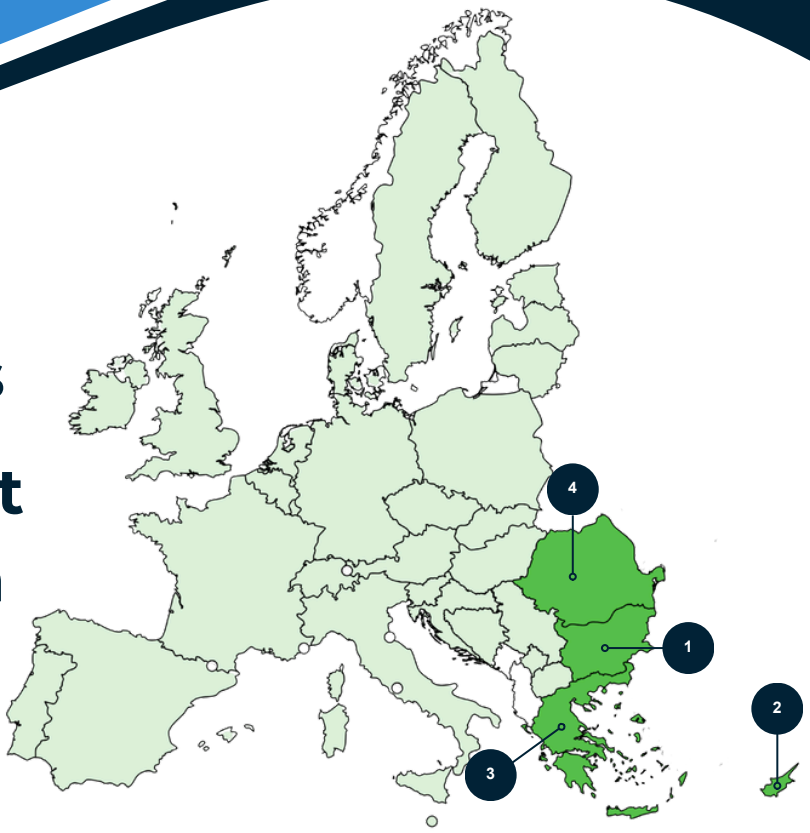
LiveNet

Regional factsheets

Insights into current advisory support in South-East cluster



LiveNet is a Horizon Europe funded project that aims to build a network of livestock advisors across Europe. At its beginning, the project focused on gathering and analysing insights from the project's **11 National Networks** and **23 Associated Networks** on the **current advisory support** for sustainable livestock systems. This regional factsheet presents the insights gathered from the **South-East cluster.**

South-East cluster presentation

1. **Bulgaria National Network** (lead by STEP): focuses on beef cattle, sheep and goats.
2. **Cyprus Associated Network** (lead by Filagrotik): focuses on dairy cattle, sheep and goats.
3. **Greece Associated Network** (lead by Terra Tessalia): focuses on beef cattle, sheep and goats.
4. **Romania Associated Network** (lead by USAMV): focuses on dairy cattle.

Advisory system landscape

Across the **South-East cluster**, the advisory landscapes are **transitioning towards more integrated and multi-actor AKIS models**. However, they continue to be collectively hindered by **systemic fragmentation** and **weak linkages** between research, advisors, and practical farm implementation. The most important advisory actors are composed of **national public authorities, farmers' associative forms,** and **research and education organisations**.

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Advisory role in supporting more sustainable livestock production systems

Across **Bulgaria, Cyprus, Greece, and Romania**, livestock advisors share the common, core role of acting as essential **bridges between research, complex policy regulations, and practical farming**. In all four countries, their shared responsibilities centre on facilitating peer-to-peer knowledge exchange, delivering direct technical guidance, providing the hands-on training necessary to help farmers successfully implement sustainable innovations on the ground, as well as supporting the organisation and association of farmers.

Current advisory practices

- Direct individual consultations & on-farm visits
- Collaborative knowledge sharing
- Digital tools & remote communication
- Guidance (technical, financial, policy)
- Traditional outreach and knowledge dissemination activities

Barriers encountered and LiveNet network value added

Economic and financial barriers →	Compensated participation in network activities (NNLs and ANLs)
Knowledge and capacity gaps →	Trainings Science-practice translation
Cultural and attitudinal resistance →	Interpersonal and soft-skills training
Communication and engagement barriers →	Project materials available in local languages Compelling value proposition Interoperable, data-sharing platform

Curious to know more?

LiveNet website

Deliverables 1.1 and 9.1

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