

CECRA + a new European Standard for Agricultural Advisory Services

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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

EUFRAS

- **Improving quality, effectiveness and efficiency of agricultural and rural advisors' work** aimed at supporting farming families, farmers local groups agricultural organisations and individuals involved in agricultural and rural development and addressing of the current and emerging problems (economic, environmental and social);

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

European RAS in context

- 40,000 extension service advisers and consultants in Europe
- Mix of structures, funding and delivery methods
- Support 4 million farmers, foresters and growers
- Diverse range of food, bio materials and services in rural communities.

CECRA (Certificate for European Consultants in Rural Areas)

Qualification and competence development for consulting personnel in the rural areas of Europe

- Method training
- IALB owner
- German-speaking only
- 6 certifying institutions



CECRA 15 Modules



- 1. Personality development / my advisor profile**
- 2. Communication / client relation**
3. Working in and leading in a team
4. Rhetoric / presentation skills
5. Self and time management
6. Project management / project advising
7. Arrangement of consulting processes
8. Dealing with difficult consulting situations / change management
9. Moderation and meeting management
10. Marketing / public relations
11. Education and event management
12. Counselling and accompanying groups
13. Essentials of the mediation
14. Consulting and assisting enterprises in strategic questions
15. Introduction to Coaching



CECRA Certification



1. **Pre requirement: Degree** or completed vocational training and **2 years experience** working as an adviser/consultant
2. Complete **2 compulsory modules 1 & 2** and at least **3 others** from the 15 defined modules
3. Visit an **event in a different country**, at least 1 day
4. Complete an **exchange visit to another advisory service** in a different country, at least three days, with moderated knowledge sharing
5. Complete **end of programme project**

Note **each module** requires a **minimum of 30 hours** study: 12 hours of tuition and 18 hours practical experience and private studies



CECRA+ 2015 + objectives

- The development of CECRA towards a European training and certification programme in extension method for practicing advisers and consultants in member organisations
- Providing a support system for training trainers and for accrediting/ approving course delivery
- Enabling advisers experience advisory systems in other countries
- Ensuring that the ethos and value of the training and certification are maintained and enhanced

Accreditation process for CECRA Regional Certification Bodies

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



EUFRAS forwards the application to IALB **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 Body and, if positive, **concludes a partnership agreement in coordination with IALB**.

Progress to Date

- Agreement signed in June 2015 between IALB and EUFRAS
- Two EUFRAS members (Latvia and Spain) applied to EUFRAS to become regional certification bodies
- Train the trainer workshop organised for Dublin, early October 2015