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Deliverable D5.1

SELECTING 24 CASE STUDIES

WP5: Case studies of demonstration activities in commercial farms



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



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ABSTRACT

The selection of the 24 planned cases study has been made based on the 46 proposals received from the different members of Plaid. Two case studies were selected by participating country. 13 cases are farmer-led demonstrations. The cases will cover a range of agricultural sectors, animal husbandry and forages, that have clear connections, are represented in 13 cases while crops in 18 cases. The result of the selection means that we have 10 small, 10 medium and 4 big demos selected. Most of the demos have a public good orientation (75%). As it was planned most of the cases are in conventional production system as it is in the real farms (14 cases), but, at the same time, more sustainable systems as integrated (13) and organic (5), are clearly represented. Related to the location of the demo events, commercial farms represent 80% of the selected cases.



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1 The process of selection

Introduction

According to the project proposal, the objective of WP5 is “to undertake an in-depth assessment of the processes involved in achieving efficient and effective on-farm demonstration activities. This will be achieved through 24 year-long studies of demonstration events and activities, which follow demonstration from initial commissioning through to impact assessment. The cases will be those located on commercial farms.”

The specific objectives of WP5 include:

- Improved understanding of the key elements that contribute to successful and effective demonstration activities on commercial farms, looking specifically at: commissioning and financing, topic selection, accessibility, mediation techniques, and embeddedness. Gender will be specifically addressed.
- Improved understanding of the effectiveness of demonstration activities in terms of learning by participants (at the individual level and the network level: what is learned, by whom, how and why?) and the subsequent impact (i.e. actual implementation of what farmers have learned on their own farm, new network development, innovation inception).
- Assess the role of demonstration within wider AKIS systems and what the impact of demonstration is on learning and technology adoption.
- Develop insights into critical success factors, best (and poor) practices, and indicators for effective and successful demonstration activities.

It is important to place this task of selecting the WP5.2 case studies in the context of the Plaid project and more specifically in the WP5, in which the objective is to undertake in depth assessments of the processes involved in achieving efficient and effective on-farm demonstrations activities. Prior to the completion of the WP5.2 task, the methodology for the follow-up of the case studies has been developed (WP5.1). This preliminary methodological definition has been the basis for building the case study proposals to be selected in this WP5.2.

The selection process was the result of the collaboration between the coordinator of WP5 (WUR) and the person in charge of task WP5.2 (INTIA). This collaboration was initially carried out through a virtual Skype meeting as well as several emails exchanged to define the protocol and the form to be used for the collection of case study proposals.

Subsequently, the collaboration was extended to the Plaid partners participating in task WP5.1 (pilot testing, DLO, BSC, INTIA, ASC), given that these partners have also participated in the face-to-face meeting held in Riga on the 16-17th of



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November, in which, among other tasks, the selection of the 24 cases of study was addressed.

The process of selecting the case studies has been carried out based on a protocol in which two clearly differentiated phases have been defined: collection of the partners' proposals and selection of the 24 planned study cases.

1.1 Inviting case study proposals

The first phase consisted of asking all Plaid partners involved in WP5 to propose 3-5 case studies that would be of interest to their organization but also valuable for the project. To carry out this first task, a template has been proposed. This document includes a descriptive part in which there is an open text to explain the case study proposed and another part with parameterized answers that facilitate the ordering and subsequent selection. In addition, each partner has been provided with a fully developed example of a case study (The 'National Leek Day' in the Netherlands).

In this way, a total of 46 proposals were collected, and 24 of them were selected (2 per country) for their final analysis within this WP5. However, it is important to highlight the richness that this database already contributes in itself, being a sample of the diversity of situations and typologies of demonstrations that are currently being organized in the different European countries.

Each selected case needs to be interesting by itself but the overall portfolio of cases should also fulfil certain requirements. The project proposal specifies:

“Two cases per consortium country will be selected. INTIA (task leader for CS selection) will ensure that 8 cases are farmer-led demonstrations, and the remainder led by public, commercial and charitable service providers. The cases will cover a range of agricultural sectors, systems and territories.”

To ensure that these criteria would be met, each partner proposed 3-5 potential cases by filling in the template below. All proposed cases were assessed and discussed by the four partners (WR, INTIA, BSC and ASC) who were involved in carrying out test case-studies to test the case-study methodology from T5.1. On this basis, INTIA and WR (overall WP5 leader) selected two cases for each country to be studied in the project's second year (T5.3).

Table 1: Template used to propose case studies



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Case study description: ... fill in title... (... fill in country...)

Plaid contact (who filled in this template) + email	
Objective of the demo (in a few sentences)	

General recommendation

General recommendation
 ... Brief explanation why you think this is an interesting case-study for PLAID...

Characterisation of demo

Initiator	Yes (X)	No (X)	Name, characterisation (commercial, public, other)
Farmer			
Organisation			

Orientation	Yes (X)	No (X)	Brief explanation
Commercial			
Public good			

Sector (arable farming, animal production, horticulture, glasshouse horticulture, fruits, viniculture, other)

Farming system (conventional, integrated, organic)

Various characteristics

(Expected) number of visitors (0-10; 10-50; 50-100; 100-500; >500)	
Frequency: once / every x years (give number)	
Location: one, several (indicate number)	
Type of location(s) (commercial farm, research facility, other)	

Main topics from case study methodology

Indicate for each topic what is the case you could teach us and why this could be an interesting case for PLAID

Set up of the demo, organization (governance), etc.
 ... Brief explanation ...

Learning by participants (process and content; output/outcome)



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... Brief explanation ...
Application of knowledge/practices by participants (outcome)
... Brief explanation ...
Wider use of demonstrated novelties by the larger farming community (impact)
... Brief explanation ...

Explanation of the template

The template starts with a general 'open field' in which you can give your own reasons why you think this is an interesting case study for PLAID.

According to the project proposal, the following characteristics should at least be used to distinguish case-studies and which you should filled in for each case you propose:

- Initiator: farmer-led vs. 'institutionally' (commercial, public, other) led;
- Orientation: commercial vs. public good;
- Sector: arable farming, animal production, horticulture, glasshouse horticulture, fruits, viniculture, other;
- Farming system: Conventional, integrated, organic.

Next, there are some 'various characteristics' in connection with the (expected) number of visitors, the frequency of the demo and the location where it is held.

Finally, we are developing a draft methodology for case studies that specifies a 'data collection framework' (DCF). The DCF distinguishes four main topics to be addressed in the case-studies, viz:

1. Set up of the demo, organization (governance), etc.;
2. Learning by participants (process and content; output/outcome);
3. Application of knowledge/practices by participants on their own farm (outcome);
4. Wider use of demonstrated novelties by the larger farming community (impact).

Preferably, each case should teach us something on each of these topics. For the sake of case-study selection, we ask you to indicate in a few sentences for each of these topics why this could be an interesting case for PLAID.

In a separate document, you find the template that we ask you to fill in for 3-5 cases from your country that you think may be interesting for PLAID. If there is more than one PLAID partner in your country, please coordinate this work with them.

So, if you propose five cases, we ask you to fill in the template five times in five separate documents. For the file name for each case that you propose, please use the following convention: PLAID - Case study description - "Country indicator + number" - "Case study title".docx. Concerning the number after the country indicator, number your cases consecutively. So five cases from the UK would be numbered UK1, UK2, UK3, UK4, UK5

To give an example: "PLAID - Case study description - NL1 - Leek day.docx". This file is included as an example to help you fill in the template for your own cases.



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2.2 Selection process for case studies

In the second phase, the task consisted of the actual selection of the 24 cases of study (2 per country) based on a set of criteria that we have classified as priority, along with others classified as complementary.

All Plaid partners involved in the project have contributed to this task. Over two weeks, the definition of the database and its specifications has been submitted to email consultation. After that, a first selection proposal was made by INTIA, responsible for this task WP5.2.

This first proposal has been the basis of work for the final selection that has been made in the face-to-face meeting held in Riga from November 16-17. In this meeting, the work dynamic consisted in guaranteeing that the selection was made in accordance with the criteria identified as basic and that feature in the Grant Agreement.

Once the selection of case studies in Riga has been completed, the coordinators of the project, who have been informed of the selection made, have joined the meeting via Skype

2 Criteria for selection

Targets for selection criteria

First, we analysed the list of criteria and decided which of these were the most relevant to be taken in the selection process.

- 1.- Orientation "farmer led" is a priority in the project
- 2.- We are looking for a well-balanced representation of the production sectors
- 3.- The size of the demo, with representation of the different typologies, small, medium or big demo events.
- 4.- The history of the demo, including a substantial number of long lasting demos to be able to assess anchoring and scaling following demos.

For each of the selection criteria from the template we specify how many cases should preferably satisfy those criteria.

Characterisation of demo

- At least 8 should be farmer-led (this is specified in the grant agreement)

Orientation

- Most of the cases should (also) be public good oriented.
- At least half of them should (also) have a commercial orientation



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Sector

- Large sectors (arable farming, animal production, horticulture) each should be in 6-8 cases (many demos cover several sectors)
- Smaller sectors (glasshouse horticulture, fruits, viticulture, other) each should be in 1-2 cases, preferably in countries where they are 'relatively big'.

Farming system

- Conventional: app. 18-22 cases
- Organic: 3-5 cases
- Integrated: 3-5 cases

Various characteristics

Number of visitors (0-10, 10-50, 50-100, 100-500, >500)

- Of the very small and very large demos we should only have a few: 2-3 for each
- For the three middle groups we should have about the same number for each: 6-8

Frequency

- This should be more or less evenly distributed across all cases
- We should have at least around 10 that have been held for many years (5-10 years) to be able to study the wider use of innovations that have been demonstrated.

Number of locations

- 5-10 should be held at several locations

Type of location

- A significant majority should be held on commercial farms

Procedure for selection

The previous section defines a multi-criteria selection process that would be complicated to perform. The final result would probably not fit completely but we would try to get as close as possible. Also, there would probably several options to make the puzzle, each with strong and weak spots. In the first round, we applied the criteria in the following order

Orientation

- Most of the demos should do have a public good orientation

Initiator

- Select all demos that are farmer led
- For countries that only have one farmer-led demo, make the selection definite
- If the total is more than 8, we want to distribute them across countries. So if there are 2 or more than one farmer-led demos in a country, one of these may later be skipped.



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- In total, there can of course only be 2 cases per country.

Sector and Farming system

- The first selection after the ‘initiator’ criterion needs to be enlarged using the ‘sector’ and ‘farming system’ criterion. So that it satisfies the specifications above.

Various characteristics

- In the selection made, check to what extent the last set of ‘various characteristics’ has been satisfied and add cases for countries that do not yet have two.
- If one or more of the criteria are far off, try to repair it by replacing a case by another and see how much this makes it worse for the previous two criteria (sector and farming system)
- This is a matter of balancing where some things may not be very compatible. These were discussed at the Riga meeting.

After the first round of selection, the initial set of cases was already surprisingly close to satisfying most of the criteria. By replacing a number of initial choices by others, we were able to optimize the total portfolio further. We will not go further into the details of the selection process but present the final selection and evaluate that against the criteria.

4 Assessment of 24 chosen cases vis-a-vis selection criteria

Key criteria for selection

1.- **Orientation farmer led is a priority** in the project, so we have 25 (54%) proposals lead directly by farmers. In all these proposals, the farmers are the ones who lead the demonstration in their own farms. In many cases they also have the participation of organizations that contribute with their expertise as advisory services, private companies, public services, etc.

At the end of the process of selection 13 of them have been selected to take part in the group of 24 final selections.

2.- We are looking for a **well-balanced representation of the production sectors**. In some of the demos more than one sector is offered. Animal husbandry and forages, that have clear connections, are represented in 13 cases while crops in 18 cases. Related to crops, arable crops, is the most significant as it is for the real surface and number of farmers involved in this sector. Also sectors as Horticulture (3 cases, outdoor and in Glasshouses), viticulture (2 cases) and fruit (2 cases) are also represented.



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	ALL	SELECTED
Animal	24	12
Arable	20	11
Fruit	4	2
Horticulture	3	1
Forages	3	1
Viticulture	3	2
Glashousehorti	2	2
Olive	1	0

3.- **The size of the demo**, with representation of the different typologies. We have established three classes, small (<50 attendees); medium (between 50 and 500 attendees) and big demos (>500 attendees). The result of the selection means that we have 10 small, 10 medium and 4 big demos selected, so a very well balanced representation of the different typologies proposed.

Nº VISITOR

1 (0-10)	1	1
2 (10-50)	20	9
3 (50-100)	5	2
4 (100-500)	13	8
5 (>500)	7	4
	46	24

4.- **The history of the demo**, looking for long lasting demos. All the cases selected have medium or a large history being held and this is a guarantee to be able to analyse the impact of these demo activities in the long term (anchoring and upscaling).

HISTORY

	ALL	SELECTED
1. This is the first time it is held	0	0
2. It has been held more often in the past 1-5 years.	25	13
3. It has been held for a period longer than 5 years.	21	11
	46	24

5.- **Other complementary criteria were public good orientation, farming system, frequency of the events, number and type of locations.** We use all these criteria to ensure that the selection covers properly the variability of possible scenarios.

Most of the demos proposed have a **public good orientation** (34; 74%), and therefore we don't have any problem to select



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18 of them (75%). Additionally most of the cases proposed have a commercial orientation.

Related to **farming system** we also have a representative selection of conventional, integrated and organic systems. As it was planned most of the cases are conventional as it is in the real farms (14), but, at the same time, more sustainable systems as integrated (13) and organic (5), are clearly represented.

FARMING SYSTEM	ALL	SELECTED
conv=conventional	17	6
conv+=conventional+integrated	12	8
int=integrated	7	5
org=organic	10	5
	46	24

The **frequency of the events** allows us to represent also three different types of situations, when a demo takes place several times in a year or only one time, and also when the demo event takes place only once every two, three or more years. This last type of more occasional demo event is represented only in two of the selected cases, having a specific interest for these contributions to innovations. Most of the cases are at least yearly offered (9 cases) or several times a year (13 cases).

FREQUENCY	ALL	SELECTED
one/several years	3	2
one/year	18	9
several/year	25	13
	46	24

The last criteria give us information related to the **location of the demo events. In this case, in Plaid, we are looking for commercial farms, and in the selection we get 19 (80%)** and also another 2 cases in which the demo uses a mixture of facilities of a public centre and commercial farms. Only in 3 cases the demo event is carried out in the facilities of a research centre, but they are selected because of his clear significance in other criteria.

And finally, related to de location of the demo events, we have identified two classes of events, when **the event is carried out in a farm (18 cases)** or the demo event is organised in a certain circuit, **visiting several farms (6 cases)**.

Final check

We have looked at the not selected cases to **assess** whether we have skipped certain cases that look ‘extremely interesting’.



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The final selection

The table below presents the final list of Case Study selected as a result of the process of selection. Following the table is a brief description of each of the selected cases.

COD	COUNTRY	DESCRIPTION	SELECT Farmer led
LAT1	LATVIA	Informal demonstrations in integrated fruit production	1
LAT2	LATVIA	Network of demonstration farms in animal husbandry	
CRO1	CROATIA	Crops or feed	
CRO3	CROATIA	Vegetable production bais	1
FR2	FRANCE	IDELE. Inosys Réseaux d'élevage	1
FR4	FRANCE	Arvalis. Syppre	
IT1	ITALY	DemoDays RES Uvae	1
IT3	ITALY	Organic farming	
NL1	NETHERLAND	Leek day	
NL3	NETHERLAND	Thoughly maize farming	
CH1	SWITZERLAND	Arable Farming Day	
CH2	SWITZERLAND	PROVIEH Platform in animal husbandry	1
UK3	UNITED KINGDON	LEAF. Elveden Estates	1
UK5	UNITED KINGDON	HUT. Lothian Monitor Farm Scotland	1
ES2	SPAIN	Extensive Crops Trials Visit	
ES5	SPAIN	Organic Cow Cheese Production	1
BE1	BELGIUM	Open Energy Day	
BE3	BELGIUM	Hof ten Bosch (potato)	1
POL1	POLAND	Feast Onions an potatoes	1
POL2	POLAND	National potatoe day	
BUL2	BULGARIA	Renewable energy sources (RES) in milk production	
BUL3	BULGARIA	Organic cultivation of wine grapes	1
NOR1	NORWAY	Organic meat production	1
NOR2	NORWAY		1



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The 24 selected case studies

Informal demonstrations in integrated fruit production	Latvia1
<p>The objective of the informal demonstrations organised by a fruit-growers' cooperative for its members is primarily to share knowledge on specific new practices introduced on the farms, to share experiences regarding the specific problems faced in the given season regarding the quality of fruit, annual yield, etc., as well as for discussing new market channels for the produce (e.g. public procurement of fruit for schools) and other ad hoc issues with the aim of boost the quality of the produce, productivity and overall competitiveness of the cooperative and its individual members.</p>	
Initiator	Different members of the cooperative Cooperative "Augļunams" (individual farms, companies)
Orientation	Commercial
Sector	Horticulture: Fruits (Apples)
Farming system	Integrated
Nr. of visitors	0-10
Frequency	Once a year
History	3. It has been held for a period longer than 5 years.
Location	One farm each year (out of 5-6)
Type of location	Commercial farms

Network of demonstration farms in animal husbandry (Latvia) [Farm trials by the Competence Centre in Animal Husbandry of the Latvian Rural Advisory and Training Centre]	Latvia2
<p>The network of demonstration farms has been launched in 2014 in the framework of the Herbivorous project headed by the Latvian Rural Advisory and Training Centre (Competence Centre in Animal Husbandry). The main aim of demonstrations is to provide systematically organised and thematically comprehensive object-lessons presented to the wider farming community at Farm days on individual</p>	



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farms in boosting the efficiency of production in the field of livestock-breeding.	
Initiator	Latvian Rural Advisory and Training Centre (LLKC), Competence Centre in Animal Husbandry (private advisory organisation partly funded by the state)
Orientation	Public good
Sector	Animal production: herbivorous animals
Farming system	Predominantly conventional
Nr. of visitors	>500 (2014: 825; 2016: 1144)
Frequency	2014: 16 Farm days; 2016: 14; 2017: 10
History	It has been held more often in the past 2-5 years.
Location) Approx. 20 farms in total (2014: 14, 2016: 14; 2017: 11
Type of location	Commercial farms

Crops or feed	Croatia 1
Crops or feed (plant protection, fertilization, variety , hygiene...)Promotion and improving of peer to peer learning in Eastern Europe in native language.	
Initiator	Institute for Agriculture
Orientation	Both Commercial (Companies are showing their new products) and Public good (Participation of farmers, advisors, researches)
Sector	Arable farming, animal production
Farming system	Conventional
Nr. of visitors	50-100
Frequency	once/year
History	3. It has been held for a period longer than 5 years.
Location	One
Type of location	research facility

Vegetable production Bais	Croatia 3
Young farmer for students (glasshouse production, seedlings...)	



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Initiator	Farmer: OPG (family farm) "GRUNT", owner Vladimir Bais
Orientation	Commercial Family farm production for the market
Sector	Glasshouse horticulture
Farming system	Conventional, integrated
Nr. of visitors	10-50
Frequency	5 times/year
History	It has been held more often in the past 2-5 years.
Location	One
Type of location	Family farm

InosysRéseauxd'élevage demonstration days	France 2
<p>The objective of the demonstration is that farmers share about their production systems, from technical or organizational aspects to economical results.</p> <p>Some farmers open their gates to present how their farms run, and discuss about the performances of their productions. The scope is mainly livestock production. Depending on the area and the year, some focuses can be made on some topics, such as feed autonomy or pastoral areas...</p> <p>These open farms days are organized each year in several regions of France. As an example, in the North-Eastern part of France, 32 farms will open their gates for one day, from November 2017 to January 2018.</p>	
Initiator	Farmer: Farmers that are involved in Inosys networks and that are eager to open their gates. Organisation: Institut de l'élevage . The French Livestock Institute is a non-profit, non-governmental R&D organization appointed by the French ministry of agriculture as technical center for agriculture. Chambresd'agriculture . Public development organizations which are in charge of advisory services.
Orientation	Public good: Farmers and advisors participate to improve their knowledge about farming systems and pick up practical ideas.
Sector	Animal production, fodder crops, grazing...
Farming system	Conventional, integrated, organic
Nr. of visitors	10-50
Frequency	Each year
History	3. It has been held for a period longer than 5 years.



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Location	Several, about 50 per year (for example, 32 farms in the "Grand Est" region)
Type of location	Commercial farms

SYPPRE - Innovative Arable Crop systems (France)	France 4
<p>The objective of the SYPPRE demo platform is to implement with farmers and the agri-food players the arable cropping systems of the future. These innovative systems have to meet 3 objectives: crop productivity, economical profitability at the farm and territory levels, and environmental excellence.</p> <p>The crop systems are designed with farmers and farmers' advisers who act as assessors, and professional referents. The case study is a relevant and effective place and organization to foster knowledge transfer and techniques to farmers based on peer-to-peer open innovation. 3 ha are dedicated to field demo, training sessions, production of communication supports, and meetings to share knowledge and feed-back on new practices.</p>	
Initiator	ARVALIS, French Institute on arable crops (non-profit applied research institute, run by farmers - private status under Law 1901)
Orientation	Commercial: The other participants are commercial : farmers and downstream actors interested in added value of crops and new markets Public good: Implemented by ARVALIS and farmer partner, on a commercial farm
Sector	Arable farming
Farming system	Both conventional and integrated (IPM solutions including mechanical weeding)
Nr. of visitors	➤ 500
Frequency	4 times a year
History	It has been held more often in the past 2-5 years.
Location	One (part of the national SYPPRE project) = located close to Pau SW France
Type of location	Commercial farm with ARVALIS support and coordination with research facility

DEMOdays for sustainable viticulture	Italy 1
<p>The demo has the objective to: i) test innovative methods, technologies and tools ready to be transferred (Technology Readiness Level TRL9) for increasing sustainability (economic, environmental and social) in viticulture; ii) demonstrate to a variety of stakeholders (viticulturists, technicians of grower's associations/groups, public advisors, private consultants, and policy-makers)</p>	



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	advantages rising from adopting the innovation. For reaching the goal, innovation is applied at farm scale (i.e., not in experimental plots but in vineyards, using farm machinery) and in the long run. DEMOdays are then organized with stakeholders to show weaknesses and strengths of the tested innovation.
Initiator	Farmer: Res Uvae srl. Is a viticultural farm, conducted by Federico Rossi, viticulturist, CEO. Organisation: Hortasrl. Is a spin off company of Università Cattolica del SacroCuore, sharing the ownership of Res Uvae
Orientation	Commercial: Res Uvae produces grape and sells wine. Horta sells agricultural services based on ICTs, specifically web-based Decision Support Systems for sustainable agriculture, including vite.net, the DSS for viticulture
Sector	Viticulture
Farming system	Integrated; even though not under the organic certification scheme, the farm manages some vineyards by using organic practices
Nr. of visitors	100-500 per year
Frequency	10-15 per year
History	It has been held more often in the past 2-5 years.
Location	One
Type of location	Commercial farm with demo installations

DEMOdays for organic farming in Friuli	Italy 3
The demos aim to: i) show innovation in action to organic farmers; ii) to show organic practices, how they work, which limits they have etc. to converting farmers; iii) explain consumers and authorities what organic farming is in practice, how innovative it is and what is its impact on environment, health, social relationships and how the cost of organic products is built.	
Initiator	Interprofessional association: AIAB-APROBIO FVG, regional multiactor association, non-profit
Orientation	Commercial: The association supplies services to farmers, advisory and training to farmers, advisers and consumers. Public good: The association supports the development of organic farming as a sustainable tool for rural development
Sector	All sector, plant production, animal husbandry, processing



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Farming system	Organic
Nr. of visitors	100-500 per year
Frequency	5-8 per year since 8 years
History	3. It has been held for a period longer than 5 years.
Location	5-8
Type of location	Commercial farms particularly equipped for the purpose (weed control machinery or processing technology...) and/or good in a specific innovative practice or having an innovation developed on-farm

Leek Day	Netherlands 1
<p>The objective of the demonstration is dissemination of knowledge about sustainable leek production. The national leek day is organized every 3 to 4 years around current developments that are worth sharing. This year, there are four hectares of leek trials. The research topics are very diverse: from fertilisation, pesticide choice related to MRL (Multiple Residue Level on product) and system comparisons (leek in different systems) to variety choice.</p>	
Initiator	Organisation: Applied Arable and Vegetable Research Vredepeel, research Delphy, advisory organization Field Production team of ZLTO-LLTB (Southern Agriculture and Horticulture Organization and the Limburg Agricultural and Horticultural Association), farmers organisation
Orientation	Both commercial and public good
Sector	Arable farming
Farming system	Organic and integrated
Nr. of visitors	100-500 (ca 400)
Frequency	Every 3 to 4 years
History	3. It has been held for a period longer than 5 years.
Location	One
Type of location	research facility

Grass & Maize Manifestation	Netherlands 3
<p>The objective of the demonstration is for visitors to get acquainted with the latest developments in the cultivation of grass, the cultivation of corn and in 2017 also the cultivation of fodder beet. The very diverse program consist of topics like: a live taste test of grass (performed by cows), fertilisation, smart grazing and mowing, cultivar</p>	



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	choice, precision sowing and harvesting techniques and soil structure.
Initiator	Agrifirm, agricultural cooperative
Orientation	Both commercial and public good
Sector	Arable farming, dairy farming and animal production
Farming system	Conventional
Nr. of visitors	300-1200
Frequency	every year
History	3. It has been held for a period longer than 5 years.
Location	Two
Type of location	research facility

Swiss Future Farm	Switzerland 1
<p>The Swiss Future Farm (SFF) is a new Research- and Demofarm for Smart Farming across Europe. At the Swiss Future Farm, new technologies and their usability in field and stable are tested and demonstrated. An informal request to the organizers to use SFF as a case study has been done. A formal request will be submitted as soon SFF is definitely selected as a case study. For this case study description, public available sources have been used¹</p>	
Initiator	SFF is a Public-Private-Partnership between: Agroscope (competence center of the Federal Government for Agricultural Research) and BZ Arenenberg (Vocational and Educational Center) AGCO International GmbH (tractor manufacturer) GVS Agrar AG (importer of agricultural machinery in Switzerland)
Orientation	Both commercial and public good
Sector	Arable farming, animal production, horticulture New technologies, digitalisation in agriculture
Farming system	conventional, integrated, organic
Nr. of visitors	>500
Frequency	1-2/year in 2018, from 2019 onwards more frequently
History	It has been held more often in the past 2-5 years.,
Location	One location (Tänikon TG, Switzerland)
Type of location	Demofarm at research station



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Swiss Future Farm		Switzerland 2
<p>PROVIEH is an advisory and peer-to-peer learning platform in animal husbandry. Bio Suisse and FiBL together with regional partner have started PROVIEH in 2014, adapting the experiences of farmer-field-schools in Denmark and elsewhere. The following information are based on public available sources.²</p>		
Initiator	<p>Farmer: F2F" working groups. Organisation: PROVIEH is a Partnership between different partners: Bio Suisse, in collaboration with cantonal bio-consulting, the Research Institute for Organic Agriculture (FiBL) and regional member organizations</p>	
Orientation	Both commercial and public good	
Sector	animal husbandry (mostly dairy cows, but also for pigs small ruminants; no poultry)	
Farming system	organic (the project is open for non organic farms)	
Nr. of visitors	Depends on the format working groups: 0-10; Stable visits: 30-60	
Frequency	Stable visits approx. 20 a year F2F working groups: 20 (4-6 meetings/year)	
History	It has been held more often in the past 2-5 years.,	
Location	several (20)	
Type of location	Commercial farms	

Elveden Estates		United Kingdom 3
<p>The objective of this demonstration farm is to practically demonstrate Integrated Farm Management in action. Elveden is a LEAF Demonstration Farm and their Farm Manager, Andrew Francis hosts visits throughout the year to a range of audiences including farmers, industry representatives, agriculture students and the local community. Elveden is also actively trialling potato innovations on farm through their work as a Strategic Potato (SPot) for AHDB. Elveden also hold demonstration days to present these innovations</p>		
Initiator	<p>Farmer: Farmer organized demonstration events F2F Organisation: AHDB spot events, LEAF network events</p>	
Orientation	Both commercial and public good	
Sector	Horticulture, Arable, Animal (mixed Farming)	



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Farming system	Integrated Farm Management
Nr. of visitors	479 (over 1 year)
Frequency	14 events over 1 year
History	3. It has been held for a period longer than 5 years.
Location	1 Elveden Estate
Type of location	Commercial Farm

Elveden Estates	United Kingdom 3
<p>The objective of this demonstration farm is to practically demonstrate Integrated Farm Management in action. Elveden is a LEAF Demonstration Farm and their Farm Manager, Andrew Francis hosts visits throughout the year to a range of audiences including farmers, industry representatives, agriculture students and the local community. Elveden is also actively trialling potato innovations on farm through their work as a Strategic Potato (SPot) for AHDB. Elveden also hold demonstration days to present these innovations</p>	
Initiator	Farmer: Farmer organized demonstration events F2F Organisation: AHDB spot events, LEAF network events
Orientation	Both commercial and public good
Sector	Horticulture, Arable, Animal (mixed Farming)
Farming system	Integrated Farm Management
Nr. of visitors	479 (over 1 year)
Frequency	14 events over 1 year
History	... (first time, It has been held more often in the past 2-5 years., 3. It has been held for a period longer than 5 years.
Location	1 Elveden Estate
Type of location	Commercial Farm

Lothian Monitor Farm Scotland	United Kingdom 5
<p>The aim is to help improve the profitability, productivity and sustainability of producers through practical demonstrations, the sharing of best practice and the discussion of up-to-date issues.</p>	
Initiator	Farmer: Saughland Farm, Prestonhall Farms commercial Organisation: Advisor facilitator and Levy board involvement
Orientation	Commercial
Sector	Mixed livestock and arable



PLAID

Farming system	conventional
Nr. of visitors	10-50
Frequency	4 times annually
History	It has been held more often in the past 2-5 years.,
Location	One
Type of location	Commercial farm

Extensive crop trials	Spain 2
<p>The objective of the demonstration is to disseminate the knowledge resulting from the trials of extensive crops varieties carried out in different plot of trials in Navarra (Baja Montaña).</p> <p>In the field, they verified the state of 150 varieties of wheat, barley, oats, camelina, pea and dry bean, 75 varieties of wheat and barley under irrigation, as well as the result of 14 different treatments of herbicides against bromine, fungicides against yellow rust and from different phosphorus fertilizer trials.</p> <p>INTIA celebrated during the month of May two visit days to the extensive crop trials that this public company performs each year. It brought together more than 180 agricultural professionals which demonstrated, once again, the importance of INTIA's activity in the agricultural sector in terms of experimentation and subsequent dissemination in the field of the results obtained.</p>	
Initiator	INTIA
Orientation	Commercial. The majority of attendees are agricultural partners of INTIA. The long term research are for the public good (sustainability)
Sector	Arable farming
Farming system	conventional
Nr. of visitors	100-500
Frequency	Once a year
History	3. It has been held for a period longer than 5 years.
Location	several
Type of location	Commercial farm

Organic Cow Cheese	Spain 5
<p>The objective of the demonstration is to disseminate the knowledge about the production of organic cow cheese: In this cheese shop they had always produced cow's milk from their own flock raised in Aniz's pastures, but since 2004 they also process it. They elaborate cheese of cow, natural yoghurt with marmalade and milkshakes.</p>	



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Initiator	QueseríaJauregia (commercial)
Orientation	Commercial and public good
Sector	Animal production
Farming system	Organic
Nr. of visitors	100-500
Frequency	several a year
History	It has been held more often in the past 2-5 years.
Location	one
Type of location	Commercial farm

Open Energy Day	Belgium 1
The objective of the demonstration is sharing good practices on sustainable energy use and energy production on farms. The "Open Energy Day" is organised every 3 to 4 years (at about 22 locations in the Dutch speaking region of Flanders) around current developments that are worth sharing: recuperation of heat, the optimal use of solar	
Initiator	Enerpedia, the consortium of experimental/research farms + Innovatiesteunpunt + university college Thomas More. Enerpedia informs and advises farmers on energy use and energy production in agriculture. www.enerpedia.be
Orientation	Commercial and public good
Sector	Energy-intensive sectors (animal production, glass house horticulture, fruits, ...)
Farming system	All systems
Nr. of visitors	100-500
Frequency	Every 3 to 4 years
History	It has been held more often in the past 2-5 years.
Location	About 20-30 locations
Type of location	Commercial farms



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Hof ten Bosch (potato)		Belgium 3
Initiator	Hof ten Bosch (Josse and Jan Peeters) - commercial farm. Bayer Forward Farming (company) and UGent (university)	
Orientation	Commercial and public good	
Sector	Arable farming (potatoes)	
Farming system	Integrated	
Nr. of visitors	10-50	
Frequency	few times/year	
History	It has been held more often in the past 2-5 years.	
Location	one	
Type of location	Commercial farm	

Feast of Onions and Potatoes		Poland 1
<p>The objective of the demonstration is dissemination of knowledge about sustainable onion and potato production. Feast of Onions and Potatoes is organized every year. This year there are a seven hectares of onion and potatoes trials. During the event visitors are be able to familiarize yourself with the wide range of seed and fertilizer companies, machinery companies will present their modern equipment. There are also companies and institutions related to agriculture (Banks, Insurance, Advisors, Chamber of Agriculture, Agency for Restructuring and Modernisation of Agriculture (ARMA).</p>		
Initiator	Farmer: GospodarstwoRolneMonikiiMichałaNowakówHe nrykowo 1, 63-000 ŚrodaWlkp., Poland	
Orientation	Commercial	
Sector	Arable farming	
Farming system	Conventional, Integrated	
Nr. of visitors	5000	
Frequency	every year	
History	3. It has been held for a period longer than 5 years.	
Location	one	
Type of location	Commercial farm	



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National Potato Days		Poland 2
It is already 24 th of National Potato Days. It's well know big event related with potatoes. During the fair, you will see over 100 new potato varieties, advanced technologies for planting, harvesting and preserving potatoes. Certainly anyone interested in the potato industry will find something for himself.		
Initiator	Farmer: KDZ Kalinowa, Kalinowa 99; 98-235 Błaszki – POLAND	
Orientation	Commercial	
Sector	Arable farming	
Farming system	Conventional, Integrated	
Nr. of visitors	5000	
Frequency	every year	
History	➤ Five years	
Location	one	
Type of location	Commercial farm	

Renewable energy sources (RES) in milk production		Bulgaria 2
The objective of the demonstration is dissemination of knowledge about using renewable energy sources (RES) in milk production especially using RES for production of hot water for washing and cleaning. The demo will stimulate dissemination knowledge for more environmental friendly use of energy in milk production which could also contribute in improving the quality of the milk produced by Bulgarian small and medium sized dairy farms.		
Initiator	Agricultural university (Trakia University - town of Stara Zagora) and Foundation for Organic Agriculture BIOSELENA	
Orientation	Commercial and Public good	
Sector	Animal production – dairy cows	
Farming system	Conventional	
Nr. of visitors	10-50	
Frequency	2-3 times per year	
History	It has been held more often in the past 2-5 years.	
Location	one	
Type of location	Commercial farm	

Organic cultivation of wine grapes		Bulgaria 3
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The objective of the demonstration is dissemination of knowledge about using new technology, equipment, machinery, bio fertilizers and bio plant protection products in organic cultivation of wine grapes. The demo will stimulate dissemination knowledge for more environmental friendly wine grapes production.	
Initiator	Farmer: AlbenaSimeonova – organic farm (commercial farm). Organisation: Bulgarian Organic Products Association and Commercial companies for production equipment, machinery, bio fertilizers and bio plant protection products for organic cultivation of wine grapes
Orientation	Commercial and Public good
Sector	Plant organic production – vineyards
Farming system	organic
Nr. of visitors	10-50
Frequency	1-2 times per year
History	It has been held more often in the past 2-5 years.
Location	one
Type of location	Commercial farm

Organic meat production		Norway 1
Initiator		
Orientation		
Sector	Animal production	
Farming system	organic	
Nr. of visitors	50-100	
Frequency	1-2	
History	It has been held more often in the past 2-5 years.	
Location	One	
Type of location	Commercial farm	

		Norway 2
Initiator		
Orientation		
Sector		
Farming system		
Nr. of visitors		



PLAID

Frequency	
History	
Location	
Type of location	

5 Annex: All proposals submitted by the partners

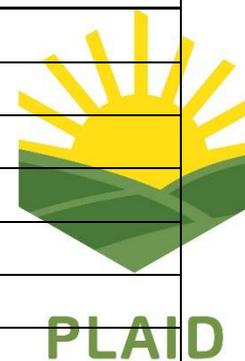
1.- List of case study proposed

COD	COUNTRY	DESCRIPTION	SELEC Final
LAT1	LATVIA	Informal demonstrations in integrated fruit production	1
LAT2	LATVIA	Network of demonstration farms in animal husbandry	1
LAT3	LATVIA	Demos in arable crops	
CRO1	CROATIA	Crops or feed	1
CRO2	CROATIA	Farm diversification agroturism	
CRO3	CROATIA	Vegetable production bais	1
CRO4	CROATIA	Mediterranean culture olive	
FR1	FRANCE	IDELE. ReineMathilde	
FR2	FRANCE	IDELE. InosysRéseauxd'élevage	1
FR3	FRANCE	IDELE. Cap vert	
FR4	FRANCE	Arvalis. Syppre	1
FR5	FRANCE	Arvalis. Digiferme	
IT1	ITALY	DemoDays RES Uvae	1
IT2	ITALY	Organic viticulture	
IT3	ITALY	Organic farming	1
NL1	NETHERLAND	Leek day	1
NL2	NETHERLAND	Grass Maize	
NL3	NETHERLAND	Thoughly maize farming	1
NL4	NETHERLAND	Open day Rusthoeve	
NL5	NETHERLAND	Field meeting seed potato academy	
CH1	SWITZERLAND	Arable Farming Day	1
CH2	SWITZERLAND	PROVIEH Platfom in animal husbandry	1

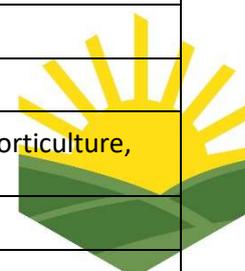
UK1	UNITED KINGDOM	LEAF network events	
UK2	UNITED KINGDOM	LEAF. Allerton Project	
UK3	UNITED KINGDOM	LEAF. Elveden Estates	1
UK4	UNITED KINGDOM	HUT. Farm profic programme	
UK5	UNITED KINGDOM	HUT. Lothian Monitor Farm Scotland	1
UK6	UNITED KINGDOM	HUT. Morayshire Monitor Farm Scotland	
UK7	UNITED KINGDOM	HUT. Shetland Monitor Farm Scotland	
ES1	SPAIN	Horticulture Summer Open day	
ES2	SPAIN	Extensive Crops Trials Visit	1
ES3	SPAIN	Organic Farm Beef Production	
ES4	SPAIN	Sheep Organic Milk Production	
ES5	SPAIN	Organic Cow Cheese Production	1
BE1	BELGIUM	Open Energy Day	1
BE2	BELGIUM	Purfruit (fruits)	
BE3	BELGIUM	Hof ten Bosch (potato)	1
BE4	BELGIUM	Dairy Farm	
POL1	POLAND	Feast Onions an potatoes	1
POL2	POLAND	National potatoe day	1
BUL1	BULGARIA	New technology for goat feeding	
BUL2	BULGARIA	Renewable energy sources (RES) in milk production	1
BUL3	BULGARIA	Organic cultivation of wine grapes	1
BUL4	BULGARIA	New plant protection technologies in grain crop	
NOR1	NORWAY	Organic meat production	1
NOR2	NORWAY		1

2.- Sector of activity

COD	SELEC Final	SECTOR
LAT1	1	Horticulture: Fruits (Apples)
LAT2	1	Animal production: herbivorous animals
LAT3		Arable farming: cereals, pulses
CRO1	1	Arable farming, animal production
CRO2		Diversification, agrotourism
CRO3	1	Glasshouse horticulture
CRO4		Olive



FR1		Animal production, Forages, associated crops, pasture and grazing
FR2	1	Animal production, fodder crops, grazing...
FR3		Animal production (goats), forages, grazing
FR4	1	Arable farming
FR5		Arable farming
IT1	1	Viticulture
IT2		Viticulture and apple production
IT3	1	All sector, plant production, animal husbandry, processing
NL1	1	Arable farming
NL2		Arable farming, dairy farming and animal production
NL3	1	Arable farming, dairy farming and animal production
NL4		Arable farming
NL5		Arable farming
CH1	1	arable farming, New technologies, digitalisation in agriculture
CH2	1	animal husbandry (mostly dairy cows, but also for pigs small ruminants; no poultry)
UK1		Arable, Animal, horticulture, fruits, Glasshouse, Mi1ed farming
UK2		Arable farming, Animal production
UK3	1	Horticulture, Arable, Animal (mi1ed Farming)
UK4		Mainly livestock
UK5	1	Mixed livestock and arable
UK6		Mixed livestock and arable
UK7		Mixed livestock
ES1		Horticulture
ES2	1	Arable farming
ES3		Animal production
ES4		Animal production
ES5	1	Animal production
BE1	1	Energy-intensive sectors (animal production, glass house horticulture, fruits, ...)
BE2		Fruits
BE3	1	Arable farming (potatoes)
BE4		Dairy farm and arable land
POL1	1	arable farming

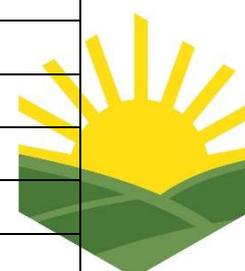


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POL2	1	arable farming
BUL1		animal production (goats for meat), forages
BUL2	1	Dairy farm
BUL3	1	Vineyards
BUL4		Arable farming (grain crop production)
NOR1	1	Animal production
NOR2	1	

3.- Farming system

COD	SELEC Final	FARMING SYSTEM
LAT1	1	Integrated
LAT2	1	Predominantly conventional
LAT3		Conventional and organic
CRO1	1	Conventional
CRO2		Conventional
CRO3	1	Conventional, integrated
CRO4		Conventional
FR1		Organic (but many participants are conventional farmers)
FR2	1	Conventional, integrated, organic
FR3		Conventional and organic
FR4	1	Both conventional and integrated (IPM solutions including mechanical weeding)
FR5		Both. Various systems are implemented : organic, IPM with cover crops, conventional
IT1	1	Integrated; even though not under the organic certification scheme, the farm manages some vineyards by using organic practices
IT2		organic
IT3	1	organic
NL1	1	Organic and integrated
NL2		Conventional
NL3	1	Conventional
NL4		Conventional
NL5		Conventional
CH1	1	conventional, integrated, organic
CH2	1	organic (the project is open for non organic farms)
UK1		Integrated Farm Management

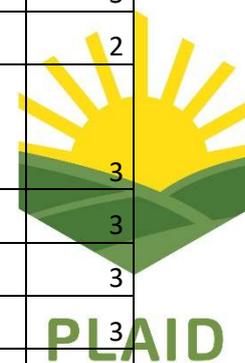


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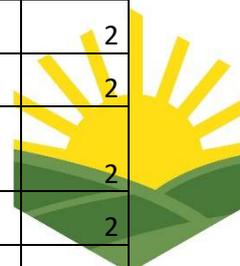
UK2		Integrated Farm Management
UK3	1	Integrated Farm Management
UK4		Conventional
UK5	1	Conventional
UK6		Conventional
UK7		Conventional
ES1		Conventional, and integrated
ES2	1	Conventional
ES3		Organic
ES4		Organic
ES5	1	Organic
BE1	1	All systems
BE2		Organic
BE3	1	Integrated
BE4		Conventional
POL1	1	conventional, integrated
POL2	1	conventional, integrated
BUL1		Conventional
BUL2	1	Conventional
BUL3	1	Organic
BUL4		Conventional
NOR1	1	Organic
NOR2	1	

4.- Frequency of the demo events

COD	SELEC Final	FREQUENCY	History
LAT1	1	Once a year	3
LAT2	1	2014: 16 Farm days; 2016: 14; 2017: 10	2
LAT3		Rural day – Once/twice a year, Visiting farmer groups – 10, Individual consultations – 30, Visiting researcher lectures – tbc, Practical seminars – 5, Public e1cursions – 30, Public lectures - tbc	3
CRO1	1	once/year	3
CRO2		twice/year	3
CRO3	1	5 times/year	3
CRO4		2 times/year	3



FR1		3 / year		3
FR2	1	Each year		3
FR3		1 every two years		2
FR4	1	4 times a year		2
FR5		2 times a year		2
IT1	1	10-15 per year		2
IT2		once per year since 10 years		3
IT3	1	5-8 per year since 8 years		3
NL1	1	Every 3 to 4 years		3
NL2		Every year (Vredepeel 2011-2017; Marwijksoord 2014-2016)		3
NL3	1	Several times a year		3
NL4		Once a year every year		3
NL5		?		2
CH1	1	Once a year every year		2
CH2	1	Stable visits approx. 20 a year F2F working groups: 20 (4-6 meetings/year)		2
UK1		2 times a year		3
UK2		Approx. 30 events a year		3
UK3	1	14 events over 1 year		3
UK4		4 times annually		2
UK5	1	4 times annually		2
UK6		4 times annually		2
UK7		4 times annually		2
ES1		Once a year		3
ES2	1	Once a year		3
ES3		several a year		2
ES4		several a year		2
ES5	1	several a year		2
BE1	1	Every 3 to 4 years		2
BE2		every year		2
BE3	1	few times/year		2
BE4		Few times/year (on demand)		2
POL1	1	every year		3

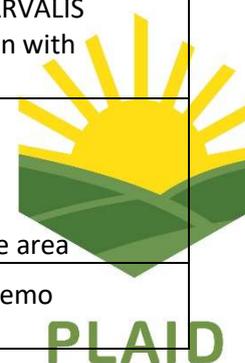


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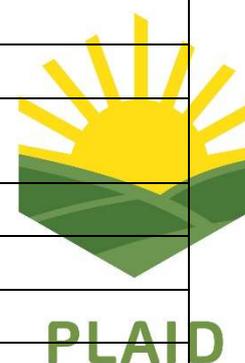
POL2	1	every year	3
BUL1		every year	2
BUL2	1	every year	2
BUL3	1	every year	2
BUL4		every year	2
NOR1	1	1-2 (on demand), in addition to 1 event	2
NOR2	1		2

5.- Type and number of location of the demo

COD	SELEC Final	Nº LOCATION	TYPE LOC
LAT1	1	One farm each year , (out of 5-6)	Commercial farms
LAT2	1	Approx. 20 farms in total (2014:14,2016: 14; 2017: 11)	Commercial farms
LAT3		Several	Research facility, Talsi Museum, Premises of agricultural cooperatives/ organisations (for visiting lectures), Farms (for practical seminars organised together with LRATC)
CRO1	1	one	research facility
CRO2		two	commercial farm
CRO3	1	one	family farm
CRO4		one	Commercial farm
FR1		3 farms, one has 17 acres of field trials	Commercial farms
FR2	1	, (for example, 32 farms in the "Grand Est" region) Several, about 50 per year	Commercial farms
FR3		one	Research facility
FR4	1	One (part of the national SYPPRE project) = located close to Pau SW France	Commercial farm with ARVALIS support and coordination with research facility
FR5		One (part of the national Digifarm project) = located in Boigneville (South of Paris, France)	Research facility on large area
IT1	1	one	Commercial farm with demo installations



IT2		two	Research facility with commercial scale production
IT3	1	several(5-8)	Commercial farms particularly equipped for the purpose (weed control machinery or processing technology...) and/or good in a specific innovative practice or having an innovation developed on-farm
NL1	1	one	research facility
NL2		two	research facility
NL3	1	One main location on the WUR research facility in the North East and a “ few satellite farms” scattered in the province	research facility and commercial farms
NL4		One location, e1perimental farm in Colijnsplaat	commercial reserch farm
NL5		One location, e1perimental farm in Colijnsplaat	commercial reserch farm
CH1	1	one	research facility
CH2	1	several (20)	Commercial farms
UK1		Several locations (2-3 locations)	Commercial farm, research facility, supply chain processor
UK2		1- Allerton Project	Research Facility
UK3	1	1 Elveden Estate	Commercial Farm
UK4		6 different farms	Commertial farm
UK5	1	one	Commertial farm
UK6		one	Commertial farm
UK7		one	Commertial farm
ES1		one	INTIA Experimental Farm
ES2	1	several	other
ES3		one	Commercial farm
ES4		one	Commercial farm
ES5	1	one	Commercial farm
BE1	1	About 20-30 locations	Commercial farms
BE2		one	commercial farm
BE3	1	one	commercial farm
BE4		One	Commercial farm
POL1	1	one	commercial farm



POL2	1	one	commercial farm
BUL1		one	commercial farm
BUL2	1	one	commercial farm
BUL3	1	one	commercial farm
BUL4		one	commercial farm
NOR1	1	one	commercial farm
NOR2	1		

Acknowledgements

We would like to thank all the partners of the project who have proposed the different case studies and the partners who worked on the test-cases in WP5 who have been working closely together to realise this selection of 24 case studies.





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