AgriNext

Guidelines for Guidance Service Model (GSM) users

"Do what you can with all you have, wherever you are."

Theodore Roosevelt

"Success depends upon previous preparation, and without such preparation, there is sure to be a failure."

Confucius

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AgriNext Consortium

BC Naklo - Biotehniški
center Naklo

OnP – On Projects
Advising, SL

COAG Jaén -
Coordinadora de
Organizaciones Agrarias

IES Galileo – Consejería
de educación – Junta de
Andalucía

CPI - Center RS za poklicno
izobraževanje

ARCTUR - Računalniški
inženiring, d.o.o.

SLOGA - Kmetijsko
gozdarska zadruga sloa
Kranj, z.o.o.

TUS - Technological
University of the Shannon:
Midlands Midwest

VUKA – Veleučilište u
Karlovcu

SKINK – Skink, d.o.o.

Executive Summary

The AgriNext project's "Guidelines for Guidance Service Model (GSM) Users" is a comprehensive resource designed to enhance the understanding and implementation of guidance services within the multifunctional agriculture (MA) sector. Funded by the Erasmus+ programme, this document serves multiple stakeholders, including career counsellors, educators, and policymakers involved in the agricultural sector.

The guide details the framework of both existing and newly proposed GSMs that support the multifunctional agriculture labour market. The existing model provides a structured approach to career guidance, connecting job seekers with employers and educational opportunities in the MA sector. It integrates a robust network of guidance service providers and outlines the roles of various stakeholders in the job market.

The new GSM model, introduced in this document, expands on the original by incorporating advanced information exchange mechanisms and fostering greater interaction among all parties involved. This model is designed to respond dynamically to the evolving needs of the job market and to facilitate systematic changes in national education and employment policies.

Key enhancements proposed include the development of a centralized information exchange spot (IES) and a business incubator that will serve as hubs for knowledge, skill exchange, and innovation in rural development. The guidelines also propose strategies for increasing digital competencies among students and teachers and emphasize the importance of continuous professional development for guidance service providers in adapting to market changes.

The aim of these guidelines is not only to inform but also to empower stakeholders by providing them with the necessary tools and knowledge to effectively navigate and influence the multifunctional agricultural job market. By doing so, AgriNext hopes to contribute significantly to the socio-economic viability of rural areas, promoting sustainable development and innovation in agricultural practices.

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1 Introduction

The AgriNext Project

AgriNext or Agricultural and rural excellence Incubator and Platform for the Exchange of competencies is an Erasmus+ project that aims to create a learning environment that responds to the skills demand on the job market in the field of multifunctional agriculture.

Multifunctional agriculture (MA) generates income through both the production of food and fibre and through complementary activities such as crop processing, direct sales, farm tourism, alternative energy sources, and farm education. The meaning of multifunctional, serving not only an economic role but also shaping the landscape and providing environmental benefits through the sustainable management of renewable natural resources and the preservation of biodiversity. Additionally, it contributes to the socio-economic viability of many rural areas.

Objectives of AgriNext are the following:

- Development of Guidance service model (GSM) that continuously responds to the rapidly changing needs on the job market.

- Integration of systematic changes on national levels for flexibilisation and responsiveness of the school system.

- Empowerment of teachers for a fast response to the job market demand.

- Establishment of a collaboration system for continuous exchange between employers, teachers, trainers (skills ecosystem).

- Creating a physical and virtual environment for interaction, demonstration, development, and individualisation.

- Promoting rural development and vitality, presenting opportunities of multifunctional agriculture.

- Increasing digital competences amongst students and teachers.

The partners in the AgriNext project have collected data and information regarding existing lifelong guidance services and those involved in the multifunctional agriculture (MA) labour market. The information was meaningfully connected to the existing GSM, which represents 4 areas of counselling: general, professional, entrepreneurial, and counselling for people with special needs. Based on the SWOT analysis of this model, a new GSM model was designed, which emphasises a common information exchange spot (IES) (accessible via the AgriNext business incubators, and online platform), through which all the necessary information would be collected and enable the flow of updated information between individuals on the job market, such as guidance service providers (GSP) from various fields, employers, job seekers, unemployed, students, teachers, researchers.

The AgriNext Business Incubator for Rural Excellence will be established and will provide a common space to allow students, teachers, trainers, employers, research institutions, NGOs, and other participants to exchange their MA skills and competences closely related to green skills. The AgriNext Platform will offer an online location where previously developed results will be collected

and presented, improving communication, resources, and data sharing between VET training providers, companies, students, learners, guidance service providers and other stakeholders.
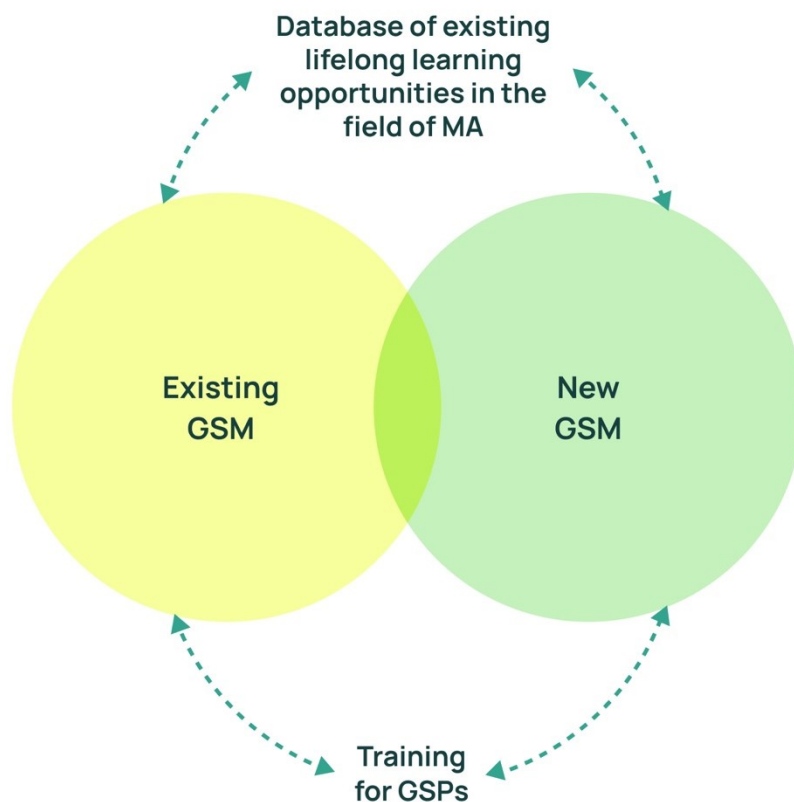

Figure 1: Diagram the 4 elements of which the guidance system is made of: Database, GSM – existing and new and training for GSP.

2 Aim of the Guidelines for Guidance Service Model (GSM) users

The guidelines are designed for guidance service providers/career counsellors, teachers, trainers, mentors, employers (farmers, companies, public institutions…), learners/students, apprentices, job seekers, and other stakeholders in the job market of multifunctional agriculture.

Guidance Service Model

The AgriNext consortium has created an in-depth report about the [Guidance Service Model, which you can find on the project website](#) (website: https://www.agrinext-project.eu/en/about-the-project/results/). The **GSM** helps users visualise complex systems of the job market and organisations/institutes involved in different areas of the Guidance System in the field of MA and understand the role each organisation/institute plays. It also shows us the areas and levels of different information and communication need for the consulting process.

Guidelines for GSM users aims to describe existing and new models. The main subjects linked to the models are a database of formal and informal educational programs for multifunctional agriculture (MA) and Training for Guidance Service Providers in MA.

However, both existing and new models are useful and act as tools that allow us to quickly visualise the connections and interactions between all participants in the labour market of MA.

The existing GSM, which shows the four areas of guiding service (general, professional, entrepreneurial and people with additional needs), is useful for all types of GSP, as it gives a good overview of organisations and their roles in career counselling. The centre of the model draws attention to the specific labour market in the field of MA, where employers are farms, farms with complementary activities and agricultural cooperatives.

The new GSM serves as an enhancement or complement to the existing one, primarily targeting political decision-makers, law implementers, and other stakeholders in the multifunctional agriculture job market. It emphasizes opportunities in rural development and prioritizes communication and information exchange among various GSPs.

Within the GSM we try to answer the questions like:

- Which organisations are involved in guidance service processes (career, professional, entrepreneurship, etc.) in Multifunctional Agriculture?

- What are the roles of these organisations, which information they offer? How they are networking?

- How many organisations does someone have to visit if she/he wants information and guidance to change their profession to become a farmer?

Guidelines for the Guidance Service Model (GSM) users aim to be:

A visual tool - the Guidance Service Model works as a visual tool that enables users (career and other advisers, job seekers, unemployed, students, recruiters, teachers, trainers, mentors...) to

quickly review the system and interconnectedness of organisations involved in the labour market of multifunctional agriculture and the flow information between them.

A reminder - the existing and new GSM highlight the dynamics of the multifunctional agricultural labour market, farms, farms with complementary activities, agricultural cooperatives, and public institutions, each with their distinct requirements for professional and transversal competencies. It also underscores numerous rural opportunities for developing new formal and informal educational programs and business models.

An influence - the new GSM points to the need for the involvement of stakeholders such as political decision-makers, chambers, public agencies, experts, researchers, who indirectly influence the labour market of multifunctional agriculture. Establishing an information exchange spot (e.g. platform, incubator…) is the starting point for gathering up-to-date information and establishing suitable communication channels.

3 Database of existing lifelong learning opportunities in the field of MA

The database (website: https://www.agrinext-project.eu/en/about-the-project/results/) presents a compilation of training and learning opportunities in MA (Multifunctional Agriculture) available in consortium countries (Slovenia, Spain, Croatia, and Ireland). The user can search by different categories:

- **Country**: Croatia, Ireland, Slovenia; Spain

- **Category**: Forestry, Agricultural Management/regulation, Agricultural and livestock production, Agricultural business, Agricultural companies, Agricultural machinery, Agricultural regulation, Agrotourism, Animal husbandry, Beekeeping, Cattle raising, Crop and livestock production, Crop protection, Food production and processing, Fruit farming and viticulture, Herbalism, Hunting, Soil resource management, Sustainable resource management…

- **EQF level**: 4-6

- **ECTS** (credit points): (120, 180, 204, not defined)

- **Modality**: formal and nonformal, I-VET, C-VET

4 Guidance Service Models in the field of Multifunctional Agriculture

4.1 Existing Guidance Service Model (GSM)

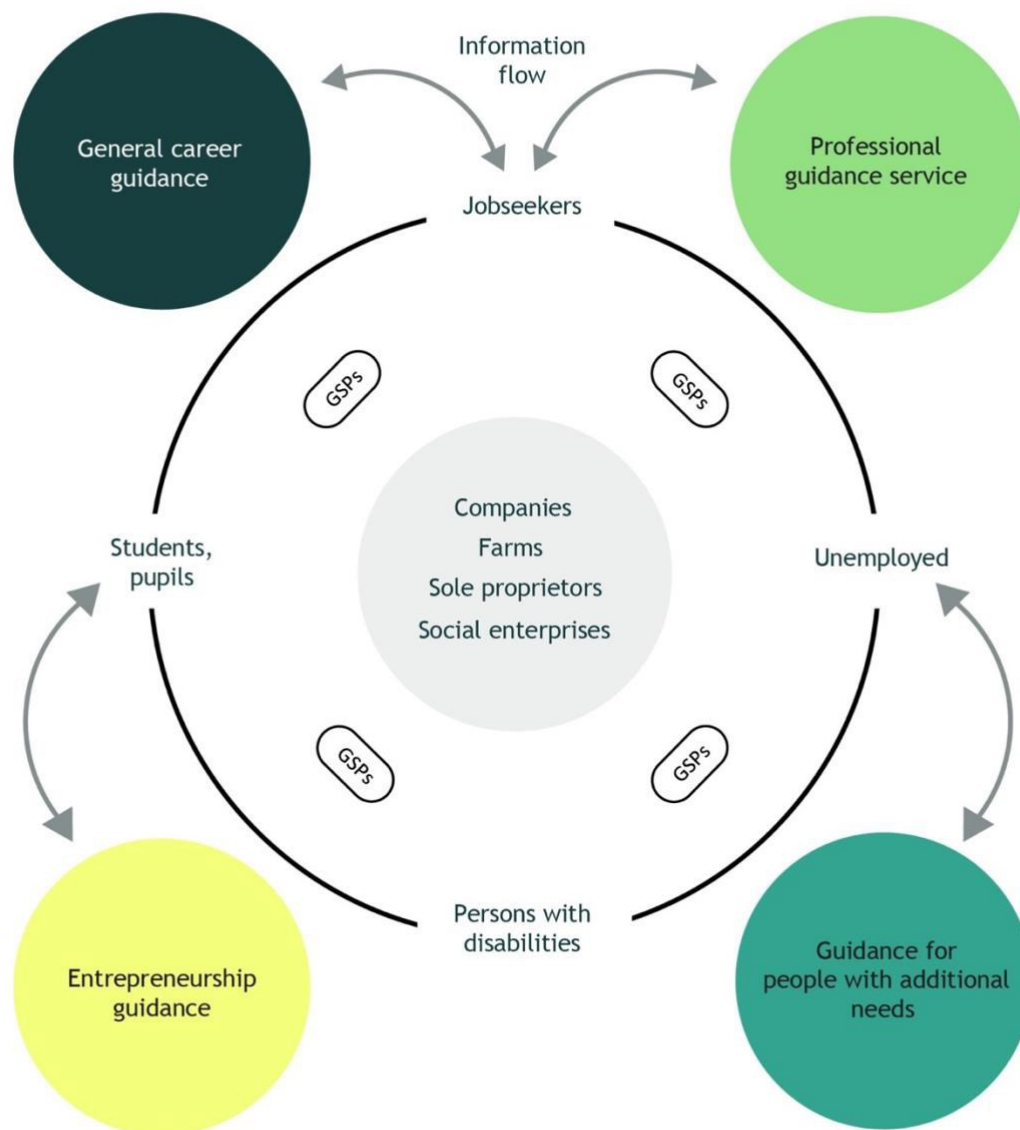*In the field of Multifunctional Agriculture (MA).*

Figure 2: Existing Guidance Service Model in the field of Multifunctional Agriculture

Multifunctional agriculture labour market is characterised by a labour supply: businesses, farms, farms with complementary activities, sole proprietors, social enterprises… and labour demand: students in practical training with work-based learning, jobseekers looking for job for the first time or wanting to change jobs, unemployed people who have lost their jobs, people with additional needs.

Companies and other employers can communicate directly with jobseekers and others in the labour demand, either through different guidance service providers (career counsellor, professional advisers, entrepreneurial providers…) or by direct addressing. In most cases, however, the job search or recruitment is carried out through guidance service providers or various platforms.

In the case of multifunctional agriculture, as well as in other areas, guidance (counselling) can be divided according to its content into:

- general career guidance,

- professional guidance service in the field of multifunctional agriculture,

- entrepreneurship guidance, and

- guidance for the people with special needs.

The boundaries between the different areas are often blurred, as some organisations intervene in several of the areas described.

> More information and description about **existing GSM** in Croatia, Ireland, Slovenia and Spain can be fined on the website of the AgriNext project: https://www.agrinext-project.eu/en/about-the-project/results/
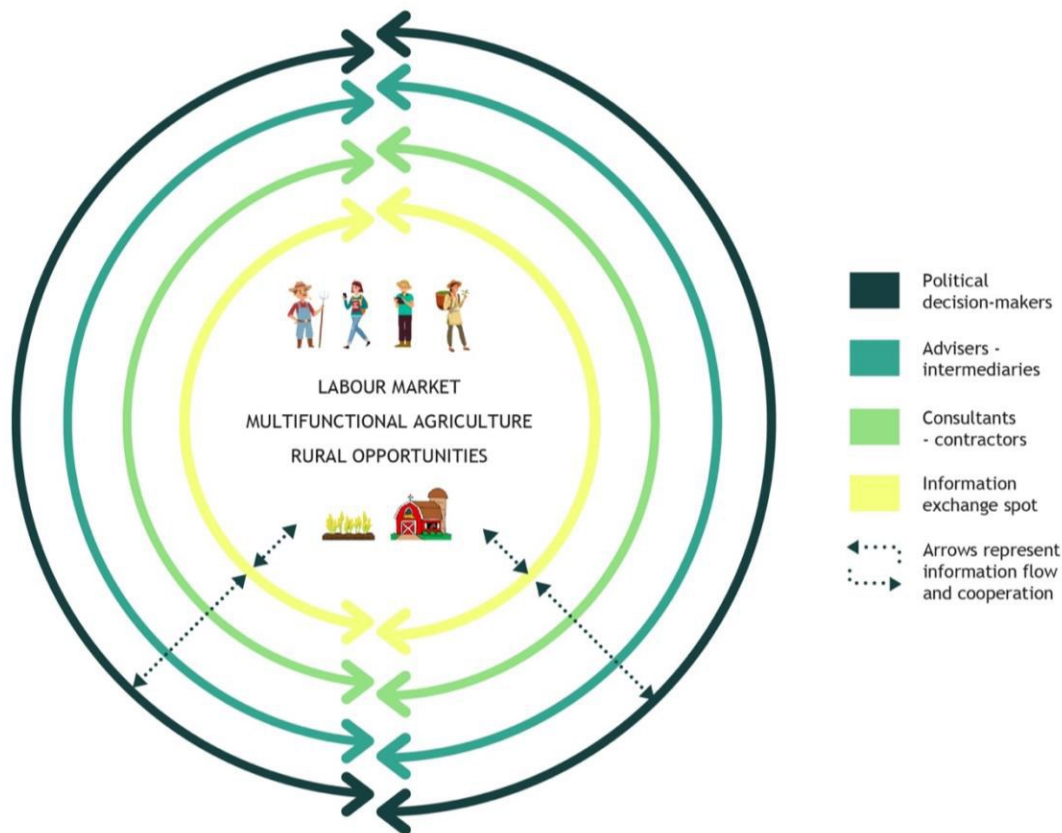
4.2 New guidance service model

Figure 3: New Guidance Service Model

At the heart of the model is the MA job market:

- Employers involved in the labour market in the MA field.

- Individual people (students, job seekers...) who need a personalised approach on their career path.

- Rural opportunities, which can be starting points for formal and informal education and new business models of farming.

> The first round of new GSM shows the **Information Exchange Spot** which could be performed in the form of a digital platform and a Business Incubator for Rural Excellence, which will be developed for the field of Multifunctional Agriculture in the AgriNext project.

The other three circles highlight the different levels of activity of all stakeholders involved in the career guiding process:

- Second round/first level: consultants who work directly with providers and demanders on the labour market.

- Third round/second level: intermediate advisers who pass on information from the third level, where there are political decision-makers and implementers who, in accordance with the adopted strategies and legal acts, educate advisers from the first level.

- Fourth circle: political decision-makers and executors of EU and national policy.

Arrows within each circle/level and arrows between levels indicate communication channels and information exchange.

More information and description about **new GSM** in Croatia, Ireland, Slovenia and Spain can be fined on the website of the AgriNext project: https://www.agrinext-project.eu/en/about-the-project/results/

The existing GSM, which shows the four areas of guiding service (general, professional, entrepreneurial and people with additional needs), is useful for all types of GSPs, as it gives a good overview of organisations and their roles in career counselling. The centre of the model draws attention to the specific labour market in the field of MA, where employers are for example farms, farms with complementary activities, agricultural cooperatives, etc.

The new GSM is an upgrade or a supplement to the old one and is primarily intended for political decision-makers and implementers of laws and for the other stakeholders in the job market of MA. It pays attention to the opportunities in rural development and emphasises communication and information exchange between different GSPs.

5 Training for Guidance Service Providers in Multifunctional Agriculture

The training aims to present both the existing and the new guidance service model for multifunctional agriculture (GSM and MA), the latter improving the flow of information, cooperation, and responsiveness to changes in the labour market for guidance service providers. It also increases motivation and awareness regarding lifelong learning and the opportunities provided by rural and multifunctional agriculture.

Target Groups are Guidance Service Providers (GSP): counsellors, career advisors, organisers of the practical training, providers who have direct contact with labour market participants and provide certain public services or work in the field of formal and non-formal education, counsellors in the field of lifelong learning, counsellors for people with additional needs, guidance service providers in the field of multifunctional agriculture, private counsellors etc.

Learning Objectives

Knowledge

The learner will be able to:

- Differentiate information useful for Guidance Service Providers (GSP) in the field of Multifunctional Agriculture (MA) and interpret information flow between different organisations within the Guidance Service Model (GSM).

- Recognise opportunities in MA for rural development and new educational programs.

- Plan the process of consulting within GSM and have a learner centred approach.

- Outline motivation for MA among farmers, students, and other rural populations.

Skills

The learner will be able to:

- **Operate with information and communication channels within the GSM in the field of MA.**

- **Practice consulting at different levels, demonstrating the process of consulting with different groups of users.**

- **Set up opportunities for education and entrepreneurship in the field of MA for rural development.**

- **Perform methods and practical examples to motivate farmers, students, and other rural populations for lifelong learning.**

Attitudes Acquired

The learner will be:

- Accepting the importance of durable changes in the labour market in the field of MA and will be motivated to update information and communication channels within the GSM.

The training consists of four modules:

- **M1 - Information and Communication Channels within the Guidance Service Model (GSM) for Multifunctional Agriculture (MA)**

- **M2 - Opportunities in Multifunctional Agriculture (MA) for Rural Development**

- **M3 - The Process of Consulting**

- **M4 - Motivation of Farmers, Students, and Others in Rural Populations**

The training is designed in three forms:

- **Online training (Self-paced),**

- **Face-to-face training,**

- **Blended learning.**

More information about the curriculum and implementation plan of the Training for Guidance Service Providers in Multifunctional Agriculture, workshops for the "in face" training and task for the self-paced training can be fined on https://www.agrinext-project.eu/en/training-for-gsp/

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6 Conclusion

Existing GSM in Croatia, Slovenia, Spain, and Ireland shows numerous public and private organisations and institutes that offer guidance services in four areas: general, professional, entrepreneurship guidance, and guidance for people with additional needs and they are well distributed and accessible within the local communities throughout the countries. In each above-mentioned country, diversified networks of guidance services at different stages of the career paths are provided. The guidance services in educational systems (Vocational Educational Training, Universities...) and lifelong learning are very well developed and supported by responsible ministries of education. There is good diversification of formal education in the agriculture sector and large range of non-formal education. Processes of career guidance service suit individual skills, interests and values with in-person contact with career guidance providers.

In the middle of new GSM is MA and rural development to raise awareness of opportunities in these areas for inclusion in formal and non-formal education, new professions, and entrepreneurship opportunities as maintaining and expanding rural jobs and rural population density.

Improving communication and information within the stakeholders in the MA labour market and motivation for lifelong learning and updating of training in the field of MA should be done with the Information Exchanging Spot (IES) in the new GSM. For the four countries (Croatia, Ireland, Slovenia, and Spain) in the AgriNext project IES will be provided within the AgriNext platform and could be organised physically as part of Business Incubator for Rural Excellence.

The role of the policy makers market in the last level of New GSM is very important especially in the legislation field and establishing founds for supporting better information and communication of farmers and other stakeholders in the field of MA, education, and motivation for lifelong learning, for more qualified and up to date GSP.