



## CECRA

Certificate  
for European Consultants  
in Rural Areas

# CECRA – aim, content and benefit

Presented by  
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The logo for CECRA (Certificate for European Consultants in Rural Areas) features a stylized map of Europe in blue and green, with yellow stars, positioned to the right of the text 'CECRA'.

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## **The background**

- 2006: Discussion in the Committee of IALB about strategic future issues
  - Development of methodological and social skills and competences of consultants
- Project CECRA –  
**Certificate for European Consultants in Rural Areas**
- The project phase: 2009 - 2012

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## **The institutions involved**

- Agridea (CH-Lindau)
- State Leadership Academy for Nutrition, Agriculture and Forestry (D-Landshut)
- State Institute for Development of Agriculture and Rural Areas (D-Schwaebisch Gmuend)
- College of Agricultural and Environmental Education (A-Vienna)
- Agency of Agriculture, Education seminar (D-Rauischholzhausen)
- Department 22 - agricultural, forestry and home economics training (I-Bolzano)



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## The aim and content (1)

### The aim:

Standardized trainings to develop the skills of consultants who are working in rural areas.

*-> methodological training + see the bigger picture*

### The content:

- 2 compulsory modules:
  - Personality development /advisory profile
  - Communication / customer relation

In addition to the two compulsory modules, three out of the 13 elective modules must be chosen.



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## The aim and content (2)

The elective modules (1):

- Working in and leading in a team
- Rhetoric / presentation skills
- Self and time management
- Project management / project advising
- Arrangement of consulting processes
- Dealing with difficult consulting situations / change management



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## The aim and content (3)

The elective modules (2):

- Moderation and meeting management
- Marketing / public relations
- Management of education and events
- Advising and accompanying groups
- Essentials of mediation
- Consulting and assisting enterprises in strategic questions
- Coaching - Introduction



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## The aim and content (4)

The other conditions for the certificate are:

- completed vocational training
- two years of professional experience in advising
- participation in
  - an event in another country
  - a visit to a counseling service in another country
  - to complete a case study (self-reflection).



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## **The benefit to the consultants**

- Acquisition of methodical, communicative and social skills and competences beyond personal development
- Reflection of the professional activity in various advisory roles
- Ability to anticipate, implement, document, reflect and evaluate independent advices, educational events and projects
- Participation in the functional and transnational network



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## **The benefits to the institutions (1)**

- Professionalism means expertise + professional consulting activities
- Employers have employees who have a wider horizon
- The effectiveness of counselling depends according to the literature very much on the personality of the consultant (cf. CECRA Module 1)
- Employers provide evidence to customers, regulators or funding agencies to employ qualified personnel
- Positive image for the consulting organization



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## The benefits to the institutions (2)

- Neutral, by the public sector issued certificate, affects the customer more
- Qualification as a confidence-building measure at the customer
- CECRA graduates
  - develop an understanding of the specifics of
    - the rural areas
    - the total operational contexts
    - the social constraints of the family business
  - can manage themselves, customers and projects



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## The benefits to the participating institutions

- The cooperation of the participating institutions enables a comprehensive approach, complementary offerings and standardized modules
- After accreditation institutional members of IALB can offer seminars as CECRA modules
  - *Accreditation criteria are, among others,*
    - *experienced and methodically trained coaches*
    - *compliance with standards of IALB*
    - *concept for the two compulsory modules and at least three elective modules*
- Participation in the development of CECRA



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**CECRA - advise certified**

**[www.cecra.net](http://www.cecra.net)**

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