Month 30 2019
Deliverable 7.4

Final Conference

WP7: Stakeholder engagement and dissemination of PLAID outputs

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

PLAID PARTNERS

Advisory Service Croatia ASC

ARVALIS Institut du Végétal

Association de Coordination Technique Agricole ACTA

Centre for Rural Research

Chambers of Agriculture

Delphy

European Forum for Agricultural and Rural Advisory Services EUFRAS

Innovatiesteunpunt ISP

Institut de l'Elevage – Idele

Instituto Navarro De Tecnologias E Infraestructuras Agrolimentarias

Linking Environment And Farming LEAF

National Agricultural Advisory Service
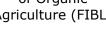
Nodibinajums Baltic Studies Centre BSC

Research Institute of Organic Agriculture (FIBL)

Stichting Wageningen Research

The James Hutton Institute

VINIDEA

PLAID

DOCUMENT SUMMARY

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ABSTRACT

The Final FarmDemo conference was held in Brussels, Belgium on the 21st May 2019 as a joint collaboration between the three projects PLAID, AgriDemo F2F and NEFERTITI. The FarmDemo conference received over 200 registrations and was attended by 172 participants who signed in on the day. This document gives a brief overview of the proceedings.

TABLE OF CONTENTS

INTRODUCTION

The Final Conference was held on the 21st May 2019 in the Herman Teirlinck building Building, Brussels, Belgium. It was decided at an early point to hold the conference as a joint output from FarmDemo and therefore as a collaboration from the three H2020 projects : PLAID, Agridemo and NEFERTITI. The decision was made to combine the resources from the three projects to acheive maximum impact from the input of all concerned, also spread cost over the three budgets and utilize a large number of staff from the projects and therefore the partners involved. To enable this ambitious output to be achieved a core management team was established. This team consisted of members of all 3 projects and met frequently, mainly by virtual meeting with the occasional face to face meeting combined with already planned other opportunities to meet.

Organising Committee

Adrien Guichaoua, NEFERTITI coordinator
Fleur Marchaud, Agirdemo coordinator
Lee-Ann Sutherland, PLAID coordinator
Claire Hardy, PLAID
Lies Debrynne, Agridemo
Lian Lomax Hamster, NEFERTITI

Agenda

The Agenda was agreed to reflect the outputs of the projects. Invited speakers were asked to give opening and closing remarks to provide opportunities for the participants to reflect on the projects.

8:30   Coffee and registration

9:30   Welcome from the European Commission

Nathalie Sauze-Vandevyer (Director B - DG Agri)

9:45   Why Farm Demo?

Vision of the EC

Inge van Oost (DG AGRI -Unit B2)

10:00 Get inspired by Farm Demo

The voice of the project coordinators

Lee-Ann Sutherland (James Hutton Institute) , Fleur Marchand (ILVO) , Adrien Guichaoua (ACTA)

10:30 Farm Demo: What's in it for me?

The voice of farmers, innovation and policy actors

Alfred Grand (Farmer- Austria), John Renner (Farmer - UK) and Jolanda Raaijmakers (Farmer – The Netherlands)

Natalia Bellostas (INTIA - Spain) David Michie (Soil Association - Scotland) Aniko Juhasz (Ministry of Agriculture - Hungary)

11:30   Coffee break

12:00   How to organize and support demonstration activities?

   Interactive parallel discussion sessions on 7 key challenges of farm demonstration.

Theme 1	Increase the access to your demo
Theme 2	Enhance peer learning through interaction and experiencing
Theme 3	To go fast, go alone, to go far, go together: Group dynamics in demonstrations
Theme 4	Improve your activities: Monitor and evaluate demonstrations
Theme 5	Go far and beyond: Raising the impact of demonstrations
Theme 6	Where do farm demonstrations fit in the AKIS?
Theme 7	Policy recommendations for on farm demonstrations

13:00   Lunch

14:00   How to use the Farm Demo tools?

   7 separate interactive sessions showing 7 tools produced by FarmDemo

Activity 1	Discover the virtual farm demonstration
Activity 2	Explore the inventory of demonstration farms
Activity 3	Design an event in 6 steps
Activity 4	Get inspired by rich stories
Activity 5	Meet the FarmDemo Networks
Activity 6	Enhance the outreach of demonstrations with video
Activity 7	Get the most from FarmDemo & register to join the community

15:15   Prospects around Demonstration and the CAP

   Plenary Round table discussion

   Alfred Grand (Farmer) Inge Van Oost (EC - DG AGRI), Adrien Guichaoua (ACTA), Aniko
   Juhasz (Ministry of Agriculture - Hungary), Florian Herzog (IALB - EUFRAS), CEMA
   representative (TBC)

16:15   Official hand over of FARMDEMO from PLAID and AGRIDEMO to NEFERTITI

16:20   Closing speech & Wrap up

   Kjell Ivarsson (Copa-Cogeca)

16:30   Reception & networking

Voice of the Project Coordinators

Interview with 3 project coordinators Fleur Marchand (Agridemo-F2F), Lee-Ann Sutherland
(PLAID) and Adrien Guichaoua (NEFERTITI).
Video: presenting the main activities outcomes of the 3 projects.

*Question from the facilitator: What is the very first output of the FarmDemo
collaboration?*
Reply: Fleur

The Inventory

The FarmDemo Hub with the online inventory of demonstration farms,
- a.   explain focus on commercial farms
- b.   1400 entries with much farmers really engaged, GDPR rules were a real burden

A development of an on-line community to engage people and to present stakeholder tools, we hope farmers will start to see the value of networking about on farm demonstrations.

Adrien:
Description of the network and hub development in the NEFRTITI project, the role of network and hub coaches, and the main goal of creating a real-life community. The development of the training kit was a response to multi-actor requests.

Fleur:
Slide training kit description (6 parts, see the flyer) which aims at presenting the best practices from the 3 projects into ready to use tools for practitioners (farmer, advisor, policy etc…)

Question from the facilitator: What is so innovative?
Reply Fleur

It's the first EU level demonstration farm community, both in real life and virtual together with the tools as just mentioned,
It's also the first time that 3 H2020 projects have worked so closely together. FarmDemo is the result of a strong collaboration between 3 projects. Agridemo-F2F started together with PLAID in Jan 2017, and NEFERTITI one year later in Jan 2018. From the start we agreed to work closely together and this resulted in 3 main results. The hub, the networks and the training kit.

Lee-Ann
PLAID focuses on access and has developed the Virtual farm as a proof of concept.

Question from the facilitator: How will the NEFERTITI network now use these outputs?
Reply Adrien:
The outputs will be used during the setting up of the networks and hubs and the preparation for the 3 demo campaigns, first is starting now. Using the results on best practices from Agridemo and PLAID the design guide will be invaluable to the hub coaches. There will be a strong focus on monitoring and evaluation, and each new demo campaign, we will build on this to improve the tools and to enrich the training kit.

Question from the facilitator: What is needed to gain more impact from the FarmDemo projects?
Reply Lee-Ann

We need to build further on this community, create further the added value, big task for NEFERTITI to take forward. We can take the policy recommendations forward. We discuss with other H2020 projects to use the outputs in future work. First contacts have been made, some of these coordinators are in the room, also many advisory services are here.

Speakers

Various stakeholders were invited to reflect on the projects and their involvement and interaction with the project objectives. Farmers were asked to attend to provide an insight into how they had interacted with the projects and their reflection on the project outputs.

- Alfred GRAND, farmer from Austria

- John Renner, farmer from the UK

- Jolanda Raaymakers, farmer from The Netherlands

3 innovation and policy actors
- Natalia Bellostas (INTIA, Spain)
- David Michie (Soil Association, Scotland)
- Aniko Juhasz (Hungary)

Workshops

Seven participation workshops were organised to obtain a wide audience input to topics relevent to the projects.

Theme 1: Increase the access to your demo

Partner organising: Marleen Gysen ISP
Description of Approach:
- Short presentation on access aspects of the inventory
- Short presentation (> Alberese and Den Bosch) on preparation steps, with focus on access
- Design exercise, similar as in workshop held in Alberese, Italy, but adapted to the access focus:
    - We split the group in smaller (heterogeneous) groups of 5-6 people , based on the profiles of the participants (farmer, advisor, policy maker, researcher…) and on their usual role at an event (organiser,facilitator, visitor, …) - splitting up by an ice-breaker
    - Exercise: choose and design an event - illustrate with good examples, tips, …
    - Every groups gets 2 minutes to report plenary

Theme 2: Enhance peer learning through interaction and experiencing.

Short description: Increase peer to peer learning by using methods for interactive knowledge exchange and experiential learning during a demo event.
Partners organising: Laure Triste, ILVO
Description of Approach:
- Everybody who enters the room receives a card with an exercise topic on it. There are 7 cards for each topic.
- Icebreaker +presentation
    We use the icebreaker in which people tell their neighbour about one innovative interactive learning method they witnessed and enjoyed on a demo. During the presentation, we ask people to raise their hand if they think the story that was told to them fits the description of an interactive learning method. (20')
- Divide the big group into groups of 6-7 people according to the cards they have chosen. They have to make an agenda for a demo on the topic of their card and have to explain how they will make it interactive and include experiential learning in it. To help the brainstorming, we provide a template, an example, and printed out cards with the presented learning methods on it, so they are able to move them around. (30')

- Every group gets 1 minute to plenary tell how they included interaction and experiential learning in their demo. (10')

Theme 3: To go fast, go alone, to go far, go together: Group dynamics in demonstrations

Short description: How to influence the group dynamics in on-farm demonstrations – The role of group size; group connectedness and group composition
Partners: Marianne Hubeur, ILVO Hannah, Mathieu, Lies

Description of Approach
1.   Introduction (Mathieu - 15 minutes)

Set-up: Some introductory questions will be asked as an energizer and ice breaker to get to know the audience.
Question 1: What is your occupation?
- o Farmer – Corner 1
- o Advisor – Corner 2
- o Policy maker – Corner 3
- o Researcher – Corner 4
- o Other – Middle of the room
Question 2: Where are you from?
- o North-Europe – Corner 1
- o South-Europe – Corner 2
- o East-Europe – Corner 3
- o West-Europe - Corner 4
- o Outside Europe – Middle of the room
Question 3: How are you mostly related to demonstration?
- o Demonstrator – Corner 1
- o Participant – Corner 2
- o Organiser – Corner 3
- o Host Farmer – Corner 4
- o Other – Middle of the room

2.   Introduction to the topic (Hannah – 15 minutes)

Set-up: Pose questions to the participants to indicate their preference. Afterwards short discussion for each question to explore why the participants chose a certain option? How do they explain their preference?

Question 1: In your opinion, which factors have the highest influence on group dynamics?
- o Group size – Corner 1
- o Group connectedness/familiarity – Corner 2
- o Composition of group (heterogeneous or homogeneous) – Corner 3
- o Interaction methods – Corner 4

Question 2: Do you prefer small (0-25), medium (25-60) or large (> 60) groups at on-farm demonstrations?
- o Small groups – Corner 1
- o Medium groups – Corner 2
- o Large groups – Corner 3

Question 3: Do you prefer a high connected/familiar group or not at on-farm demonstrations?
- o High connectedness (All participants know each other and know demonstrator) – Corner 1
- o Medium connectedness (All participants know each other & new demonstrator) – Corner 2
- o Small connectedness (Some of the participants know each other & new demonstrator) – Corner 3
- o No connectedness (Nobody knows each other in advance) – Corner 4

Question 4: Do you prefer a heterogeneous group (regarding age, gender, occupation,…) or a homogeneous group at on-farm demonstrations?
- o Very heterogeneous group – Corner 1
- o Semi-heterogeneous group – Corner 2
- o Homogeneous group – Corner 3

3. Interactive presentation (Marianne – 20 minutes)

Set-up: Mentimeter will be used to pose questions regarding group size, group connectedness and group composition. After each questions, the lessons learned of Farmdemo (Agridemo; PLAID & NEFERTITI will be presented and linked to the questions of the participants. The input of the content is based on the following sources: Deliverable best practices (Nefertiti); Farm demonstration design guide; presentations in Alberese & Nantes.

Question 1: Group size – Scales

Answers:
- o Effective knowledge exchange: Small groups
- o Effective peer-to-peer learning: Small groups
- o Awareness raising: Large groups
- o Wide knowledge transfer: Large groups

Question 2: Group size

Answers:
- o Attract sponsors & farm supplying companies: Large groups
- o Facilitating effective discussions: Small groups
- o Building-up trust: Small groups
- o Importance of good audio & sound: Small groups

Question 3: Important skills of facilitators (100 points)

Question 4: Group composition – Occupation

Answers:
- o Knowledge sharing: Homogeneous
- o Networking: Heterogeneous
- o Interesting discussions: Both but often heterogeneous groups, more sparkling discussions

Question 5: Which increases informal interaction?

Question 6: Score these methods to your preference (100 points)

4.   Conclusion (Mathieu – 10 minutes)

Theme 4: Improve your activities : Monitor and evaluate demonstrations

Short description: Discussion on the value of monitoring and evaluation of demonstrations plus input on tools from NEFERTITI
Partners: **Herman, WUR**, Charlotte, Delphine, Mikelis

Description of Approach of Theme 4:
Discuss a successful demonstration, learn about monitoring tools and work on a practical case. Here you will make use of monitoring results and come up with improvements for the next demo.

1)   3 minutes: Opening workshop: Explaination of the program and a quick introduction of each other.
2)   3-20 minutes:
   a.   First short discussion in small groups of 2-3 persons Keep in mind a very successful demo, explain to each other why it was a success. Write in 2-3 keywords the factors for success
   b.   Plenary collection of answers in 2-3 keywords per small group on a flip over (Herman ask the group and Anne Charlotte makes notes on flip chart or vice versa)
3)   20-30: presentation of 3 tools of NEFERTITI via a presentation by Herman. No discussion. Herman will bring 5 copies of the tools
4)   30-50: Improve a demo based on case with evaluation results (a "partly" fictive demo case of French Demo with a tab of our Hub M&E journal in Nefertiti: see attachment)
   a.   Very short explanation of the exercise by Anne Charlotte
   b.   3 subgroups (Mikelis, Anne Charlotte and Herman) of max 10 persons else we find a extra facilitator
      i.   2 minutes: Read the Hub journal page
      ii.   3 minutes: ask participants to give their primary reaction: What's your first opinion about this demo-event (i see this as a warming up.)
      iii.   Lets all think 1 minute about potential improvements
      iv.   15 minutes: brainstorm about Improvements needed for the next demo and make notes at form (hub journal page)
5)   50-55: Plenary: share (only 2 highlights/ideas for improvement per group). Reflection of Anne Charlotte about usefulness of ideas
6)   Herman: Last words and close

Theme 5: Raising the impact of demonstrations

Short description: Revealing links between goal, actual demo event and impact
Partners: **Boelie**, Miguel Giménez-Moolhuyzen, Cristina
Description of approach:
The overall set-up is that we will use a concrete case of a demonstration and let the participants discuss how the impact of that demonstration can be raised. We will have 4 'parts' in this session:
1.   Plenary kick-off by Boelie (5 mins)
   ¨   Brief explanation of the session. Give each participant a number (1,2,3) to compose the three groups.

¨   Brief presentation on impact of demonstrations (key findings from PLAID / AgriDemo (see below).
2.   Plenary: brief presentation by Miguel on the case (app. 5-10 mins)
    The case concerns "Use of soil water monitoring devices to improve water use efficiency" that Miguel will introduce rapidly with a few slides
3.   Small groups will work on a number of questions on how to raise the impact of the demo case presented by Miguel (see below; 40 mins)
4.   Plenary overall reflection: Identify key messages to raise demo impact (5 mins)
Work forms
·   The parts 1 and 2 will be brief presentations for the whole group, using powerpoints.
·   In the third part, three small groups will work on three sets of questions. It will be partly brainstorm, partly group discussion on the various aspects. People will write ideas on post-its that are put on flip-charts. Around the charts, there will be brief discussions. Each group will be facilitated by one of the organisers. Miguel will be available for all groups for further questions on the case.
    Each group will identify some 'highlights' to be presented in the plenary.
·   Part 4 will be a brief presentation of the highlights from each group and an overall reflection.

Part 1: Short presentation on PLAID and AgriDemo findings
The presentation will address the following topics
·   For impact, it is important to see demos in context (AKIS)
·   Importance of setting clear objectives for a demo
    (the why, what, who and goals of a demo)
·   Distinguish between demo outcome (what farmers take home) and demo impact (what farmers do back home with what they learned from the demo).
·   What happens at the demo can affect what happens after the demo
·   Demo organisers can limit their activities to the demo itself or also do things after the demo to increase the impact of the demo.

Part 2: Three sets of questions to discuss in the groups
Question set 1: Benefits for farmers to visit a demo
    1.   What do visiting farmers need?
¨   Brainstorm with discussion, resulting in post-its (yellow) on flip-charts
    2.   What could visitors take home from a demonstration?
¨   Brainstorm with discussion, resulting in post-its (yellow) on flip-charts
    3.   How to stimulate that visitors retain what they have taken home and not forget it the next day?
¨   Brainstorm with discussion, resulting in post-its (yellow) on flip-charts
¨   Discuss on each option who could do what
¨   On each suggestion, identify barriers (red post-its) and opportunities (green post-its) to realise this, also indicating the who could do what
Spare question (if there is time left): Other options to raise impact. What have we missed?
Facilitator reminder: at the end of the group session, identify highlights to be presented by one group-member in the final plenary.
Question set 2: Actions by visitors following a demo
    1.   What kind of actions could visiting farmers take on the basis of what they experienced at the demo?
¨   Brainstorm with discussion, resulting in post-its (yellow) on flip-charts
    2.   How to stimulate that visitors take these actions?
¨   Brainstorm with discussion, resulting in post-its (yellow) on flip-charts
¨   Discuss on each option who could do what
¨   On each suggestion, identify barriers (red post-its) and opportunities (green post-its) to realise this, also indicating the who could do what
    3.   How to reach a wider audience (beyond demo visitors) and inform them on what is demonstrated.
¨   Brainstorm with discussion, resulting in post-its (yellow) on flip-charts

¨   Discuss on each option who could do what
¨   On each suggestion, identify barriers (red post-its) and opportunities (green post-its) to realise this, also indicating the who could do what
Facilitator reminder: at the end of the group session, identify highlights to be presented by one group-member in the final plenary.
Question set 3: How does visitor composition affect demo impact
    1.   What are advantages and disadvantages of small and large groups on having impact?
¨   Two flip-charts, for large and small visitor groups
¨   Brainstorm with discussion, resulting in disadvantages (red post-its) and advantages (green post-its)
    2.   What is the role of various types of visitor groups to realise impact?
¨   Draw horizontal lines on the flip-chart to split it in 3, each for one type of visitor
¨   Under each type write the possible roles (on yellow post-its)
    3.   What can be done at the demo to help these visitor groups to realise this impact?
¨   On the same flip-chart as the previous point, write the demo activity (on green post-its)
Spare question (if there is time left): How to secure impact over time?
Facilitator reminder: at the end of the group session, identify highlights to be presented by one group-member in the final plenary.

Theme 6: Where do farm demonstrations fit in the AKIS?

Short description: This session asks: what is the place of farm demonstrations in the advisory landscape/AKIS? And how can they be supported to optimise synergies and networks with other AKIS activities?
Partners: Julie Ingram, Heidrun Moschitz, Harm Brinks

Description of Approach :
Presentation providing an overview of the FarmDemo's findings and concrete examples of how farm demonstration programme organisers network and collaborate in their national AKIS to derive greater impact. This is followed by small group discussions addressing the questions set out below with a view to capturing participants' perspectives and experiences. Each group returns to the plenary with 4 key points to share about best practice.

10-15min intro presentation and organising, 25min discussion, 20min for group presentations in plenary. We will nominate a rapporteur for each. Discussion will be captured on flip charts and with the consent of attendees recorded.

Background
Farm demonstrations do not operate in a vacuum, they are part of a diverse and dynamic advisory landscape. With the rapidly changing context in agriculture (social, technological, institutional), merging sustainability challenges, and the shift towards more complex AKIS arrangements, it seems a good time to consider how demonstration farms fit into/contribute to AKIS networks and structures. This session asks: what is the new place of farm demonstrations in the advisory landscape/AKIS? And how can they be supported to optimise synergies and networks with other AKIS activities? *How can demonstration programmes be embedded in an agricultural knowledge agenda, at regional, national, EU level?*

Findings
Our projects have found that farm demonstrations are characterised by a multiplicity of organisational arrangements (from individual farmers to large programmes and networks) operating with varying levels of formalisation (networks, collaborations, cooperations) and integration into the AKIS. Some are embedded in existing formal advisory structures and

networks, others are more loosely connected and supported. These arrangements are used opportunistically for collaboration and for identifying demo hosts and participants.

Group Questions

Group 1

What impact do AKIS characteristics have on planning/running effective demo programmes? (access to funding, long term sustainability and relationships, links to commercial companies etc)?

- Participants suggest and compare demo experiences in two contrasting country AKIS contexts
- What are the implications for effectiveness and impact? What lessons can we learn? What best practice can we implement?
- 4 key points to share with other groups

Group 2

How important is coordination, collaboration and networking for demo programmes to achieve their objectives?

- To what extent are demo programmes and events fragmented and uncoordinated? Should there be greater coordination at a geographical and/or sectoral level?
- What are the examples of synergistic collaboration and networking, for example programmes, projects initiatives (topics) combining to run demos (efficient, larger reach)
- What are the implications for effectiveness and impact? What lessons can we learn? What best practice can we implement?
- 4 key points to share with other groups

Group 3

What is the relationship between farm demo programmes and private companies in collaborations and networking?

- Do partnerships with private sector in delivering demo programmes and events help to achieve objectives?
- What are examples of tensions, some demos require commercial sponsorship to run, what tensions if any does this bring?
- What are the implications for effectiveness and impact? What lessons can we learn? What best practice can we implement?
- 4 key points to share with other groups

Group 4

How are/are demos used as part of delivering a campaign, advisory programme? What is their contemporary role in the AKIS?

- What examples are there of demos being used strategically as part of a wider programme of advice? For example as an entry point to target farmers for more specialist advice/training

- What are the implications for effectiveness and impact? What lessons can we learn? What best practice can we implement?
- 4 key points to share with other groups

Theme 7: Policy recommendations to improve on farm demonstrations

Short description: Presentation of experiences in the projects and discussion on your suggestions for policy recommendations to improve impact of on farm demonstrations. These recommendations should lead to more peer-to-peer learning an stronger uptake of innovations

Partners to demo: Claire, Carol, Peter, Ivonne, Fabio

Group size: 3 subgroups of 6-10 people (18-30)
Description of Approach:

0-5	Short presentation explaining how we came to our recommendations
5-10	Arrange 3 groups each with reporter, WHY: reasons to: · support demos for dissemination, innovation · require demos in projects, and what quality to require; · support training & network on demos.
10-15	Study of our recommendations: each participant gets 1 A4 sheet with current recommendations. Can make notes on opinion (agree-disagree) and relevance. Reason for this questionnaire: active reading
15-30	For all members open Menti 160452 (see annex) to check support (agree and relevant) on our preliminary recommendations. Conclusions
	Kick off for the 3 groups: Every group has 2 sheets to discuss.

30-45	1st sheet: By raising hands, fix the 1st and 2nd bullet for recommendation to be discussed.
	WHAT/WHY Discuss open remarks: for each reaction we ask
	· explain opinion (agree & relevance) support or disagree result.
	· give relation to professional background (tour de table)
	· clarify with example/experience/good practice
	· others can add examples, (1st time one gets the word, give background).
	explain differences in opinion, translate
	  to insights
	Reporter notes insights and examples from discussion
	HOW: …can we implement this
	  recommendation.
	Suggestions
	Remarks and suggestions can be brought forward in the group and be submitted to remarks sheet in MENTI.

45-55	2nd sheet: same as 1st one (use left time available)
55-60	Wrap up Some examples of the remarks implementation suggestions in plenary menti wordcloud on keywords for recommendatons..

Connection between the menti poll and the discussion:

Interactive sessions

Particpants to the conference were free to more between interactive sessions as desired. Most visited several interactive experiences during the session.

Session 1: The Virtual Farm

The Virtual Farm proof of concept was show cased to the participants using 2 platforms, the touchtable and the virtual reality cardboard headset. The virtual reality experience is available by downloading an apk file onto an android phone (accessible through the PLAID website but also via a QR code, provided on the VF business card) and using this in conjunction with a cardboard headset, these (printed with logos) were available for participants to take away, thus further disseminating the VF to an even wider audience.
The VF is a digitally simulated farm environment that hosts 360 degree videos innovations filmed on commercial farms. The participants or viewers can randomly move around the simulated environment accessing the innovations as desired. Thus the VF allows a virtually immersive experience that is semi-interactive, this combination is a unique concept that has been well received by the multi-actor audience that have interacted with it at numerous show case events.

PLAID

Activity 2: Explore the inventory of demonstration farms

Partners to demo: <u>Mathieu</u>, Peter, Marcos,
Activity: The aim of this activity is to demonstrate the FarmDemo interactive map. Firstly the FarmDemo team will present the access and the main map functionality and organization. We'll demonstrate how to search a farm and an organisation on the inventory. We'll follow this main steps by using the 55 inch touchtable:

Actions	To present
Go to https://farmdemo.eu/	FarmDemo home: Up : • Language choices => show the list 20 languages and choose english • Link to the 3 H2020 Project Middle : • Link to the Hub and Online Map • Link to the Nefertiti portal => thematic networks, register new farms... wn 3 colunms : • Vidéo chanel (demo farms, demo events…) • Are you a farmer : registration link for a farmer who wants to be on the platform • Are you an innovation actor: registration link for a innovation actor (adviser services, researcher supply chain companies…) who wants to be on the platform
Click on "Are you a demo farmer"	Show quickly the data consent and the short questionnaire to engage people to register on the platform.

Activity 2: Explore the inventory of demonstration farms

Click on "Visit the FarmDemo Hub"	First line : • quick farm search: write dairy • login: you can access when you are register • language cond Line: • Home => "here we are" • Inventory => the map with criteria selection • Events => click to show the list of next events especially in H2020 Nefertiti • More info: just show the list and explain briefly Middle : • Another access to the Inventory => the map with criteria selection • Register: if you want to be on the platform, to link farms to your profile, to add an events, receive information… • Learn more: same as "more info" wn: • The map: zoom / dezoom / click on several farms and organisation to present the main criteria
Click on "Demo Farm Inventory"	We see here all the farms and innovation actor who answer to the questionnaire : • Zoom and click on a farm (house) and an organisation (buildings) • Click on view profile => all the information the farmer or the organisation accepted to present on the platform • Criteria selction : demonstrate a case. For instance: "I am a French dairy adviser who wants to go with a farmer group in Ireland and visit several farms and organisation. Use the selection"

In order to encourage participants to search the inventory we will divide the group into 5 smaller groups with 1 android tablet per group. We will organise a small competition: each group has to create an European Thematic network with farms and/or organisation of at least 4 different countries. The network topic is free and they can choose to build the network by crossing different criterias with: "farm type" / "farm management" /

"demo topics". For instance an European Crop commercial farm network on Machinery topics by choosing the criteria: "specialist field crops x commercial farms x plant production - Machinery".

Activity 3: Design an event in 6 steps

Partners to demo: Marleen, Koen, **Lies**, Herman and Charlotte/Delphine
Materials: 2 posters with the main elements of the design guide, as a quick overview of the design guide content (made by Lies)
·   4-6 tablets, so that people can see the online version
·   Extra design guides printed version (so participants can take some extra copies, if they want to)
Short description: Opportunity to discover the design guide - on posters, tablet, paper version
·

Activity 4: Get inspired by rich stories

Partners to demo: Hanne, Laure, Marianne, Boelie

Aim: To present four rich stories (two from PLAID and two from Agridemo) with interactive posters using Padlet.

Approach:
Four rich stories will be presented using Padlet.

The choice of the rich stories is:
1.   Systems approach in organic farming – PLAID IT2
2.   Animal breeding – PLAID LAT2
3.   Composting using earthworms, soil-health & agroforestry – AgriDemo AT2
4.   Innov'Action – AgriDemo FR1

Link to interactive posters: https://padlet.com/FarmDemo/Overview

1.   PLAID IT2: https://padlet.com/FarmDemo/AIAB
2.   PLAID LAT2: https://padlet.com/FarmDemo/HerbivorousProject
3.   AgriDemo AT2: https://padlet.com/FarmDemo/Vermigrand
4. AgriDemo FR1: https://padlet.com/FarmDemo/innovaction

Activity 5: Meet the NEFERTITI Networks

Partners to demo: Milica, **Maria**, Michael, and a couple of hub coaches etc….
Activity: Introduction to NEFERTITI overall activities, register to NEFERTITI hubs and participate to the networks activities, exchanges with HCs and NLs.

Activity 5.1. NEFERTITI hubs and networks – interacting with the platform
Method:
Display a presentation running on a loop with short description of each network and a map of Europe with all the hubs/networks and farms.
People are encouraged to interact with the platform to get to know the 10 networks using the 4 tablets.
Facilitator – Milica:
The facilitator supports people with interaction with platform and possible questions on NEFERTITI hubs and networks.

Activity 5.2. NEFERTITI activities – learning more

Method:
Participants are given a NEFERTITI bingo sheet which has 3 squares to be stamped. In order to do BINGO, participants need to learn more about all of NEFERTITI activities. For each NEFERTITI activity there is a station with a facilitator supporting a dynamic/game that allows participants to learn more about a specific activity, which are detailed below.
The cards are laid out in a big square table and participants should take one card and go the specified station. When there are between 3-4 participants in each station, the facilitator starts the dynamic (this should take around 5-7 min) and at the end participants get a stamp in the Bingo sheet.
Participants who do BINGO win some sort of goodie t.b.d.

1) Cross-visits' station
Facilitator: Michael Kuegler
Materials: Cross-visits observation cards for step 3 on A-5-post-card-paper (slides 18-23 and 25-30); Posters in >A4 format for the concluding feed-back steps 3+5+6(slides 32, 34, 37); 10 copies of manual for cross-visits
Method: Exchange with participants based on the CV materials

2) Demo activities' station
Facilitators: András Vér, Gábor Milics
Materials: 1 tablet; large coloured post-its; wall/structure to display post-its (in last case scenario: a flipchart); marker pens
Method: Video is shown on the tablet of a demo-event that already took place in a Hungarian hub. Exchange with participants on ups/downs on demonstration they saw in the video; challenges they've experienced themselves when organising/participating to demo-activities; exchange on own experience on best practices; experiences with other types of demo-activities, etc. Participants are asked to write down on the coloured post-it's the challenges they've experienced and stick them on the wall.

3) Knowledge exchange station
Facilitators: Maria Cordeiro, Luís Mira, network leader
Materials: Paper icons and figures, table, large coloured post-its; wall/structure to display post-its (in last case scenario: a flipchart); marker pens
Method: Two cards are displayed from where people can choose one to start from: one reads virtual knowledge meeting and the other reads knowledge exchange meetings. Using the paper icons and figures, the facilitator explains how different actors within the hubs and networks interact with each other in the different activities. Exchange with participants based on their own experiences of similar activities, advantages and disadvantages of such activities, suggestions, etc. Key ideas are noted on post-its by the facilitators and sticked to the wall.

Activity 6: Enhance the outreach of Demonstration with video

Partners to demo: **Thomas**, Dimitar and Laura
Activity: Demonstrate the videos already made how and where to access them encourage people to register for the YouTube channel provide equipment to discuss, offer advice on filming techniques and editing procedures. Provide the Virtual guide that is available. Encourage subscription to the FarmDemo YouTube channel using business cards with the QR code providing a direct link to the channel.

PLAID

Activity 7: Get the most from Farm Demo & register to join the community!

Short description: Encourage participants to register for the inventory using tablets set up for the FarmDemo hub and Nefertiti networks, search and show a showcase farmer on the tablets.
Partners to demo: **Miguel**,Yiorgos, Pauline, Lian
Approach:
2 main dynamics or games:
-Menti context
-Challenges with expected results: Are you capable to find......? The answer is....

Place arrangement:
Four corners with support points in each subactivity each with normal monitor on a table (normal size, for 4 people seats) and in the center individual seats/tables.
People will be ingoing and outgoing all the time so we will need a layout that facilitates an easy "start-stop". he proposed disposition may have modifications when the specific room is known.

Goals or subactivities:
1)-Step 1: Registering (as a tool or a mean to achieve some goal, not as objective) Registration is not a result or outcome, it's a step to achieving more:
2)-Search and download info (Challengues? Are you capable to find?...)
3)-Update & showcase your farm (Context of updated farms, by Menti context available to all conference registered users; vote the best update farm & showcase farm).

In back-up and only if there is time to do it calmly 2 more subactivities.
-Inquire at beginning for participants in the surveys (full or short) or advisors with farmers.
-If time allows/interest in the room:
(4) -Advisor: support your farmers! (show to advisor how to update and showcase the farm of their farmers that delegate in them)
(5)-Booking events (create demos and visualize event dates in the calendar, based in the test FarmDemo farm).

Timing:
 Choose subactivity> Go your support point corner>Introduction (5-10 minutes)> Do it yourself with facilitator support (15-20), 25 minutes by round. Round->room timer->next round

PLAID

Plenary round table discussion: Prospects around Demonstration and the CAP

Panel: Alfred Grand (Farmer) Inge Van Oost (EC - DG AGRI), Adrien Guichaoua (ACTA), Aniko Juhasz (Ministry of Agriculture - Hungary), Florian Herzog (IALB - EUFRAS), Nils Zehner, (CEMA representative)

Qu DG AGRI:

- What are the perspectives for Interactive and multi-actor innovation in the future CAP?

- What room and what perspectives for on farm demonstration in this frame?

- How would you envisage/visualize the sustainability and extension of a demonstration network such as NEFERTITI?

Qu ALFRED GRAND:

- As farmer, what support do you expect from innovation actors (advisors, researchers, SMEs etc..) in the frame of Demonstration activities and networks?

- As farmer, what expectations would you have for NEFERTITI project?

- What do you expect from Policy makers (Regional , National and EU levels) in a near future?

Qu ANIKO JUHASZ:

- As co-chair of the SWG AKIS, what's your vision and what is the added-value of these 3 FARM DEMO projects?

- As Deputy General Secretary of the Hungarian Ministry of Agriculture, what is your vision about the Innovation capacity in the next CAP?

- How specific "demonstration measures" could fit with the new political framework?

Qu FLORIAN HERZOG:

- As representative of an advisory organisation, how far demonstration are key for advisors to run knowledge exchange activities?

- What specific roles do you see for farm advisors into interactive innovation projects for the next programming period post 2020?

- You're Chairman of IALB and member of EUFRAS: what is the added value of federating/networking advisory services in the post 2020 perspective?

Qu ADRIEN GUICHAOUA:

- As coordinator of NEFERTITI, what do you expect from the first demonstration campaign of the project?

- How do you envisage the network sustainability after the project end?

- What do we need to embed Farm Demonstration in more effective AKIS in a near future?

Qu CEMA representative:

- What is the importance of Demonstration for the machinery industry? How do you organise it?

- What is the added value of projects such as FARM DEMO ?

- How would you see the future of demonstration activities in Europe? How do you see the role of machinery organisations? and what do you expect from Policy Makers?

Official hand over of FARMDEMO from PLAID and AGRIDEMO to NEFERTITI

Farmdemo flag and survival kit : Lee-Ann and Fleur perform the official handover to the coordinator of NEFERTITI to symbolise the continuity of the work passing to the next project.

Closing speech & Wrap up

Kjell Ivarsson (Copa-Cogeca representative)

Reception & networking

Thanks to:

1. European Commission, more specifically DG AGRI, and in particular Mrs. Inge Van Oost for the chance to invest in this peer to peer learning & on farm demonstration

2. All speakers, invite them to come to the front, Lian, Lies & Claire give them Belgium chocolates

3. All colleagues from other H2020, for the stands of today and the future opportunities to collaborate

4. All partners of the 3 projects for realizing all content and hard work the past years, and more specifically theme & activity lead groups of today

5. The organizing team of today and hard workers in the background, Lies, Lian & Claire. They will receive chocolates from Fleur, Adrien & Lee-Ann

6. … of course the audience