

Becoming an interactive innovation support advisor

Supporting interactive innovation processes requires sound knowledge of the innovation process itself as well as mastering tools and communication skills to involve divers actors and to stimulate the innovation process. The seminar addresses master students and teachers.

The course in a nutshell



AUDIENCE	Students (under and post-graduate, PhD)
DATES	June 2022 (tbc; online kick-off, 2 hrs) 25-29 July 2022 (in-person phase) Nov.-Dec. 2022, Follow-up webinar (tbc)
LOCATION	Online (phase 1, 3) In-person: MAICH, Chania / Crete, Greece https://confer.maich.gr/
COSTS	35€/night (incl. breakfast) own travel arrangements

Training concept and objectives

The training is organised in a blended learning format. It starts with the kick-off meeting to introduce basic concepts around innovations (types, adoption, diffusion) and advisory methods to bring all participants to the same level of knowledge. The four days presence workshop in Crete allows participants to acquire methodological competences (attitudes and skills) that are necessary to facilitate interactive innovation processes and reflect their own role through an experiential learning approach.

The training will be conducted by experienced trainers (and advisors), and together with a field visit, practical innovation cases will be discussed.

PARTICIPANTS	Up to 20 students (under- and post-graduate, PhD candidates) with some knowledge in the field of counseling, extension/advisory work and participatory methods, and with interest in the profession of an advisor; Max. 3 teachers/lecturers/trainers involved in teaching at universities or colleges in and around advisory services, innovation and rural development; All participants have to follow the online phase prior to the presence meeting in Chania.
TRAINERS	Dr. Maria Gerster-Bentaya (Uni. Hohenheim) and Stefan Dubach (Bernern Fachhochschule)
APPLICATION	Deadline: 30th of April 2022

The training contents

- Innovation concepts and approaches
- Systemic approaches – networks – bottom up innovation
- Interactive innovation as applied in agriculture and forestry
- Communication in interactive innovation - participatory methods
- Roles of the advisor in the innovation process (the Spiral of Innovations and the triangle of co-creation)
- Networking (and) facilitation

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