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Deliverable 7.2

# Midterm Dissemination Report

WP7 : Dissemination



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



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## 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  
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De Tecnologias E  
Infraestructuras  
Agrolimentarias



Nodibinajums Baltic  
Studies Centre BSC



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PLAID

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## ABSTRACT

PLAID Midterm 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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**PLAID**

# INTRODUCTION

The PLAID midterm dissemination report aims to report dissemination activities and support the achievement of project objectives at month 20.

The PLAID midterm dissemination report has been elaborated by ACTA with the assistance of the PLAID Partners reporting every 6 months. This midterm 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 through the previous months.

## 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

PLAID partners have organized the first meeting with their NSCG in the last six months. 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. These meetings were successful, they allow each partner to give feedback about the FarmDemo inventory and the case studies. Stakeholders had a real interest in the project and gave some suggestions about the best dissemination practices.

The second NSCG meetings will be organized by all partners between November and December 2018. Partners will receive guidelines to organize these meetings: the main goal will be to collect recommendations from the main stakeholders on how to enhance the demonstration activities in policies.

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

These meetings have been held during the project, coinciding with consortium meetings, at M1 for PLAID launching and M7 for dissemination of PLAID outputs. 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 CEAMA (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**

Three supra-regional meetings took place since the beginning of the project. Members of the International Advisory Board and the National Stakeholders Consultative Groups were present. The agenda 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. **Virtual farming** was also presented.

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**



Figure 2

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**



Figure 3

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).

## ⇒ **Case Study meeting**

In order to achieve the WP5 objectives (case studies and reports before 31<sup>th</sup>), partners organised meetings with farmers, advisors. It appears that most teams are largely on schedule. There have been some delays but none of them serious at this point.

Going through partner feedbacks, there were a couple of issues that several partners were struggling with. On the basis of that, the WP5 leader, send them an update of the methodology that may help them to address some of the remaining challenges they face.

## **1.2 Non-PLAID network events**

Since the beginning of the project, activities and results of PLAID have been presented 32 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)



*Figure 4*

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**



*Figure 5*

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.



*Figure 6*



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



Figure 8

Scale: National

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

On 20, 21, 22th June 2018, the James Hutton Institute had a marque 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.

Figure 7

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

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



Figure 9

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**



Figure 10



Figure 11

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



Figure 12

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>

## 2. Social media as a means to disseminate

### 2.1 PLAID Social media

#### 2.1.1 Twitter



Figure 13 : 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 **445 followers**, and will gain new ones during the following months. The gender among the followers is not well balanced (**70 % are men**). Many H2020 projects are following PLAID twitter account and man gender by default is selected.

**367 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 ...

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 **222 followers**. This account gives news from project, but also describes the work of the plaid project manager through the **279 tweets and retweets**.

!



Figure 14

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 **51 videos** is available.

- 15 videos in English
- 1 video in Latvian
- 14 videos in French
- 3 videos in Spanish
- 2 videos in Italian
- 16 videos in German

The FarmDemo YouTube channel is followed by **90 users** and the videos in total have been seen **21 087 times**.



Figure 15

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...)

Figure 16

## 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 18 : initial FarmDemo logo



Figure 17 : 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. Inventory map resulting from the inventory is available for users such as information and contacts.

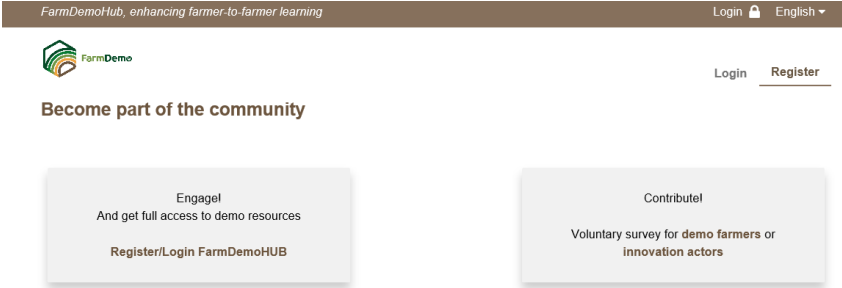


Figure 19

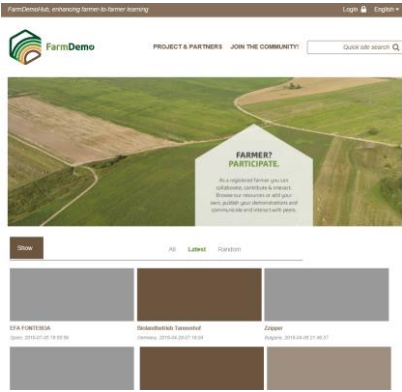


Figure 20

### 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, there is a navigation bar with links for 'Legal notice', 'Cookies', 'Contact on Europa', and 'My Account'. Below this is a banner image of hands holding soil with a small plant, with the text 'SHARING KNOWLEDGE - CONNECTING PEOPLE - TACKLING CHALLENGES'. A secondary navigation bar contains links like 'ABOUT', 'MY EIP-AGRI', 'SHARE', 'MEETING POINT', 'EVENTS', 'NEWS', 'PUBLICATIONS', and 'FOCUS GROUPS'. The main content area shows a search path: 'European Commission > EIP-AGRI > Meeting point > Search Interesting Projects > PLAID Peer-to-Peer learning: accessing innovation through demonstration'. On the left, there 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 title of the search result is 'PLAID Peer-to-Peer learning: accessing innovation through demonstration'. Below the title is 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

Figure 21

More than **13 Practice abstracts** have been uploaded on EIP-Agri website. These practice abstracts are in both native languages and English. They had been disseminated by Twitter account, but they are also available on EIP-Agri website and PLAID website. Another set of **27 practice abstracts related to WP3** 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 summarised 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.



Figure 22

## 4. What's next?

### 4.1 PLAID network events

- **Pan European case study meeting**

Figure 23

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

- **Recommendation Workshops**

These workshops will be a step toward the Final Conference, gathering the IAB members. They will participate in co-developing policy and best practices recommendations, validate draft decision-support tools, and finalise the PLAID conceptual framework. At least two separate meetings in different geographical regions will take place in March, in collaboration with AgriDemo our sister consortium.

- **Final Conference**

The PLAID final conference, in June 2019, will gather all target groups, as well as policy makers.

## 4.2 Collaboration with NEFERTITI

PLAID Project through FARMDEMO will collaborate 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 actions

Both coordinators have a key role in NEFERTITI (WPL 1 + WP5).
- **To tailor :**
  - PLAID /AGRIDEMO deliverables as NEFERTITI inputs

NEFERTITI 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 projects

PLAID & 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.

## 5. 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.

## 5.1 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)	To be done
<b>D7.4</b>	Final Conference	ACTA	Other	PU	June 2019 (M30)	To be done

## 5.2 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 Group	84	
N° of dissemination work plan	4	2
N° of intermediary dissemination reports	2	1
N° of annual dissemination reports (deliverables)	2	1
<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	Planned : 50

N° of participants to the recommendation workshop		
N° of participants to the final Conference	120	
<b>Dissemination activities – other events</b>		
N° of scientific conferences where PLAID outputs have been disseminated	25	15
N° of fairs or exhibitions where PLAID outputs have been disseminated	25	15
N° of people outreached by these events	10,000	5 000
<b>Dissemination tools</b>		
N° of printed leaflets	-	
N° of newsletters	6	2
N° of email addresses from the inventory participants	2000	More than
N° of Information notes	9	2000
N° of posters	30	27
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	425
N° of YouTube videos views (at the end of the project)	1000	22
N° of videos in the Youtube channel	28	51
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	
N° of practice abstracts produced	30	
N° of publication in other related web-site		
N° of people reached by PLAID articles	1000s	
N° of policy makers reached by PLAID recommendations	100	Not evaluated yet



## CONCLUSION

This midterm 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 last 10 months of the project, leading to a mid-term dissemination plan in August 2018. During the next/last 10 months we will plan 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
- Have an overview of best practices and policy recommendation that can be formulated during the project.

## Figure Content

Figures	Description
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<b>3</b>	Northern Supraregional meeting in Leuven_FIBL presenting Switzerland poster ©Hutton
<b>4</b>	BSC Logo _ <a href="http://www.bscresearch.lv">http://www.bscresearch.lv</a>
<b>5 &amp; 6</b>	Material and participants at the workshop « how to produce a video » in Switzerland ©FIBL
<b>7</b>	Lee-Ann Sutherland launches the PLAID Virtual Farm @ScotlandRHShow in the @JamesHuttonInst marque in collaboration with @SEFARIScot ©HUTTON
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<b>11</b>	Oil farm visit during the IFSA symposium ©HUTTON
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<b>13</b>	PLAID Twitter profile, @PLAID_project ©ACTA
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<b>Table</b>	<b>Description</b>
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## Annexes

<b>Annexes</b>	<b>Description</b>
<b>1</b>	PLAID Partners' activity report
<b>2</b>	Workplan

# ANNEX 1: PLAID Partners' activity report

Type of activity	Date / period	Description	Scale	Target audience	Estimated reach	Support documents	Team
<i>Website</i>							
PLAID page on ACTA website	January 2017	Description of PLAID project	National European	Farmers / advisors / researchers / industry / Policy	200	<a href="http://www.acta.asso.fr/fr/recherche-developpement/partenariats-europeens/projets-h2020/plaid.html">http://www.acta.asso.fr/fr/recherche-developpement/partenariats-europeens/projets-h2020/plaid.html</a>	ACTA
Presentation project on ISP website	January 2017	Short article about PLAID main objectives, outputs, giving the link to PLAID website	Regional (Flanders)	Farmers / advisors / researchers / industry /	1100	<a href="http://www.innovateteunpunt.be/fr/node/1113">http://www.innovateteunpunt.be/fr/node/1113</a>	ISP
PLAID project page on Wageningen UR website, in Dutch	Since June 2017	Website page with information about the project: design of the project, objectives, methods. Link to the PLAID website and PLAID video (with Dutch subtitles)	National	Farmers / researchers / students	we don't know per page but the total Wageningen UR website reaches 1200000 people/month	<a href="https://www.wur.nl/en/project/PLAID-Peer-to-peer-Learning-Accessing-Innovation-through-Demonstration-1.htm">https://www.wur.nl/en/project/PLAID-Peer-to-peer-Learning-Accessing-Innovation-through-Demonstration-1.htm</a>	WUR
PLAID project page on Wageningen UR website, in English	Since June 2017	Website page with information about the project: design of the project, objectives, methods. Link to the PLAID website and PLAID video (with Dutch subtitles)	European	Farmers / researchers / students	we don't know per page but the total Wageningen UR website reaches 1200000 people/month	<a href="https://www.wur.nl/en/project/PLAID-Peer-to-peer-Learning-Accessing-Innovation-through-Demonstration.htm">https://www.wur.nl/en/project/PLAID-Peer-to-peer-Learning-Accessing-Innovation-through-Demonstration.htm</a>	WUR
PLAID Page on IDELE's website and in "dele premiere" magazine	June 2017	Short article about PLAID main objectives, outputs, giving the link to PLAID website	National	Farmers / advisors / researchers / industry /	5000	The article is online at this link	ACTA
INTIA Website link to PLAID web and Spanish video	14/09/2017	Updating the INTIA website with the video and the PLAID project website	Regional	Farmers / advisors / researchers / industry /	5000	<a href="https://www.intia.es/est/agroindustria/servicios/documento-3.html">https://www.intia.es/est/agroindustria/servicios/documento-3.html</a>	INTIA
News item	26/09/2017	News item with photos and a video for the PLAID website about "Biovelddag 2017"	European	Farmers / advisors / researchers / industry /		<a href="http://www.plaid-h2020.eu/newsreport-plaid/bioveld-dag-june-2017">http://www.plaid-h2020.eu/newsreport-plaid/bioveld-dag-june-2017</a>	WUR
Website PLAID	July 2017	PLAID specific Website with presentation of the project, its partners, the main activities, meetings, news, pictures, blogs and tweets.	European	Farmers / advisors / researchers / industry /	300	<a href="http://www.plaid-h2020.eu/">http://www.plaid-h2020.eu/</a>	HUT
Blog post (in English)	October 2017	A. Adamson-Fiskovica, T. Tisenkopfs, M. Grivins. "What makes a successful demonstration?". Blog post on the project's website and repost on the organisation's website.	European	Researchers, advisors, farmers, policy makers	150-200	<a href="http://www.plaid-h2020.eu/blogs/what-makes-successful-demonstration/">http://www.plaid-h2020.eu/blogs/what-makes-successful-demonstration/</a> <a href="http://www.bioreserach.lv/en/blog/what-makes-agricultural-demonstration-suc">http://www.bioreserach.lv/en/blog/what-makes-agricultural-demonstration-suc</a>	BSC
On-Farm Demonstration blog post	15/11/2017	Blog post on the LEAF website and the PLAID website discussing the power of farm demonstration activities as a powerful knowledge exchange tool to drive forward more sustainable farming	national	Farmers	200	<a href="https://leafuk.org/news-and-media/leafs-blog/seeing-is-believing">https://leafuk.org/news-and-media/leafs-blog/seeing-is-believing</a>	LEAF
PLAID page on ARVALIS website	December 2017	Description of PLAID project	National European	Farmers / advisors / researchers / industry / decision-makers	5000	<a href="https://www.english.arvalisinsitutd/vegetal/fr/index.html">https://www.english.arvalisinsitutd/vegetal/fr/index.html</a>	ACTA
Abstract and poster Inventory	19/03/2018	Inventory Collection on EIP Website	National	Farmers / advisors / researchers / industry / General public		<a href="https://ec.europa.eu/eip/agriculture/en/find-connect/project/peer-peer-learning/accessing-innovation-through">https://ec.europa.eu/eip/agriculture/en/find-connect/project/peer-peer-learning/accessing-innovation-through</a>	All Partners
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, universities, research centers, environmental organizations, scientific officials, etc...	Navarra Agraria magazine: 8,000 Circulation 1,600 producers visits per day, 50,000 visits per month. Download 5,000 documents per day). 1,200 EU subscribers on line	<a href="http://www.navarraagricaria.com/component/k3/item/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias">http://www.navarraagricaria.com/component/k3/item/1371-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agrarias</a>	INTIA
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
Website	Entire period	Internal communication on EU projects and PLAID	National	Arvalis staff		Internal access only	ACTA / Arvalis
Website	Entire period	Focus on projects and partnerships	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://www.arvalisinsitutd/vegetal/fr/projets-et-partenariats-@View=504-arvalis@iques.html">https://www.arvalisinsitutd/vegetal/fr/projets-et-partenariats-@View=504-arvalis@iques.html</a>	ACTA / Arvalis
<i>Practice abstracts</i>							
Practice abstract	December 2017	13 Practice abstracts based on the PLAID conceptual framework, Inventory and case studies	European	Researchers, advisors, farmers, policy makers	200	<a href="https://ec.europa.eu/eip/agriculture/en/find-connect/projects">https://ec.europa.eu/eip/agriculture/en/find-connect/projects</a>	ACTA and ALL
<i>Events &amp; Conferences</i>							
Conference	25/09/2017	Presentation of the PLAID project, at the GENVCE journey Field demonstrations	National	Farmers / advisors / researchers / industry /	3000	<a href="http://www.plaid-h2020.eu/events/presentation-genvce">http://www.plaid-h2020.eu/events/presentation-genvce</a>	INTIA
Inauguration days	May / June 2017	demo SYPPFE platforms - 40 press and media reviews	Regional National	Farmers / advisors / general audience			ACTA
Presentation of PLAID project during the National EIP Committee	June 2017 / PARIS	Description of PLAID project and links with AGRIDEMD	National	Farmers / advisors / researchers / industry / Policy	50	PPT	ACTA
Conference paper (in English)	July 2017	Adamson-Fiskovica, A., Tisenkopfs, T., Grivins, M. "Formats, outcomes and impacts of knowledge exchange in demonstration activities". Paper presented at the XXVII European Society for Rural Sociology congress "Uneven processes of Rural Change: On Diversity, Knowledge and Justice" (Krakow, Poland).	European	Researchers	15 attendants of the session + 50 potential readers of the online abstract	<a href="http://www.esrs2017.conf.er.uj.edu.pl/program_box">http://www.esrs2017.conf.er.uj.edu.pl/program_box</a>	BSC
Tech&Bio - National show	September 2017	Participation to a national organic show with information about PLAID and PLAID Case studies	National	Farmers / advisors	8000	<a href="http://www.tech-n-bio.com/">http://www.tech-n-bio.com/</a>	ACTA
Presentation PLAID (Agridem and NEFERTITI) during the SCAR SWG AKIS meeting	October 2017 / Lisbon	Description of Relationship between PLAID / AGRIDEMD and NEFERTITI	National European	Farmers / advisors / researchers / industry / Policy	50	PPT	ACTA
Meeting conference INTIA advisors	20/10/2017	Inventory Collection	Local	Advisors	7		INTIA
Publication in conference proceedings (in English)	October 2017	Adamson-Fiskovica, A., Tisenkopfs, T., Grivins, M. (2017) Formats, outcomes and impacts of knowledge exchange in demonstration activities. In: Proceedings of the XXVII European Society for Rural Sociology congress "Uneven processes of Rural Change: On Diversity, Knowledge and Justice", pp. 160-161. Institute of Sociology, Jagiellonian University.	European	Researchers	50-100	<a href="http://www.esrs2017.conf.er.uj.edu.pl/congress-proceedings">http://www.esrs2017.conf.er.uj.edu.pl/congress-proceedings</a>	BSC
Inventory workshop	06/10/2017	Workshop which introduced the PLAID project and its aims. Discussion followed covering the Farm-Demo inventory and what are the characteristics of a good demonstration farm activity	national	Farmers	8	Event programme, PDF of powerpoint presentation given.	LEAF
Conference	November 2017	Information with the main activities under the project	Local	Farmers / advisors / researchers / industry /	over 100		NAAS
Presentation PLAID (Agridem and NEFERTITI) during the H2020 SC2 Infoday	November 2017 / PARIS	Description of Relationship between PLAID / AGRIDEMD and NEFERTITI	National	Farmers / advisors / researchers / industry / Policy	60	PPT	ACTA
workshop	01/03/2018	How to produce your own video	regional (german speaking)	Farmers / advisors / researchers / industry /	20	<a href="https://twitter.com/tombas60/status/966360725892763649">https://twitter.com/tombas60/status/966360725892763649</a>	FIBL & Agridea
Meeting conference GENVCE	13/03/2018	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		INTIA
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 Brwinos together with the EURAS 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	Policy makers / farmers / advisors / researchers / industry / farmers	140 participants from 20 countries	<a href="http://www.eufra.eu/en/index.php/cpl/cpl/activities/archive/127-eufra-annual-assembly-in-poland">http://www.eufra.eu/en/index.php/cpl/cpl/activities/archive/127-eufra-annual-assembly-in-poland</a>	ASC
Event Organisation	22/02/2018	Les Rendez-vous agricoles - Lycée Agricole Montardon Presenting Case study SYPPFE	Local	Farmers / advisors	40	Presentations & discussion	ACTA / Arvalis
workshop	22/02/2018	How to produce your own video	regional (french speaking)	Farmers / advisors / researchers / industry /	18	<a href="https://twitter.com/tombas60/status/966360725892763649">https://twitter.com/tombas60/status/966360725892763649</a>	FIBL & Agridea
Conference/workshop	8- 9/03/2018	South Eastern Europe Advisory Service network - SEASN extended Executive Board meeting, Ilak, Croatia. Kristijan Jelakovic had an interesting presentation on H2020 PLAID project	European	Advisors, reseaches	20	<a href="http://www.seasn.eu">www.seasn.eu</a>	ASC
Event Organisation	09/03/2018	Case Study " Journée de découverte ovine" Auvergne, Rhone Alpes	Local	Farmers / Students	120		ACTA / Idele
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/97820001096301075">https://twitter.com/tombas60/status/97820001096301075</a>	FIBL & Agridea

Type of activity	Date / period	Description	Scale	Target audience	Estimated reach	Support documents	Team
<b>Events &amp; Conferences</b>							
Conference	29/03/2018	"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, farmers, organisations, industry	26	<a href="http://www.bscresearch.lv/vb/objbse-un-zemkopibas-ministrijas-konferenc-eiropas-savienibas-zinatniskie-petijumi-lauku-attisibas-un-politikas-alfablam">http://www.bscresearch.lv/vb/objbse-un-zemkopibas-ministrijas-konferenc-eiropas-savienibas-zinatniskie-petijumi-lauku-attisibas-un-politikas-alfablam</a>	BSC
Conference/workshop	13/04/2018	Young Farmers who settle in the agricultural sector.	Regional	Farmers	15		INTIA
Event / organisation 1st Case Study/ESI	24/04/2018	Organic Cow Cheese production	Regional	Farmers	12	<a href="https://twitter.com/PLAID_project/status/98870408755249281">https://twitter.com/PLAID_project/status/98870408755249281</a>	INTIA
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
Work	18 - 19/06/2018	New Challenges in Rural Area: Tradition and transforming agriculture (57th IALB and 7th EUFRRS conference)	European	Farmers / advisors / researchers / industry /	150		
Event	21/06/2018	Royal Highland show Scottish Agriculture event	National	Farmers / advisors / researchers / industry /	190000		
Podcasts in Practice 2018	09/08/2018	Scottish Agriculture event	Regional	Farmers / advisors / researchers / industry /	400		HUT
<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	All partners
Workshop	20/03/2018	Poster presentation PLAID/AGRIDEMO East European Supra-regional meeting, Krakow, Poland	European	PLAID/Agri/Demo project partners	22		All partners
Workshop	28/03/2018	Northern European Supra-regional Meeting, Bruxelles Presenting French Poster	European	Farmers / advisors / researchers / industry /	40		All partners
<b>National Stakeholder consultative group</b>							
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	ASC
Workshop	22/02/2018	National Stakeholder Meeting "Farm demo results"	National	farmers / advisors / researchers / policy makers	11	Power point presentations	ISP
Workshop	24/03/2018	National Stakeholder Meeting "Farm demo results"	National	advisors / researchers	10	Power point presentation	ACTA / Idele / Arvalis / APCA
Information note	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	WURI/DLO
<b>PLAID CASE Study</b>							
<b>Focus group</b>							
Monitoring	12/10/2017	Monitoring visitors to the test case demo "National Leek Day 2017"	National	Farmers / advisors / researchers / industry /	05021900	not yet translated	WURI
Interviewing	12/10/2017	Interviewing visitors to the test case demo "National Leek Day 2017"	European	Farmers / advisors / researchers / industry /	2301900	not yet translated	WURI
Focus group (in Latvian)	October 2017	Focus group carried out for the PLAID test case in Latvia with informed consent forms signed outlining the basic information on the project.	National	Farmers, advisors	1301900		BSC
Workshop	28/03/2018	Focus Group	Local	Students	1601900		ACTA / Idele
Workshop	24/04/2018	Focus Group Meeting National Leek Day	National	Farmers	0601900	Pictures, Association Cards, special forms for the different exercises	WURI/DLO
<b>Interview</b>							
Interviews	21/02/2018; 28/02/2018; 30/03/2018; 29/03/2018	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	0901900		BSC
Interviews	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	0301900	Information about the project	WURI/DLO
<b>Newsletters &amp; Press articles</b>							
Press release	February	Short information of PLAID project	Local regional national /	Farmers / advisors / researchers / industry /			NAAS
TV report (France 3 Paris)	May 2017	Digifarm Boigneville	Regional	general audience		<a href="https://france3-regions.france3info.fr/paris-ile-de-france/emissions/9f50-paris-ile-de">https://france3-regions.france3info.fr/paris-ile-de-france/emissions/9f50-paris-ile-de</a>	ACTA
Press conference	09/05/2017	Press conference in the press room of the Government of Navarre the new European research and innovation projects in the rural sector PLAID, F&M, IWINPRAISE, Agrilink, in which the Government of Navarre through INTIA will develop.	Regional	Farmers / advisors / researchers / industry / General public	100000	<a href="http://www.navarra.es/home_es/Actualidad/Sala-de-prensa/Noticias/2017/05/09/proyectos-e-innovacion-en-sector-rural.html">http://www.navarra.es/home_es/Actualidad/Sala-de-prensa/Noticias/2017/05/09/proyectos-e-innovacion-en-sector-rural.html</a>	INTIA
Press release	09/05/2017	Press release web INTIA news, on the press conference of the Government of Navarre on the new European projects of research and innovation in the rural sector PLAID, F&M, IWINPRAISE, Agrilink in which the Government of Navarre through INTIA, will develop between 2017 and 2020.	Regional	Farmers / advisors / researchers / industry / General public		<a href="http://intia.es/es/component/content/article/27-comunicacion/941-intia-presenta-cuatro-nuevos-proyectos-europeos-de-investigacion-e-innovacion-en-el-sector-rural.html">http://intia.es/es/component/content/article/27-comunicacion/941-intia-presenta-cuatro-nuevos-proyectos-europeos-de-investigacion-e-innovacion-en-el-sector-rural.html</a>	INTIA
Article Navarra Agraria Magazine	01/08/2017	INTIA in new European research, development and innovation projects PLAID, AgriLink...	Regional	All workers INTIA, farmers, farmers associations, agricultural cooperatives and agricultural magazines, consultants, producers, universities, research centers, environmental organizations, scientific, EU officials, etc.	8,000 circulation 1,500 agricultural magazines 50,000 visits per day 50,000 investigations-desarrollo-e-innovacion 1023-intia-en-nuevos-proyectos-europeos-de-investigacion-desarrollo-e-innovacion 1,200 subscribers online	<a href="http://www.navarraagricaria.com/component/k2/item/132">http://www.navarraagricaria.com/component/k2/item/132</a>	INTIA
PLAID Article on "Idele_Mag", Idele's newspaper	September 2017	Description of PLAID Project	National	Farmers / Advisors / Industry /	5000	<a href="http://idele.fr/institut-de-levegetume-expertise-averes-diversifia-ei-performantidele-mag/publication/idelesfr/com/mend/idele-mag-n3-septembre-2017.html">http://idele.fr/institut-de-levegetume-expertise-averes-diversifia-ei-performantidele-mag/publication/idelesfr/com/mend/idele-mag-n3-septembre-2017.html</a>	ACTA
Press article	30/11/2017	"Leren van Europese boeren": article on PLAID and FarmHub inventory and map (Boer & Tuinder)	Regional (Flanders)	Farmers / advisors / researchers / industry /	17000	article available on ISP website <a href="http://www.innovatiesteunpunt.be/nl/inspiratie/eren-van-europese-boeren">http://www.innovatiesteunpunt.be/nl/inspiratie/eren-van-europese-boeren</a>	ISP
Newsletter	January 2018	Internal communication on PLAID	National	Arvalis staff		Internal access only	ACTA / Arvalis
Press article	May 2018	Explanation of CASE STUDY + article on farmer	National	Farmers / Advisors	?	<a href="https://patre.reusisr.fr/public/index.php?numero-courant">https://patre.reusisr.fr/public/index.php?numero-courant</a>	ACTA / Idele
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	NAAS
<b>Social media post</b>							
<b>Twitter</b>							
PLAID Twitter account and Facebook page	Since February 2017	Using #Farmdemo	European	Farmers / advisors / researchers / industry /	240 followers		ACTA
Tweets on PLAID Project Manager account	Since February 2017	Using #Farmdemo			90 followers	@PLAIDManager	HUT
Tweet on ISP account, retweet from PLAID twitter account	42908	PLAID movie	Regional (Flanders)	Farmers / advisors / researchers / industry /	1000		ISP
Tweets on IDELE, ACTA and ARVALIS accounts and from team accounts, retweets from PLAID twitter account	May to December 2017	Using #Farmdemo	National and European	Farmers / advisors / researchers / industry /	20000	@PLAID_Project @InstituELevege @Arvalisofficiel @ACTA_asso	ACTA
Tweets on the LEAF account, retweets from the PLAID twitter account	Sep 17- Oct 17	Advertising the workshop and using the #plaid	national, European	Farmers	16000		LEAF
Twitter @NavarraAgraria	24/04/2018	BUEN DÍA para la #FARMDEMO en #Jauregia #Ariz Navarra: #Ganaderos asesorando a futuros ganaderos! Así comenzamos la #Jornada Más info sobre PLAID @PLAID_project en nuestra web <a href="http://www.navarraagricaria.com/item/137-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agricarias">http://www.navarraagricaria.com/item/137-plaid-el-aprendizaje-a-traves-de-las-demostraciones-agricarias</a>	Regional	Farmers / advisors / researchers / industry / General public	334	<a href="https://twitter.com/NavarraAgraria/status/98869323770654752">https://twitter.com/NavarraAgraria/status/98869323770654752</a>	INTIA
RT @PLAID_project	24/04/2018	#INTIA #Farmdemo en #Jauregia ganaderos asesoran a futuros ganaderos peer to peer learning @PLAID_project #alimentación #vacas #leche #tecnológico	Regional	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/PLAID_project/status/98870408755249281">https://twitter.com/PLAID_project/status/98870408755249281</a>	INTIA
Social media	May 2018	Tweets and retweets from partners and PlaId account	European and national	Farmers / advisors / researchers / industry / General public		<a href="https://twitter.com/eiprcine_fl">https://twitter.com/eiprcine_fl</a>	ACTA / Arvalis
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/98850080870112320">https://twitter.com/PLAID_project/status/98850080870112320</a>	WURI/DLO
Tweets continuous	entire period	LEAF twitter account	National	Farmers	18400		LEAF
Twitter	8 tweets @PLAID_project announcing videos		European	advisors / researchers	?	<a href="https://twitter.com/ombas60">https://twitter.com/ombas60</a>	Thomas Alfoldi
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>	INTIA
Twitter @NavarraAgraria	23/04/2018	Twitter plaId video spanish	Regional	Farmers / advisors / researchers / industry / General public	140	<a href="https://twitter.com/NavarraAgraria/status/98834825123254208">https://twitter.com/NavarraAgraria/status/98834825123254208</a>	INTIA
Twitter @NavarraAgraria	23/04/2018	#INTIA - Mañana 24-abril #FARMDEMO en #Jauregia #Ariz #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>	INTIA



Type of activity	Date / period	Description	Scale	Target audience	Estimated reach	Support documents	Team
<i>Twitter</i>							
Twitter @NavarraAgraria	25/04/2018	Gran trabajo del GrupoFocal en #FAFM-DEMO #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>	INTIA
Twitter @PLAID_Project	Entire period	105 Retweets from partners and european projects	European & National	Farmers / advisors / researchers / industry / General public	346 followers + 22.4 K impressions	<a href="https://twitter.com/PLAID_project">https://twitter.com/PLAID_project</a>	ACTA / Idele
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/988351090334785536">https://twitter.com/PLAID_project/status/988351090334785536</a>	INTIA
Twitter @PLAID_project	23/04/2018	#INTIA - Mañana 24-abril #FAFM-DEMO 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/98835721245306885">https://twitter.com/PLAID_project/status/98835721245306885</a>	INTIA
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/988704687593249381">https://twitter.com/PLAID_project/status/988704687593249381</a>	INTIA
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/988689237700554752">https://twitter.com/NavarraAgraria/status/988689237700554752</a>	INTIA
Twitter @PLAID_project	25/04/2018	#INTIA #FocusGroup #FAFM-DEMO #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/989100190240937377">https://twitter.com/PLAID_project/status/989100190240937377</a>	INTIA
Twitter @PLAID_Project	January to April 2018	36 Tweets covering event, practice abstract, case studies, work shop, videos	European & National	Farmers / advisors / researchers / industry / General public	346 followers + 22.4 K impressions	<a href="https://twitter.com/PLAID_project">https://twitter.com/PLAID_project</a>	ACTA / Idele
<i>Videos</i>							
Total 27 Short Videos in different languages differentiated below	Jan-Dec	project presentation, different innovations at field days in Germany (Dokofeldtage) and France (Tech&Bio)		Farmers / advisors / industry /	7000 total views (1st Dec 2017, still increasing)	total views start to increase since summer/autumn	/ZEE
video	07/12/2017	So funktioniert das Netzwerk Demonstrations-Betriebe Ökologischer Landbau (Deutschland)	national (german) / gl subtitles	advisors / researchers	1080	<a href="https://www.youtube.com/watch?v=Viq5EHQz4c">https://www.youtube.com/watch?v=Viq5EHQz4c</a>	FIBL
video	13/12/2017	How the German network of demonstration farms in organic farming works	european (german) / gl subtitles	advisors / researchers	760	<a href="https://www.youtube.com/watch?v=CivHelKzFo">https://www.youtube.com/watch?v=CivHelKzFo</a>	FIBL
video	09/01/2018	Organic pilot farms in NRW	european (german) / gl subtitles	advisors / researchers	560	<a href="https://www.youtube.com/watch?v=xuNAzSDCsZo">https://www.youtube.com/watch?v=xuNAzSDCsZo</a>	FIBL
video	26/01/2018	Autonomie alimentaire des vaches laitières - le programme Reine Mathilde en Normandie	european (german) / gl subtitles	advisors / researchers	100	<a href="https://www.youtube.com/watch?v=r6SF_QLUzDA">https://www.youtube.com/watch?v=r6SF_QLUzDA</a>	FIBL
video	23/01/2018	Peer-to-peer learning in farmer working groups (with subtitles)	european (german) / french subtitles		760	<a href="https://www.youtube.com/watch?v=Td40CXYLLM">https://www.youtube.com/watch?v=Td40CXYLLM</a>	FIBL
video	09/03/2018	Demo-Network Leguminous Plants in Germany	european (german) / french / hispan subtitles		510	<a href="https://www.youtube.com/watch?v=IE_13d85-I">https://www.youtube.com/watch?v=IE_13d85-I</a>	FIBL
video	23/03/2018	Videos für den Wissensaustausch in der Landwirtschaft (Agridea FIBL PLAID)	national	advisors	410	<a href="https://www.youtube.com/watch?v=d2NQfmu7N-o">https://www.youtube.com/watch?v=d2NQfmu7N-o</a>	FIBL
<i>Direct e Mails</i>							
E-mails to LEAF demonstration farms	2004-17	Inventory involvement and to introduce the PLAID project overall aims	national	Farmers	35		LEAF
E-mails to organizers of Demo activities	September 2017	Sending some information about the project	National	advisors / researchers	5	only in Dutch	WUR
Direct email	October 2017	PLAID brochure with description of the project, main activities, expected results	national	Advisors	over 70	PLAID Brochure in pdf format	NAAS
E-mails to organizers of demonstration activities	October 2017	Sending some information about the project as well as the link to the questionnaire	National	Farmers / advisors / government / practice farms	200	Pdf : short presentation of FarmDemo in Dutch	ISP
E-mails to organizers of Demo activities	November 2017	Sending some information about the project as well as the link to the questionnaire	National	advisors / researchers	200		ACTA
E-mails/phone calls to organizers of demo activities (in Latvian)	November-December 2017	Invitations to participate in the PLAID online survey with basic information on the project	National	Farmers, advisors, researchers	30		BSC

## ANNEX 2: WORKPLAN

DISSEMINATION TOOLS				
Activity	Details	To who	When	Partners
Pufferfish Sphere	Royal Highland Show	National	21-24 June 2018	HUTTON
NAAS Website	We will publish information of PLAID project on the webpage of NAAS in English.	All people who visit our site - farmers, advisors, Science Institutions, universities, industry and so	M12 to M18	NAAS
Brochure	We will prepare brochure with the results which were done under PLAID project	farmers, advisors, Science Institutions, universities, industry and so	M12 to M18	NAAS
Media	We will give an interview to disseminate the results which were achieved	farmers, advisors, Science Institutions, universities, industry and so	M12 to M18	NAAS
Blogs	Website	Global	M12-M18	HUTTON
Twitter	Tweet weekly	Global	M12-M18	HUTTON
PLAID project page on Wageningen UR website, in Dutch	add additional info	Farmers / researchers / students	M12-M18	WUR / DLO
PLAID project page on Wageningen UR website, In English	add additional info	Farmers / researchers / students	M12-M18	WUR / DLO
Business card size double sided with QR codes for links to FarmDemo Hub and Virtual Farm	Take to events	National	M16-M18	INTIA
INTIA Press Release (May 18)	Results of the INTIA case studies and the PLAID methodology	Farmers, farmers associations, agricultural cooperatives, INTIA advisors, wineries agronomists and agricultural consultants, producers organizations, universities, research centers, environmental organizations, scientific, EU officials, etc...	M17	INTIA
Project information on the BSC website	Updating of project-related information on the dedicated section of the BSC website	Miscellaneous	M17-M24	BSC
Article on www.seasn.eu	Article on www.seasn.eu	advisors, policy makers, farmers	M18	ASC
BLOG	Practice abstract	Farmers / researchers / students	M19	HUTTON
INTIA Article (June 18)	Article magazine results of the INTIA Case studies PLAID project	Farmers, farmers associations, agricultural cooperatives, INTIA advisors, wineries agronomists and agricultural consultants, producers organizations, universities, research centers, environmental organizations, scientific, EU officials, etc...	M19	INTIA
Invitations to the inventory	Sending out additional invitations to join the FarmDemo inventory of demonstration farms	Farmer organisations, advisors	M19-M24	BSC
Publication in farmer's magazine Boer & Tuinder	Presentation Farmdemo Hub	Farmers	M20	ISP
Publication in ISP newsletter	Presentation Farmdemo Hub	Farmers	M20	ISP
Tweet on ISP account	Presentation Farmdemo Hub	Farmers/advisors/policy makers	M20	ISP
PLAID project page on Idele	add additional info	Farmers / researchers / students	M20	IDELE
Blog post	Writing a blog post on the BSC website about the experience in studying demonstration activities in Latvia	Miscellaneous	M21-M23	BSC

### 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, research 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	presentation 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