

June 2019  
Deliverable 7.3

# Final Dissemination Report

WP7 : Dissemination



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



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

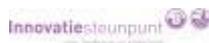
## PLAID PARTNERS



ADVISORY SERVICE  
Advisory Service  
Croatia ASC



Chambers of  
Agriculture



Innovatiesteunpunt  
ISP



Linking  
Environment And  
Farming LEAF



Research Institute  
of Organic  
Agriculture (FiBL)



The James Hutton  
Institute



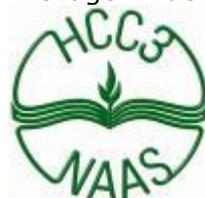
ARVALIS Institut  
du Végétal



Delphy



Institut de  
l'Elevage - Idele



National  
Agricultural  
Advisory Service



Ruralis



VINIDEA



Association de  
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Infraestructuras  
Agrolimentarias



Nodibinajums Baltic  
Studies Centre BSC



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PLAID

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## ABSTRACT

PLAID Final Dissemination Plan will give an overview of what has been done through the PLAID Project since the beginning. So far, the combined dissemination of the 12 partners could have reached a potential audience of 10 Million people across Europe. The Plan describes the dissemination activities that have been done so far by partners. It also contains the level of achievement of PLAID dissemination objectives.



**PLAID**

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# INTRODUCTION

The PLAID final dissemination report aims to report dissemination activities and support the achievement of project objectives at month 30.

The PLAID final dissemination report has been elaborated by ACTA with the assistance of the PLAID Partners reporting every 6 months. This final report will complete the initial dissemination plan.

The main objectives of Work package 7 are:

- to set-up an **efficient and effective dissemination plan**
- to ensure collaboration and dissemination to a **wide range of actors** and stakeholders
- to make links with the **European Innovation Partnership landscape**
- to clarify and prioritise the knowledge needs of the **RUR-12-2017**

This report has been undertaken to illustrate that the objectives have been achieved during the project period.

## What should be disseminated?

- National inventories, data base and searchable map of demonstration farms and promoting organisations and networks **(WP3)**
- Virtual demonstration farm videos **(WP4)**
- Training materials **(WP4)**
- Innovative practice videos from case studies **(WP5)**
- Policy recommendation **(WP6)**
- Peer-reviewed academic and technical articles and conference papers **(WP7)**

This report is divided into 3 sections and 2 annexes. The first section reports the overall dissemination activities: PLAID Network events and non-network events. In the second section the dissemination tools are outlined: social media, FarmDemo website, PLAID website, leaflet, practice abstracts. Finally, the third one summarizes what has been done so far and what should be done by the end of the project to achieve the various targets.

# 1. Dissemination Activities with PLAID Project

The dissemination activities have been reported by the project partners every 6 months during the project.

## 1.1 PLAID network events

The network events enable us to strengthen links between PLAID partners and targeted audiences. Several meetings have already been held, gathering various audiences, at different scales:

- **Meetings for each of the 12 National Stakeholder Consultative Groups.**



Figure 1

Each PLAID partner has organized 2 to 4 meetings with its NSCG during the project. In average, 9 to 12 participants attended each meeting, coming from Advisory services, farming organizations, research and education. Meetings took place mainly face to face but some of them were virtual meetings (web or visio conferences). These meetings were successful, they allow each partner to give feedback about the FarmDemo inventory, the case studies and the best practices to carry out or support successful demo events. Stakeholders showed a real interest in the project and gave some suggestions about the best dissemination practices.

Partners received guidelines to organise these meetings: the main goal is to collect recommendations from the main stakeholders on how to improve the quality of Demo events and how to enhance the demonstration activities.

- **International Advisory Board (IAB) meetings**

These meetings have been held during the project, coinciding with consortium meetings. IAB members were also invited to attend to supra-regional stakeholder meetings and finally to the final conference in May 2019 in Brussels. The twelve members of the International Advisory Board (IAB) come from national level: Hungary, Northern Ireland / UK, Italy, Portugal, Germany, Poland, Sweden, Denmark, Slovenia. Two members represent Europe level through institutions: IFOAM (International Federation of Organic Agriculture Movements) and CEMA (European Committee of Associations of Manufacturers of Agricultural Machinery). Each member has its own expertise and can help with reflection during the project about on-farm demonstration, new entrants to farming, economics of advisory service provision, agricultural innovation systems; commercial farm machinery demonstration ...

- **Supra-Regional Meetings and recommendations workshops**

Three supra-regional meetings took place since the beginning of the project. Members of the International Advisory Board and of the National Stakeholders Consultative Groups were present.

The agenda of the meetings in 2018, contained a summary of inventory, of the database access and the Farm Demo hub and the interactive map. The main objectives were to display and present the **Country inventories** by presenting the posters. Most of the meeting was dedicated to country poster presentation (deliverables) and the discussion.

Two recommendation workshops took place in 2019, their Agenda was about recommendations to improve the quality of Demo Events and Policy recommendations to support these events at regional, National and EU levels.

**In these meetings both Real and Virtual demo activities were presented and discussed.**

In WP4, films are produced to show virtual demonstration. Farmers aren't always able to attend live on-farm demonstrations but may be able to access demonstrations of innovations on-line. Also some farmers will find it easier to share their innovation by filming them and sharing on-line.

The **PLAID Virtual Farm** was also presented by James Hutton institute, it is a Virtual environment that students from Abertay University have developed to allow 360 degree videos of innovations to be shared. It is a proof of concept that has been produced to show the technology is available and farmer, advisors and the farming community in general are interested in taking it further.

The main findings from these inventories combined to the discussion during the supra-regional meetings have been highlighted on a paper titled « **On-Farm Demonstration in Europe - Findings from national inventories** ». This paper has been written by Lee-Ann Sutherland, Sharon Flanigan (James Hutton Institute, Scotland), Harm Brinks, (Delphy, The Netherlands/Poland), Ekaterina Kleshcheva, Cristina Micheloni (Vinidea, Italy) and will be published on September 2018.

#### ⇒ **Southern European Supra-regional Meeting: Venice 7th February 2018**



The Meeting was hosted by PLAID Partner VINIDEA on the Italian island of San Servelo, located in the Venetian lagoon. The meeting was attended by representatives from PLAID, PLAID IAB, AgriDemo and subcontracted partners, from the following countries: Austria, Bulgaria, Cyprus, France, Greece, Italy, Malta, Portugal, Slovenia, and Spain. During that meeting, a Bulgarian farmer presented the virtual filming invited by NAAS (Bulgarian partner). The audience was really interested by this presentation and many questions emerged.

#### ⇒ **Eastern European Supra-regional Meeting: Krakow, Poland 20th March 2018**

The Meeting was hosted by PLAID Partner Delphy and AgriDemo Partner CDR. The meeting was attended by representatives from PLAID, AgriDemo and subcontracted partners, from the following countries: Croatia, Czech Republic, Estonia, Hungary, and Latvia, Lithuania, Poland, Romania, Slovakia, Serbia. One polish member from International Advisory Board participated also to the meeting.

⇒ **Northern European Supra-regional Meeting: Leuven, Belgium 28th March 2018**



The Meeting was hosted by PLAID Partner Innovatiesteunpunt. The meeting was attended by representatives from PLAID, AgriDemo and subcontracted partners, from the following countries: Belgium, Denmark, Finland, France, Germany, Ireland, Norway, Sweden, Switzerland, The Netherlands, UK. Members from the NSGC (national group stakeholder consultative group) from UK and Members from IAB (Sweden, Germany).

⇒ **Pan European meeting**

**PAN EUROPEAN MEETING**

**09 - 11<sup>TH</sup> OCTOBER**



**LOCATION**

Zagreb  
Croatia

\*hotel International,  
Miramarska 24



**FIELD TRIP**

Vegetable and seedling farm



This meeting organized in Zagreb, Croatia on 09 to 11<sup>th</sup> of October 2018, has bring together the leaders of the 24 demonstration case studies to discuss lessons learned and exchange experiences. Farmers and advisors from case studies, virtual farmers and consortium members were invited to attend the meeting. Several partners were involved in the organisation: HUT, WUR / DLO, NAAS, ACTA, FiBL, ISP, ASC.

⇒ **First Recommendation workshop:** Alberese, Italy 25-26<sup>th</sup> February 2019, organised during a FarmDemo meeting. 80 attendees from 17 countries were present, from PLAID, AGRIDEMOF2F and NEFERTITI Projects.

⇒ **Second Recommendation workshop:** den Bosch, Netherlands 2<sup>nd</sup> April 2019 organised by ISP. Participants from Belgium, The Netherlands, UK

- **FarmDemo Conference 21<sup>st</sup> May - Brussels**



The PLAID final conference, 21<sup>st</sup> May 2019, brought together partners as well as policy makers. About 200 people attended this event which marked the end of PLAID and AgriDemoF2F projects and their continuity with NEFERTITI project. Farmers shared about their demonstration activities and were fully involved in this final conference.

## 1.2 Non-PLAID network events

Since the beginning of the project, activities and results of PLAID have been presented 34 times in conferences, events and fairs in order to disseminate the project results, as well as to collect feedback from key stakeholders about PLAID’s ongoing work. A diversity of presentations took place, as well as workshop, poster presentation, lectures etc. These events were held at local, national and international level. Partners used their specific network to organize national activities linked to PLAID Project. It was the opportunity to discuss the project results and outputs and to distribute flyers and bags to promote the project.

In Annex 1, the complete list is available. Here are some examples:

### **“Agricultural demonstrations and their success factors”, 29<sup>th</sup> March 2018**

Scale: National

Target reached: 26 people (policy makers, advisors, researchers, farmer organisations, industry)



On 29, March, 2018 Presentation at the conference “EU Research Projects – for the Support of Rural Development and Rural Policies”. Baltic Studies Centre and the Ministry of Agriculture. Sigulda, Latvia.

## **How to produce your own video – Workshop, February and March 2018**



Scale: Regional

Target reached: 55 Farmers & advisors

On February and March 2018, The FIBL in partnership with Agridea (Non PLAID Partner) organized three workshops to train farmers and advisors on how to produce their own video in order to improve peer to peer learning through virtual network.

## **Royal Highland show - Scottish Agriculture Event, June 2018**



Scale: National

Target: Farmers, Advisors, industries, researchers, in total: 178,000 visitors

On 20, 21, 22th June 2018, the James Hutton Institute had a marquee at the Royal Highland show, one of the main Scottish agriculture events. The PLAID project had its own display to promote the project in general but specifically the Inventory and the PLAID virtual farm. Several members of Hutton staff were on hand to discuss the project with Scottish members of Parliament visiting dignitaries, farmers, policy makers, funders, members of the agricultural community and the general public.

**Link:** <https://bit.ly/2pyQzg6>

## **57th IALB and 7th EUFRAS Conference, SEASN and ESEE Meeting, June 2018**



Scale: European

Target reached: 200 Advisors, researchers, politicians

In Mid-June 2018, the permanent assembly of Chamber of Agriculture presented the FRENCH inventory to a workshop at "New challenges in rural area: tradition and transforming agriculture". The conference focuses on new challenges and trends in agriculture, and how these ones find their roots in local traditions.

**Link:** <https://bit.ly/2LMbY0g>

## **13th European IFSA Symposium, 2-5 July 2018**



Scale: European

Target: Advisors, Researchers, politicians

On July, Plaid Manager from HUTTON INSTITUTE (and other partners) attended the IFSA symposium in Chania, Greece.

There were 2 sessions featuring PLAID:

- Session 1.13 On-farm demonstrations: developing effective peer-to peer learning processes with a paper from PLAID Demonstration farms in historical context Rob burton, Lee-Ann Sutherland, Claire Hardy.
- Session 1.14 European Inventories of demonstration activities where case study posters were discussed and feedback was captured.

The symposium allowed members of the PLAID team to discuss on-farm demonstration and peer-to-peer learning, feedback was gathered and new contacts made. The level of interest for on-farm demonstration was clearly apparent with many members of the audience being engaged and giving feedback and asking for additional information. The virtual Farm was informally demonstrated.

**Link:** <https://bit.ly/2uZk7oo>

## **EIP-Agri Workshop: 'Enabling farmers for the digital age: the role of AKIS' 26 – 27 April 2018- Latvia**



Scale: European

Target: Advisors, Researchers, politicians

The James Hutton Institute were invited to demonstrate the Virtual Farm at the EPI-AGRI workshop in Latvia. The workshop was about enabling digitalization for farmers and the PLAID team demonstrated the use of digital technology for farmer to farmer exchange via the PLAID Virtual Farm. This generated a lot interest from the European delegates present.

**Link:** <https://bit.ly/2M1I4So>

## **ESEE 2019 – Acireale Italy:**

Presentation of several project-level paper on demonstration success factors at the 24th European Seminar on Extension (and) Education (ESEE2019) in Acireale, Italy



[Home](#) [About](#) [Call for papers](#) [Seminar Information](#) | [Registration](#) [Committees](#) |

## **Agricultural Education and Extension tuned on innovation for sustainability. Experiences and perspectives**

18-21 JUNE 2019, ACIREALE (ITALY)

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## 2. Social media as a means to disseminate

### 2.1 PLAID Social media

#### 2.1.1 Twitter



PLAID Twitter profile, @PLAID\_project

The Twitter account @[PLAID\\_project](#) is one of the primary tools to spread the project news and announcements. PLAID twitter account share all news related to PLAID and AgriDemo common actions: the hash tag **#FarmDemo** is used for that purpose.

PLAID's twitter account has currently **697 followers**, and will gain new ones during the following months.

**788 tweets and retweets** have been posted by PLAID Dissemination Manager and partner who asked for it (INTIA). The publications were useful to disseminate case study content, practice abstract, videos, articles, and retweet interesting content related to AKIS, sustainable agriculture ... During 2019 PLAID's tweet were seen about 50 000 times and PLAID was mentioned in more than 200 tweets by partners or followers of the project.

The Twitter account @[PLAIDManager](#) is also a major tool to spread PLAID project life. It is led by the James Hutton Institute. It has currently **358 followers**. This account gives news from project, but also describes the work of the plaid project manager through the **444 tweets and retweets**.

**#Farmdemo** conference starting soon!  
Follow us to discover the main findings of  
[@PLAID\\_project](#) [@AgriDemoF2F](#) and  
[@NEFERTITI\\_EU](#)  
[pic.twitter.com/aFkmEPjnUW](https://pic.twitter.com/aFkmEPjnUW)



9 14

Voir toute l'activité sur Twitter

Voir l'activité sur Twitter

 **Thomas Alföldi**  
[@tombas60](#) - 22 mai

The importance of farm demonstrations - the view of farmers & advisors

full video on the **#farmdemo** YT channel  
[youtu.be/zN6Ks\\_nW8w4](https://youtu.be/zN6Ks_nW8w4)

for [@PLAID\\_project](#) [@AgriDemoF2F](#)  
[@NEFERTITI\\_EU](#) [@fiblorg](#) [@IntiaSa](#)  
[@EU\\_H2020](#) [pic.twitter.com/JeLCitaBxD](https://pic.twitter.com/JeLCitaBxD)



 **PLAID ProjectManager** @PLAIDManager · 24 juin  
Thank you to EVERYONE who helped with the Launch of the PLAID Virtual Farm, developing, demonstrating, or showing an interest. [@ScotlandRHShow](#) [@JamesHuttonInst](#) [@marque](#) [@PLAID\\_project](#) [@SSFAriscot](#) We hope to continue developing this exciting project. Watch this space!



12 26

Figure 14 is one of the most popular tweets from each twitter account (@PLAIDproject and @PLAIDmanager).

### 2.1.2 Facebook



PLAID Facebook page is public (@PLAID\_Project). This page is mainly used to disseminate information which appears on twitter. Twitter is the main channel for dissemination information and exchange, accordingly Facebook is not used as well as twitter. But Facebook is the social media the most used by farmers, for the next following months a new strategy will be set up:

- Facebook posts about institutes / organizations involved in PLAID project
- Facebook posts about the partner videos from the case studies
- Facebook articles about on farm demo (input : WP5) and practice abstract (input: WP3)

With this new strategy PLAID project would like to increase the follower number and disseminate to its main target: FARMERS.

### 2.1.3 YouTube channel

A dedicated **FarmDemo YouTube channel** has been created and show common videos for the 3 projects: PLAID, Agridemo F2F and NEFERTITI. YouTube is used as a support for videos but not as a social media; a set of **88 videos** is available.

- 55 videos are available in English
- 35 in German
- 32 in French
- 6 in Bulgarian
- 5 in Spanish
- 3 in Italian
- 1 in Hungarian
- 1 in Latvian
- 1 in Portuguese

Among those:

- 16 videos present PLAID's Demo Farms, which were involved in WP4 (Virtual Demonstration).
- 5 videos, in different languages were directly made by the stakeholders of the FarmDemo projects.
- 11 videos present PLAID's networks

The FarmDemo YouTube channel is followed by **227 users** and the videos in total have been seen nearly **60 000 times (28<sup>th</sup> June 2019)**.



Examples:

- Peer-to-peer Learning: Accessing Innovation through Demonstration  
<https://youtu.be/xGy-ce38Hvs>
- How the German network of demonstration farms in organic farming works  
<https://youtu.be/CttvHetKzFo>

## 2.2 Partners' social media

Various contents have been posted using “@PLAID\_project” and “#FARMDEMO” by partners. The main language used for content is English but sometime Spanish and French Partners' social media profiles helped increase the impact of PLAID Project through publications and such as:

- Sharing events, pictures and news related to on farm demonstration.
- Sharing information about PLAID Case Study in their own languages.

Partners are sharing information related to PLAID project mainly on twitter and Facebook.

Example: Through Navarra Agraria, INTIA tweeted a lot about case studies in their own country

BUEN DÍA para la #FARMDEMO en #Jauregia  
#Aniz Navarra - #Ganaderos asesorando a  
futuros ganaderos! Así comenzamos la  
#Jornada Más info sobre PLAID  
@PLAID\_project en nuestra web  
[navarraagraria.com/item/1371-plai...](http://navarraagraria.com/item/1371-plai...)

## 3. Dissemination tools

### 3.1 Visual identity

#### 3.1.1 FarmDemo visual identity

NEFERTITI, PLAID and AgriDemo worked on a **new logo FarmDemo** to reflect the common identity of the three projects. So that, the initial FarmDemo logo was further developed to make the **link with NEFERTITI**. The logo is used on all publications, events...

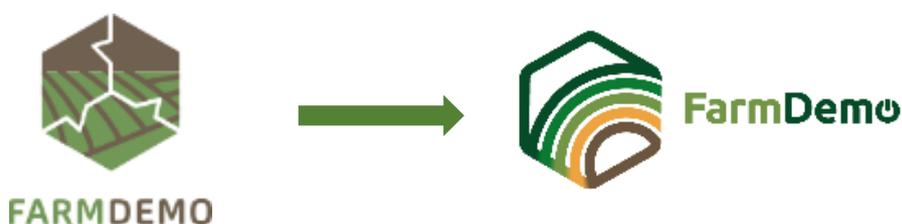


Figure 4 : initial FarmDemo logo

Figure 3 : Actual FarmDemo logo

### 3.2 Website and hub

#### 3.2.1 PLAID's website

PLAID's website targets **scientific and policy maker audiences**. It gathers all project deliverables and information notes. According to the initial dissemination plan, an update of meetings, events and blog articles has been done. Around 400 users /month are visiting the website and most of them (80%) are new visitors.

A blog is associated to the website and we have 5 blog posts writing by several partners.

### 3.2.2 FarmDemo hub

Farm Demo hub targets **the “end user” audience**. It is a result of PLAID and AgriDemo cooperation. It gathers both projects’ outputs. It has been created to help demonstrators designing and implementing demos. Inventory map resulting from the inventory is available to create a synergy between demonstrators. Useful tools are also offered with the training kit, such as the *Demo Design Guide*, a video channel, and a video guide translated in several languages. This platform will continue developing its support to demonstrators through NEFERTITI’s project with access to virtual demonstrations, practical tools, and inspiring stories. The objective is to facilitate the demonstration activities by centralizing information and services in [FarmDemo trainingkit](#).

FarmDemoHub, enhancing farmer-to-farmer learning Login English ▾

Login Register

**Become part of the community**

**Engage!**  
And get full access to demo resources

[Register/Login FarmDemoHUB](#)

**Contribute!**  
Voluntary survey for demo farmers or innovation actors

**TRAININGKIT**

Get inspired by the various FarmDemo tools to continuously improve your on-farm demonstrations

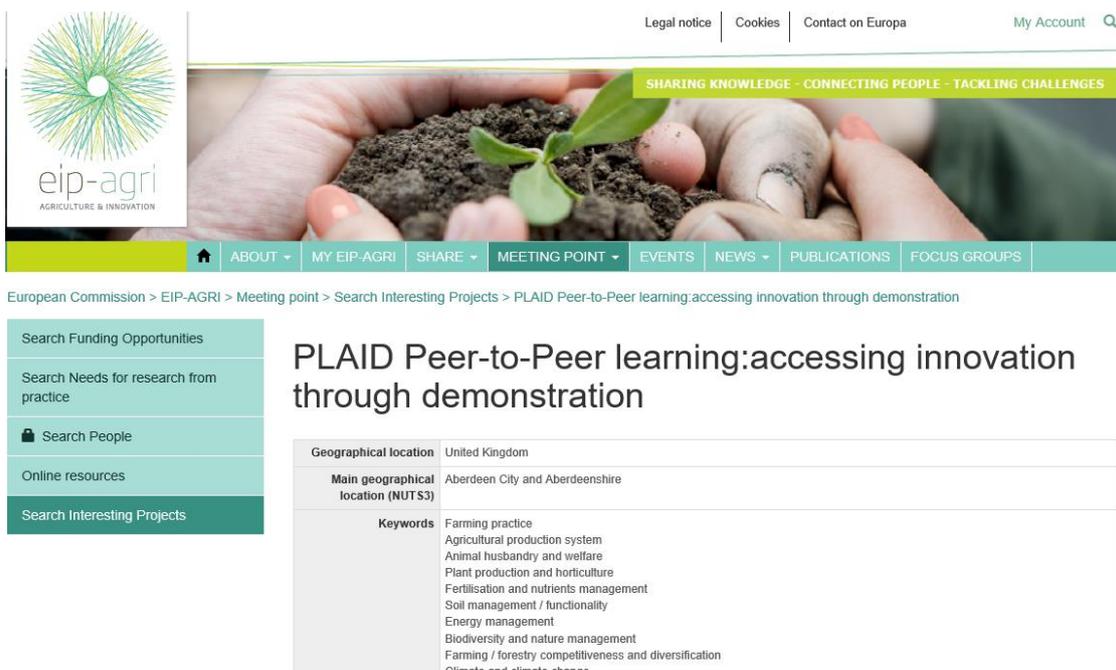
[READ MORE](#)

<p><b>DEMO DESIGN GUIDE</b></p> <p style="font-size: x-small;">Use the demonstration design guide to plan &amp; optimise your demonstration activities.</p> <p><a href="#">READ MORE</a></p>	<p><b>VIRTUAL DEMONSTRATIONS</b></p> <p style="font-size: x-small;">Enhance your outreach with videos, and explore the Virtual Demonstration Farm.</p> <p><a href="#">COMING SOON</a></p>	<p><b>TOOLS FOR MONITORING &amp; EVALUATION</b></p> <p style="font-size: x-small;">Get more from your event by using the FarmDemo monitoring &amp; evaluation tools.</p> <p><a href="#">COMING SOON</a></p>
<p><b>PREPARE, CARRY OUT &amp; EVALUATE APPROACH</b></p> <p style="font-size: x-small;">A more detailed overview of this 3-step approach for on-farm demonstration events.</p> <p><a href="#">COMING SOON</a></p>	<p><b>VIDEO CHANNEL</b></p> <p style="font-size: x-small;">Learn from others on the FarmDemo YouTube channel, and explore our tutorials.</p> <p><a href="#">READ MORE</a></p>	<p><b>INSPIRING STORIES</b></p> <p style="font-size: x-small;">Discover the rich stories from more than 50 FarmDemo case studies.</p> <p><a href="#">COMING SOON</a></p>

### 3.2.3 Each partner's websites

Partner's websites **echo PLAID news and events**, positively impacting on the traffic of PLAID website and platform. All the partners have created dedicated spaces on their websites where project information can be found. Partners used their specific network to promote PLAID Project.

## 3.3 Practice Abstracts



The screenshot shows the EIP-AGRI website interface. At the top left is the EIP-AGRI logo with the tagline 'AGRICULTURE & INNOVATION'. To the right are links for 'Legal notice', 'Cookies', 'Contact on Europa', and 'My Account'. Below the logo is a navigation menu with items: 'ABOUT', 'MY EIP-AGRI', 'SHARE', 'MEETING POINT', 'EVENTS', 'NEWS', 'PUBLICATIONS', and 'FOCUS GROUPS'. A banner image shows hands holding soil with a small plant. Below the banner is a breadcrumb trail: 'European Commission > EIP-AGRI > Meeting point > Search Interesting Projects > PLAID Peer-to-Peer learning: accessing innovation through demonstration'. On the left is a sidebar with search filters: 'Search Funding Opportunities', 'Search Needs for research from practice', 'Search People', 'Online resources', and 'Search Interesting Projects'. The main content area displays the title 'PLAID Peer-to-Peer learning: accessing innovation through demonstration' and a table with the following data:

<b>Geographical location</b>	United Kingdom
<b>Main geographical location (NUTS3)</b>	Aberdeen City and Aberdeenshire
<b>Keywords</b>	Farming practice Agricultural production system Animal husbandry and welfare Plant production and horticulture Fertilisation and nutrients management Soil management / functionality Energy management Biodiversity and nature management Farming / forestry competitiveness and diversification Climate and climate change

**59 practices abstracts have been produced by PLAID partners.** These practice abstracts are in both native languages and English.

**PA1 to PA13** have already been uploaded on EIP-Agri website. They had been disseminated by Twitter account, but they are also available on EIP-Agri website and PLAID website. They present general ideas about demonstration.

**PA14 to PA36** are related to WP5. They present the demonstration cases studied by PLAID partner in order to produce best practices about demonstration activities. Each case study has also been described in a report and sunthetized in recommendations and info notes.

**PA 37 to PA59 are related to WP3.** They have been created jointly with AgriDemo project. On the WP3, partner's collected an inventory on farm demo in their own country, inventory findings were presented as a poster and each country wrote a summary of the findings. These summaries have been used as practice abstracts and have been summarized as a report.

### 3.4 Newsletters

At this point of the project, PLAID partners edited eight newsletters where there were articles describing PLAID project events. The newsletter gives very brief progress report of the project, but the main purpose is to:

- Communicate on the Farm Demo hub and the YouTube channel updates.
- Disseminate the information notes, the practice abstracts, and the cases studies.

### 3.5 Leaflet and goodies

A **leaflet template** has been produced in English, with basic project information, available for partners to translate into their local language. During meetings, partners and attendees received a **cloth bag**.

A FarmDemo **postcard** was developed by AgriDemo to promote events. The business card with QR codes was developed to promote inventory registration and the virtual farm. It exists also a small number of VR cardboard headsets pictured in the RHS photo.



### 3.6 Policy briefs

PLAID and AgriDemo-F2F cooperate with NEFERTITI to form the FarmDemo network. All 3 projects have the joint aim to enhance peer-to-peer learning and focus on on-farm demonstration as a tool to boost innovation. On-farm demonstration events focus on showing and understanding innovations within a commercial working farm context or a local setting. FarmDemo creates resources about demonstration activities from the early stages of conception right through to impact assessment, leading to the identification of best practices, innovative approaches and overall recommendations to foster demonstration activities.

In general, the findings of these projects confirm that:

- On-farm demonstration is an effective way to innovate / to foster innovation / to disseminate research results and best farming practices or systems to a wider audience
- Effective demonstrations foster knowledge exchange among farmers and between students/farmers/advisors/researchers
- Effective demonstrations are a way for scientists students, teachers, farmers and advisers to build and share innovation and knowledge
- On-farm demonstration events are a very effective education tool, particularly if farmers have an active role to play in the demo

- On-farm demonstrations have evolved from being a more one-directional way to introduce farmers to innovation, to 'meeting places' where experiences are shared in a farmer-to-farmer setting, and to support knowledge co-creation between farmers and other actors.

PLAID and AgriDemo-F2F have cooperated to formulate a set of key messages, primarily intended to support R&I policy-makers and funders in the European Commission, in National Ministries and Regional authorities to increase the impact of their programmes with these advantages. However, these recommendations are also intended to provide value to the Agricultural Knowledge and Innovation Systems (AKIS) including educational bodies and the demonstration organisers themselves.

**The key messages have been developed into four policy briefs:**



1. Demonstration as part of the dissemination activities in the innovation support projects in EU
2. Education and training to enhance demonstration for farmers, facilitators and demo organisers
3. Supporting Demonstration through Agricultural Knowledge and Innovation Systems (AKIS) Funding Schemes
4. Setting long term (EU) demonstration networks and exchange programmes

These recommendations have been designed and improved in interaction with experts and stakeholders, and inspired by data collected throughout the project. This was a multi-step process, which was initiated at the start of both projects, with the development of a visionary framework. Data was collected through a Pan-European inventory of demonstration farms, developed by PLAID and AgriDemo-F2F. As part of this process, consortium members and sub-contractors identified the trends in on-farm demonstrations in the EU 28, Norway, Serbia, and Switzerland. Furthermore, an in-depth analysis of a set of 56 case studies was conducted of demonstration activities on commercial farms in 18 European partner countries to assess the processes involved in achieving efficient and effective on-farm demonstration activities. Based on this data, a set of best practice guidelines were developed for organising, doing and evaluating on-farm demonstrations. Data was discussed and validated during 3 supranational workshops (Southern Supra-regional workshop Venice, Italy 7th February 2018; Eastern Supra-regional meeting Krakow, Poland March 2018; Northern Supra-regional meeting Leuven, Belgium March 2018 ), during a number of National Consultative Stakeholder Group meetings in partner countries and during 2 recommendations workshops (Alberese, Italy 25-26th February 2019; Den Bosch, Netherlands 2nd April 2019). In addition to these international workshops, data was also presented and discussed during several national stakeholder consultancy group meetings. As a final step, policy recommendations were presented and validated in 2 workshops, one during and one after the FarmDemo conference (Brussels, 21-22nd June 2019).

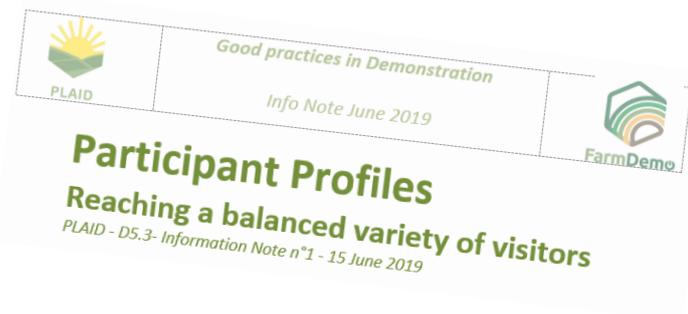
The entire process resulted in four specific key recommendations, as listed above and further described in this deliverable. Each description contains the main challenges, lessons learnt from PLAID and AgriDemo-F2F and the recommendation itself.

### 3.7 Information notes

The analyses of the case studies in WP5 allowed the identification of the main challenges faced by the demonstration organisers which led to six information notes presenting good demonstration practices and that will be available on FarmDemo website, within the training kit tools <https://trainingkit.farmdemo.eu/demo-design-guide/>

The 6 notes are the following:

1. Reaching a balanced variety of visitors
2. Enabling good access to all demo activities
3. Monitoring & Evaluation : Tuning demonstrations to the needs of visiting farmers
4. Mediation : a way to enhance knowledge exchange
5. Demonstration: A way to make novelties "your own"
6. Connecting people in Demo events:  
Provide space to foster diverse forms of exchanges



### 3.8 Collaboration with NEFERTITI

PLAID Project through FARMDEMO collaborates a lot with NEFERTITI (RUR12-2017), coordinated by ACTA. The outputs from Farmdemo will be inputs for Nefertiti. Main reasons are:

- **To facilitate :**
  - Human relationship and cooperation efficiency.More than 50 % of NEFERTITI partners participate to PLAID /AGRIDEMO.
  - Strategic coordination and alignment of actionsBoth coordinators have a key role in NEFERTITI (WPL 1 + WP5).
- **To tailor :**
  - PLAID /AGRIDEMO deliverables as NEFERTITI inputsNEFERTITI work plan have been scheduled according to the expected PLAID /AGRIDEMO readiness deliverables.
- **To boost :**
  - Communication impact and create added-value from synergies between H2020 projectsPLAID & AGRIDEMO final Conference jointly organized with NEFERTITI mid-term conference.

Table 1 : FARMDEMO NEFERTITI collaboration ( ©ACTA)

FARMDEMO	NEFERTITI
<b>FARMDEMO geo-referenced</b> Inventory on the FarmDemo Hub (WP3 on PLAID Project)	<b>WP2:</b> Network development will build on the inventory of demo-farms to identify regional and national innovation actors
<b>Best practices</b> for effective demo-activities	<b>WP1:</b> Key factors behind successful network establishment ; specified in relation to the 10 NEFERTITI themes <b>WP3:</b> Supporting and facilitating demo-activities on-farm at local level. <b>WP5:</b> Development and selection of the tailored guides
<b>FarmDemo Hub</b> Show cases & virtual demo's Events & demonstrations Best practices & practice abstracts Community of DemoFarms & Organizers	<b>WP4:</b> NEFERTITI platform development <b>WP7:</b> Production and dissemination of multimedia material; Social media engagement and growth hacking.

## 4. Dissemination monitoring system feedback

The dissemination monitoring system enabled us to fully report the activities linked to the PLAID Project. It's also useful to show the initial dissemination plan was followed and if its objectives were being met.

### 4.1 Deliverables

The following deliverables were planned:

Table 2. WP7 deliverables

Number	Name	Leader	Type	Dissemination level	Delivery date	Progress state
<b>D7.1</b>	Initial dissemination plan	ACTA	R	PU	May 2017 (M5)	Completed
<b>D7.2</b>	Midterm dissemination report	ACTA	R	PU	August 2018 (M20)	Completed
<b>D7.3</b>	Final dissemination report	ACTA	R	PU	June 2019 (M30)	This report
<b>D7.4</b>	Final Conference	ACTA-HUT	Other	PU	June 2019 (M30)	Completed
<b>D7.5</b>	Practice Abstracts	ACTA	other	PU	December 2017 (M12)	Completed

<b>D7.6</b>	Practice Abstracts	ACTA	other	PU	June 2019 (M30)	Completed
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## 4.2 Dissemination reporting

Every six months, PLAID Dissemination officers have sent to ACTA a compilation of the dissemination activities they have carried out. The requested information were:

- Publications and press releases (type of media, type of audience and outreach)
- Network and non-network events (type of event, type of audience and outreach)
- Diffusion of information notes or internet posts (content, audience and outreach)

### Result indicators

A set of result indicators have been selected to follow the achievement of the dissemination plan. The objective tracking table (Annex E) describes the method of measurement, the verification means, the due date and the target value planned.

Table 3. Dissemination result indicators

Indicators	Target value	Progress state
<b>PLAID network and dissemination strategy</b>		
N° of consortium members	40	40
N° of subcontractors and third parties	20	10
N° of members to the RUR-12 consortium	50	
N° of participants to the International Advisory Board	12	12
N° of participants to the National Stakeholder Consultative Groups	84	130
N° of dissemination work plan	4	4
N° of intermediary dissemination reports	2	1
N° of annual dissemination reports (deliverables)	2	2
<b>Dissemination activities – PLAID networking events</b>		
N° of participants to the Virtual demonstration training workshops	20	40
N° of participants to the SCAR-AKIS 4 Strategic Working Group (1.4)	25	
N° of participants to the Supra-Regional Workshops	90	92
N° of participants to the Pan European case study meeting	48	50
N° of participants to the recommendation workshop		50
N° of participants to the final Conference	120	200
<b>Dissemination activities – other events</b>		
N° of scientific conferences where PLAID outputs have been disseminated	25	20
N° of fairs or exhibitions where PLAID outputs have been disseminated	25	30
N° of people outreached by these events	10,000	10 000
<b>Dissemination tools</b>		
N° of printed leaflets	-	
N° of newsletters	6	8

N° of email addresses from the inventory participants	2000	More than 2000
N° of Information notes	9	19
N° of posters	30	30
Website launching	-	
N° of web-site visitors (average/year)	600	4000
Hub launching	-	
N° of visits to FarmDemo hub (average/year)	2000	Not evaluated yet
N° of social media (Twitter and Facebook) followers (at the end of the project)	500	1050
N° of YouTube videos views (at the end of the project)	1000	60000
N° of videos in the Youtube channel	28	88
N° of articles published in partner's media	50	Not evaluated yet
N° of articles published in other media	20	
N° of press releases issued	20	10
N° of practice abstracts produced	30	59
N° of publication in other related web-site		
N° of people reached by PLAID articles	1000s	10000
N° of policy makers reached by PLAID recommendations	100	200

## CONCLUSION

This final dissemination report gives an overview of the partners' dissemination activities and PLAID outputs, targets and possible dissemination strategy, tools and activities. It also outlines PLAID and AgriDemoF2F joint communication strategy and gave operational tools for all partners.

The initial dissemination plan has been updated during the first 10 months of the project, leading to a mid-term dissemination plan in August 2018.

During the last 10 months of the project we managed to:

- Have a better overview of the end-user audience, by the WP5 Case Studies
- Have a better overview of the diversity of the farmers and advisors across Europe about demo-day (by the Pan European meeting)
- Have a deeper collaboration between PLAID, AgriDemoF2F and NEFERTITI through the NEFERTITI launching and Farmdemo Hub
- Have an overview of best practices and policy recommendation about on farm demonstration activities

## Annexes

Annexes	Description
<b>1</b>	PLAID Partners' activity report

# ANNEX 1: PLAID Partners' activity report

Type of activity	Date / period	Description	Scale	Target audience	Estimated reach	Support documents	Team
<i>Website</i>							
Project overview in Italian	14/09/2017	Internet Journal Infowine	National	farmers/advisors/researchers	8000	<a href="https://www.infowine.com/it/novita/la-formazione_tra_pari_conoscere_in_novazione_attraverso_la_dimostrazione_sc_16778.htm">https://www.infowine.com/it/novita/la-formazione_tra_pari_conoscere_in_novazione_attraverso_la_dimostrazione_sc_16778.htm</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Project overview in English	14/09/2017	Internet Journal Infowine	European	farmers/advisors/researchers	3000	<a href="https://www.infowine.com/en/news/peer-to-peer_learning_accessing_innovation_through_demonstration_sc_16778.htm">https://www.infowine.com/en/news/peer-to-peer_learning_accessing_innovation_through_demonstration_sc_16778.htm</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Information note diffusion (invitation to participate in the inventory)	12/12/2017	Internet Journal Infowine	National	farmers/advisors/researchers	8000	<a href="https://www.infowine.com/it/novita/progetto_plaid_partecipa_all_inventario_sulle_attivita_di_dimostrazione_sc_17004.htm">https://www.infowine.com/it/novita/progetto_plaid_partecipa_all_inventario_sulle_attivita_di_dimostrazione_sc_17004.htm</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Blog post	01/05/2018	LEAF website, The power of film to demonstrate innovation and learnings on farm	National	Farmers	2000	<a href="https://leafuk.org/news-and-media/leafs-blog/the-power-of-film-to-demonstrate-innovation-and-learnings-on-farm">https://leafuk.org/news-and-media/leafs-blog/the-power-of-film-to-demonstrate-innovation-and-learnings-on-farm</a>	LEAF
Article in LEAF: A year in review	20/11/2018	LEAF Website/ in print: LEAF; A year in review-Working in partnership	National	Farmers/ Advisors	5000	<a href="https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Annual-Review-18-FINAL-Website-Version.pdf">https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Annual-Review-18-FINAL-Website-Version.pdf</a>	LEAF
Press release	March-April	We publish information of PLAID project on the webpage of NAAS. We attached in pdf PLAID brochure	Local / regional / national	Farmers / advisors / researchers / industry /	Over 1000	News; Brochure of PLAID	Dimitar Vanev, Emanuela Dimitrova; Petya Kumanova; Galina Metodieva
Project information on the BSC website	20/02/2019	Updating of project-related information on the dedicated section of the BSC website	National	Researchers		<a href="http://www.bscresearch.lv/lv/projekti/plaid">http://www.bscresearch.lv/lv/projekti/plaid</a> ; <a href="http://www.bscresearch.lv/en/projects/plaid">http://www.bscresearch.lv/en/projects/plaid</a>	A. Adamsone-Fiskovica
Blog post	01/03/2019	LEAF Website, Continual improvement in demonstration	National	Farmers/ advisors/ public/ industry	2000	<a href="https://leafuk.org/news-and-media/leafs-blog/continual-improvement-in-demonstration">https://leafuk.org/news-and-media/leafs-blog/continual-improvement-in-demonstration</a>	LEAF
Article	21/03/2019	LEAF Website/ in print, LEAF: Continual improvement in demonstratoin	National	Farmers/ Advisors/ industry	8000	<a href="https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Global-Impacts-Report-2019-FINAL-Low-Res.pdf">https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Global-Impacts-Report-2019-FINAL-Low-Res.pdf</a>	LEAF
Arvalis website	Entire period	Focus on projects and partnerships	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://www.arvalisinstitutduvegetal.fr/projets-et-partenariats-@/view-604-arvstatiqes.html">https://www.arvalisinstitutduvegetal.fr/projets-et-partenariats-@/view-604-arvstatiqes.html</a>	ACTA / Arvalis
News	Entire period	news about courses, videos, project	national	farmers / advisors / researchers	10000	<a href="https://www.bioaktuell.ch/aktuell.html">https://www.bioaktuell.ch/aktuell.html</a>	FIBL
italian	Entire period	VINIDEA website	National	researchers/ industry	500	<a href="https://www.vinidea.it/it/progetti_dicerca_e_trasferimento/plaid_sc_15742.htm">https://www.vinidea.it/it/progetti_dicerca_e_trasferimento/plaid_sc_15742.htm</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
english	Entire period	VINIDEA website	European	researchers/ industry	500	<a href="https://www.vinidea.it/en/research_and_innovation_projects/plaid_-_peer-to-peer_learning_sc_15742.htm">https://www.vinidea.it/en/research_and_innovation_projects/plaid_-_peer-to-peer_learning_sc_15742.htm</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Banner (link PLAID website)	Entire period	Internet Journal Infowine	National/European	farmers/advisors/researchers	11000		Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Invitations to the inventory		Sending out additional invitations to join the FarmDemo inventory of demonstration farms	National	Farmers, advisors	20		A. Adamsone-Fiskovica
<i>Practice abstracts</i>							
Case study report POL1	November 2018		National	Stakeholders of the event	50	see case study report	Delphy
Case study report POL2	November 2018		National	Stakeholders of the event	25	see case study report	Delphy
Practice abstract	11/04/2019	Refinement of the practice abstract on the second case study	European	Researchers, advisors, policymakers			A. Adamsone-Fiskovica, M. Grivins

Events & Conferences						
Conference	16/11/2017	Organic Innovation days, Brussels	European regional (german speaking)	advisors/researchers	120	Cristina Micheloni Thomas Alföldi together with Agridea
workshop	01/02/2018	How to produce your own video		Farmers / advisors / researchers / industry /	20	<a href="https://twitter.com/tombas60/status/966960725892763649">https://twitter.com/tombas60/status/966960725892763649</a>
Meeting conference GENVCE	13/02/2018	Presentation of the PLAID project and inventory at the GENVCE National Net ((Group for the Evaluation of New Varieties of Extensive Crops in Spain)	National	Advisors / researchers	12	Isabel Gárriz y Alberto Lafarga
Conference/workshop	21 - 22/02/2018	Challenges for agricultural advisory after 2020' conference organised by Ministry of Agriculture and Rural Development and Agricultural Advisory Center in Brwinów together with the EUFRAS General Assembly, Warsaw, Poland Matija Cabrajec had presentation "Financial support for advisory service and knowledge innovation transfer within the framework of Rural Development Program - Proposals for solutions in new financial perspective" that included PLAID presentation	European regional (french speaking)	Policy makers/ farmers / advisors / researchers / industry/ farmers	140 participants from 20 countries	<a href="http://www.eufRAS.eu/index.php/activities/archive/127-eufRAS-annual-assembly-in-poland">http://www.eufRAS.eu/index.php/activities/archive/127-eufRAS-annual-assembly-in-poland</a>
workshop	22/02/2018	How to produce your own video		Farmers / advisors / researchers / industry /	18	<a href="https://twitter.com/tombas60/status/966960725892763649">https://twitter.com/tombas60/status/966960725892763649</a>
Transnational workshop	20/03/2018	Krakow Poland. Transnational workshop with partners that conducted the inventories in Eastern Europe + poster	Eastern Europe	Advisors, research	20	Invitation, report of the meeting, country poster
workshop	21/03/2018	How to produce your own video	regional (german speaking)	Farmers / advisors / researchers / industry /	17	<a href="https://twitter.com/tombas60/status/978200010969010176">https://twitter.com/tombas60/status/978200010969010176</a>
Conference	29/03/2018	Anda Adamsone-Fiskovica "Agricultural demonstrations and their success factors." Presentation at the conference "EU Research Projects – for the Support of Rural Development and Rural Policies". Baltic Studies Centre and the Ministry of Agriculture. Sigulda, Latvia.	National	policy makers, advisors, researchers, farmer organisations, industry	26	<a href="http://www.bscresearch.lv/lv/blog/bsc-un-zemkopibas-ministrijas-konferenc-eiropas-savienibas-zinatniskie-petijumi-lauku-attistibas-un-politikas-atbalstam">http://www.bscresearch.lv/lv/blog/bsc-un-zemkopibas-ministrijas-konferenc-eiropas-savienibas-zinatniskie-petijumi-lauku-attistibas-un-politikas-atbalstam</a> ; <a href="http://www.bscresearch.lv/lv/blog/kopsavilkums-par-konferenci-eiropas-savienibas-zinatniskie-petijumi-lauku-attistibas-un-politikas-atbalstam">http://www.bscresearch.lv/lv/blog/kopsavilkums-par-konferenci-eiropas-savienibas-zinatniskie-petijumi-lauku-attistibas-un-politikas-atbalstam</a>
Presentation project PLAID youngers farms	13/04/2018	Young farmers who settle in the agricultural sector.	Regional	Farmers	15	Isabel Gárriz y Alberto Lafarga
Conference / Poster section	20/06/2018	57th IALB and 7th EUFRAS Conference SEASN and ESEE Meeting	European	Advisors	200	<a href="http://ialb-eufRAS-2018.org/en/">http://ialb-eufRAS-2018.org/en/</a>
Conference/workshop	8 - 9/03/2018	South Eastern Europe Advisory Service network - SEASN extended Executive Board meeting, Ilok, Croatia Kristijan Jelaković had an interesting presentation on H2020 PLAID project	European	Advisors, reasearches	20	<a href="http://www.seasn.eu">www.seasn.eu</a>
Workshop	20/03/2018	Poster presentation "Country report for the Netherlands"	European	PLAID/AgriDemo project partners	22	Poster
Workshop	26-27/04/18	EIP AGRI Enabling farmers for the digital age: the role of AKIS Jurmala, Latvia	European	Farmers / advisors / researchers / industry /	150	HUTTON
Conference	13/06/2018	Cereals (Chrishall Grange, Duxford, Cambridgeshire)	National	Farmers/ industry	20000	<a href="https://www.cerealsevent.co.uk/">https://www.cerealsevent.co.uk/</a>
Agricultural Show	21-24/06/18	Royal highland Show	National	Farmers Advisors researchers industry	189,851	HUTTON
Conference	27/06/2018	Groundswell (Lannock Manor Farm, Hertfordshire)	National	Farmers/ Advisors	5000	<a href="https://groundswellag.com/">https://groundswellag.com/</a>
Conference	02-06/07/18	IFSA Channia	International	Advisors/researchers /industry	300+	<a href="http://www.ifsA2018.gr/">http://www.ifsA2018.gr/</a>
Symposium	05/07/2018	Poster presentation "Case study Latvia: Demo farm network in animal husbandry", the 13th European IFSA Symposium "Farming systems: facing uncertainties and enhancing opportunities", Channia, Greece. (1.14 Panel session: European inventories of demonstration activities (AgriDemo & PLAID)).	European	Reseachers, advisors	10	<a href="http://www.ifsA2018.gr/en/programme">http://www.ifsA2018.gr/en/programme</a> <a href="https://www.hutton.ac.uk/events/potatoes-practice-2018">https://www.hutton.ac.uk/events/potatoes-practice-2018</a>
Show	10/08/2018	Potatoes in Practice	National	Farmers Advisors and researchers	250	HUTTON
Conference	06/09/2018	Poster presentation about Thematic Networks	National	researchers		Poster
Conference	27/09/2018	Plaid project presentation advisors INTIA		Advisors / researchers	30	Frank Wijnands Isabel Gárriz y Alberto Lafarga
Workshop	09-11/10/18	PanEuropean workshop/ Croatia	European	Farmers Advisory Researchers	70	<a href="https://www.youtube.com/watch?v=wkRv3ZMfC2U&amp;index=1&amp;list=PLOYrtk1DkcdT6TfIKB-BFqY1jBG_cYlg">https://www.youtube.com/watch?v=wkRv3ZMfC2U&amp;index=1&amp;list=PLOYrtk1DkcdT6TfIKB-BFqY1jBG_cYlg</a>
Conference	26/10/2018	Jornadas AETC	National	Advisors / researchers	80	HUTTON Isabel Gárriz y Alberto Lafarga
Demonstration event	05/11/2018	PLAID brochure, description of the project, main activities, expected results and discussion about the project; brief presentation of the project	National	advisors / researchers/ industry/ farmer/ students	Over 20	Brochure of PLAID; Programme of event Dimitar Vanev; Galina Metodieva

Workshop	06-08/11/2018	Paper "Knowledge production in agricultural demonstrations: matching the perspectives of stakeholders" presented at the International workshop on System Innovation towards Sustainable Agriculture SISA-3 in Riga, Latvia.	European	Researchers	25	<a href="https://marcbarbier1.wixsite.com/sisa3riga2018">https://marcbarbier1.wixsite.com/sisa3riga2018</a>	A. Adamsone-Fiskovica, M. Grivins
Conference	21/11/2018	PLAID brochure; brief presentation of the project	Local / regional / national / European	Farmers / advisors / researchers / industry /	Over 100	Brochure of PLAID;	Dimitar Vanev, Emanuela Dimitrova; Petya Kumanova; Galina Metodieva
Conference	23/11/2018	PlaId project presentation in UCAR Agrarian cooperative	Regional	Farmers	20		Isabel Garriz y Alberto Lafarga
Summit	26-27/11/18	DatAgri Summit/Spain Cordoba	European	Farmers Advisors Researchers	700	<a href="https://www.youtube.com/watch?v=90xbAsQKgVk">https://www.youtube.com/watch?v=90xbAsQKgVk</a>	HUTTON
Conference	27/11/2018	Young farmers who settle in the agricultural sector.	Regional	Farmers	15		Isabel Garriz y Alberto Lafarga
Conference	27/11/2018	Datagri 2018	National	Farmers/advisors	750		Isabel Garriz y Alberto Lafarga
Conference	30/11/2018	Brief presentation of the project	Local / regional / national	Farmers / advisors / researchers / industry /	Over 20		Petya Kumanova; Galina Metodieva
Workshop	11/12/2018	Filming training at LEAF	National	Farmers advisors and researchers	20		HUTTON
Seminar	10/01/2019	Presentation of the results of one of the PLAID case studies at the closing meeting of the studied demonstration project	National	Advisors, farmers, researchers	48		A. Adamsone-Fiskovica, M. Grivins, E. Kilis
Conference	15/01/2019	GENVCE	National	Advisors / researchers	15		Isabel Garriz y Alberto Lafarga
Conference	01/02/2019	Information about the project + poster	National	Farmers / advisors / researchers / industry /	Over 50	Presentation	Dimitar Vanev,
Presentation	12/02/2019	Monitor Farm meeting	Regional	Farmers/advisors/industry	50	Research update summary	HUTTON
Conference	20/02/2019	description of the project, main activities, expected results	Local / regional / national	Farmers / advisors / researchers / industry /	Over 100		Dimitar Vanev; Petya Kumanova; Galina Metodieva
Workshop	26-28/2/2019	1st Recommendations Workshop	European	farmers/ advisors / researchers / policy makers		Power point presentations	ISP
Presentation	27/02/2019	Monitor Farm meeting	Regional	Farmers/advisors/industry	35	Research update summary	HUTTON
Case study outcomes shared with the participants of the congress	6-8/03/2019	IOf2020 partnership meeting, Prague	European	advisors/researchers			Cristina Micheloni, Gianni Trioli
Conference	29/03/2019	Young farmers who settle in the agricultural sector.	Regional	Farmers	15		Isabel Garriz y Alberto Lafarga
Workshop	02/04/2019	2nd Recommendations Workshop	European	farmers/ advisors / researchers / policy makers		Power point presentations	ISP
Poster at Enoforum Congress	21-23/05/2019	Poster about Demo activities in Italy, Enoforum 2019, Vicenza, Italy	National/european	farmers/advisors/researchers	1200	<a href="https://www.enoforum.eu/en/">https://www.enoforum.eu/en/</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Project outcomes shared with EIP-AGRI event participants	4-5/06/2019	EIP-AGRI evento on crop diversification, Almere	European	multiactor	60	<a href="https://ec.europa.eu/eip/agriculture/en/event-type/eip-agri-workshop">https://ec.europa.eu/eip/agriculture/en/event-type/eip-agri-workshop</a>	Cristina Micheloni
ESEE Conference	18/06/2019	presentation	european	farmers / advisors / researchers		<a href="https://www.reterurale.it/esee2019">https://www.reterurale.it/esee2019</a>	Rebekka Frick
Scientific conference	18-21/06/2019 [M30 (abstract submitted in M25, full paper submitted in M29)]	Presentation of a project-level paper on demonstration success factors at the 24th European Seminar on Extension (and) Education (ESEE2019) in Acireale, Italy	European	Researchers, advisors			A. Adamsone-Fiskovica, M. Grivins, B. Elzen, R. Burton, S. Flanigan, R. Frick, C. Hardy
<b>Supra-regional meeting</b>							
Workshop	07/02/2018	Southern european Supra-regional Meeting _ Venice Presenting French Poster	European	Farmers / advisors / researchers	30	Poster / Pictures	ACTA / Idele
Workshop	07/02/2018	Southern european Supra-regional Meeting	European	Farmers / advisors / researchers / industry /	30		HUTTON
Workshop	20/03/2018	Poster presentation "Country report for Latvia: Development and characteristics of agricultural demonstrations", PLAID/AGRIDEMO East European Supraregional meeting, Krakow, Poland.	European	PLAID/AgriDemo project partners	22	<a href="https://www.plaid-h2020.eu/meetings/eastern-european-supra-regional-meeting">https://www.plaid-h2020.eu/meetings/eastern-european-supra-regional-meeting</a>	A. Adamsone-Fiskovica
Workshop	20/03/2018	Eastern European supra-regional Meeting	European	Farmers / advisors / researchers / industry /	30		HUTTON
Workshop	28/03/2018	Northern European Supra-regional Meeting _ Bruxelles Presenting French Poster	European	Farmers / advisors / researchers / industry /	40		ACTA / Idele
Workshop	28/03/2018	Northern European Supra-regional Meeting _ Leuven Presenting Belgian Poster	European	Farmers / advisors / researchers / industry /	40		ISP

Poster	28/03/2018	Supraregional meeting Leuven	European	PLAID/AgriDemo project partners	50		Kathrin Huber
Workshop	28/03/2018	Northern European Supra-regional Meeting	European	Farmers / advisors / researchers / industry /	40		HUTTON
<b>National Stakeholder consultative group</b>							
Workshop	18/12/2017	National Stakeholder Meeting " Farm demo result "	National	advisors / researchers	10	Power point presentation	ACTA / Idele / Analis / APCA
Workshop	18/12/2017	NSCG Edinburgh Scotland	Regional	Farmers / advisors / researchers / industry /	12		HUTTON
Information note	28/01/2018	NSCG meeting in ASC office in Zagreb	National	Advisors, researchers	11	Short introduction, demonstration activities history in Croatia, possibilities of PLAID, discussion	M. Husnjak, K. Jelakovic, A. Pejakovic, A. Horatic, M. Cabrajec
Workshop	28/01/2018	PLAID Pan European CS Meeting: joint analysis	European	farmers / advisors / researchers	50		Rebekka Frick
Workshop	28/01/2018	PLAID Pan European CS Meeting: video making workshop	European	farmers / advisors / researchers	50		Thomas Alfoldi
Workshop	22/02/2018	National Stakeholder Meeting " Farm demo result "	National	farmers/ advisors / researchers / policy makers	11	Power point presentations	ISP
Workshop	03/04/2018	Meeting of the National Stakeholder Consultative Group (NSCG)	National	Advisors/researchers	5	Agenda of the meeting, Powerpoint about PLAID, minutes of the meeting	Frank Wijnands, Paulien van Asperen
Workshop	01/06/2018	National Stakeholder meeting	National	farmers/ advisors / researchers / policy makers		power point presentations on demo design guide and training toolkit	ISP
workshop	19/10/2018	PLAID UK National stakeholder group meeting	Regional	Farmers	8	Minutes of meeting available	LEAF
Workshop	09/11/2018	National Stakeholder Meeting " Case studies"	National	farmers/ advisors / researchers / policy makers	11	Power point presentations	ISP
Information and Invitation	December 18	NSCG (2nd meeting in march 19)	national	stakeholders	10		Kathrin Huber
Meeting of NCG	December 2018	PLAID brochure, description of the project, main activities, expected results and discussion about the project	National	advisors / researchers	7	Brochure of PLAID; Presentation	Dimitar Vanev, Emanuela Dimitrova; Petya Kumanova; Galina Metodieva
Workshop	10/12/2018	NSCG Scotland	National	Farmers and researchers	10		HUTTON
Meeting of NCG	09/02/2019	PLAID brochure, main implemented activities, expected results and discussion about the project, results WP5 BG case studies; discussion on factors for successful demonstration activities	National	advisors / researchers	7	Brochure of PLAID; Presentation	Dimitar Vanev, Petya Kumanova; Galina Metodieva
Workshop	26/02/2019	Meeting of the National Stakeholder Consultative Group (NSCG)	National	Advisors/researchers	4	Agenda of the meeting, Powerpoint about PLAID, minutes of the meeting	Frank Wijnands, Paulien van Asperen
Seminar	22/03/2019	NSCG meeting	National	Researchers, advisors, executive agency officials	12	<a href="http://www.bscresearch.lv/iv/blog/ekspertu-diskusija-par-laiksaimnieciskajiem-demonstrejumiem-latvija">http://www.bscresearch.lv/iv/blog/ekspertu-diskusija-par-laiksaimnieciskajiem-demonstrejumiem-latvija</a>	A. Adamsone-Fiskovica, T. Tisnekops, M. Grivins
NSCG workshop	19/03/2019	2. NSCG workshop WP5	national	farmers / advisors / researchers	6		FIBL
NSCG	June 2019	National stakeholder meeting	National	National stakeholders	6		Delphy
Meeting of NCG	17/06/2019	PLAID brochure, main implemented activities, achieved results; discussion on developed materials under WP 6 for policy recommendations	National	advisors / researchers	7	Brochure of PLAID; Presentation	Dimitar Vanev, Petya Kumanova; Galina Metodieva
NSCG workshop	27/06/2019	3. NSCG workshop WP6	national	farmers / advisors / researchers	12		FIBL
<b>PLAID CASE study</b>							
<b>Focus group</b>							
Workshop	28.03.2018	Focus Group	Local	Students	16		ACTA / Idele
Workshop	24/04/2018	Focus Group Meeting National Leek Day	National	Farmers	6	Pictures, Association Cards, special forms for the different exercises	Paulien van Asperen, Maureen Schoutsen, Daniel de Jong
Workshop	21/05/2019	Final Conference	European	farmers/ advisors / researchers / policy makers		power point presentations on increasing access	ISP
Demonstration event	17th of June 2019	PLAID brochure, main activities, achieved results; brief presentation of the project	Local / regional / national	Farmers / advisors / researchers / industry /	Over 30	Brochure of PLAID;	Dimitar Vanev, Petya Kumanova; Galina Metodieva
Workshop	02/07/2018	Focus Group Meeting National Leek Day	National	Farmers	11	Pictures, Association Cards, special forms for the different exercises	Paulien van Asperen, Maureen Schoutsen, Daniel de Jong
Demonstration event	5th November 2018	PLAID brochure, description of the project, main activities, expected results and discussion about the project; brief presentation of the project	National	advisors / researchers/ industry/ farmer/ students	Over 20	Brochure of PLAID; Programme of event	Dimitar Vanev, Galina Metodieva
Demonstration event	20th December 2018	PLAID brochure, description of the project, main activities, expected results and discussion about the project; brief presentation of the project	Local / regional / national	Farmers / advisors / researchers / industry /	Over 20	Brochure of PLAID;	Dimitar Vanev, Petya Kumanova; Galina Metodieva

Interview								
Interviews	21/11/2017; 21/02/2018; 26/02/2018; 15/03/2018; 28/03/2018; 30/07/2018; 13/09/2018; 19/09/2018	Interviews with organisers/hosts of demonstration activities in the framework of the second case study for Latvia providing respondents with some background information on the project	Local	Individual respondents		12	N/a	A. Adamsone-Fiskovica, M. Grivins
Interview	27/03/2018	Interview with organisers of the demo "Grounded Maize Cropping" in the framework of the second case study providing respondents with some background information on the project	National	Researchers		3	Information about the project	Maureen Schoutsen, Paulien van Asperen
Event Case Study CH1 "Arenenberg Arable Day"	Summer 18	Exit and ExPost Interviews with visitors, first contacts and exAnte Interviews with Organizers	regional	farmers / advisors / researchers		20		FIBL
Event Case Study CH2 "Organic Cattle Day"	Summer 18	Exit and ExPost Interviews with visitors, first contacts and exAnte Interviews with Organizers	national	farmers / advisors / researchers		100		FIBL
Interviews	25-26 August 2018	National Potato Days Bonin Poland	National	Farmers, advisors, research, industry		1500	Pictures available	
Interview	13/09/2018	Interview with expert on mais growing	Local					Maureen Schoutsen
Demonstration events								
Event Organisation	13/02/2018	Forum field at SENDETS Presenting Case study SYPPRE	Regional	Farmers / advisors		20	Presentations & discussion	ACTA / Anavis
Event Organisation	22/02/2018	Les Rendez-vous agronomiques - Lycée Agricole Montardon Presenting Case study SYPPRE	Local	Farmers / advisors		40	Presentations & discussion	ACTA / Anavis
Event organisation 1st Case Study ES2	24/04/2018	Organic Cow Cheese production	Regional	Farmers		12	<a href="https://twitter.com/PLAID_project/status/988704087553249281">https://twitter.com/PLAID_project/status/988704087553249281</a>	Isabel Gárriz y Alberto Lafarga
Event organisation 2nd Case Study ES1	21/05/2018	Visit extensive Trials	Regional	Farmers		40	<a href="https://twitter.com/NavarraAgraria/status/998494164412194816">https://twitter.com/NavarraAgraria/status/998494164412194816</a>	Isabel Gárriz y Alberto Lafarga
Farm Demonstration Event Organisation	10/07/2018	AHDB SPot farm open day Case Study " Journée de découverte ovine"	National	Farmers/advisors/industry		100	<a href="https://potatoes.ahdb.org.uk/agronomy/research-practice">https://potatoes.ahdb.org.uk/agronomy/research-practice</a>	HUTTON
	08/03/2019	Auvergne, Rhone Alpes	Local	Farmers / Students		120		ACTA / Idele
Newsletters & Press articles								
Anavis internal newsletter	January 2018	Internal communication on PLAID	National	Arvalis staff				ACTA / Anavis
Article Navarra Agraria Magazine	09/02/2018	INTIA el aprendizaje a través de las demostraciones agrarias	Regional	All workers INTIA, farmers, farmers associations, agricultural cooperatives, wineries agronomists and agricultural consultants, producers organizations, universities, research centers, environmental organizations, scientific, EU officials, etc...	Navarra Agraria magazine : Circulation 8,000 magazines. Web: 1,600 visits per day. 50,000 visits per month. Download 5,000 documents per day). 1.200 subscribers online		<a href="http://www.navarraagraria.com/component/k2/item/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias">http://www.navarraagraria.com/component/k2/item/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias</a>	Isabel Gárriz y Alberto Lafarga
Press article	May 2018	Explanation of CASE STUDY + article on farmer	National	Farmers / Advisors	?		<a href="https://patre.reussir.fr/public/index.php?a=Numero-courant">https://patre.reussir.fr/public/index.php?a=Numero-courant</a>	ACTA / Idele
Press release	30/06/2018	Cases studies coordinates by INTIA	Regional	All workers INTIA, farmers, farmers associations, agricultural cooperatives, wineries agronomists and agricultural consultants, producers organizations, universities, research centers, environmental organizations, scientific, EU officials, etc...		4000	<a href="https://www.intiasa.es/es/component/content/article/27-comunicacion/1084-proyecto-plaid-aprendizaje-a-traves-de-las-demostraciones-agrarias-casos-de-estudio-coordinados-por-intia-en-navarra.html">https://www.intiasa.es/es/component/content/article/27-comunicacion/1084-proyecto-plaid-aprendizaje-a-traves-de-las-demostraciones-agrarias-casos-de-estudio-coordinados-por-intia-en-navarra.html</a>	Isabel Gárriz y Alberto Lafarga
Article in LEAF: A year in review	20/11/2018	LEAF Website/ in print: LEAF: A year in review Working in partnership	National	Farmers/ Advisors		5000	<a href="https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Annual-Review-18-FINAL-Website-Version.pdf">https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Annual-Review-18-FINAL-Website-Version.pdf</a>	LEAF
Press release	21/12/2018	information about demonstration event under PLAID;	National	Farmers / advisors / researchers / industry /		Over 100		Dimitar Vanev, Emanuela Dimitrova, Petya Kumanova, Galina Metodieva

Press release	06/01/2019	information about demonstration event under PLAID;	National	Farmers / advisors / researchers / industry /	Over 4000		Dimitar Vanev, Emanuela Dimitrova; Petya Kumanova; Galina Metodieva
Press article	19/02/2019	Drafting and publishing a popular article on the results of one of the national case studies of demonstration activities in a local professional magazine (Latvijas Lopkopis) and online	National	Farmers, advisors, researchers, policy-makers		<a href="http://new.lk.lv/iv/nozares/lopkopiba/demonstrejumi-lopkopiba-macisanas-un-kontaktu-veidosanas-iespejas">http://new.lk.lv/iv/nozares/lopkopiba/demonstrejumi-lopkopiba-macisanas-un-kontaktu-veidosanas-iespejas</a>	A. Adamsons-Fiskovica, M. Grivins, E. Kilis
Blog post	21/02/2019	Reposting the press article on the BSC website	National	Farmers, advisors, researchers, policy-makers		<a href="http://www.bscresearch.lv/iv/blog/demonstrejumi-lopkopiba-macisanas-un-kontaktu-veidosanas-iespejas">http://www.bscresearch.lv/iv/blog/demonstrejumi-lopkopiba-macisanas-un-kontaktu-veidosanas-iespejas</a>	A. Adamsons-Fiskovica, M. Grivins, E. Kilis
Article	21/03/2019	LEAF Website/ in print, LEAF: Continual improvement in demonstratoin	National	Farmers/ Advisors/ industry	8000	<a href="https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Global-Impacts-Report-2019-FINAL-Low-Res.pdf">https://s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Global-Impacts-Report-2019-FINAL-Low-Res.pdf</a>	LEAF
Blog post	01/04/2019	Demonstration in Northern Europe	European	Reserachers/industry	?	Post	HUTTON
Press article	May 2019	"Boeren leren van boeren: via demonstratie naar innovatie"	National	Farmers	17000	<a href="http://www.innovatiesteunpunt.be">www.innovatiesteunpunt.be</a>	ISP
Press article	May 2019	"Zet je bedrijf in de kijker op de FarmDemo Hub"	National	Farmers	17000	<a href="http://www.innovatiesteunpunt.be">www.innovatiesteunpunt.be</a>	ISP
Press article	June 2019	"In 6 stappen naar een doeltreffende demonstratie-effectiviteit"	National	Farmers	17000	<a href="http://www.innovatiesteunpunt.be">www.innovatiesteunpunt.be</a>	ISP
Publication	July 2019	national agricultural press: case studies wp5	national	farmers / advisors / researchers		<a href="https://www.agrarforschungs Schweiz.ch/home_1de.php">https://www.agrarforschungs Schweiz.ch/home_1de.php</a>	FIBL
Publication	September 2019	national agricultural press bio	national	farmers / advisors / researchers		<a href="https://www.bioaktuell.ch/magazin-bioaktuell.html">https://www.bioaktuell.ch/magazin-bioaktuell.html</a>	FIBL
Arvalis Intranet	Entire period	Internal communication on EU projects and PLAID	National	Arvalis staff			ACTA / Arvalis
<b>Social media posts</b>							
Twitter @NavarraAgraria	13/04/2018	Twitter about presentation PLAID project to young farmers	Regional	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/NavarraAgraria/status/984750028689461249">https://twitter.com/NavarraAgraria/status/984750028689461249</a>	Isabel Gárriz y Alberto Lafarga
Twitter @NavarraAgraria	23/04/2018	Twitter plaid video spanish	Regional	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/NavarraAgraria/status/988348251228254208">https://twitter.com/NavarraAgraria/status/988348251228254208</a>	Isabel Gárriz y Alberto Lafarga
Twitter @PLAID_project	23/04/2018	Twitter plaid video spanish	European	Farmers / advisors / researchers / industry / General public	329	<a href="https://twitter.com/PLAID_project/status/988351050334785536">https://twitter.com/PLAID_project/status/988351050334785536</a>	Isabel Gárriz y Alberto Lafarga
Twitter @NavarraAgraria	23/04/2018	#INTIA - Mañana 24-abril #FARMDEMO en #Jauregia #Aniz #Ganaderos asesoran a futuros ganaderos. Interesante caso estudio del proyecto @EU_H2020 PLAID @PLAID_project	National	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/NavarraAgraria/status/988356254845362177">https://twitter.com/NavarraAgraria/status/988356254845362177</a>	Isabel Gárriz y Alberto Lafarga
Twitter @PLAID_project	23/04/2018	#INTIA - Mañana 24-abril #FARMDEMO en #Jauregia #Aniz #Ganaderos asesoran a futuros ganaderos. Interesante caso estudio del proyecto @EU_H2020 PLAID @PLAID_project	European	Farmers / advisors / researchers / industry / General public	329	<a href="https://twitter.com/PLAID_project/status/988357721245306885">https://twitter.com/PLAID_project/status/988357721245306885</a>	Isabel Gárriz y Alberto Lafarga
Twitter @PLAID_project	24/04/2018	#INTIA #Farmdemo en #jauregia ganaderos asesoran a futuros ganaderos peer to peer learning @PLAID_project #alimentación #vacas leche #ecológico	European	Farmers / advisors / researchers / industry / General public	334	<a href="https://twitter.com/PLAID_project/status/988704087553249281">https://twitter.com/PLAID_project/status/988704087553249281</a>	Isabel Gárriz y Alberto Lafarga
RT @NavarraAgraria	24/04/2018	BUEN DÍA para la #FARMDEMO en #Jauregia #Aniz Navarra - #Ganaderos asesorando a futuros ganaderos! Así comenzamos la #Jornada Más info sobre PLAID @PLAID_project en nuestra web <a href="http://www.navarraagraria.com/item/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias">http://www.navarraagraria.com/item/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias</a> ...	Regional	Farmers / advisors / researchers / industry / General public	334	<a href="https://twitter.com/NavarraAgraria/status/988699237700554752">https://twitter.com/NavarraAgraria/status/988699237700554752</a>	Isabel Gárriz y Alberto Lafarga
Twitter @PLAID_project	24/04/2018	#INTIA #Farmdemo en #jauregia ganaderos asesoran a futuros ganaderos peer to peer learning @PLAID_project #alimentación #vacas leche #ecológico	European	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/NavarraAgraria/status/988699237700554752">https://twitter.com/NavarraAgraria/status/988699237700554752</a>	Isabel Gárriz y Alberto Lafarga
RT @PLAID_project	24/04/2018	#INTIA #Farmdemo en #jauregia ganaderos asesoran a futuros ganaderos peer to peer learning @PLAID_project #alimentación #vacas leche #ecológico	Regional	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/PLAID_project/status/988704087553249281">https://twitter.com/PLAID_project/status/988704087553249281</a>	Isabel Gárriz y Alberto Lafarga
Twitter @PLAID_project	25/04/2018	#INTIA #FocusGroup #FARMDEMO #Caso de estudio #Jauregia #Aniz #INTIA #proyecto @EU_H2020 PLAID @PLAID_project, #aprendizaje #demostraciones#agrarias	European	Farmers / advisors / researchers / industry / General public	334	<a href="https://twitter.com/PLAID_project/status/989100190240997377">https://twitter.com/PLAID_project/status/989100190240997377</a>	Isabel Gárriz y Alberto Lafarga
Twitter @NavarraAgraria	25/04/2018	Gran trabajo del GrupoFocal en #FARMDEMO #Caso de estudio #Jauregia #Aniz Colaborando con #INTIA para mejorar método #aprendizaje #demostraciones #agrarias #FocusGroup Peer to peer learning #proyecto @EU_H2020 PLAID @PLAID_project	Regional	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/NavarraAgraria/status/989103187184574465">https://twitter.com/NavarraAgraria/status/989103187184574465</a>	Isabel Gárriz y Alberto Lafarga
Social media post	26/04/2018	Twitter message about the Focus Group Meeting earlier the same week	European	Farmers / advisors / researchers / industry /		<a href="https://twitter.com/PLAID_project/status/98950080870112320">https://twitter.com/PLAID_project/status/98950080870112320</a>	Paulien van Asperen
Social media post	07/06/2018	Twitter message about machine demo for the "Grounded Maize Cropping" case study	European	Farmers / advisors / researchers / industry /		<a href="https://twitter.com/PaulienvanAsperen/status/1004672591943135232">https://twitter.com/PaulienvanAsperen/status/1004672591943135232</a>	Paulien van Asperen

Social media post	25/07/2018	Inventory Collection	Regional			<a href="https://twitter.com/NavarraAgraria/status/1022099973654151169">https://twitter.com/NavarraAgraria/status/1022099973654151169</a>	Isabel Gárriz y Alberto Lafarga
Social media post	27/08/2018	Farmdemo hub	Regional			<a href="https://twitter.com/NavarraAgraria/status/1034059594111303681">https://twitter.com/NavarraAgraria/status/1034059594111303681</a>	Isabel Gárriz y Alberto Lafarga
Social media post	27/08/2018	Twitter message about the Focus Group Meeting earlier the same week	European	Farmers / advisors / researchers / industry /		<a href="https://twitter.com/PaulienVAsperen/status/1034074764191653889">https://twitter.com/PaulienVAsperen/status/1034074764191653889</a>	Paulien van Asperen
Social media post	04/10/2018	Meeting Zagreb	National			<a href="https://twitter.com/NavarraAgraria/status/1047837829190041600">https://twitter.com/NavarraAgraria/status/1047837829190041600</a>	Isabel Gárriz y Alberto Lafarga
Social media post	04/10/2018	Meeting Zagreb	National			<a href="https://twitter.com/NavarraAgraria/status/1047839798482915330">https://twitter.com/NavarraAgraria/status/1047839798482915330</a>	Isabel Gárriz y Alberto Lafarga
Social media post	09/10/2018	Meeting Zagreb	National			<a href="https://twitter.com/NavarraAgraria/status/1049559698574331904">https://twitter.com/NavarraAgraria/status/1049559698574331904</a>	Isabel Gárriz y Alberto Lafarga
Social media post	09/10/2018	Meeting Zagreb	National			<a href="https://twitter.com/NavarraAgraria/status/1049649031641751553">https://twitter.com/NavarraAgraria/status/1049649031641751553</a>	Isabel Gárriz y Alberto Lafarga
Social media post	10/10/2018	Meeting Zagreb	National			<a href="https://twitter.com/NavarraAgraria/status/1049981597657812992">https://twitter.com/NavarraAgraria/status/1049981597657812992</a>	Isabel Gárriz y Alberto Lafarga
Social media post	10/10/2018	Meeting Zagreb	National			<a href="https://twitter.com/NavarraAgraria/status/1049958320646316032">https://twitter.com/NavarraAgraria/status/1049958320646316032</a>	Isabel Gárriz y Alberto Lafarga
Retweet	11/10/2018	Retweet on the last PLAID meeting day in Zagreb.	European	Miscellaneous		<a href="https://twitter.com/PLAID_project/status/1050283886884859904">https://twitter.com/PLAID_project/status/1050283886884859904</a>	
Tweet	11/10/2018	Tweet on PLAID meeting in Zagreb.	European	Miscellaneous	294	<a href="https://twitter.com/BalticCentre/status/1050143888185454592">https://twitter.com/BalticCentre/status/1050143888185454592</a>	A. Adamson-Fiskovica
Social media post	16/10/2018	Twitter message about the PLAID Pan European Meeting in Zagreb	European	Farmers / advisors / researchers / industry /		<a href="https://twitter.com/PaulienVAsperen/status/1052122653056745472">https://twitter.com/PaulienVAsperen/status/1052122653056745472</a>	Paulien van Asperen
Social media post	23/10/2018	30 Jornadas AETC				<a href="https://twitter.com/NavarraAgraria/status/1054706829421359104">https://twitter.com/NavarraAgraria/status/1054706829421359104</a>	Isabel Gárriz y Alberto Lafarga
Social media post	26/10/2018	30 Jornadas AETC				<a href="https://twitter.com/NavarraAgraria/status/1055764262952538112">https://twitter.com/NavarraAgraria/status/1055764262952538112</a>	Isabel Gárriz y Alberto Lafarga
Social media post	November 2018	Retweet from Plaid account	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://twitter.com/Innosteunpunt">https://twitter.com/Innosteunpunt</a>	ISP
Social media post	06/11/2018	youtube channel videos				<a href="https://twitter.com/NavarraAgraria/status/1059800302101168128">https://twitter.com/NavarraAgraria/status/1059800302101168128</a>	Isabel Gárriz y Alberto Lafarga
Social media post	27/11/2018	DATAGRI2018				<a href="https://twitter.com/NavarraAgraria/status/1067381199021244416">https://twitter.com/NavarraAgraria/status/1067381199021244416</a>	Isabel Gárriz y Alberto Lafarga
Social media post	27/11/2018	DATAGRI2019				<a href="https://twitter.com/NavarraAgraria/status/1067413023835516929">https://twitter.com/NavarraAgraria/status/1067413023835516929</a>	Isabel Gárriz y Alberto Lafarga
facebook	11/12/2018	post PLAID videos	European	farmers / advisors / researchers	2681	<a href="https://www.facebook.com/FiBLaktue/">https://www.facebook.com/FiBLaktue/</a>	FiBL
twitter	14/12/2018	@tombas60	European (german/sub titles: germ engl french)	farmers / advisors / researchers	5211	<a href="https://www.youtube.com/watch?v=NjwI4xloGU&amp;feature=youtu.be">https://www.youtube.com/watch?v=NjwI4xloGU&amp;feature=youtu.be</a>	Thomas Alföldi
Tweet	09/01/2019	Tweet on the BSC presentation of PLAID case study results	European	Researchers, advisors, farmer organisations	900 impressions	<a href="https://twitter.com/BalticCentre/status/1083478840159191041">https://twitter.com/BalticCentre/status/1083478840159191041</a>	A. Adamson-Fiskovica
Social media post	10/01/2019	Inventario Farmdemo				<a href="https://twitter.com/NavarraAgraria/status/108337669238994496">https://twitter.com/NavarraAgraria/status/108337669238994496</a>	Isabel Gárriz y Alberto Lafarga
Social media post	14/01/2019	Genvece				<a href="https://twitter.com/IntiaSa/status/1084748246470311936">https://twitter.com/IntiaSa/status/1084748246470311936</a>	Isabel Gárriz y Alberto Lafarga
Social media post	15/01/2019	Genvece				<a href="https://twitter.com/IntiaSa/status/1085135959853854720">https://twitter.com/IntiaSa/status/1085135959853854720</a>	Isabel Gárriz y Alberto Lafarga
Social media post	21/01/2019	RT Final conferenc Brussels				<a href="https://twitter.com/PLAID_project/status/1087315592548364290">https://twitter.com/PLAID_project/status/1087315592548364290</a>	Isabel Gárriz y Alberto Lafarga
Social media post	21/01/2019	RT Final conferenc Brussels				<a href="https://twitter.com/PLAID_project/status/1087317962795683841">https://twitter.com/PLAID_project/status/1087317962795683841</a>	Isabel Gárriz y Alberto Lafarga
Tweet	24/01/2019	Tweet on the discussion at the AgriDemo meeting in Nantes, France	European	Researchers, advisors, policymakers, farmer organisations	2001 impression	<a href="https://twitter.com/BalticCentre/status/1088199993146646529">https://twitter.com/BalticCentre/status/1088199993146646529</a>	A. Adamson-Fiskovica
Social media	February 2019	Retweet from Plaid account	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://twitter.com/Innosteunpunt">https://twitter.com/Innosteunpunt</a>	ISP
Tweet	19/02/2019	Tweet on the press article on PLAID case study results	National	Researchers, advisors, policymakers, farmer organisations	345 impressions	<a href="https://twitter.com/BalticCentre/status/1097833522310590464">https://twitter.com/BalticCentre/status/1097833522310590464</a>	A. Adamson-Fiskovica
Social media	March 2019	Retweet from Plaid account	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://twitter.com/Innosteunpunt">https://twitter.com/Innosteunpunt</a>	ISP
Tweet	25/03/2019	Tweet on the NSCG meeting	National	Researchers, advisors, policymakers, farmer organisations	314 impressions	<a href="https://twitter.com/BalticCentre/status/1110109245721190400">https://twitter.com/BalticCentre/status/1110109245721190400</a>	A. Adamson-Fiskovica
Tweet	02/04/2019	Tweet on the discussion of academic papers in Den Bosch	European	Researchers, advisors, policymakers, farmer organisations	1569 impressions	<a href="https://twitter.com/BalticCentre/status/1112848825956401154">https://twitter.com/BalticCentre/status/1112848825956401154</a>	M. Grivins
Reweet	02/04/2019	Retweet on the 2nd recommendation workshop in Den Bosch	European	Researchers, advisors, policymakers, farmer organisations		<a href="https://twitter.com/PLAIDManager/status/1112981648990199809">https://twitter.com/PLAIDManager/status/1112981648990199809</a>	M. Grivins
Tweet	02/04/2019	Tweet on the 2nd recommendation workshop in Den Bosch	European	Researchers, advisors, policymakers, farmer organisations	194 impressions	<a href="https://twitter.com/BalticCentre/status/1112987589936644096">https://twitter.com/BalticCentre/status/1112987589936644096</a>	A. Adamson-Fiskovica
Tweet	02/04/2019	Tweet on insights during the 2nd recommendation workshop in Den Bosch	European	Researchers, advisors, policymakers, farmer organisations	726 impressions	<a href="https://twitter.com/BalticCentre/status/1113084364404023297">https://twitter.com/BalticCentre/status/1113084364404023297</a>	A. Adamson-Fiskovica, M. Grivins

Retweet	02/04/2019	Retweet on the presentation during the 2nd recommendation workshop in Den Bosch	European	Researchers, advisors, policymakers, farmer organisations		<a href="https://twitter.com/LeeAnnSuth/status/1112998104297607168">https://twitter.com/LeeAnnSuth/status/1112998104297607168</a>	A. Adamsonė-Fiskoviča
Retweet	10/04/2019	Retweet on the FarmDemo conference	European	Researchers, advisors, policymakers, farmer organisations		<a href="https://twitter.com/NEFERTITI_EU/status/1115903307757883392">https://twitter.com/NEFERTITI_EU/status/1115903307757883392</a>	A. Adamsonė-Fiskoviča
Tweet	11/04/2019	Tweet on the agricultural fare in Latvia	European	Researchers, advisors, policymakers, farmer organisations	591 impression	<a href="https://twitter.com/BalticCentre/status/1116440952976158720">https://twitter.com/BalticCentre/status/1116440952976158720</a>	A. Adamsonė-Fiskoviča
Social media	May 2019	Retweet from Plaid account	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://twitter.com/Innosteunpunt">https://twitter.com/Innosteunpunt</a>	ISP
twitter	20/05/2019	@tombas60	European	farmers / advisors / researchers		<a href="https://twitter.com/c_micheloni/status/1130449748954144768">https://twitter.com/c_micheloni/status/1130449748954144768</a>	Thomas Alföldi
Tweet	21/05/2019	Tweet on the FarmDemo conference	European	Researchers, advisors, policymakers, farmer organisations	494 impressions	<a href="https://twitter.com/BalticCentre/status/1130742786863579136">https://twitter.com/BalticCentre/status/1130742786863579136</a>	M. Grivins, A. Adamsonė-Fiskoviča
Tweet	21/05/2019	Tweet on the FarmDemo conference	European	Researchers, advisors, policymakers, farmer organisations	468 impressions	<a href="https://twitter.com/BalticCentre/status/1130830491219898369">https://twitter.com/BalticCentre/status/1130830491219898369</a>	M. Grivins, A. Adamsonė-Fiskoviča
Padelt	21/05/2019	Padlet (online poster) on one of the PLAID case studies at the FarmDemo conferece	European	Researchers, advisors, policymakers, farmers	40	<a href="https://padlet.com/FarmDemo/HerbivorousProject">https://padlet.com/FarmDemo/HerbivorousProject</a> .	A. Adamsonė-Fiskoviča
Social media post	21/05/2019	Final Conference Brussels				<a href="https://twitter.com/IntiaSa/status/1130760108332523520">https://twitter.com/IntiaSa/status/1130760108332523520</a>	Isabel Gáriz y Alberto Lafarga
Social media post	21/05/2019	Final Conference Brussels				<a href="https://twitter.com/IntiaSa/status/1130761055158845445">https://twitter.com/IntiaSa/status/1130761055158845445</a>	Isabel Gáriz y Alberto Lafarga
twitter	22/05/2019	@tombas60	European	farmers / advisors / researchers		<a href="https://twitter.com/tombas60/status/1131203299519148032">https://twitter.com/tombas60/status/1131203299519148032</a>	
Retweet	23/05/2019	Reweet on the FamDemo conference	European	Researchers, advisors, policymakers, farmer organisations			A. Adamsonė-Fiskoviča
Social media	June 2019	Facebook	National	Farmers / advisors / researchers / industry / General public		<a href="https://www.facebook.com/Innovatiesteunpunt/">https://www.facebook.com/Innovatiesteunpunt/</a>	ISP
Twitter @PLAID_Project	Entire period	788 Tweets covering event, practice abstract, case studies, work shop, videos	European & National	Farmers / advisors / researchers / industry / General public	697 followers 788 tweets, 1100 like + 155K impressions	<a href="https://twitter.com/PLAID_project">https://twitter.com/PLAID_project</a>	ACTA / Idele
Twitter @PLAID_Project	Entire period	Retweets from partners and european projects	European & National	Farmers / advisors / researchers / industry / General public	697 followers + 22.4 K impressions	<a href="https://twitter.com/PLAID_project">https://twitter.com/PLAID_project</a>	ACTA / Idele
Social media	Entire period	Tweets and retweets from partners and Plaid account	National + European	Farmers / advisors / researchers / industry / General public	6167	<a href="https://twitter.com/leprince_fl">https://twitter.com/leprince_fl</a> <a href="https://twitter.com/MaximeSalin">https://twitter.com/MaximeSalin</a>	ACTA / Analis
Social media	Entire period	Posts, and share of tweets/linkedin	National + European	Researchers / general public / farmers	1000	<a href="https://twitter.com/ACTA_asso">https://twitter.com/ACTA_asso</a> <a href="https://twitter.com/_PaulineBodin">https://twitter.com/_PaulineBodin</a> <a href="https://www.linkedin.com/company/acta--les-instituts-techniques-agricoles/">https://www.linkedin.com/company/acta--les-instituts-techniques-agricoles/</a>	ACTA
Social media	Entire period	Posts, and share of tweets/linkedin	National + European	Researchers / general public / farmers	6500	<a href="https://twitter.com/InstElevage">https://twitter.com/InstElevage</a> <a href="https://twitter.com/CharlotteDockes">https://twitter.com/CharlotteDockes</a>	ACTA/idele
Twitter	Entire period	8 tweets @PLAID_project announcing videos	european	advisors / researchers	?	<a href="https://twitter.com/tombas60">https://twitter.com/tombas60</a>	Thomas Alföldi
twitter	Entire period	@tombas60	European	farmers / advisors / researchers	?	<a href="https://twitter.com/tombas60">@tombas60</a> <a href="https://twitter.com/fiblog">@fiblog</a> <a href="https://twitter.com/PLAID_project">@PLAID_project</a> <a href="https://twitter.com/NEFERTITI_EU">@NEFERTITI_EU</a> <a href="https://twitter.com/CORE_Organic">@CORE_Organic</a>	Thomas Alföldi
Tweets	Entire period	LEAF twitter account	National	Farmers	18400	<a href="https://www.youtube.com/user/FiBLFilm">youtube.com/user/FiBLFilm</a>	LEAF
<b>Videos &amp; radio</b>							
video	13/12/2017	How the German network of demonstration farms in organic farming works	european (german/engl sub-titles)	advisors / researchers	760	<a href="https://www.youtube.com/watch?v=CttvHetKzFo">https://www.youtube.com/watch?v=CttvHetKzFo</a>	Thomas Alföldi
video	01/01/2018	SwissFutureFarm: E-tractor Fendt e100 - harvester IDEAL - field robot Xaver - Smartbow	european (english/subtitles: germ engl french)	farmers / advisors / researchers	1040	<a href="https://www.youtube.com/watch?v=m77y_zeLvng&amp;feature=youtu.be&amp;a">https://www.youtube.com/watch?v=m77y_zeLvng&amp;feature=youtu.be&amp;a</a>	Thomas Alföldi
video	07/01/2018	biosorten.de - Die neue Wissensplattform für Sorten im Ökologischen Landbau	european (german/engl subtitles)	Farmers / advisors	420	<a href="https://www.youtube.com/watch?v=oQMa_m6-eKI">https://www.youtube.com/watch?v=oQMa_m6-eKI</a>	Thomas Alföldi
video	08/01/2018	Knowledge exchange between research and practice	european (german/engl subtitles)	advisors / researchers	500	<a href="https://www.youtube.com/watch?v=Bfkkuhbj9OI">https://www.youtube.com/watch?v=Bfkkuhbj9OI</a>	Thomas Alföldi

video	08/01/2018	Organic pilot farms in NRW	european (german/engl subtitles)	advisors / researchers	560	<a href="https://www.youtube.com/watch?v=xuNAzSDosZo">https://www.youtube.com/watch?v=xuNAzSDosZo</a>	Thomas Alföldi
video	26/01/2018	Autonomie alimentaire des vaches laitières - le programme Reine Mathilde en Normandie	european (german/engl subtitles)	advisors / researchers	100	<a href="https://www.youtube.com/watch?v=r6SF_QuZ0_A">https://www.youtube.com/watch?v=r6SF_QuZ0_A</a>	Thomas Alföldi
video	29/01/2018	Peer-to-peer learning in farmer working groups (with subtitles)	european (german/engl/french subtitles)		760	<a href="https://www.youtube.com/watch?v=Td4oOCYXLLM">https://www.youtube.com/watch?v=Td4oOCYXLLM</a>	Thomas Alföldi
video	08/03/2018	Demo-Network Leguminous Plants in Germany	european (german/engl/french/ital/span subtitles)		510	<a href="https://www.youtube.com/watch?v=10E_13d85-l">https://www.youtube.com/watch?v=10E_13d85-l</a>	Thomas Alföldi
video	28/03/2018	Videos für den Wissensaustausch in der Landwirtschaft (Agridea FiBL PLAID)	national	advisors	410	<a href="https://www.youtube.com/watch?v=dZnQRmu7N-o">https://www.youtube.com/watch?v=dZnQRmu7N-o</a>	Thomas Alföldi
video	04/07/2018	Biodiverger	european (french/subtitles germ engl french)	farmers / advisors / researchers	2259	<a href="https://youtu.be/aU1Lzt0a2M?list=PL1dOum9RiVPhUNPitfv6s57V2MDOeY9rj">https://youtu.be/aU1Lzt0a2M?list=PL1dOum9RiVPhUNPitfv6s57V2MDOeY9rj</a>	Thomas Alföldi
Radio broadcast	10/07/2018	Vita nei Campi, Radio Rai 1	Regional (FVG)	general public	5000		Cristina Micheloni
video	16/07/2018	Teaser videos make farmers aware of your #farmdemo event. Here is a teaser for #AGFF-Waldhoftagung on #forage production.	european (german/subtitles: germ engl french)	farmers / advisors / researchers	953	<a href="https://www.youtube.com/watch?v=H8kflfwD83k&amp;feature=youtu.be">https://www.youtube.com/watch?v=H8kflfwD83k&amp;feature=youtu.be</a>	Thomas Alföldi
video	19/08/2018	Die ideale Weidekuh: Swiss Fleckvieh, Original Braunvieh, KIWI-Cross oder Grauvieh?:	european (german/subtitles: germ engl french)	farmers / advisors / researchers	6756	Die ideale Weidekuh: Swiss Fleckvieh, Original Braunvieh, KIWI-Cross oder Grauvieh?:	Thomas Alföldi
video	20/08/2018	Stressfreier Umgang mit Rindern - Philipp Wenz zeigt Methode "Low Stress Stockmanship":	european (german/subtitles: germ engl french)	farmers / advisors / researchers	2651	<a href="https://www.youtube.com/watch?v=04esfEMQh1k&amp;feature=youtu.be&amp;a">https://www.youtube.com/watch?v=04esfEMQh1k&amp;feature=youtu.be&amp;a</a>	Thomas Alföldi
video	10/09/2018	Now the good old tine #harrow is changing to #SmartFarming and #PrecisionFarming.	european (german/subtitles: germ engl french)	farmers / advisors / researchers	4504	<a href="https://www.youtube.com/watch?v=2w7C1HE-hpE&amp;feature=youtu.be">https://www.youtube.com/watch?v=2w7C1HE-hpE&amp;feature=youtu.be</a>	Thomas Alföldi
video	12/09/2018	Watch the new #organic #demofarm #Stiegenhof	european (german/subtitles: germ engl french)	farmers / advisors / researchers	1607	<a href="https://www.youtube.com/watch?v=FH_ScpE-3_s&amp;feature=youtu.be">https://www.youtube.com/watch?v=FH_ScpE-3_s&amp;feature=youtu.be</a>	Thomas Alföldi
video	13/09/2018	Treffler-Striegel mit neuer elektronischen Tiefensteuerung:	european (german/subtitles: germ engl french)	farmers / advisors / researchers	3676	<a href="https://www.youtube.com/watch?v=4CiiBePCsm8&amp;feature=youtu.be&amp;a">https://www.youtube.com/watch?v=4CiiBePCsm8&amp;feature=youtu.be&amp;a</a>	Thomas Alföldi
video	20/09/2018	#FarmDemo – Destruction de la luzerne sans #herbicides #labour Destroying alfalfa without #plough and #herbicides #notill	european (french/subtitles: germ engl french espagnol portuges)	farmers / advisors / researchers	1453	<a href="https://www.youtube.com/watch?v=0N3wnhzMDpQ&amp;feature=youtu.be">https://www.youtube.com/watch?v=0N3wnhzMDpQ&amp;feature=youtu.be</a>	Thomas Alföldi
video	17/10/2018	"#onfarm #demonstration is the best way for #peertopeer learning" says Croatian vegetable grower Vladimir Bais	european (english)	farmers / advisors / researchers	132	<a href="https://www.youtube.com/watch?v=FgAPEevudWI&amp;feature=youtu.be">https://www.youtube.com/watch?v=FgAPEevudWI&amp;feature=youtu.be</a>	Thomas Alföldi
TV Interview	05/11/2018	description of the project, main activities, expected results under project;	National	advisors / researchers/ industry/ farmer	Over 5000		Dimitar Vanev, Emanuela Dimitrova; Petya Kumanova; Galina Metodieva
Radio interview	18/11/2018	Brief description of the project	National	advisors / researchers/ industry/ farmer	Over 1000		Dimitar Vanev
video	03/12/2018	New #FarmDemo video: 5 méthodes simples pour autoévaluer la qualité de son #sol - 5 simple methods to self-assess the quality of your #soil	european (french/subtitles: germ engl french)	farmers / advisors / researchers	1588	<a href="https://www.youtube.com/watch?v=9VWMoDiJDM4&amp;feature=youtu.be">https://www.youtube.com/watch?v=9VWMoDiJDM4&amp;feature=youtu.be</a>	Thomas Alföldi
video	04/12/2018	#Lernvideo Tipps für erfolgreiches #Melken - vidéo #didactique Conseils pour une #traite correcte	european (german/subtitles: germ french)	farmers / advisors / researchers	748	<a href="https://www.youtube.com/watch?v=GwxFB-t-eK0&amp;feature=youtu.be">https://www.youtube.com/watch?v=GwxFB-t-eK0&amp;feature=youtu.be</a>	Thomas Alföldi
video	07/12/2018	New #FarmDemo video: #Sovesci in #orticoltura a Sud delle Alpi - Green manure in #horticulture south of the Alps	european (italian/subtitles: germ engl french espagnol ital)	farmers / advisors / researchers	802	<a href="https://www.youtube.com/watch?v=zt0WVcWxis&amp;feature=youtu.be">https://www.youtube.com/watch?v=zt0WVcWxis&amp;feature=youtu.be</a>	Thomas Alföldi
video	07/12/2018	So funktioniert das Netzwerk Demonstrations-Betriebe Ökologischer Landbau (Deutschland)	national (german/engl sub-titles)	advisors / researchers	1080	<a href="https://www.youtube.com/watch?v=Vlqs5BhQX4c">https://www.youtube.com/watch?v=Vlqs5BhQX4c</a>	Thomas Alföldi
video	13/12/2018	New #FarmDemo video: #Hackgeräte im #Gemüsebau - mechanical weed control in #vegetable production:	european (german/subtitles: germ engl french)	farmers / advisors / researchers	936	<a href="https://www.youtube.com/watch?v=1k7ZwNwYrZw&amp;feature=youtu.be">https://www.youtube.com/watch?v=1k7ZwNwYrZw&amp;feature=youtu.be</a>	Thomas Alföldi
Radio interview	22/03/2019	description of the project, main activities, expected results	National	Farmers / advisors / researchers / industry /	Over 1000		Petya Kumanova;
video	22/05/2019	The importance of farm demonstrations - the view of farmers & advisors	european (french/subtitles germ engl french)	farmers / advisors / researchers	310	<a href="https://www.youtube.com/watch?v=zN6Ks_nW8w4&amp;feature=youtu.be">https://www.youtube.com/watch?v=zN6Ks_nW8w4&amp;feature=youtu.be</a>	Thomas Alföldi
video	22/05/2019	The relevance of farm demonstrations - the view of policy makers	european (french/subtitles germ engl french)	farmers / advisors / researchers	208	<a href="https://www.youtube.com/watch?v=jxwfcfzBnpY&amp;feature=youtu.be">https://www.youtube.com/watch?v=jxwfcfzBnpY&amp;feature=youtu.be</a>	Thomas Alföldi

video	14/12/2019	Maschinendemo: Einarbeiten einer Gründüngung mit Fräsen und gezogenen Geräten	european (german/sub titles german)	farmers / advisors / researchers	1105	<a href="https://www.youtube.com/watch?v=Njw14xloGU">https://www.youtube.com/watch?v=Njw14xloGU</a>	Thomas Alföldi
video - Virtual demonstration	continuous	LEAF website/ YouTube, FarmDemo PPlaylist	European	Farmers/Adivors	1000	<a href="https://www.youtube.com/user/LEAFMarque/featured">https://www.youtube.com/user/LEAFMarque/featured</a>	LEAF
<i>Direct e-mails</i>							
Direct mailing (info about Demo-Hub opening and invitation to participate)	27/09/2018	Internet Journal Infowine	National	farmers/advisors/researchers	8000	<a href="https://www.infowine.com/it/novita/progetto_plaid_e_online_farmdemohub_-_la_piattaforma_delle_aziende_agricole_dimostrative_europee_sc_17470.htm">https://www.infowine.com/it/novita/progetto_plaid_e_online_farmdemohub_-_la_piattaforma_delle_aziende_agricole_dimostrative_europee_sc_17470.htm</a>	Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
Direct mailing (info about Demo-Hub opening and invitation to participate)	27/03/2019	Internet Journal Infowine	National	farmers/advisors/researchers	8000		Gianni Trioli, Cristina Micheloni, Ekaterina Kleshcheva
<i>Leaflet &amp; reports</i>							
Abstract and poster Inventory	19/02/2018	Inventory Collection	National	Farmers / advisors / researchers / industry / General public		<a href="https://ec.europa.eu/eip/agriculture/en/find-connect/projects/peer-peer-learningaccessing-innovation-through">https://ec.europa.eu/eip/agriculture/en/find-connect/projects/peer-peer-learningaccessing-innovation-through</a>	Isabel Gárriz y Alberto Lafarga
Summary sheet	November 18	Dedicated page in a booklet Send Case Study Report to Organizers of Demo-events	National + European	Researchers / general public / farmers	200	<a href="http://www.acta.asso.fr/fileadmin/resources/Europe/Fiches_projets_UE/boook_41_projects.pdf">http://www.acta.asso.fr/fileadmin/resources/Europe/Fiches_projets_UE/boook_41_projects.pdf</a>	ACTA
Information	November 18		national	advisors	7		Rebekka Frick
Interim report (based on findings from PLAID and RESAS research on Monitor Farms)	28/03/2019	Learning and Change Through Monitor Farms (interim report)	National	Farmers/advisors/industry	100	Research update report	HUTTON
Handbook	23/05/2019	video guide	european	farmers / advisors / researchers ?			Thomas Alföldi
<i>Scientific articles</i>							
Publication	Submission planned in M30	Elaboration of an academic paper to be submitted for a peer-reviewed journal	International	Researchers			A. Adamsone-Fiskovica, M. Grivins
Publication	[launched in M22]	Drafting the academic publication on the success factors of demonstration activities for the PLAID/AgriDemo special issue of "Agricultural Education and Extension"	European	Researchers, advisors, policymakers			A. Adamsone-Fiskovica, M. Grivins, B. Elzen, R. Burton, S. Flanigan, R. Frick, C. Hardy
Extended abstract	01/04/2019	Working together towards 'good farming': developing community, collaboration and 'best' practice through on-farm demonstration (TARRN Annual Meeting)	International	Researchers	50	TARRN website	HUTTON

### DISSEMINATION TOOLS

Activity	Details	To who	When	Partners
Practice abstract	Drafting a practice abstract on the second case study	Farmers, advisors, policy-makers	M23	
Article in swiss journal of organic farming	outputs of inventory, virtual map	all swiss organic farmers (>6000)	M23	FIBL
INTIA	PLAID Virtual Farm at the AgriData Summit in 20-21 Nov 2018 at Cordoba	Farmers / advisors / researchers / industry / General public	M23	INTIA
INTIA Article (December)	European Cases studies	Farmers, farmers associations, agricultural cooperatives, INTIA advisors, wineries agronomists and agricultural consultants, producers organizations, universities, research centers, environmental organizations, scientific, EU officials	M24	INTIA
Set of 28 videos of virtual demonstrations on farms	on YouTube and PLAID web-site	Subscribers and other interested people	M24	FIBL
Publication in farmer's magazine Boer & Tuinder	Synthesis Case study BE3 - Hof ten Bosch	Farmers	M24	ISP
Publication in ISP newsletter	Synthesis Case study BE3 - Hof ten Bosch	Farmers	M24	ISP
Twitter	Tweet on 2nd Focus Group	Farmers / advisors	M19	WUR
E-newsletter	Spain Cases studies	Farmers, farmers associations, agricultural cooperatives, INTIA advisors, wineries agronomists and agricultural consultants, producers organizations, universities, research	Monthly	INTIA
Twitter	Interactions/ retweets of the PLAID account. Tweets about PLAID activities	LEAF members 18,4000 twitter followers	Throughout project	LEAF
Twitter Social media	@NavarraAgrariaCase studies	Farmers, farmers associations, agricultural cooperatives, INTIA advisors, wineries agronomists and agricultural consultants, producers organizations, universities, research centers, environmental organizations, scientific, EU officials,	Weekly	INTIA
Twitter Social media	Twitter @PLAID_project	Farmers / advisors / researchers / industry / General public	Weekly	IDELE
Blog articles	PLAID activities (WP4/WP5 results?)	LEAF Members	M19	LEAF

DISSEMINATION ACTIVITIES				
Activity	Details	To who	When	
Conference	Information with the main activities under the project, interactive map and results with leaflets	farmers, advisors, Science Institutions, universities, industry and so	M16 to M18	INTIA
Seminars	Information with the main activities under the project, interactive map and results with leaflets	farmers, advisors, Science Institutions, universities, industry and so	M16 to M18	INTIA
Ground swell 2018	Project activities	Farmers, Agronomists, other stakeholders (50,000 over 2 days)	M17	LEAF
Cereals 2018	Project activities	Farmers, Agronomists, other stakeholders (20,000 over 2 days)	M17	LEAF
RHS	Displays	National	M18	HUTTON
INTERREG and INTERREGS Conference, SEASN and ESEE	PLAID general information and what has been done so far, banner add, workshop	policy makers, advisors, reasearch institutions, farmers	M18	ASC
Swiss organic cattle day	hand out official swiss project flyer	organic and other farmers, advisors, scientists (national, "1000)	M18	FIBL
arable day at Arenenberg TG	hand out official swiss project flyer	farmers, advisors (regional)	M18	FIBL
Case Study ARVALIS	interviews / presenting project /		M19	ACTA / Arvalis
Visit project demo's specific for case study "Grounded Maize Cropping"	To interest / recruit people for the focus group meeting	Farmers	M19	WURDLO
Workshop	Focus Group Meeting "Grounded Maize Cropping"	Farmers	M19	WURDLO
Potato in Practice	Displays	UK	M20	HUTTON
Workshop	Project activities (WP3, WP4, Wp5)	10 experts (Stakeholder workshop)	M20	LEAF
Interviews	Carrying out additional interviews in the framework of national case studies	Hosts and participants of demo events under study	M20-M22	BSC
Case Study IDELE	To interest / recruit people for the focus group meeting	Farmers	M21	ACTA / IDELE
Scientific conference	Submission of an abstract for a paper to be presented at the 3rd International Conference on Agriculture and Food in an Urbanized Society (17-21 September 2018, Federal University of Rio Grande do Sul, Porto Alegre, Brazil)	The Conference will have an intensive program that will bring together over 170 experts from 36 countries during five days, including panels of international scope, symposia, presentation of scientific papers in thematic working groups, experiences reports from civil society, field trips and activities cultural activities.	M22	BSC
South Eastern Europe Advisory Service network - SEASN Annual Meeting	Workshop, lecture,	SE Europe advisors, policy makers, farmers	M22	ASC
NSCG meeting	présentation of important project results and outputs	7 NSCG members	M22	FIBL
Pan European Case study meeting	interactive workshop and analysis	representative of virtual demonstration farm WP4 and consortium	M22	All Partners
Publication	Starting work on drafting an academic publication on the success factors of demonstration activities	Researchers, advisors, policy-makers	M23	INTIA
National Stakeholder meeting	preliminary synthesis of PLAID findings, best practices and policy recommendations	farmers/ advisors / researchers / policy makers	M23	All Partners
Seminar	Presentation of the results of one of the PLAID case studies at the closing meeting of the studied demonstration project	Advisors, farmers, scientists, policy-makers	M24	BSC



**PLAID**