



*A public organisation supporting
agricultural interactive innovation
throughout the Campania Region*

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Agricultural Extension Services in Campania: the structure

- **1 coordination centre (SSA):** unit of Campania Region – Department of Agriculture, with programming, coordination and orientation tasks;
- **5 provincial offices (STAPA)** (Napoli, Avellino, Benevento, Caserta, Salerno): implement information and advisory activities; also give input and feed-back about the programming needs;
- **28 operational local centres (CESA):** provide technical and administrative assistance and advisory to the farms.
- **1 regional experimental farm** (Improsta farm-Salerno)



Thanks to this structure Campania Region can offer innovation support services, widespread throughout the regional territories.



Agricultural Extension Services in Campania: the approach

SSA regional unit has always believed in the effectiveness of interactive projects in order to innovate the agricultural and rural sector

It has been committed for a long time to promoting and/or implementing co-operation projects and activities carried out by public-private partnerships



Hence the Campania Agricultural Extension Services have been involving in various experiences finalized to create networks between different actors:

- **2** significant Multiregional Operational Programs on extension services (MOP **1989-93** and MOP **1994-99**), funded by EU and Italian Ministry of Agriculture;
- **about 10** Interregional Programs, funded by Italian Ministry of Agriculture from the end of the '90s to 2010;
- **3** Life+ projects (**2007-13**)
- **various** interactive initiatives promoted by the Campania Region since the beginning of the new millennium, like *Orti di Napoli* 2004-2010, *Regional Horticultural Network* (active from 2007), *Plant Pathology Network*, '*Taste of Campania*' Quality scheme, **etc. etc.**



The collaborative approach can count on personal expertise and passion of the regional engaged human resources (originally trained thanks to Reg. (EEC) 270/79)

How Campania Region supports partnerships for interactive innovation projects



Campania Extension services have more than one model to promote public-private partnerships. This flexibility allows to ensure better fit to the type of action.

However it is possible to identify two main models



Model 1

For experimental and dissemination projects
(like *Regional Horticultural Network*)



Model 2

For initiatives putting research and experimentation results into practice (innovation actions)
(like *"Orti di Campania" pilot project*)

Every year a **political deliberation** approves a Plan for the SSA sector, containing very concise sheets for all possible initiatives to carry out. This separation between the political body/activity and the administrative structure/activity allows a rapid planning of the subsequent initiatives

Supporting partnerships and projects: the process in **model 1**



Centro Orticolo Campania
Campania Horticultural
Network

1. Set up of the **Promoter Committee (PC)** - creation of the '**system**': Region + others partners available to invest their resources in the subsequent initiatives to be planned (general agreement protocol)



2. Planning of the initiative proposal (technical and economic) by PC



3. Supervision by **Scientific consultation commission**



4. Regional approval of the initiative (administrative deed) and agreement protocol between Campania Region and implementing partners



Other partners can be involved through sub-contracts for specific actions planned in the approved initiative

Before

Technical table

(to explore innovation needs and possible solutions)

After



Supporting partnerships and projects: process in **model 2**



Orti di Campania

Research and experimental results and inputs
by interested actors



1. Set up of the **Promoter Committee (PC)**: Region + others partners available to invest their resources in the subsequent initiatives to be planned (general agreement protocol)



2. Plan the project proposal by PC (with objectives, actions, role of the partners and budget).



3. Regional approval of the project (administrative act) and agreement protocol between Campania Region and implementing partners



Other partners can be involved through sub-contracts for specific action planned in the approved project

Consultation table
(to support the planning)

How Campania Region keeps being involved in the projects

Campania Region has an active role during the implementation and at the end of the projects, with reference to this aspects:

- involvement of their territorial advisors in the experimental e/o demonstration fields;
- dissemination of the project outcomes (on-going and final),
- professional training activities,
- promotional actions in order to raise the awareness of the consumer/society about the usefulness of the project results (exhibitions, cultural events, food education in schools, etc.),
- use of the projects on-going and final results to set up:
 - policy measures, like RDP measures;
 - regional rules and provisions (i.e. technical disciplinary);



Some bottlenecks



- destructuring of the regional extension service, where the human resources, are nowadays engaged also in bureaucratic and administrative issues;
- weak post-assessment of the results, in terms of number of the farms that have adopted innovations beyond the end of the projects and their economic results;
- limited role of the farmers' trade unions and, consequently, the number of farms involved is not as big as it could be, despite the positive results achieved in the projects.

Success factors



- personal motivation, passion and interest of the personnel of partners (research institutes, regional extension service, producers' associations);
- farmers constantly involved in the projects (also in experimental and demonstration fields),
- responsibility of each partner, that is available to contribute to the projects with their resources (human and or financial resources, infrastructures, facilities, etc.).
- flexibility of the model in the building up of efficient partnerships , involving the right actors according the emerging needs and the further actions still to be developed.



This flexibility is the main strength of the regional extension services, as also recognized by the European Foundation for Quality Management (EFQM): in 2012 SSA of Campania Region, has received EFQM recognition (five stars), for the search of the continuous improvement based on a constant interaction with its end-users.



Regional SSA philosophy:
“plan, do, check, act”



Thank you for your attention
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