



EUFRAS

EUROPEAN FORUM FOR
AGRICULTURAL AND RURAL
ADVISORY SERVICES

CECRA

Certificate
for European Consultants
in Rural Areas

CECRA – Appropriate European model of methodological training for advisors in rural areas aim, content and benefit

Presented by
Andis Kursitis

EUFRAS –CECRA Office, Latvian Rural Advisory and Training Centre (LLKC)

Rigas street 34, Latvia

Tel.: +37126400224

Andis.kursitis@llkc.lv

Facebook: Andis Kursitis

Area km² 64 559
Population, mio., (at beginning of 2009)
2.261
Population density per 1 km² 35.0

National currency – EURO (EUR)

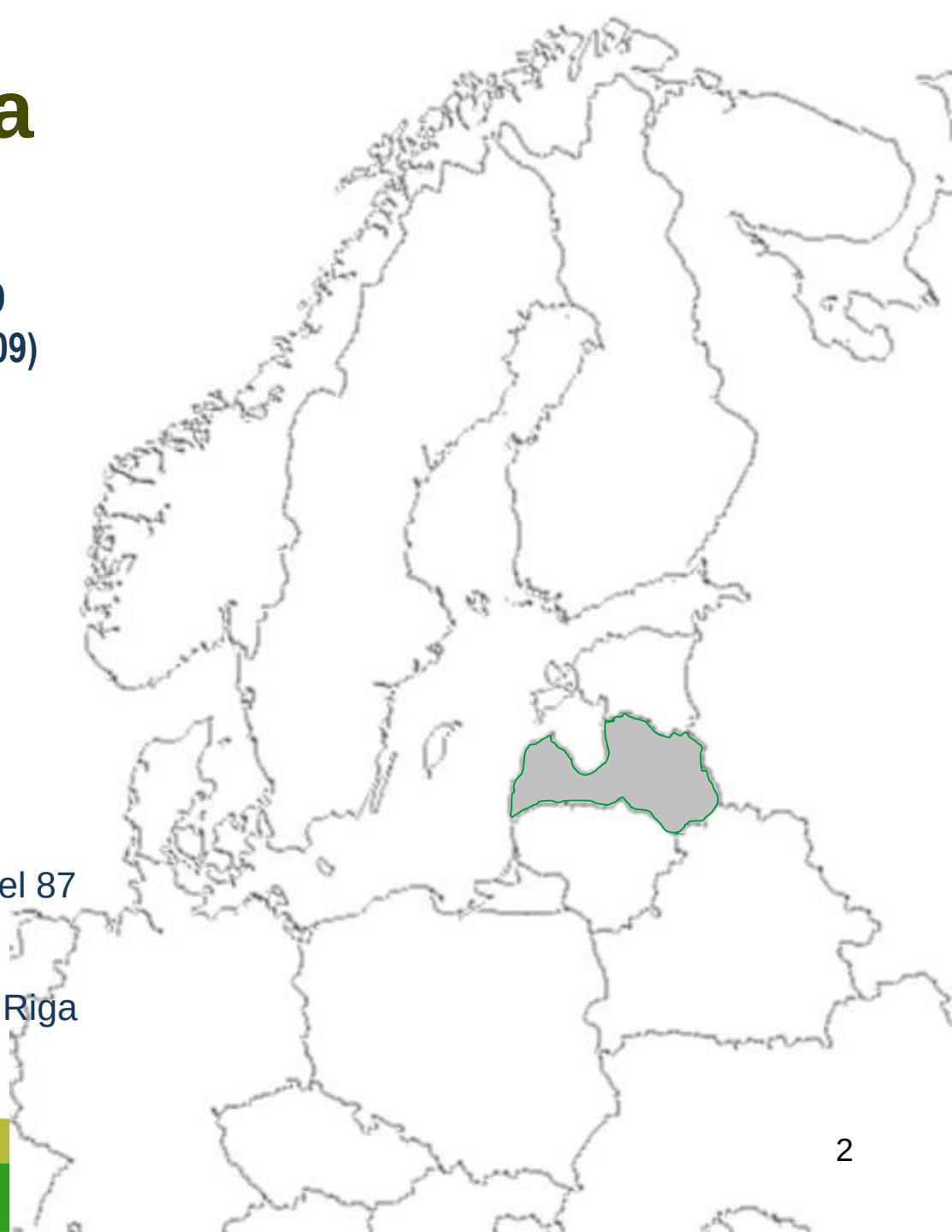
Borderline 1 866 km
including coastline 498 km
Length of the territory, km
from the North to the South 210
from the West to the East 450

Average elevation above the sea level 87
m

Highest point (Gaiziņkalns) 312 m

Mean monthly air temperature Co in Riga

Average	+9
Max	+28
Min	-15



Who are EUFRAS

A new organisation 2013 to improve advisory services in Europe, aligned to GFRAS, we have 25 member organisations representing 15,000 European extension agents from 17 countries.

Add your country flag to EUFRAS



Mix of public and private advisory organisations



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Objectives

- The promotion of best practice in advisory methodologies
- The development of shared information technology services and solutions
- The sharing of technical expertise
- **The skills training of advisory staff**
- The development of advisory standards and frameworks for evaluation
- Promoting the activities of its members to key decision makers in the EU and elsewhere
- Influencing the training of agriculture undergraduates



EUFRAS also aims to support advisory services in their efforts to promote innovation and knowledge transfer in rural areas and in agriculture. Since the establishment, EUFRAS has already held three international conferences and four Members` meetings.

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Find out more at

www.eufras.eu



CECRA

Published Date

EUFRAS is taking a coordinating role in rural advisor qualification and certification in Europe by joining the IALB competence development standard CECRA (Certificate for European Consultants in Rural Areas). On the 15th of June within the 54th IALB Conference and 3rd EUFRAS Meeting in Solothurn, Switzerland EUFRAS Chairman of the Board Tom Kelly and IALB President Edda Albers signed the [Cooperation and Usage Agreement on CECRA](#) between IALB and EUFRAS, that constitutes the basis of the involvement of EUFRAS in CECRA.

[Read more](#)

Join us!

Organizations active in the field of agricultural and rural advisory services can join EUFRAS. To become a member of EUFRAS, please submit a completed application form by post to the EUFRAS Board's office at the

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The CECRA background

- 2006: Discussion in the Committee of **IALB** about strategic future issues
 - Development of methodological and social skills and competences of consultants
- Project CECRA –
Certificate for European Consultants in Rural Areas
- The project phase: 2009 - 2012



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The institutions involved

- Agridea (CH-Lindau)
- State Leadership Academy for Nutrition, Agriculture and Forestry (D-Landshut)
- State Institute for Development of Agriculture and Rural Areas (D-Schwaebisch Gmuend)
- College of Agricultural and Environmental Education (A-Vienna)
- Agency of Agriculture, Education seminar (D-Rauischholzhausen)
- Department 22 - agricultural, forestry and home economics training (I-Bolzano)
- FROM EUFRAS Office:
 - LLKC
 - Universitate Santiago de Compostella (Spain)
 - TAEGASEC (IRELAND)

The aim and content (1)

The aim:

Standardized trainings to develop the skills of consultants who are working in rural areas.

-> methodological training + see the bigger picture

The content:

- 2 compulsory modules:
 - Personality development /advisory profile
 - Communication / customer relation

In addition to the two compulsory modules, three out of the 13 elective modules must be chosen.



Preparing Training Plan

1. Check module description
Define overall goal
2. Divide into steps
towards that goal (allocate
"time chunk")
3. Define methods

Please use:
& write
neatly (or make
final draft)

Time	Objective	What / Method	Who

When finished → report back!

Cooperation, group work, sharing of experiences. Less formal lecture!



More practice and demonstration

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The aim and content (2)

The elective modules (1):

- Working in and leading in a team
- Rhetoric / presentation skills
- Self and time management
- Project management / project advising
- Arrangement of consulting processes
- Dealing with difficult consulting situations / change management

The aim and content (3)

The elective modules (2):

- Moderation and meeting management
- Marketing / public relations
- Management of education and events
- Advising and accompanying groups
- Essentials of mediation
- Consulting and assisting enterprises in strategic questions
- Coaching - Introduction

		KOPĒ
A	LOPKOPĪBAS KONSULTANTI	
B	AUGKOPĪBAS KONSULTANTI	
C	VIDEĶĀLĪMENĀ VADĪTĀJI (LĶK vadīt BIROJA V.)	
D	ATLASĪTĀ KONSULTANTU (KONKRĒTI) GRUPA	
E	BRĪVĪ PIESARĀS UZ NĀCĪBĀM JEBKURŠ (20-25 min)	

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The aim and content (4)

The other conditions for the certificate are:

- completed vocational training
- two years of professional experience in advising
- participation in
 - an event in another country
 - a visit to a counseling service in another country
 - to complete a case study (self-reflection).

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Why CECRA? CECRA + EUFRA = vision for the future is ...

Everybody knows and recognizes



9001

Uniform quality standards for advisers
in Europe! Why not?



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The benefit to the consultants

- Acquisition of methodical, communicative and social skills and competences beyond personal development
- Reflection of the professional activity in various advisory roles
- Ability to anticipate, implement, document, reflect and evaluate independent advices, educational events and projects
- Participation in the functional and transnational network

The benefits to the institutions

(1)

- Professionalism means expertise + professional consulting activities
- Employers have employees who have a wider horizon
- The effectiveness of counselling depends according to the literature very much on the personality of the consultant (cf. CECRA Module 1)
- Employers provide evidence to customers, regulators or funding agencies to employ qualified personnel
- Positive image for the consulting organization



DAY I

Time	Objectives	Methods
10-12	WELCOME - Outline of course - INTRODUCTIONS - CONTRACTING	RT / Pinboard
12-1	What makes a good Facilitator? - Knowledge - Skills - Attitudes PRESENTATION Reflection Feedback	Facilitated Groups of 3/4 Discussion & preparation of Facilitator

DAY 2

Time	Objective	Methods	Who
10-1030	Reflect on key LEARNING of Day 1	SPEED DATING	
1030-1230	INCREASE Knowledge & Awareness of - Group Dynamics - Psychology - Personality Types - Conversational Types	Tips & Tricks Psychological (Roleplay Home work) De bono / Fish Bowl	C.D
12-1230	Reflection	Feedback	

DAY 2 (G)

Time	Objective	Methods	Who
2-4	Planning & Organizing an Effective Facilitator	Groups of 5	
	Working on Experience	Personal Tools Facilitator Feedback	

DAY 3 (1/2 DAY)

Time	Objective	Methods	Who
10-1030	Reflection on DAY 2	Feedback	

Additional notes on the page:

- A hand-drawn diagram shows a flow from "Competence development" to "Communication", "International contacts & network", "new challenges as a trainer", and "possibilities to work abroad".
- A hand-drawn diagram shows a flow from "Relationships with other CECRA org." to "better service to our clients", "better possibilities to make decisions", "com. skills between adv. & clients", and "innovative methods".
- A hand-drawn diagram shows a flow from "Save money" to "better understanding between farmer & adv." and "satisfied farmers".
- A hand-drawn diagram shows a flow from "Save money" to "better service to our clients" and "better possibilities to make decisions".
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What/Step?	When?	Who?	With them? Support near.
Training for trainers	23.10.2015.	LRATC	LRATC Board + Reg.
Application for Module providers	From 2015. OCT. to 2016. JAN.	LRATC	LRATC Board
CECRA advisory training	2016. MAY to 2016. DEC	LRATC	EU FRA, CECRA partners
Support by facilitator to audience	2016. MAY to 2016. JULY	LRATC	EU FRA, CECRA partners

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The benefits to the institutions (2)

- Neutral, by the public sector issued certificate, affects the customer more
- Qualification as a confidence-building measure at the customer
- CECRA graduates
 - develop an understanding of the specifics of
 - the rural areas
 - the total operational contexts
 - the social constraints of the family business
 - can manage themselves, customers and projects



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New dimension – CECRA in all Europe



CECRA Cooperation and Usage Agreement between IALB and EUFRAS

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and

**Future organizational
structure at
EUFRAS
level**



Time Schedule for the involvement of EUFRAS in CECRA

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February 2015
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IALB-Ausschuss, EUFRAS-Board: Presentation „Eckpunkte“ (key points) of the IALB project group „CECRA europäisieren“, discussion of the proposals

Until Mai 2015

Circulating consultation process on the contract text among IALB-Ausschuss, EUFRAS-Board, CECRA-AG

June 2015

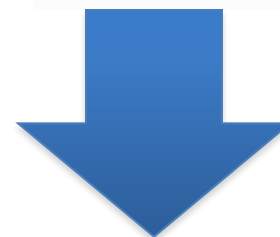
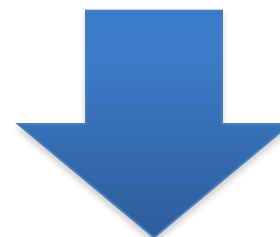
Final discussion of contract draft in IALB-Ausschuss, IALB Members' Meeting, with EUFRAS-Members

June 2015

Signature by IALB-Präsident und EUFRAS-President

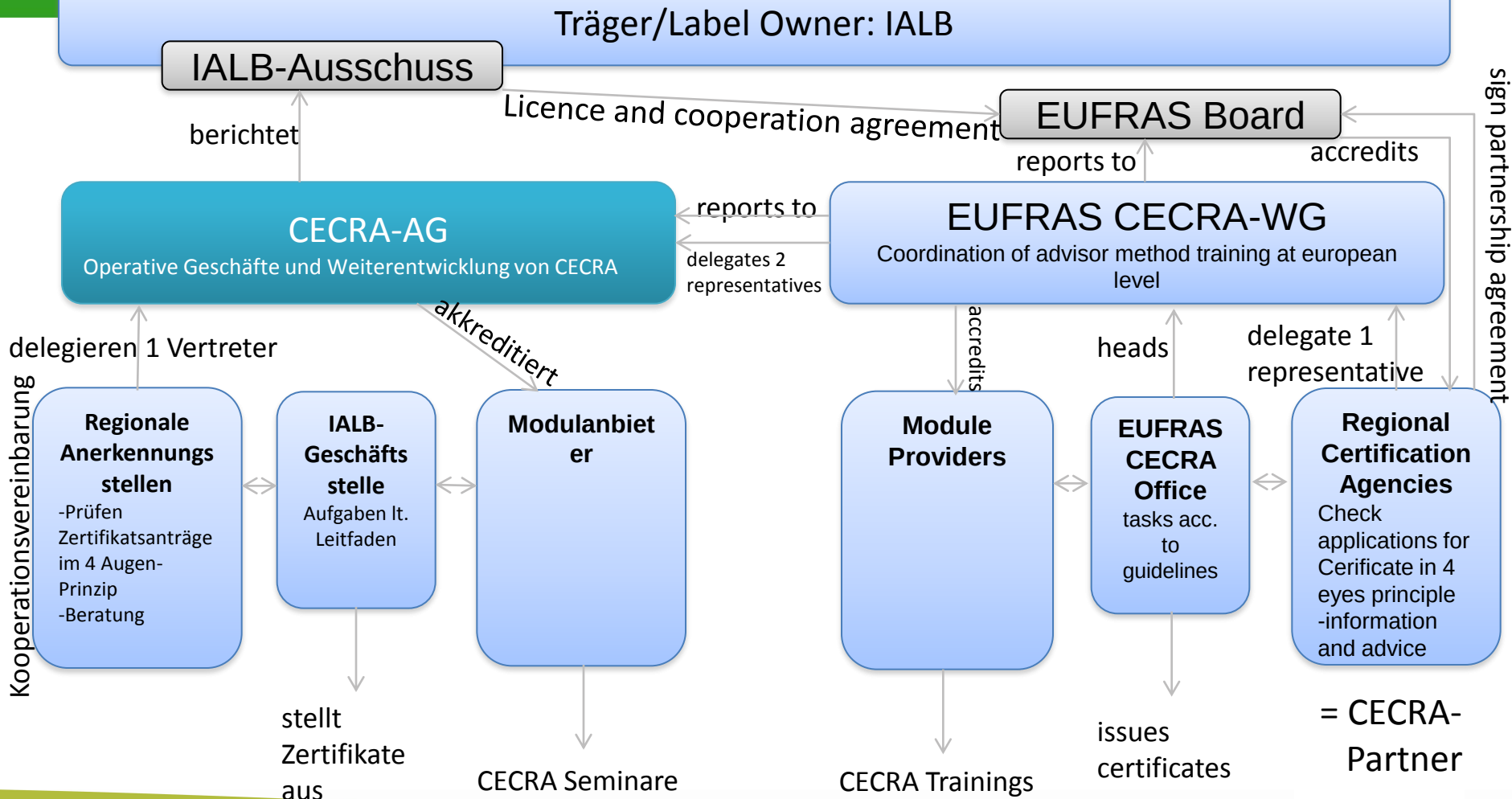
July 2016

EUFRAS CECRA Office starts working



Future CECRA structure

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Proposal for the accreditation process for Regional Certification Agencies (Overview)

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The interested institution **applies for admission** as Regional Certification Agency **to EUFRAS**.

EUFRAS forwards the application to **CECRA-AG** with the request to give its **opinion**.

EUFRAS-Board decides in consideration of the recommendations of IALB CECRA-AG and EUFRAS CECRA Office on the recognition as Regional Certification Agency and, if positive, **concludes a partnership agreement** in coordination with IALB.



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Accreditation fees as follows:

- 300 EUR provider accreditation
- 200 EUR for re-accreditation of the provider every 3 years
- 50 EUR per module, module accreditation
- Finally – 100 EUR for certificate (Partnerorganisation many)

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The benefits to the participating institutions

- The cooperation of the participating institutions enables a comprehensive approach, complementary offerings and standardized modules
- After accreditation institutional members of IALB can offer seminars as CECRA modules
 - *Accreditation criteria are, among others,*
 - *experienced and methodically trained coaches*
 - *compliance with standards of IALB*
 - *concept for the two compulsory modules and at least three elective modules*
- Participation in the development of CECRA



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CECRA - advise certified

Contact: Andis Kursitis

Andis.kursitis@llkc.lv

Facebook: Andis Kursitis

+37126400224

Skype name andis_kursitis

