

Webinar

“The Nefertiti legacy for the future of farm demo in Europe”

“Good practices to improve your farm demo”

“Farm demos to activate the local AKIS”

Date : September 20th, 2022, 14.00 to 17.00 (CET)

Registration : <https://sondages.inrae.fr/index.php/472856?lang=en>

Session 1: Good practices to improve your Farm Demo

This session is directed to everybody involved in the (practical) organization of farm demonstrations. The aim of this session is to make the participants familiar with the FarmDemo Training Kit (<https://trainingkit.farmdemo.eu/>). The FarmDemo Training Kit contains a lot of guidelines, tools best practices and video tutorials to increase the demonstration skills of anybody who would like to prepare, carry out and evaluate an on-farm or virtual demonstration. By the end of the workshop, you will be aware of all basics and resource documents and tools to organise an impactful on-farm or virtual demonstration!

Program:

- 14.00 **Opening of the Webinar** by Adrien Guichaoua
- 14.10 **Introduction** on the definition of a demo event in the NEFERTITI project
- 14.20 **General overview of the FarmDemo Training kit**
- 14.25 **Prepare** an on-farm demo event: Presentation of different steps and useful tools.
Testimony of a hub coach and farmer
- 14.45 Q+A session and discussion
- 15.05 **Virtual demonstrations:** when to choose it and differences with on-farm demonstrations
Testimony of a hub coach and farmer
- 15.15 Q+A session and discussion
- 15.25 Conclusion

Session 2: Farm demos to activate the local AKIS

This session is directed to the multi-actors involved in the organisational and institutional dimensions of innovation, demonstration and collective learning in agriculture. NEFERTITI generated important observations, lessons and recommendations to improve the local Agricultural Knowledge and Innovation System (AKIS) and to support the implementation of EIP-AGRI by farm demo approaches. During this webinar three types of recommendations of NEFERTITI will be presented related to AKIS, Policy and to sustainability of farm demo networks. Each presentation will be followed by a short reflection of one of the involved actors.

Program:

- 15.30 **Opening of the session** by Adrien Guichaoua
- 15.35 **Recommendations for AKIS** on demo-activities on commercial farms by Cynthia Giagnocavo (University of Almeria, Spain)
Reflection by Hedwig Boerrichter (Knowledge broker Task force Agricultural Water Management, Netherlands)
- 15.55 **NEFERTITI's policy recommendations** to support farm demo by Mitchell Hendriks (Provincie Zuid-Holland, Netherlands)
Reflection by dr. Juhász Anikó (Deputy State Secretariat of Agricultural Economy of Hungary and Co-chair of SCAR-AKIS)
- 16.15 **Strategies for self-sustainability** of the farm demo networks by Luis Mira da Silva (University of Lisbon)
Reflection by Carmo Martins (COTH - Horticulture Technology Center)
- 16.35 Q+A session and discussion
- 17.00 Closing of the Webinar