



# Become an AQUAGRI-KNOW Ambassador!

Driving Innovation in Agriculture Across Europe

## The AQUAGRI-KNOW

**Ambassadors Programme** brings together regional changemakers to lead the way in efficient water use in agriculture. Ambassadors act as mentors in their territories to scale up innovative solutions stemming from EIP-AGRI operational groups and promote knowledge sharing across Europe.

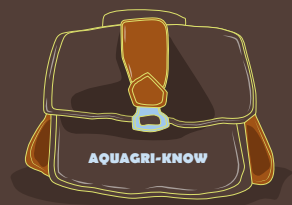
Each ambassador helps identify challenges, share best practices, and foster collaboration between key actors:

- Farmers
- Researchers
- Agri-businesses
- NGOs
- Policymakers

With the support of the **AQUAGRI-KNOW** consortium, ambassadors will diagnose water-related issues, spark rural innovation, and guide farmers and practitioners through diverse legislative frameworks.

## Benefits of becoming an Ambassador:

- Be part of a Europe-wide innovation network
- Co-create region-specific upscaling initiatives
- Join online mentoring & peer exchanges
- Participate in cross-border trainings and visits
- Receive your own tailor-made Ambassador's Suitcase'



Together, we'll strengthen the resilience of farming communities, promote smarter water use, and build a more sustainable future for European agriculture.



## Eligibility Criteria

There will be a maximum of 10 ambassadors selected



### Eligible actors

- Experts from farming advisory, research, or innovation communities



### Thematic expertise

- Promoting innovative and sustainable water management practices on-farm




### Eligible countries


- Countries beyond the project consortium (Spain, Belgium, Italy, Poland, and Cyprus are NOT eligible)
- Horizon Europe eligible countries

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