

# **EUFRAS – YPARD Young Advisors Mentoring and Training Program 2022/23**

**Course Description  
General Terms  
Registration Form**

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### Young Rural Advisors in Europe

The beginning of a young advisor's career is difficult. It is a beautiful but also demanding job to support entrepreneurs such as farmers to not only be economically successful, but also integrate environmental and welfare issues. While universities can provide theoretical knowledge, this is still not enough for young advisors to thrive in this attractive, but challenging profession at the beginning of their careers. Many young advisors leave their positions within the first year. The results are the following: high costs, high turnover rates, and waste of resources. Moreover, advisory services are experiencing a crisis where the over-aging of advisors has exposed them to the risk of losing their know-how, which is mainly intangible knowledge, within the human beings themselves, based on long years of experience. Often there is no institutionalized framework or routine knowledge management to hand over these competencies in a structured way to the next generation of advisors. The Young EUFRAS mentoring, and training program will bridge this hand-over gap that exists within the advisory services by pairing experienced advisors with young advisors.

Young advisors are crucial in supporting the sustainable food producers of today and tomorrow. Extension and Advisory services are important to keep current farmers and especially young future farmers interested in food production and contributing to food security, young advisors with fresh knowledge are needed for this.

However, rural advisory services all over Europe experience comparable challenges in recruiting, qualifying, and offering long-term attractive working conditions for young advisors. The development costs for individual trainee programs for a limited number of young advisors are too high. The international European [EUFRAS-YPARD Young Advisors Mentoring and Training](#) program allows especially smaller rural advisory services from all over Europe to become a more attractive working place for young specialists. This will contribute to achieve their tasks in strengthening rural areas. Particularly advisory services from smaller and new EU member states will benefit from the program, as funds for human resource development is simply often not available.

The focus of the [EUFRAS-YPARD Young Advisors Mentoring and Training program](#) is on mentoring and training the 20 participants to enhance their qualifications. At the same time, it offers an interesting networking opportunity for young rural advisors from all over Europe. The idea of networking in this case is that young advisors learn from each other and support each other. EUFRAS wants to accelerate the establishment of YEUFRAS as a youth branch within its network and aims at a long-term connection between participants of this program. When applying to this program you are going to be asked if a commitment for YEUFRAS in the future is an option for you. This is going to be a selection criterion for participation.

### The CECRA Certificate

The CECRA Certificate is an integral part of the Young EUFRAS mentoring and training program 2022/23. CECRA is a modular training program on methodological basics in advisory work, open for rural advisors. The program concludes with a certificate. A rural advisor applying for the CECRA certificate at his/her local CECRA certification body must fulfill the following requirements<sup>1</sup>:

- Attendance of minimum 5 CECRA modules out of a total of 19 modules, thereof
  - 2 compulsory modules
    - M01 My Profile as a Consultant*
    - M02 Communication and Relationship Building in Advisory Work*
  - 3 (or more) elective modules
- Attendance of an event in another country
- Research visit to an advisory service abroad with moderated knowledge exchange
- Submission of a practice-oriented thesis (documentation and self-reflection based on a practical example) -> Capstone Project within this program
- Two years' relevant professional experience in the advisory sector

Module Confirmations serve as proof of attendance. Only accredited CECRA Module providers have the exclusive right to issue Module Confirmations.

More details about CECRA: <https://www.cecra.net/>

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<sup>1</sup> According to the presently valid CECRA guidelines.

## History and Background of YEUFRAS and this Mentoring and Training Program

Since 2014 when EUFRAS was founded, activities were started to develop advisor methods trainings with the IALB-owned CECRA system (Certificate for European Consultants in Rural Areas). Since 2018 EUFRAS offers annual workshops for young advisors within the scope of its annual joint conferences. In 2020 the first CECRA Workshop "Communication in Advisory Work - CECRA Module 2" was held for young agricultural advisors from ten countries. The best way of how to further develop the network for young advisors is being discussed within the EUFRAS board and with young representatives of EUFRAS partners for a while now. The EUFRAS board decided to dedicate a part of its budget to activities for and of Young Advisors. In 2021, Young Professionals for Agricultural Development (YPARD) addressed EUFRAS with the proposal to support the creation and realization of a training and mentoring program. Together with the Slovenian Chambers of Agriculture and the Irish rural advisory Service Teagasc, who will provide CECRA trainings, the decision was taken to apply for Erasmus+ funding to be able to realize a reasonable participant fee and cover some of the development costs. In the core group of developing this program, young advisors were represented by Annick Spaans (ZLTO, NL), Karoline Schramm (AELF Kitzingen-Würzburg, D) and Liga Cimermane (EUFRAS; LV). For the curriculum development and the mentoring concept, experiences from the Bavarian State Academy for Nutrition, Agriculture and Forestry where about 80 young rural advisors are trained every year and Teagasc is drawn upon.

## Methodological Approach: Training Concept, Mentoring Concept and Capstone-Project, Networking

The Young EUFRAS mentoring, and training program combines classical trainings with a mentoring approach and networking elements. The program offers space for 20 Young Advisors (Mentees) and 10 Mentors. The program's working language is English.

### *Training Concept*

Training is a core element of this project. In the training setting, experiences can be exchanged confidentially, and scenarios that are encountered by advisors practiced in a secure environment. The role of an advisor will be reflected upon. Participants are prepared for the mentoring phase within the project where advice is given under supervision to entrepreneurs.

Ten interactive 2-day Trainings are going to be realized face-to-face and online. The program concentrates on cross-cutting competences which are relevant for all disciplines (crop advisor, livestock and animal welfare advisor, economist, agroecologist, horticulturist, etc.). The soft skills are covered by CECRA trainings, topics like basic economics, work organization, farmer's health and gender aspects will be integrated in expert training sessions. The curriculum is partly developed in cooperation with the participants based on a need-based analysis that will take place at the beginning of the program. The main pillars of the training units are set (see schedule). There is flexibility in the second half of the program concerning the training contents.

**Expected result:** Participants are confident in advisor methods and master key expertise needed for supporting farmers and other clients in rural areas in change and innovation.

### *Mentoring and Capstone Project*

In the mentoring phase, mentees apply and test in practice what they learned in the trainings. They are supervised by experienced mentors and get qualified feedback in well-organized reflection rounds.

It is planned to work with 10 Mentors, experienced rural advisors. Each mentor supports 2 mentees. The pairing of mentors and mentees is realized in the Kick-Off-Meeting in the beginning of the project. The mentor should work in the same specialization (e.g., plant production, livestock, agroecology, economic/strategic consulting etc.) as his or her mentees. Thus, in the mentoring phase, technical know-how can be deepened.

The mentees are visiting the mentor at his or her advisory office for 3 days within a predefined timespan (see timetable). The visit is arranged individually between the mentees and the mentors as soon as the pairing is completed. A key activity during the stay at the mentor's office is the realization of a supervised advisory visit on the farm.

Mentees benefit from practice experience and structured feedback to their advisor performance (and subsequently their advisory services and clients).

For the mentees, a written elaboration of an advisor's capstone project, where an advisory process is reflected systematically, is part of the program.

For the visit of the mentor's advisory office and the capstone project, CECRA guidelines and checklists are used for orientation.

### *For Mentors:*

Please apply as a mentor with the form provided on <https://forms.gle/W9YU6Waf75nvPw1D8> and on EUFRAS homepage. Please note that not every application can be considered, as we pay attention to the field of study of the mentees, language, and the geographical distribution.

There will be an initial introduction and a hotline during the whole project's timespan for the mentors. The Face-to-face Kick-Off helps to establish a personal connection between mentors and mentees. This secures better results in the subsequent activities. For mentors, a reflection instruction and feedback routine are elaborated. Mentors work pro bono. Estimated effort: about 30 hours. The project covers mentors travel costs.

### *Why should I be a mentor?*

The initial instruction and the hotline help to set a common standard among mentors. Meeting the other mentors extends the own network and feeds back positively in the respective organisations. Mentors can gain inspiration working closely with the young advisors for their own work.

### Networking

The project's goal to establish a sustainable network for young rural advisors is fostered by network events. The 20 participants of the program are invited to organize a workshop on Strategy development for YEUFRAS. The Dissemination and Strategy workshop is realized in Prague, September 8-9, 2023, as a side event to the rural advisors' conference 2023 in Dresden, September 10-14, 2023. Participants will be asked to contribute to the project website on YPARD and EUFRAS homepages and the social media coverage.

Online-Communication will be organized by using the EPAL platform, establishing a team-room.

### Target group

Target group of this program are European young rural advisors, younger than 35 years old, at the beginning of their career. To benefit from the program, good command of the English language is a precondition.

### Program Overview, Training Dates, Mentoring period, Networking events

There are two 1-week face-to-face Training and networking events integrated in the program over a period of 10 months.

- In the Kick-Off meeting in November 2022 in Slovenia, Mentees are staying 5 days and start with CECRA Module 2. Mentors are joining the group for 2 days.
- In May 2023, the 20 mentees meet in Ireland to realize 2 CECRA trainings (5 days).

In the mentoring phase, mentees travel to their mentor's advisory office for 3 days. This is foreseen for June-July 2023. Mentors and mentees can agree on further collaboration individually. Mentees meet for the final YEUFRAS strategy workshop in Prague, September 8-9, 2023, and visit the Rural Advisors IALB-EUFRAS-SEASN conference in Dresden September 10-14, 2023, together.

➔ Thus, in total, 20 travel days are included on 4 occasions.

Two further 2-day CECRA trainings, 4 additional expert trainings (2 half-days each) and further organizational meetings are realized online.

A few days are needed to write the capstone-project. In total, mentees are involved in active program elements for 30 days, plus their individual work, preparation, and reflection time.

Program changes are possible.

## Training Dates

(Nov 28 - Dec 2) Nov/Dec 2022: YEUFRAS Program Kick-Off in **Slovenia**, Novo mesto CECRA  
Training Module 2 + Meeting face to face with mentors.

*For mentors:*

(1-2) Dec 2022: Introduction for mentors, Meeting face-to-face the mentees w/ mentors

(25-26) Jan 2023: Digital CECRA Training Module 1 w/ participants

(22-23) Feb 2023: Digital CECRA Training Module 6 Project management w/ participants

(21-24 ½ days) March 2023: Digital basic agricultural economics course

(19-20 ½ days) April 2023: Digital course on Farmer's health, work organization and gender issues

(May 29-Jun 2) May/Jun 2023: **Ireland** CECRA Training Modules 7 & 9 w/ participants

(21-22 ½ days) June 2023: Digital training (contents TBD)

(19-20 ½ days) July 2023: Digital training (contents TBD)

June-July 2023: Individually arranged meeting **at the mentor's field office** w/ mentor (3 days foreign advisory visit including supervised advisor farm visit)

August 2023: Capstone Project - individual work

(8-9) September 2023: YEUFRAS Strategy Workshop **Prague**, Czech Republic

(10-14) September 2023: YEUFRAS/IALB/SEASN Conference in **Dresden**, Germany CECRA  
Certificates + closing meeting



### Training Dates and places Face-to-face YEUFRAS-Program 2022/23

|                           |                       |                         |
|---------------------------|-----------------------|-------------------------|
| Kick-Off                  | Nov. 28-Dec. 2, 2022  | Novo mesto (Slovenia)   |
| Training Week             | May 29-June 2, 2023   | Ireland                 |
| Visit to the mentor       | June-July, 2023       | arranged individually   |
| YEUFRAS Strategy Workshop | September 8-9, 2023   | Prague (Czech Republic) |
| Rural Advisors Conference | September 10-14, 2023 | Dresden (Germany)       |



## Main Contents

The following overview summarizes the contents of the YEUFRAS Program:

| Element                               | Content   |
|---------------------------------------|---|
| Kick-Off<br>in Slovenia               | <ol style="list-style-type: none"> <li>1. Introduction for mentees</li> <li>2. CECRA Module 2: Communication and Building Relationship in Advisory Work</li> <li>3. Introduction for mentors</li> <li>4. Pairing mentors and mentees</li> <li>5. Introduction to the EPALE Team room</li> <li>6. Interactive curriculum development: Define contents for flexible training units on basis of a need analysis</li> </ol> |
| CECRA Module 1                        | CECRA Module 1: My profile as a consultant - digital  |
| CECRA Module 6                        | Project Management - digital  |
| Basic Agricultural<br>Economics       | <ol style="list-style-type: none"> <li>1. Why calculations make your advice better</li> <li>2. Criteria for economic success (How much does a farm family have to earn)</li> <li>3. Evaluate the accounts</li> <li>4. Cost categories</li> <li>5. Basics of investment and business planning</li> <li>6. Quick calculations for the advisory visit</li> </ol>   |
| Farmer's Health, Gender<br>Equity     | <ol style="list-style-type: none"> <li>1. Specific aspects of farming and health</li> <li>2. Burn out and how to detect it</li> <li>3. Work organization</li> <li>4. Gender issues in rural societies and in advisory work</li> </ol>   |
| Training Week in Ireland              | CECRA Module 7: Shaping advisory processes<br>CECRA Module 9: Moderation and Facilitation   |
| Digital Trainings in June<br>and July | Contents to be defined  |
| Visit the Mentor's Field<br>Office    | Supervised advisory visit on a farm with structured reflection<br>CECRA advisory field office visit   |
| Capstone Project                      | Reflection of an advisory situation<br>CECRA final thesis   |
| YEUFRAS Strategy<br>Workshop          | Develop the future of Young EUFRAS<br>Agree on further collaboration  |
| Rural Advisor<br>Conference 2023      | Networking Event<br>CECRA visit of an international conference<br>CECRA Certificate Award Ceremony  |

## General Terms

### Registration procedure

Your definitive registration can be done by sending the filled **application form** together with your CV by e-mail to the EUFRAS Office [liga.cimermane@llkc.lv](mailto:liga.cimermane@llkc.lv) and is binding. Places are limited and are generally assigned in the order of incoming applications. The organizer reserves the right of a deviating allocation of places in this training and mentoring activity for reasons of adequate and evenly distributed participation of rural advisory services and educational institutions organized in EUFRAS. Expressions of interest in becoming involved in the YEUFARS network are also considered.

You will be informed whether your application is accepted shortly after the application deadline (October 10, 2022).

### Participant fee

Together with the confirmation you receive an invoice with EUFRAS bank details for the bank transfer. The payment of the participation fee of **1490€** is mandatory and payable until October 19, 2022.

The registration fee includes participation in the trainings, 2 excursions and the further program's meetings and events, CECRA Certification costs, handouts, accommodation, and meals.

The travel costs are to be borne by the participants themselves. (Travel costs are paid only for mentors in the Kick-Off.) The participant fee (around 250 Euros), travel and meals for the Rural Advisor Conference 2023 in Dresden are also to be borne by the participants themselves!

**Attention**  
Extra costs not  
covered by the  
registration fee

The participant fee calculated with full costs is around 5000 €. The mentors offer their working time pro bono. Thanks to the Erasmus+ funding and the pro bono support of the Bavarian State Leadership Academy for Nutrition, Agriculture and Forestry and the EUFRAS board, we can offer this program to a reduced cost. The participant fee is 1490€.

The Project receives Erasmus+ funding



# Erasmus+

Pro bono support by FÜAk and EUFRAS



Staatliche Führungsakademie für  
Ernährung, Landwirtschaft und Forsten



It is not possible to refund the participant fee as the program starts in November 2022, shortly after the registration deadline. In justified cases, you or your organization can send a replacement. The full participant fee is also payable for termination of the event for reasons of force majeure. A full or partial refund of the participant fee for not attended parts of the program by the participant is excluded.

Should we be forced to cancel an event finally from organizer's side, we will pay back the allocated deposit. No further claims can be asserted. A failed event can be rescheduled.

### *Exclusion of liability*

Participants bear full responsibility for themselves and their own actions within and outside the events and are responsible for damages caused by them.

### *Privacy Policy*

The participants agree that the organizer uses their personal data for the organization of the training event and to share contact details among the mentees and mentors involved in the program. It is common that during the training event photo and video images are created, on which also participants can be seen. Unless at the beginning of the event, the disagreement is explained, the organizer assumes that the participants agree with the taking photographs and the eventual filming and cease the unrestricted right to use the images to the promoters EUFRAS, YPARD, Teagasc and CAFS.

The organizer expressly declares that the authorized processing of personal data takes place with the utmost care and only for the purpose mentioned. The data collected is protected in accordance with the safety guidelines of the state in which the events take place and not shared with third parties. The use of selected photographs showing typical training or advisory situations for publications related with rural advisor trainings is exempt.

### *Copyright and right of use*

Any reproduction, distribution, or public disclosure of course materials is exclusively reserved to the author or the corresponding authorized user.

### *Confirmation of Participation and CECRA Certificate*

Participants obtain a Confirmation of Participation at the end of the Program for the entire qualification program. Participants obtain also the CECRA Certificate under the condition they fulfilled all respective requirements.

## Impressum

### EUFRAS

Rīgas iela 34, Ozolnieki, Ozolnieku pagasts, Jelgavas novads  
Latvia

[www.eufRAS.eu](http://www.eufRAS.eu)

[liga.cimermane@llkc.lv](mailto:liga.cimermane@llkc.lv)

### *YEUFRAS program 2022/23 Coordinating team, Summer 2022*

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Annick Spaans, ZLTO, YEUFRAS, NL

Karoline Schramm, AELF Kitzingen-Würzburg, YEUFRAS, D

**Sign up!**

**Until October 10th, 2022**

**EUFRAS-YPARD**  
**Young Advisors**  
**Mentoring and Training**  
**Program 2022-23**

**[www.eufRAS.eu](http://www.eufRAS.eu)**

