



FARMDemo



PLAID



AGRIDemo



# FARMDemo

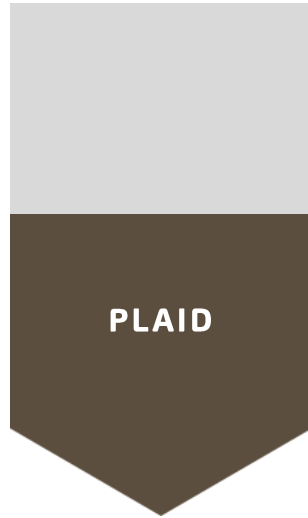


FarmDemo has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727388 PLAID and 728061 AgriDemo-F2F

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**PLAID**



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# PLAID

**PEER-TO-PEER LEARNING:**  
ACCESSING INNOVATION  
THROUGH DEMONSTRATION

## **AN INTRODUCTION**

Lee-Ann Sutherland

PLAID Project Coordinator

Claire Hardy

PLAID Project Manager

The James Hutton Institute



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 727388.

## LEE-ANN SUTHERLAND



- Senior Researcher, Social, Economic and Geographical Sciences Group, James Hutton Institute.
- Other H2020 projects SALSA; Agrilink; NEWBIE; NEFERTITI
- Coordinating expert for the EIP Agri Focus Group on New Entrants to Farming (2015-2016).



PLAID

## PLAID THEME AND PARTNERS

- Emphasis on enabling access to demonstration
- 13 partners, 12 countries
  - The James Hutton Institute, UK
  - National Agricultural Advisory Service of Bulgaria
  - ISP (Innovatiesteunpunt), Belgium
  - Baltic Studies Centre, Latvia
  - Linking Environment and Farming (LEAF), UK
  - Wageningen, the Netherlands
  - Centre for Rural Research, Norway
  - ACTA, France
  - Vinidea, Italy
  - Advisory Services, Croatia
  - INTIA, Spain
  - Delphy Poland
  - FiBL, Switzerland



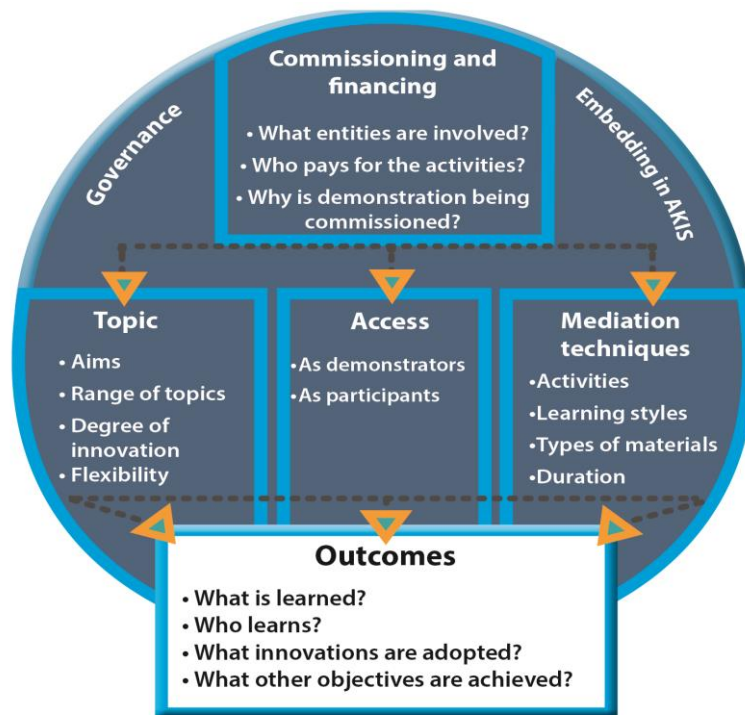
PLAID



# PLAID CONCEPT



PLAID



How demonstration activities lead to outcomes

## PRIMARY OUTPUTS

- Conceptual framework and Typology of demonstration farming in Europe
- Geo-referenced inventory of demonstration farms and supporting organisations across Europe
- Pilot testing of farmer-led approaches of virtual (on-line) demonstration, set of informative videos (You Tube channel)
- Case studies in all PLAID partner countries
- Integration of project outputs to determine targeted decision-support tools
- Policy recommendations for governance and financing of demonstration
- Community of practice
- Final Conference



PLAID





AGRIDEMO

# AGRIDEMO – F2F

Building an interactive AgriDemo-Hub community:  
enhancing farmer to farmer learning



### FLEUR MARCHAND

- Senior researcher and coordinator of Research Group within Social Science Unit at ILVO
- Prof. at University of Antwerp
- Other FP7 and H2020 (SOLID, INEMAD, NEFERTITI)
- Member of EIP Focus Group (2016-2017) and of the OECD network TempAg

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### LIES DEBRUYNE

- Senior researcher within Social Science Unit at ILVO
- Other FP7 and H2020 (SOLID, INEMAD, DAIRYMAN, EURODAIRY, NEFERTITI)

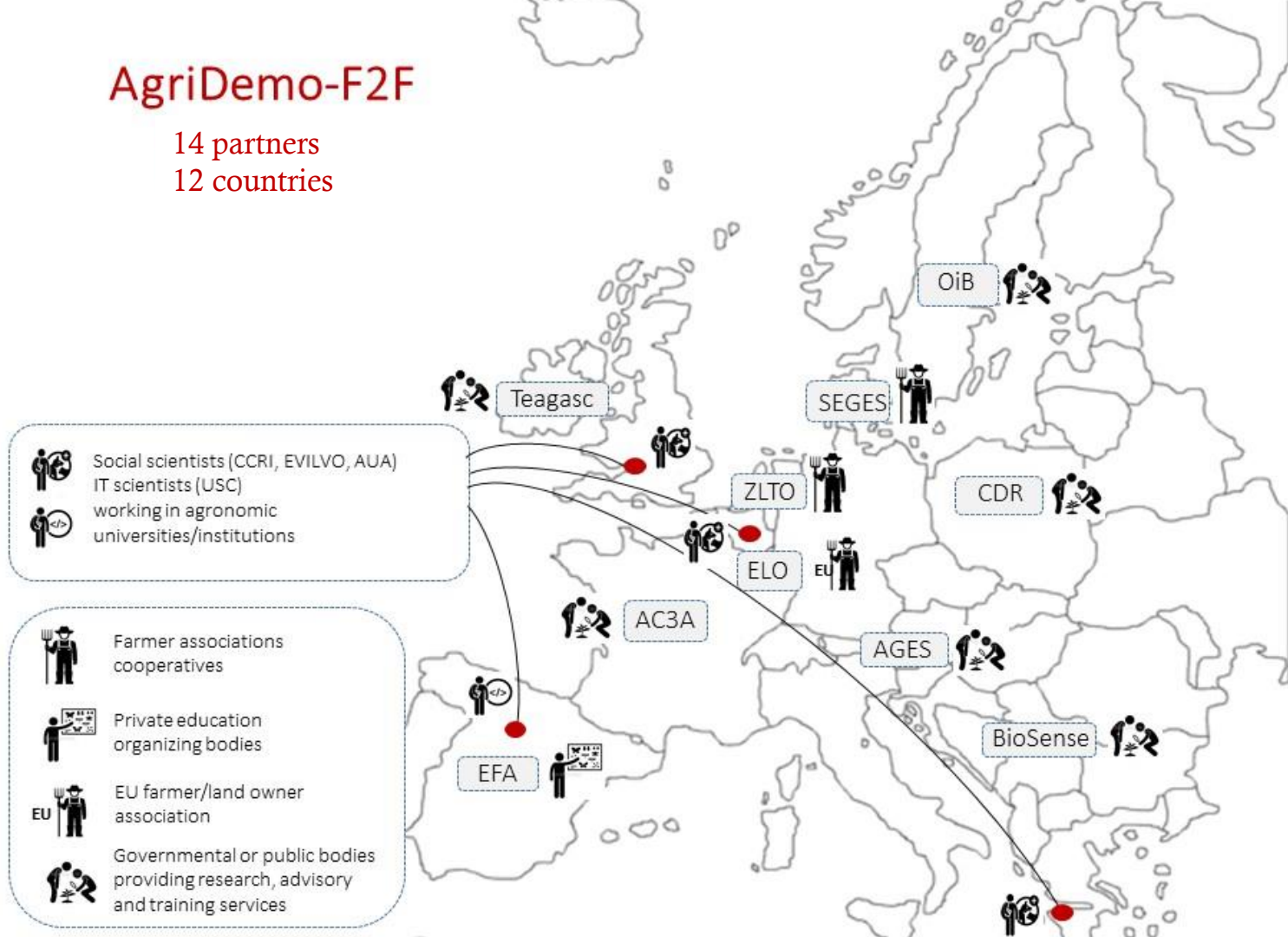


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# AgriDemo-F2F

14 partners

12 countries



# EXAMPLES

## Farmer field schools

### Via Campesina



Growing crops together



Field observati



Sharing the results with other farmers



Interactive discussion on



Stichting Veldleuwerik



Bayer Forward Farming



UN EVENEMENT DES CHAMBRES D'AGRICULTURE

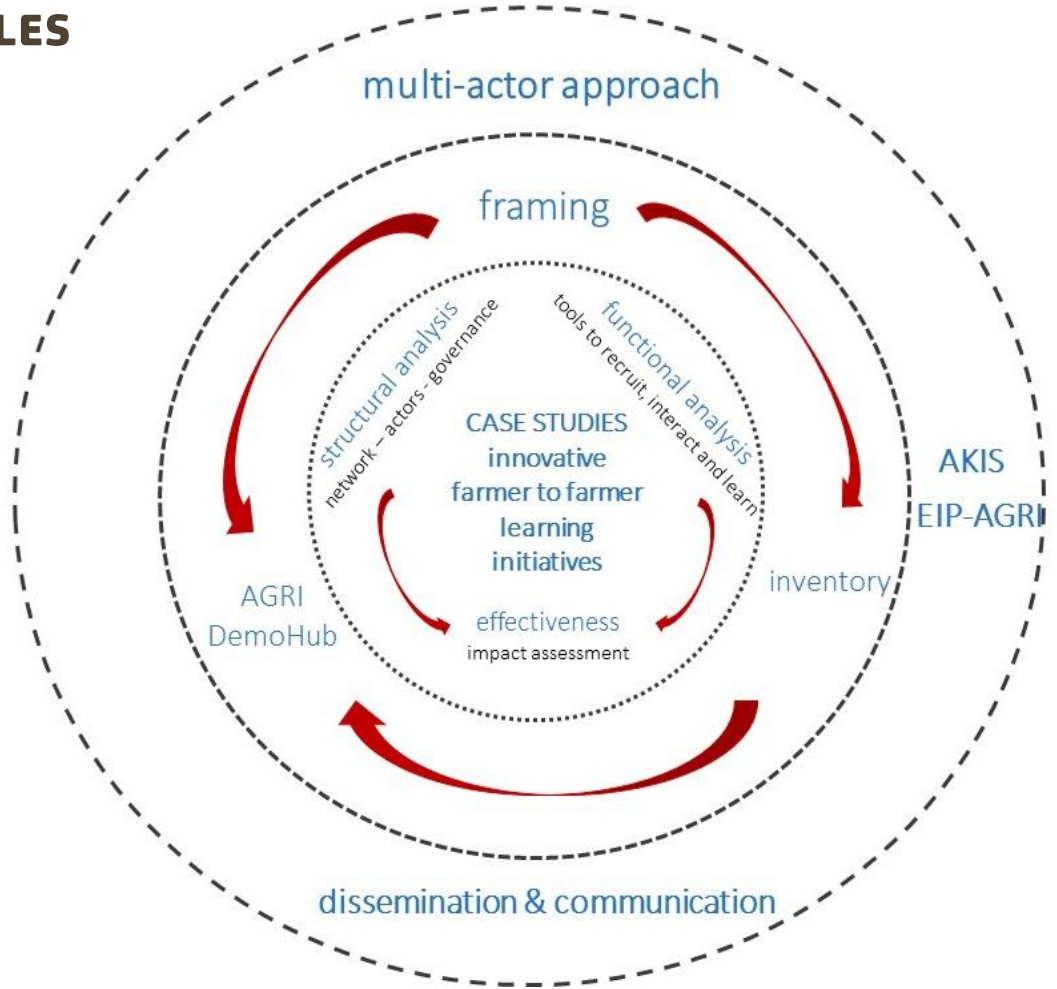


# THE OVERALL AIM OF AGRIDEMO-F2F IS TO ENHANCE PEER-TO-PEER LEARNING WITHIN THE COMMERCIAL FARMING COMMUNITY

## 3 general objectives

1. Understanding the role of European commercial demonstration farms
  - scientific findings (science driven innovations)
  - spreading of best practices
  - innovative farming approaches (innovation driven)
2. Evidence and tools for organizing effective farmer-to-farmer learning
3. Opportunities for strengthening these demonstration activities
  - by building an FarmDemo-Hub community – online tool
  - by networking with the wider AKIS – MS approach

# AGRIDEMO-F2F CONCEPT : 3 CIRCLES



## THE SCOPE

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### Demonstration activities on commercial farms

- diverse in origin
- represent both science driven and innovation driven models
- farmer-to-farmer learning is central

## PRIMARY OUTPUTS

- **Geo-referenced inventory** of demonstration farms in Europe and typology of demonstration farms and organizers
- **Best practical approaches** for on-farm demonstration activities, projects and programmes
  - Organizational and Governance characteristics
  - Tools for recruitment, interaction and learning
- **Recommendations for AKIS** governance and policies on support for farmer-to-farmer learning approaches
- **Disseminate and accelerate** the uptake of best practices.
  - Online Farmdemo-Hub community with farm demo showcases
  - Regional and general multi-actor meetings and Final conference



FARMDemo



PLAID



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# FARMDemo



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# FARMDEMO

## TWO PROJECTS

- Pros & cons
- Challenges

## JOINT ACTIONS

- Inventory
- Farmdemo hub
- Best practices

## > NEFERTITI

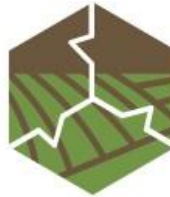
- Output > Input

## 2 PROJECTS

Surprise! EU Funded 2 projects under the same call RUR11



AGRIDEMO



FARMDEMO



PLAID



## PROS & CONS

### ● Pros

- More in-depth analyses due to additional resources
- Richer input because more partner organisations (total of 27)
- Group discussions, interesting and fruitful, good collaboration
- Extra resources for data collection
  - easier to cover Europe for inventory
  - less subcontracting required
- Slightly different approaches interesting to compare

### ● Cons

- More management of teams required
- Realignment of timing/deadlines
- Greater cooperation and patience necessary

## CONSIDERATIONS

- ✓ more time and resources needed for management and cooperation (many skypes!!)
- ✓ more flexibility on deadlines from the EU?
- ✓ starting from being competitors evolving to close collaborators
  - ✓ building trust, coordinators give the example, need to connect well
  - ✓ coordinators vs project partners (takes some more time)
- ✓ balance between collaborating and own identity!
  - ✓ communication: 1 brand (FarmDemo) towards farmers and advisors, and individual PLAID and Agridemo-F2F websites towards the scientific audience and EU-actors
  - ✓ presenting on conferences (IFSA2018)
  - ✓ collaboration on social media

## CHALLENGES

- As the projects were written without prior knowledge, of the collaboration, some **sharing of resources** has been necessary
- **Deadlines have been re-assessed** to accomodate the joint consortiums
- **Joint branding** has resulted in the development of the FarmDemo brand : target group are farmers and advisors
- **Joint development** of the **FarmDemo hub** to host the Inventory
- **Joint narrative and Visionary framework** to allign the 2 projects and help direct the output



**FARMDemo**

## DELIVERABLES JOINT AND OVERLAP

### ● PLAID

#### ● Joint

- Data template and guidance notes mth6
- Searchable geo-referenced Inventory mth16
- Good practices mth30
- Decision support tools mth30
- Final conference

#### ● Overlap

- Data Management plan mth6
- Conceptual framework/typology mth7
- Initial dissemination plan mth6
- Practice abstracts mth30
- Ethics

#### ● Separate

- Case studies
- Virtual farm

### ● AgriDemo

#### ● Joint

- Procedural guide for inventory mth7
- Inventory of commercial demo farms mth12
- Best practices mth26
- Policy recommendations mth30
- Final conference

#### ● Overlap


- Data Management plan mth6
- Validated analytical framework mth7
- Networking plan mth9
- Practice abstracts mth30
- Ethics

#### ● Separate

- Case studies



Co-produce and co-design of a geo-referenced inventory of demonstration farms and organizations



**Joint FarmDemo Hub**  
= an interactive, user oriented, web-map application, including the inventory, but also farm demo showcases, videos and other project results



Joint policy recommendations, policy workshops and a joint final conference

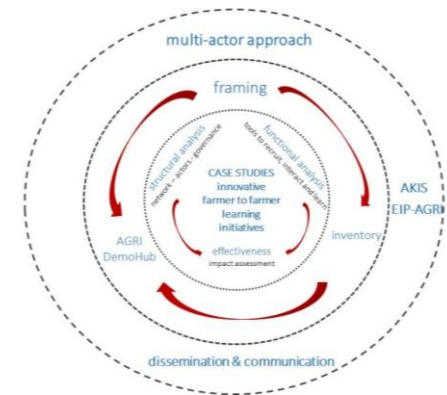
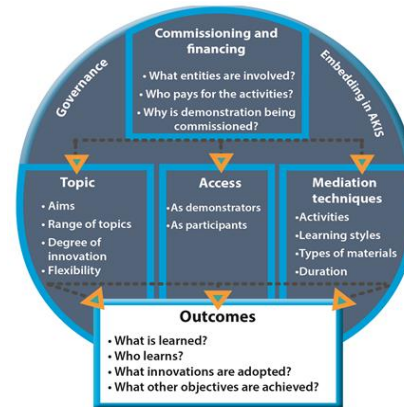


**JOINT  
ACTIONS**

# JOINT NARRATIVE

- a 'general story' that tells us about the shared part of our projects
- provide the concepts for the data collection (the inventory of demo activities) and for case studies.
- provide guidance for the assessment of project results and development of recommendations
- provide guidance for the development of the joint FarmDemo Hub

● merge concepts of both projects into a joint perspective





## TOPIC

- **on-farm demonstration in the context of innovation for sustainable agriculture**
- demonstration activities: diverse means for providing farmers with “an explanation, display, illustration, or experiment showing how something works”
- demonstration farms:
  - commercial farms and farms attached or owned by research institutions, universities, charities, private companies
  - meeting places where dissemination of knowledge and information is taking place, advice is provided, solutions and tools are designed and implemented as well as controlled, on-the-farm research is conducted
- demonstration network: multifunctional entities where different actors with different roles are running through collaborative learning processes
- farmer-to-farmer learning is central!

## FIVE DIMENSIONS

- **The planning dimension = what precedes a demo**
  - INPUTS and ACCESS
- **The conducting dimension = how the demo is carried out**
  - OUTPUTS: results achieved immediately after implementing a demonstration activity (e.g., the number of trained farmers).
- **The learning dimension = how and what participants learn during the demonstration activities**
  - OUTCOMES: the nature of learning and the dynamics during the farm demo
- **The anchoring (or application/translation) dimension = about how (and if) farmers translate what they have learned into changes at their own farm**
  - OUTCOMES, *i.e.* medium-term changes that have occurred as a (partial) result of a demonstration activity - impact of demos on farm level
- **The scaling or diffusion dimension = wider adoption and impacts of demonstrated novelties**
  - IMPACTS, *i.e.* broader (long-term) changes affecting direct beneficiaries

## INVENTORY

- The 2 consortia will collaborate on gathering the Inventory data to cover the EU 28 Norway, Switzerland and Serbia
  - PLAID has 13 partners
  - AgriDemo has 14 partners
- Countries not covered by the partners (Czech Republic, Estonia, Finland, Germany, Hungary, Lithuania, Romania, and Slovakia) have been awarded subcontracts
- The Inventory will be located on the joint hub FarmDemo
- The Inventory will be collected using a questionnaire available on- and off-line

# QUESTIONNAIRE DEVELOPMENT

**CONCEPTUAL  
FRAMEWORK  
PLAID**

**ANALYTICAL  
FRAMEWORK  
AGRIDEMO**



- In depth initial discussion across consortiums during Kick-off
- 3 main phases
- Procedural guide and project partner training during 2nd Meeting in Aberdeen

**SKYPE  
MEETING  
16.02**

**SKYPE  
MEETING  
02.03**

**SCHIPHOL  
MEETING  
24.04**

**SKYPE  
MEETING  
18.05**

**SKYPE  
MEETING  
29.05**

Kick off

Characteristics

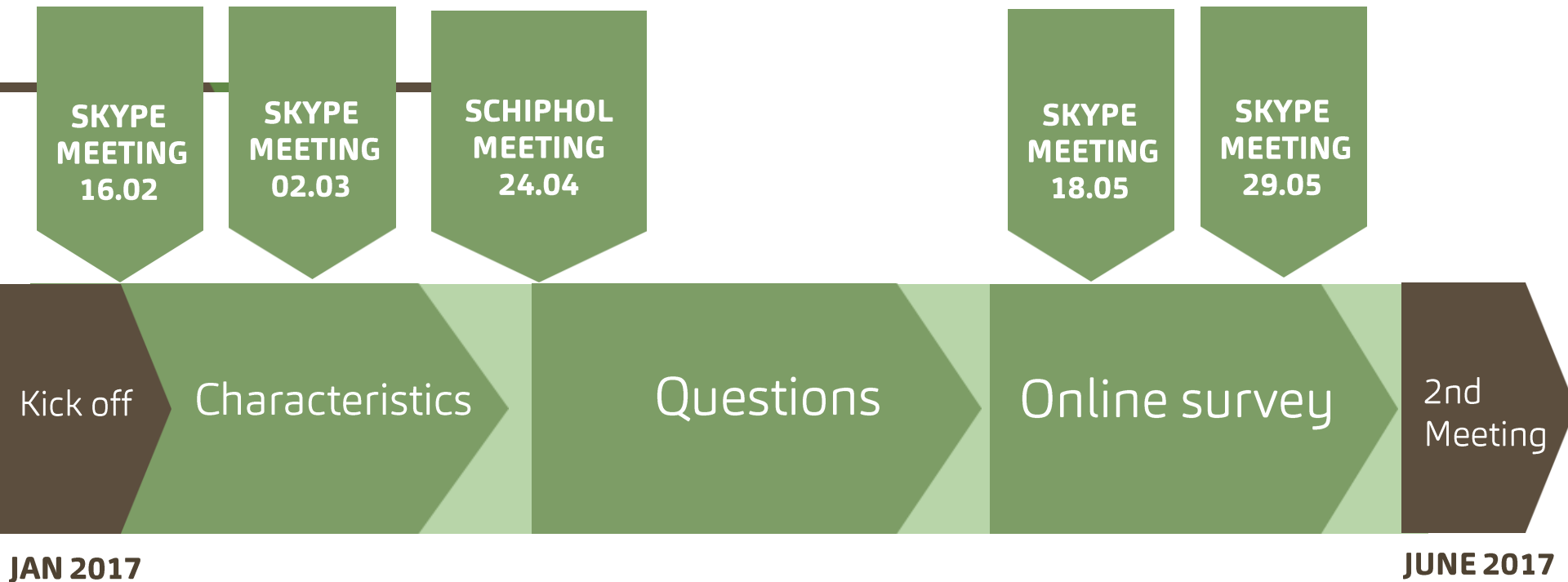
Questions

Online survey

2nd  
Meeting

**INPUT OF  
PRACTITIONERS  
AND PROJECT  
PARTNERS**

**TEST OF TOOL  
BY PARTNERS  
WITH  
PRACTITIONERS**



- Questionnaire has been designed jointly for farmers and organizations split into 2 parts A and B to allow for input data collection necessary for analysis

## CURRENT ONLINE TOOL

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- **Part A – level of farm :**
  - Farm Contact - Location
  - Farm information
    - Farm type and management
    - Crops, animals and topics (Farm diversification and Farm Management) addressed in their demonstration activities
  - Some questions in function of typology
    - Farmer led vs organisations/institutions led
    - Focus on a single practice vs focus on a farming system approach
    - Motivations / Sustainability
    - Number of attendees

## CURRENT ONLINE TOOL

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- Part B – level of set demonstration activities :

- Questions per set of demonstration activities (crop/animal + topic)
  - about organizing events : funder, demonstrator, participation fee, frequency, length
  - about main audience : gender, age, ..
- Questions for the total set of demonstration activities
  - practices and mediation techniques



## DATA GATHERING

REGIONAL  
SKYPE  
MEETINGS  
28 & 29.09

REGIONAL  
SKYPE  
MEETINGS  
7.11



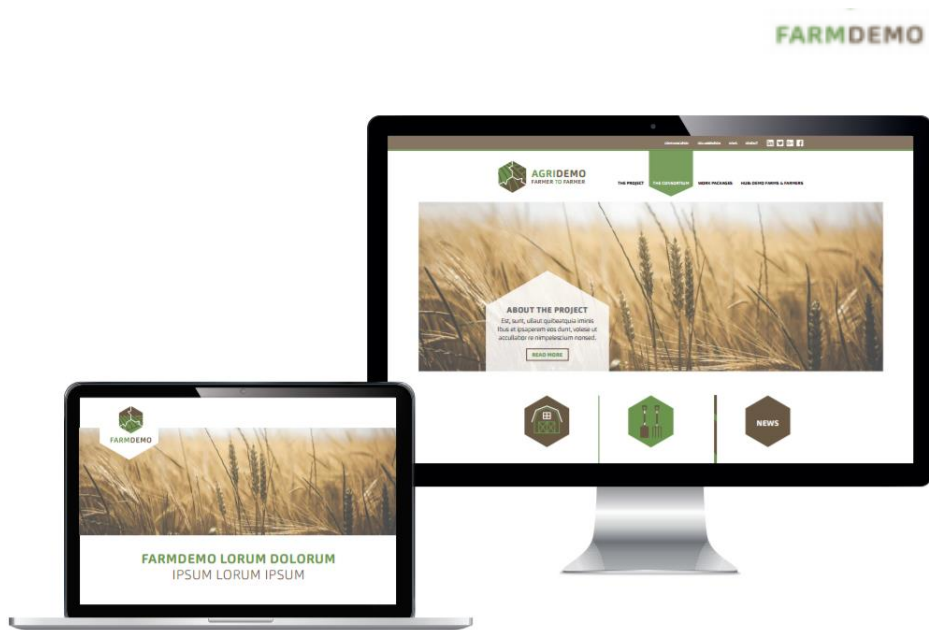
JUNE 2017

JAN/MARCH 2018

- **Country approach** : Partners per country organize data gathering for the inventory
- **Regional skype meetings**: discussion on methodology
- **Country reports and Posters**: based on questionnaire, content: introduction, history of demonstration, main demonstration providers, farmer led, access and sustainability

## FARMDemo HUB : PEER TO PEER!

development of the joint FarmDemo Hub



- Geo-referenced interactive map with demo-farms and organizers of demo activities
- Show cases & videos
- Best practices & practice abstracts
- Events & demonstration activities
- Links to EU knowledge reservoirs
- News

## FURTHER TIMELINE

● Nov-Dec 2017

Inventory completion  
Development of FarmDemo Hub

● Jan-March 2018

3th Meeting Agridemo  
Supra regional meetings  
Technical review

● April-Dec 2018

Dissemination  
Inventory  
Case-studies  
Virtual demos

● Jan-June 2019

Policy workshops & recommendations  
Best Practices

Final joint conference  
Brussels

- **3th Meeting Agridemo-F2F** : focus on case-study selection and case study approach
- **Supra Regional meetings**: focus on inventory discussions
- **Technical review**



**OUTPUT FarmDemo**

➤ **INPUT for Nefertiti**

**Project coordinator**

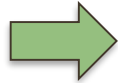
**ACTA - Adrien Guichaoua**

**> NEFERTITI**

## OUTPUT > INPUT

FARMDEMO

geo-referenced  
Inventory on the  
FarmDemo Hub



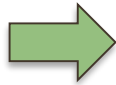
NEFERTITI

WP2:

- Network development will build on the inventory of demo-farms to identify regional and national innovation actors

## FARMDEMO

Best practices for  
effective demo-activities



## NEFERTITI

### WP1:

- Key factors behind successful network establishment
- Specified in relation to the 10 NEFERTITI themes

### WP3:

- Supporting and facilitating demo-activities on-farm at local level.

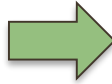
### WP5:

- Development and selection of the tailored guides

## FARMDEMO

### FarmDemo Hub

- Show cases & virtual demo's
- Events & demonstrations
- Best practices & practice abstracts
- Community of DemoFarms and Organizers



## NEFERTITI

### WP4:

- NEFERTITI platform development

### WP7:

- Production and dissemination of multimedia material.
- Social media engagement and growth hacking.

## OUTPUT > INPUT

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FARMDEMO

PLAID & AGRIDEMO  
final Conference

Jointly  
in Brussels

NEFERTITI

NEFERTITI  
mid-term conference



## COORDINATION BETWEEN 3 PROJECTS

50 % of NEFERTITI partners participate to PLAID /AGRIDEMO

- ▶ To facilitate human relationship and cooperation efficiency.

Both coordinators have a key role in NEFERTITI (WPL 1 + WP5).

- ▶ To facilitate strategic coordination and alignment of actions

NEFERTITI work plan have been scheduled according to the expected PLAID /AGRIDEMO readiness deliverables.

- ▶ To tailor PLAID /AGRIDEMO deliverables as NEFERTITI inputs

PLAID & AGRIDEMO final Conference jointly organised with NEFERTITI mid-term conference.

- ▶ To boost communication impact and create added-value from synergies between H2020 projects

## COLLABORATION

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● **Thank you for your attention!**

- **Ready for questions, debates, exchanges & advices...towards a more efficient steering & coordination of the projects!!**