



ISS in action: Innovation made simple with ATTRACTISS toolbox

Join us for an interactive webinar exploring the ATTRACTISS Toolbox—your gateway to over 100 practical tools and methods designed to support innovation in agriculture and forestry.

Agenda

10:00 - 10:15

Introduction to the event and the ATTRACTISS project
Maria Suomela, ProAgria and Ana Allamand, Soil Association

10:15 - 10:35

ATTRACTISS toolbox of inspiring methods and tools for generating and supporting ideas: how to use it? – Marleen Gysen and Melanie Van Raaij (Boerenbond Projects, Belgium)

10:35 - 11:15

Testimonies:

- Klaus Wagner (Federal Agency for Agricultural Economics and Mountain Farming, Austria) - Rain concept
- Nele Lauwers (Boerenbond Projects, Belgium) - Dinner Hack **(TBC)**
- Markus Hartmann (LKSH, Germany) – FuckedUp Night **(TBC)**

11:15 - 11:20

Call to action!

11:20 - 11:30

Your experiences and questions

Key Learnings

- Discover how to apply ATTRACTISS tools across the innovation spiral
- Explore real-world examples
- Use tools to foster collaboration and peer learning
- Get tips for integrating ATTRACTISS tools and methods into your innovation support practice

Who should join?

- Advisors and innovation support professionals working in agriculture and forestry
- Researchers and academics interested in practical innovation tools and methods
- Farmers and farmer networks looking to turn ideas into impactful projects
- AKIS coordination bodies and other actors involved in multi-actor innovation systems