA - Brazil
- Patricia Fry, Bern University of Applied Sciences - Switzerland
- Patrizia Proietti, CREA - Italy
- Peter Paree, ZLTO - Netherlands
- Pierre Labarthe, INRAE - France
- Simona Cristiano, CREA - Italy
- Teresa Pinto Correia, University of Évora, MED - Portugal
- Tomás Russell, University College Dublin - Ireland

## Local Organizing Committee

- Anderson Galvão, UTAD, CETRAD
- Artur Cristóvão, UTAD, CETRAD
- Carlos Fonseca, UTAD, CETRAD
- Carmen Leal, UTAD, CETRAD
- Cibele Souza, UTAD, CETRAD
- Emili Santos, UTAD, CETRAD
- José Vitorino do Rosário, UTAD, CETRAD
- Livia Madureira, UTAD, CETRAD, Chair of LOC
- Manuel Tibério, UTAD, CETRAD
- Marco Silva, UTAD, CETRAD
- Octávio Sacramento, UTAD, CETRAD
- Pedro G. Silva, UTAD, CETRAD
- Rogério Bessa, UTAD, CETRAD

## Organisation and Support



Centre for  
Transdisciplinary  
Development Studies



UNIVERSIDADE  
DE TRAS-OS-MONTES  
E ALTO DOURO



Fundação  
para a Ciência  
e a Tecnologia



Barroso  
Património  
Agriculto Mundial  
Boticas e Montenegro

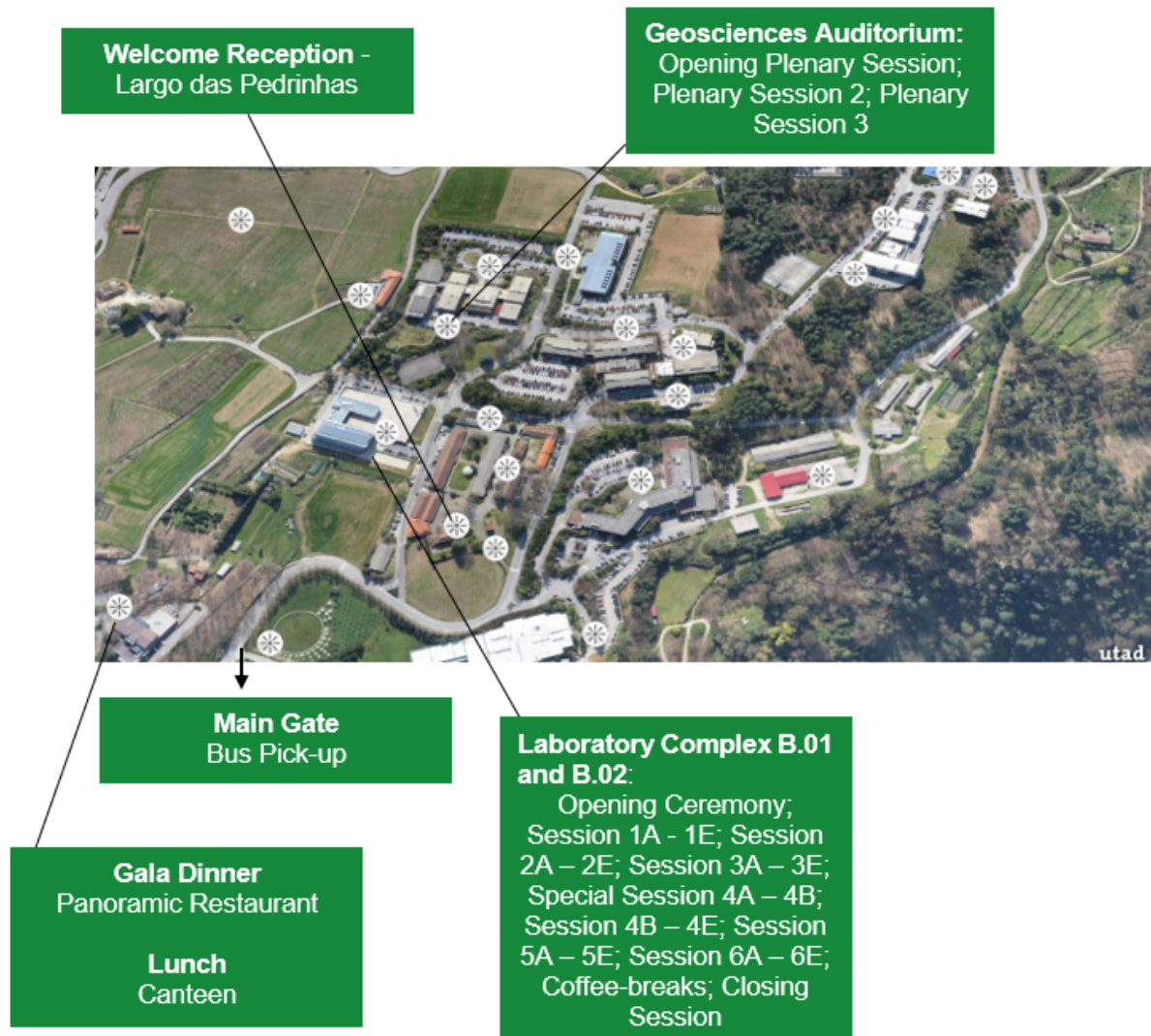


## Congress Venue

### University of Trás-os-Montes and Alto Douro

Quinta de Prados, 5000-801 Vila Real

GPS coordinates: 41.288532109706416, -7.739060175107829



## Instructions to Chairs and Presenters

1. Sessions will last 1:30 hours (90 minutes). Please stick strictly to the times shown in the official program. If you have a no-show, use the time for discussion of the preceding paper(s) or a short recess. **Please do not shift presentations** to fill time gaps, as participants may attend specific papers at scheduled times.
2. The time allocated to each presenter depends on the number of papers in the session:

Number of Papers in Session	Time per Presenter (presentation + discussion)
6 papers	15 minutes
5 papers	18 minutes
4 papers	20 minutes

3. Hold each presenter strictly to their allocated time. If a speaker exceeds the limit, kindly but firmly interrupt and inform them that their time has expired. The audience and other presenters will respect and support your decision.

We recall that the responsibilities of a **Session Chair (Topic Conveners)** include:

- Promoting strict adherence to the schedule and fair distribution of time for all communications; and
- Managing and encouraging structured and respectful debate and discussion.



# Programme Overview

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	Training Workshop
10:30 - 11:00					
11:00 - 11:30		Parallel Sessions 1		Parallel Sessions 5	
11:30 - 12:00					
12:00 - 12:30		Lunch		Lunch	Lunch
12:30 - 13:00			Field Trips		
13:00 - 13:30					
13:30 - 14:00		Parallel Sessions 2		Plenary Session 3	Training Workshop
14:00 - 14:30	Registration				
14:30 - 15:00		Coffee Break		Coffee Break	
15:00 - 15:30		Parallel Sessions 3		Parallel Sessions 6	
15:30 - 16:00					
16:00 - 16:30	Opening Ceremony	Parallel Sessions 4		Closing Session	
16:30 - 17:00					
17:00 - 17:30		Business Meeting: Planning ESEE27			
17:30 - 18:00	Welcome Reception		Gala Dinner		
18:00 - 18:30					
18:30 - 19:00					
19:00 - 19:30					
19:30 - 20:00					
20:00 - 20:30					
20:30 - 21:00					
21:00 - 21:30					
21:30 - 22:00					

\* 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](#)

---

## Day by day programme

**Monday, 30 June 2025****Opening Ceremony****17:00-18:30 – Monday, 30 June 2025****Laboratory Complex B.01**Online streaming: <https://utadtv.utad.pt/live/>**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)



**Emídio Gomes**  
Rector of the UTAD



**João Lopes de Moura Seixas**  
Chairman of the Board of  
Directors of the CAM-TMAD



**Emídio Gomes**  
Rector of the UTAD



**Livia Madureira**  
Chair of ESEE2025



**Carla S. Marques**  
CETRAD Vice-Director

**ESEE 2025 Opening Session****Welcome Reception****18:30-20:30 – Monday, 30 June 2025****Largo das Pedrinhas**

**Tuesday, 1<sup>st</sup> July 2025**

## Opening Plenary Session

**9:00-10:30 – Tuesday, 1st July 2025****Laboratory Complex B.01**

Auditório de Geociências (Geosciences Auditorium)

Online streaming: <https://utadtv.utad.pt/live/>

### 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; Project 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).

**11:00-12:30 - Tuesday, 1st July 2025**

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

*Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano*

---

**Session 1A – Laboratory complex B.01**

**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

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

*Convenors: Alexandros Koutsouris; Hycenth Tim Ndah; Patrizia Proietti*

---

**Session 1B – Laboratory complex B.02**

**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 Frisicaro Olsece
- *Asynchronous collaborative student engagement to foster development of Communication and Innovation skills at third level*  
**Kathleenf Lonergan Erickson**; Kieran Meade



**TOPIC 3 – AI and digitalisation of advisory services and education**

*Convenors: Ataharul Chowdhury; Pierre Labarthe*

---

**Session 1C – Laboratory complex Room 1.04****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. Tejada; 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 Gardezabal**

**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 – Laboratory complex Room 1.13****GENDER, EXTENSION AND RESILIENCE**

- *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

**TOPIC 5 – How education and advice drive agrifood systems transformations***Convenors: Artur Cristóvão; Hanna Tamsalu; Livia Madureira*

---

**Session 1E – Laboratory complex Room 1.14****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 McCormack**
  - *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 Willlem 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
- 

**14:00-15:30 - Tuesday, 1st July 2025****TOPIC 1 – AKIS approaches and policies: from concepts to action and impact***Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano*

---

**Session 2A – Laboratory complex B.01****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**

- *Living Labs in Agroecological Transition: Bridging Academia, Agricultural Extension, and Practical Implementation*  
**Monica Dantas**; Livia Madureira; Carla Ferreira; Mário dos Santos

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

*Convenors: Alexandros Koutsouris; Hycenth Tim Ndah; Patrizia Proietti*

---

### Session 2B – Laboratory complex B.02

#### NETWORKS – MAA

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

## TOPIC 3 – AI and digitalisation of advisory services and education

*Convenors: Ataharul Chowdhury; Pierre Labarthe*

---

### Session 2C – Laboratory complex Room 1.04

#### CRITICAL THINKING ON AI AND EXTENSION

- *Large Language Models (LLMs) in Agriculture: Opportunities and Challenges in Agricultural Extension Services (EAS)*  
**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
- *Farmers' data sovereignty in the age of generative AI: implications for agricultural education and extension*  
**Katarzyna Kosior**

**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 2D – Laboratory complex Room 1.13****YOUNG FARMER MENTAL HEALTH AND TRUSTED SPEAKERS**

- *The role of farm advisory services in boosting resilience of young farmers*  
**Giuseppe La Rocca**; Annalisa Marigliani; Evagelos Lioutas; Chrysanthi Charatsari; Marcello De Rosa
- *Mental wellbeing education in agricultural universities and colleges: understanding provision, student needs, and the potential role for peer-led initiatives*  
Tom York; **David Rose**
- *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

**TOPIC 5 – How education and advice drive agrifood systems transformations**

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

---

**Session 2E – Laboratory complex Room 1.14****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
  - *Bridging Knowledge and Agriculture: A Socioeconomic Framework for Assessing Agroecological Transitions in Agri-Food Systems*  
**Carla Ferreira**; Livia Madureira; Mónica Dantas; Sofia Neto
  - *Adoption of Pheromone Trap for Eco-friendly Vegetables Cultivation*  
**Md Rezaul Karim**; Mohammad Anamul Haque; Md Juwel Rana; Jahan Bin Reza; Mahfujur Rahman
-

**15:45-17:15 - Tuesday, 1st July 2025**

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

*Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano*

---

**Session 3A – Laboratory complex B.01**

**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 heterogenous 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 Sapio; Concetta Menna
- *Sharing knowledge with farmers: researcher's role in remote areas of Europe*  
**Teresa Pinto-Correia**; Elisa Marraccini and Lucia Piani

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

*Convenors: Alexandros Koutsouris; Hycenth Tim Ndah; Patrizia Proietti*

---

**Session 3B – Laboratory complex B.02**

**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**



**TOPIC 3 – AI and digitalisation of advisory services and education***Convenors: Ataharul Chowdhury; Pierre Labarthe*

---

**Session 3C – Laboratory complex Room 1.04****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 3D – Laboratory complex Room 1.13****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
- *Trusted voices in farming: Identifying who farmers deem credible mental health speakers*  
Paul Nangle; Ella Joyce; **Tomas Russell**; Louise McHugh; Alison Stapleton

**TOPIC 5 – How education and advice drive agrifood systems transformations**

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

---

**Special Session 3E – Laboratory complex Room 1.14**

- *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

---

**17:30-19:00 - Tuesday, 1st July 2025****TOPIC 1 – AKIS approaches and policies: from concepts to action and impact**

*Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano*

---

**Special Session 4A – Laboratory complex B.01**

- *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

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

*Convenors: Alexandros Koutsouris; Hycenth Tim Ndah; Patrizia Proietti*

---

**Special Session 4B – Laboratory complex Room 1.04**

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

**Session 4B – Laboratory complex B.02****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**

#### 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 4D – Laboratory complex Room 1.13

Online

- *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 4E – Laboratory complex Room 1.14

SUPPORTING AGROECOLOGICAL TRANSITION: NEW METHODS AND APPROACHES

- *Agroecological transitions in the Douro wine region: Trade-off Analysis (TOA) methodology*  
Sofia Neto; Livia 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

**Wednesday, July 2<sup>nd</sup> 2025****Field Trips****9:00-18:00**

[Field Trip 1 – Visit to Barroso Globally Important Agricultural Heritage System](#)



[Field Trip 2 – Learn About the agroecological transitions in Douro wine region](#)



[Field Trip 3 – Visit to the LIFE Maronesa Project](#)

---

**Gala Dinner****19:30-21:30**

Panoramic Restaurant

**Thursday, 3<sup>rd</sup> July 2025****Plenary Session 2****9:00-10:30 - Thursday, 3<sup>rd</sup> July 2025**

Auditório de Geociências (Geosciences Auditorium)

Online streaming: <https://utadtv.utad.pt/live/>

**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).



**11:00-12:30 - Thursday, 3<sup>rd</sup> July 2025**

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

*Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano*

---

**Session 5A – Laboratory complex B.01**

**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*  
**André 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 Ofofu Ampong
- *What influences the choice of advisory services of Italian farmers?*  
**Concetta Menna**; Rossella Ugati; Elisa Ascione; Teresa Del Giudice; Ferdinando Gandolfi; Alessandro Sapio; Eleonora Caruso

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

*Convenors: Alexandros Koutsouris; Hycenth Tim Ndah; Patrizia Proietti*

---

**Session 5B – Laboratory complex B.02**

**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
- *Understanding Effective Follower Behaviors: A GLOB(E)al Perspective*  
**Jennifer Strong**

#### Special Session 5B – Laboratory complex Room 1.04

- *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 - Laboratory complex Room 1.13

- *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 5E – Online - Laboratory complex Room 1.14

- *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
- *Green entrepreneurial intentions in Higher Education Institutions*  
**Maria Correia**; Carla Marques; Rui Silva

- *Exploring sustainability awareness and practices related to food among hospitality and tourism students*

**Manuela Carvalho**; Luís Tinoca; Anabela Raymundo

## Plenary Session 3

**14:00-15:30 - Thursday, 3<sup>rd</sup> July 2025**

Auditório de Geociências (Geosciences Auditorium)

Online streaming: <https://utadtv.utad.pt/live/>

### 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-President of the Mission Board on Soil Deal for Europe, Horizon Europe).

**16:00-17:30 - Thursday, 3<sup>rd</sup> July 2025**

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

*Convenors: Esmail Karamidehkordi; Fernando Landini; Simona Cristiano*

---

**Session 6A – Laboratory complex B.01**

**CO-CREATION OF KNOWLEDGE AND INTERACTIVE INNOVATION IN AKIS**

- *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 – Online - Laboratory complex Room C1.07**

- *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 6B – Laboratory complex B.02**

**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 – Laboratory complex Room 1.04 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
- *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
- *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

#### Special Session 6B - Laboratory complex Room 1.13

- *Let's play! Special session with a serious game for strengthening the governance of agrifood innovation systems*  
**Zofia Krystyna Mroczek**; **Manuela Bucciarelli**; **Nevena Alexandrova-Stefanova**

#### Special Session 6E - Laboratory complex Room 1.14

- *How can Living Labs become effective tools for farmer advisory? The case of LivingSoiLL (Mission Soil EU project)*  
**Cristina Carlos**, **Leonor Pereira**, **Cristina Micheloni**, **Ekaterina Kleshcheva**, **Anderson Galvão**, **Carmem Leal**, **Emili Santos**, **Octávio Sacramento**, **Pedro G. Silva**, **Livia Madureira**

## Closing Session

**17:30-18:30- Thursday, 3<sup>rd</sup> July 2025**

Laboratory complex B.01

## Friday, 4<sup>th</sup> July 2025

### ATTRACTISS/i2Connect team

**9:00-16:00 - Friday, 4th July 2025**

Workshop organisers and facilitators

Museu do Douro (Douro Museum), Peso da Régua

**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)

The ESEE conference will host a training day organised by the ATTRACTISS project. ATTRACTISS is a Horizon Europe projects which aims to empower innovation support services as a pathway for a more sustainable agriculture & forestry sector (<https://attractiss.eu/>)

The ATTRACTISS training is a learning-by-doing training where we will explore how innovation can be supported using real life examples.

#### Objectives:

Create a shared understanding about what interactive innovation - and its processes! - are, why they are important, and how to make the most of them.

Explore skills and tools that can help you (as part of an ISS!) facilitate and support interactive innovation processes.

Share a space where we will learn, try, practice, experiment and reflect on interactive innovation-related learnings, skills and tools.

Collectively and individually reflect on the common learning process.



By the end of the day you will:

- Understand what interactive innovation processes are, why they are important and how to make the most of them.
- Be able to identify and support individuals and groups in exploring and honing ideas.
- Have a supportive network when developing your training and further exploring the possibilities of interactive innovation!



# ESEE 2025

*27th European Seminar on Extension & Education – Vila  
Real (Portugal)*

*June 30 - July 4, 2025*

**University of Trás-os-Montes and Alto Douro**

Quinta de Prados, 5000-801 Vila Real