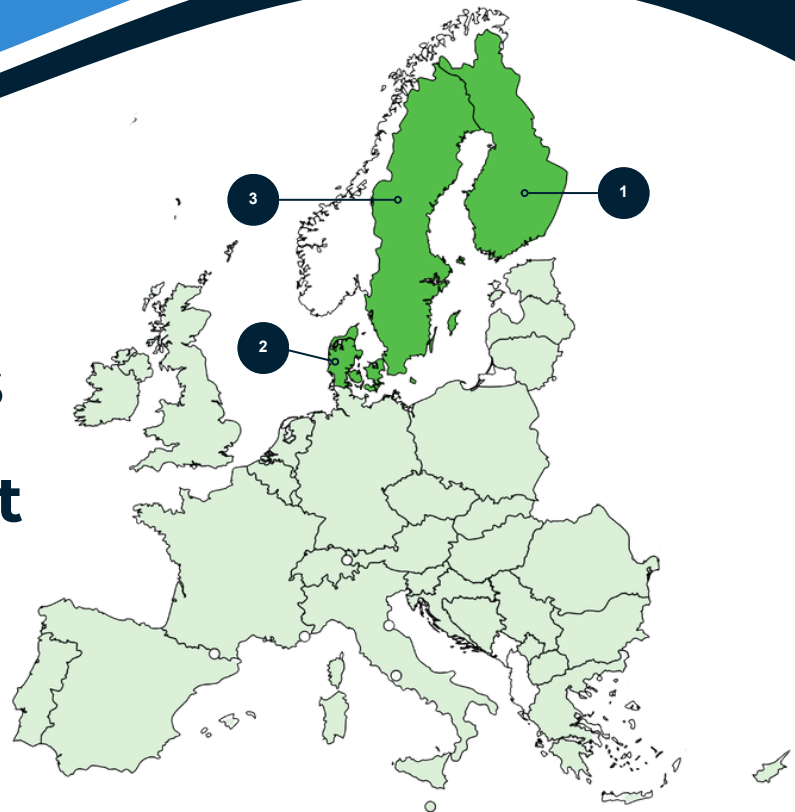


# Regional factsheets

## Insights into current advisory support in Nordic 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 **Nordic cluster**.

### Nordic cluster presentation

- 1 **Finland National Network** (lead by ProAgria): focuses on dairy cattle.
- 2 **Denmark Associated Network** (lead by Dyrlaeger Ko): focuses on dairy and beef cattle.
- 3 **Sweden Associated Network** (lead by VAXA): focuses on dairy and beef cattle.

### Advisory system landscape

The advisory systems of **Finland, Denmark, and Sweden** are structurally characterised by **highly professionalised, increasingly data-driven frameworks** that emphasise digital tool integration to navigate strict climate regulations in their prominent dairy and beef sectors.

Within these landscapes, the primary actors possessing high levels of both interest and influence are **farmers' associative forms, public authorities and advisors, private advisors, and commercial actors**.

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## Advisory role in supporting more sustainable livestock production systems

Advisors across this **Nordic cluster** share a **highly advanced, data-driven and technology-integrated approach** to supporting sustainable livestock production systems. They serve as **critical strategic channels** that translate economic and environmental sustainability, as well as climate policies into actionable farm-level decisions by deploying sophisticated digital tools. Through this precision-oriented counselling and preventative herd-health modelling, their role is to **optimise zootechnical resource efficiency and animal welfare, successfully helping producers navigate demanding green transitions while securing long-term economic viability.**

### Current advisory practices

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

### Barriers encountered and LiveNet network value added

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

### Curious to know more?



LiveNet [website](#)



[Deliverables 1.1 and 9.1](#)

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