Dear Innovation Support Services Representatives,

We are reaching out to invite you, as key actors, to contribute to shape and improve an important tool being developed by the ATTRACTISS project: our Innovation Support Services (ISS) SWOT analysis.

ATTRACTISS aims to understand and support Innovation Support Services in their role as key facilitators in the effective implementation of AKIS measures across EU Member States. As an ISS, your voice is of upmost importance to shape our activities (webinars, workshops, focus groups, trainings) and deepen our understanding of the social and institutional context of ISS.

By Innovation Support Service (ISS) we refer to all types of organisations (public bodies, agricultural advisory services, research organisations, businesses, NGOs etc.) and individual consultants who support farmers, researchers, businesses in developing ideas and securing funding to implement innovative ideas in agriculture and forestry in EU Member States. Our focus is on the role of ISSs as crucial intermediaries in the delivery of AKIS policies, bridging the gap between public policy programs and funding and potential beneficiaries of these programmes in agriculture and forestry.

To support this understanding, we have developed an online SWOT tool [which you can access here](https://akisconnect.eu/swot-get-started.): <https://akisconnect.eu/swot-get-started>.

We kindly ask you to complete this SWOT analysis by the 17th of January 2025, reflecting your perspective as an ISS practitioner. The insights from this analysis will help us create a practical manual for ISS on how to build an innovation enabling environment, followed by a series of workshops for ISSs.

If case of any question and doubts, please contact:

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Best regards,

Janusz Dabrowski