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Deliverable 3.1:

Report of the first demonstration campaign





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Author(s): Mathieu MERLHE

Contributor(s): Ellen Bulten, Delphine Neumeister, Adrien Guichaoua, Fleur Marchand, Lieve Prins, Herman Schoorlemmer, Luís Mira da Silva, Milica Trajkovic, Laure Triste, Dimitar Vanev,

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Abstract

2019 was the first annual campaign of Demonstration Events. They focus on showing and understanding innovation within a working farm context or within a local setting. Nefertiti has supported many different types of demo events, but they all have in common to be based on knowledge exchange activities among farmers and other actors. The Hub Coaches have organized and connected to Nefertiti 267 demonstration events on their Network 'thematic in 2019. 12 000 people participated in Nefertiti Events. Farmers were our first target and have represented 50% of the total visitors. With 3 400 participants, agricultural advisers and students represent 28% of the total. The events size, target audience, the main organisers, the demo methodology and goals have been very different. Also we've reached our goal to support and implement different types of events with regards to the variety of demonstration among sectors cultural habits and AKIS specificities in the diverse European geographical areas. All 2019 Nefertiti figures are communicated through the document "Nefertiti 2019 on farm demonstration campaign report" (Annex 1). Nefertiti stakeholder can use this leaflet in order to communicate on Nefertiti results to the hub members, the policy makers, the regional and/or national innovative actors and the farmers. The 2019 Hub Campaign Plan Guidelines (action plan for the annual demonstration campaign to be settled in each hub) is attached in Annex 2.



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Annex 1: Nefertiti 2019 on farm demonstration campaign report

Annex 2: 2019 Guidelines Hub Campaign Plan - Hub M&E Journal



1 Demo events global organisation

1.1 Hub campaign plan guidelines

The main task of a hub is to prepare, carry out and evaluate demo events in its region/country, on its specific theme (starting in spring 2019). So for every year (2019, 2020 and 2021) the Hub Coaches with the Hub members have to coordinate a Hub Campaign Plan (annex 2), which consists of a loop of actions (figure 1). In order to develop a global view of Nefertiti, we shared this plan directly online, on the Nefertiti Platform. For each step we've proposed tools and guiding documents to be used to run the Hub Campaign Plan.

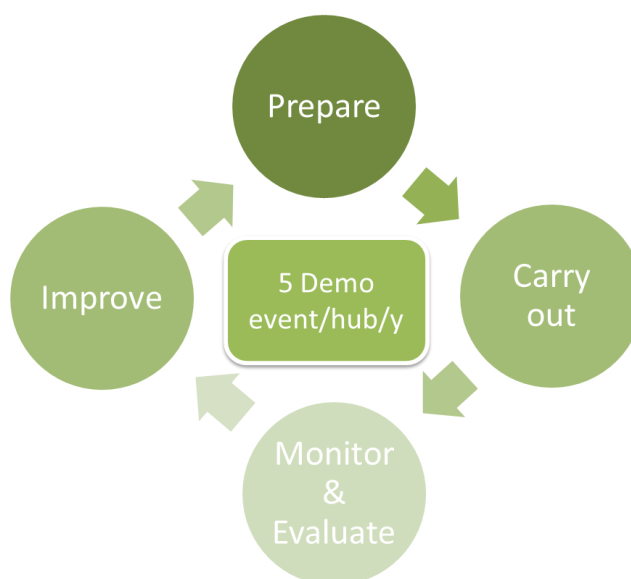


Figure 1: Structure of the Hub Campaign Plan

Nefertiti has the objective to support and integrate a large type of demo Events. The first step of the project was to share a common definition of Demonstration events, which focus on showing and understanding innovation within a working farm context or within a local setting. The hub role is to link to Nefertiti approximately 5 demonstrations per year, on commercial farms (3-4 demos) & on experimental farms (1-2 demos) related to the network topic. The events are based on several objectives and good practices:

- Stimulate knowledge exchange
- Use multi-actor approaches
- Bring together innovation actors and demo farmers
- Promote peer-to-peer learning
- Adapting the knowledge to the need of the farmers according to their sector and their country
- Improve science-practice interactions
- Be adapted to each regional/national specific needs/background



Nefertiti has the objective to support and integrate a vast type of demo Events. Also, the events organised by the Hub Coaches could be:

- Hosted on commercial farms, roughly 80% of the demonstration activities in Nefertiti
- Hosted on experimental stations, roughly 20% of the demonstration activities in Nefertiti
- Held online: virtual meeting, webinar, video tutorial, chat and forum...
- Held inside: conference, workshop, training session on concept and theory or farms' results analysis
- Held outside: field trip, demonstration (machinery, tools, and practices), practice training sessions...
- Targeting a small group of farmers (e.g. only innovator or forerunner farmers), large group of farmers ('average farmers') or a large number of different kind of visitors (farmers, advisers, suppliers or farm produce buyers, consumers, students...)
- Focusing on peer-to-peer learning between farmers or focusing on knowledge and innovation transfer to farmers and other participants.

1.2 Tools to support the Hub Coaches and assess Nefertiti activities

Nefertiti partners have implemented several tools to support and assess the Hubs' activities. For each step of the loop, documents, Excel tools, online questionnaires (...) could be used by the Hub Coaches in order to organise their demo events and share their qualitative and quantitative results (figure 2). The results and tools contents were share during several meetings in order to improve the Demo Events organisation. Some general dashboards were created to assess Nefertiti activities with the information filled online by the Hub Coaches before and after the events.

Steps of the Demo Event organisation	Tools to support and asses the Demo Event organization
Prepare	Hub Campaign plan Event Form on the Platform FarmDemo Training kit
Carry out	Communication Kit Social media communication protocol
Monitor and Evaluate	Online questionnaire on the platform to share main figures after each event Hub Monitor and Evaluation Journal Checklist, Exit Poll and Team Reflection tools to assist Hub Coaches
Improve	Hub Monitor and Evaluation Journal analysis Hub Meeting Network Meeting Winter Meeting Annual Meeting

Figure 2: tools to support and asses Nefertiti demo events



2 2019 Demo events main figures

2.1 Number of events organised in 2019

In 2019, Hub Coaches have linked to Nefertiti 267 demo Events. The Nefertiti goal was to support 225 events (5/hub x 45 hubs), so we have collectively surpassed our general objective. At the network scale (figure 3), all the networks have reached or surpassed their goals, from 100% to 165%.

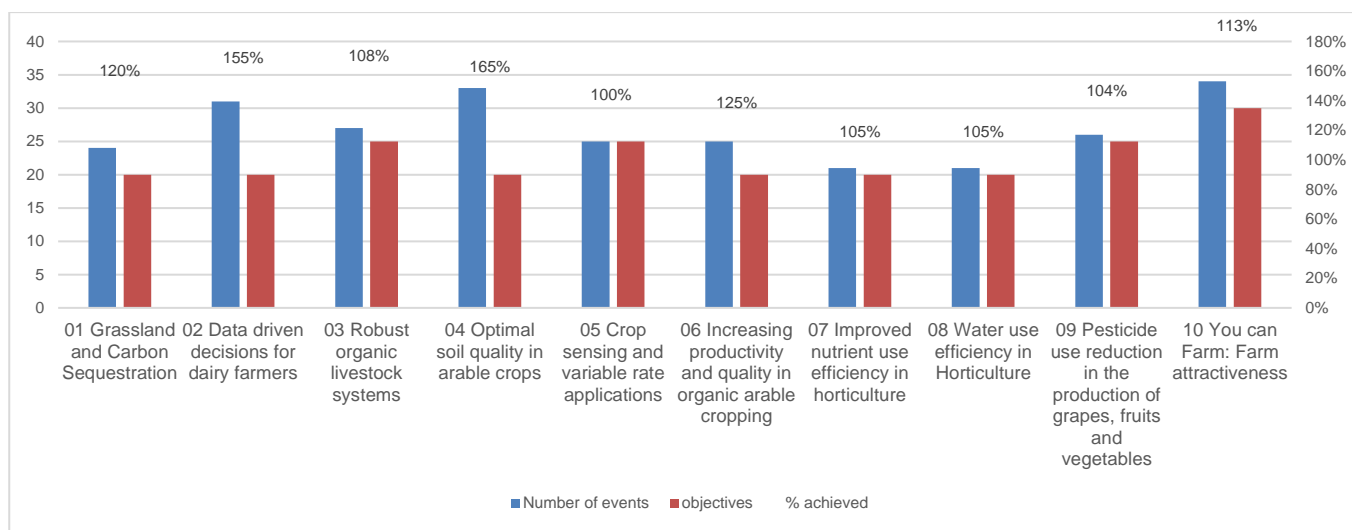


Figure 3: events number organised per network compare to the initial goals

At the hub scale (figure 4), 84% of the Hub reached or surpassed their individual goal to organise at least 5 events on this first demo campaign. 38 hubs have organised 5 events (the initial objectives) or more, 4 hubs have linked to Nefertiti 4 events and only 3 hubs have 2 or 3 events. These figures should also be considered and analysed with regards to the capacity to organise demo-events across the various seasons, the capacity to mobilise farmers and actors across seasons, the gaps between the sectors and the countries and geographical areas.

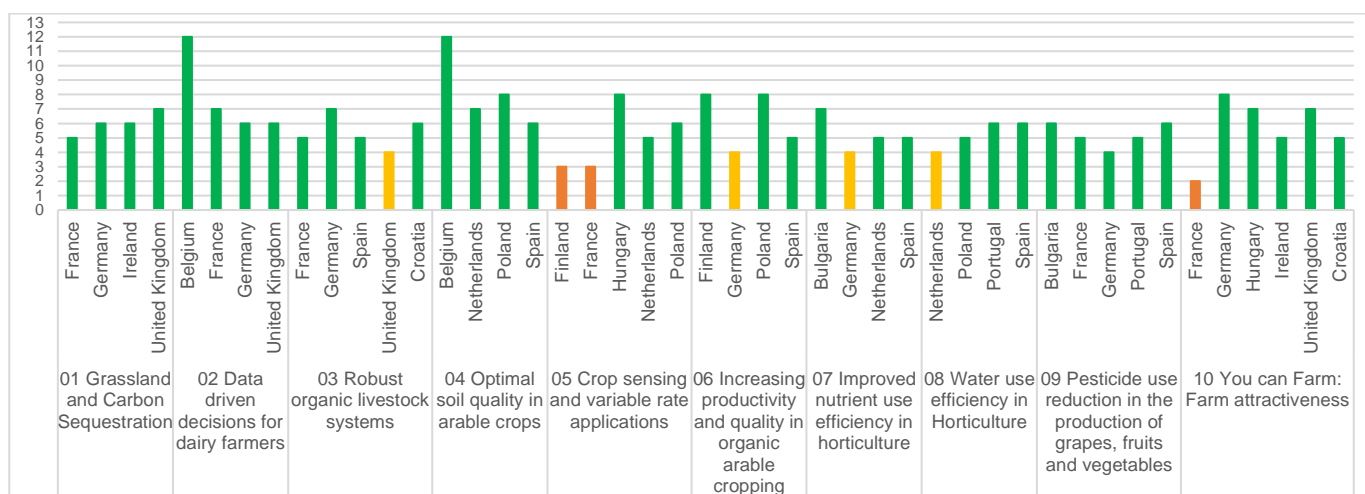


Figure 4: events number organised per hub



2.2 Number and types of participants

During the event preparation the Hub Coaches have to define the main types and numbers of visitors. Almost all the events have the main goal to attract farmers (figure 5). The second target audience is the advisers from different organisations (cooperative, SME, industry, universities, etc...). In a lesser case researchers, farm employees and students were also expected as participants. In average an event has 3 different types of target audiences.

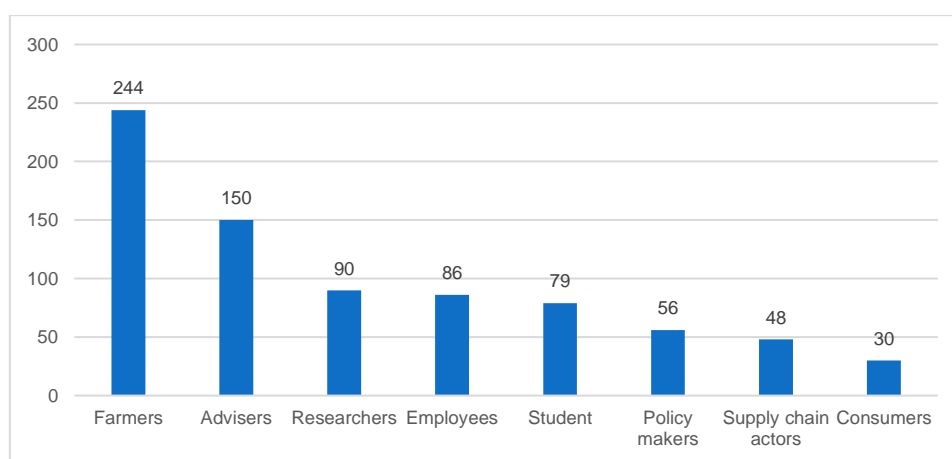


Figure 5: Number of event target audience declared during the event preparation

The main results of the events reports show the differences and the complementarity we can find among the events. Nefertiti events have attracted 12 000 participants, with an average 60 participants/event. The minimum is 3 participants for a little group of farmers and the maximum is 600 visitors, with a high diversity of audience (farmers, researchers, advisers and students). 16 “big fairs” with more than 1 000 visitors have been exclude from these stats in order to keep a good balance in the main figures.

With 6 000 participants, farmers have represented 50% of the total participants (figure 6). This is linked to the fact that farmers were the first target. With 3 400 participants, agricultural advisers and students represent 28% of the total participants.

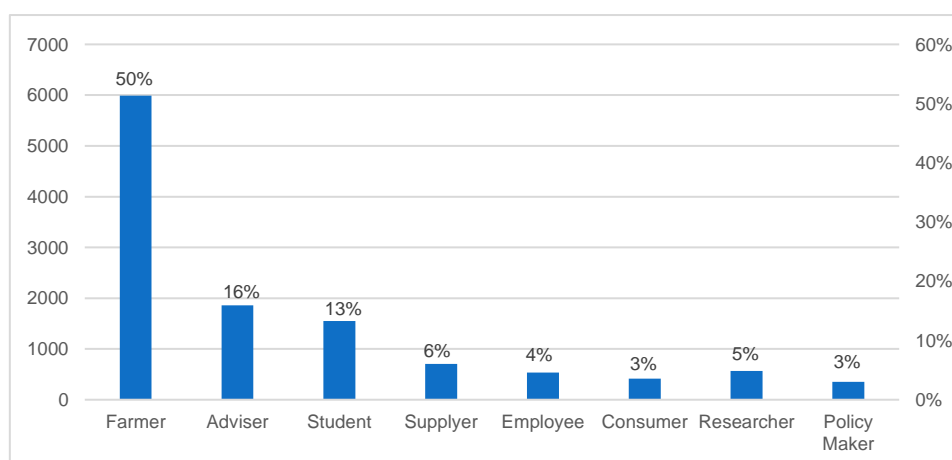


Figure 6: number of visitors and share among types



2.3 A high diversity of types of events organised

The event preparation also consists to set up the event objectives and global methodology to attract the target targets in accordance with the Hub Campaign plan Guidelines and the Demo best practices. The Hub coaches have worked with their hub members and have registered the main characteristics online. The analysis gives a global view of the Nefertiti event activities. The objective was to organise and implement different types of events with regards to the variety of demonstration identified in FARM DEMO, among sectors, cultural habits and AKIS specificities in the diverse European geographical areas. The target audience, the main organisers, the demo methodology and the main goals have been very different. We've collectively reached the goal of qualitative diversity.

Nefertiti aims to promote peer to peer learning with demo events organised directly on a farm. 70% of the events took place on a farm, and the other were set up in organisation's buildings or online (webinar for instance). Moreover, Nefertiti has the objective to support a wide diversity of demo events types. We divided the events into 5 size classes. We've got a well-balanced event size, from little farmers groups to bigger events. 62% of the events were prepared to attract less than 50 participants. They've globally reached their goals even if some events finally attracted more or less than the expected number of participants.

	Visitor average per class	Event number organised per class
less than 20	18	21%
between 20 and 50	34	41%
between 50 and 100	77	18%
between 100 and 200	140	7%
more than 200	241	13%

Figure 7: events distribution per size class

Hub actors, host farmers, and event organisers have several goals and used different methodologies to promote their events and present the innovations. We ranked the main event characteristics by their occurrence (figure 8). The first goal of Nefertiti demo event was to present innovations. Agricultural innovations are multiple and could be the farming technics (livestock and crops management, labor organisation...), new equipment's, machineries, technologies or tools... The innovations presented and demonstrated on Nefertiti demo events came from research (38%), the farmers directly (36%) and the supply chain companies (26%). Also, there was a good balance of innovation sources. As we aim to enhance peer to peer learning it's a good result to have 36% of innovations coming directly from the host farmer.



The main methodologies used by the event's organisers were oral presentation, field walks, demonstration display and interactive discussion. The main speakers are advisers and farmers. These two characteristics were adapted to the Nefertiti goal to enhance peer to peer learning and improve farming innovation.

Ranking	Demo Events Goals	Demo methodology to present innovation	Event promotion	Speakers
1	Innovations Uptake	Oral presentation	Website	Advisers
2	Competitiveness/Productivity	Field walks	Mailing	Farmers
3	Farmer and rural networking	Demonstration display	Social media	Researchers
4	Improved environmental conditions	Interactive discussion	Agricultural Newspaper	Supply chain actors

Figure 7: ranking of the main events characteristics

3 Cross cutting analysis of monitoring and evaluation of 2019 demonstrations

The Hub coaches have filled in a "Hub Monitoring and Evaluation Journal" to monitor and assess their activity and events organisation in 2019. The aim was to share the content of this tool with the project coordination team (especially the work package 5) and their networks members: network leader and other hub coaches. The main idea is to implement and share with Nefertiti stakeholders a continuous improvement of the event organisation. The analysis of the 2019 "Hub Monitoring and Evaluation Journal" has given main lessons to improve each of the 3 steps of the event organisation in 2020.

During the preparation of a demo event the organisers should cooperate with local stakeholders such as farmers, advisors, private companies, policy makers... This local cooperation is key in preparing a demo event in order to ensure the construction of a relevant program which suits with local expectations. This team can also choose interesting and inspiring speakers, share responsibilities according to fields of expertise (clear division of roles) and allows to share the organisation with events already planned in order to improve their quality and impact. Promotion has to be widely spread through different channels, in order to reach diversified targets. As it requires time and budget, it has to be sufficiently anticipated and spread along a long period, with a peak before the event: leaflets, e-mails, SMS, internal communication in farmers' organisation, website, social media (Facebook and twitter), local press. The organisers must plan and program the most precisely their events. The planning should specify the time needed for each part of the program and be realistic about it. Keeping time for exchanges and questions is a key to enhance peer to peer learning.

The event organisation should follow as possible as it can the initial program. The speakers have to adjust the contents to the time that has been assigned to them. The role of moderator is really important to control the time of each part of the event with a dedicated time keeper, avoid diverting from the topic of the demo and schedule time for questions. In order to keep the participants concentration the organiser and speakers must diversify the type of supports and activities. They must give priority to hands-on approach, combine in-door



moments with field trial visits during the same demo, valorise testimony of farmers and avoid only giving presentations. One of central goal of an event is to optimize peer to peer exchange. The hub coaches' first year experience have shown that organising small groups is a good way to facilitate exchanges between participants especially the farmers. The role of moderator is again important to avoid that the conversation is monopolized by a single person and to stimulate interaction by pro-actively asking input from participants. Experiences show that peer to peer exchanges and learnings have happened during informal moments. In the event planning it's also really important to program coffee break, lunch or a drink in order to enhance the discussion between the participants.

The organiser and the host farmer always wanted to **evaluate and improve** their events. They mustn't underestimate the time for this evaluation and should use the right available tools to do it. A questionnaire filled in directly after the event is a good way to assess it. It must have clear objectives, be short and well designed to be analysed. It's also possible to organise a debriefing session. The event organiser must follow up the demo event by giving good and functional dissemination material during the event, providing a quick and swift report to the participants and sending key information to maintain the dynamic created by the demo event. It's also important to communicate on the event through local press and social media (provide material for that) and provide farmers a way to continue their discussions after the demo event (Facebook or What's App group for instance) or newsletter. These practices are a good way to improve the organisation, attract more people during the event, convert more farmers into demonstration activities and ensure success for future events.

4 Conclusion

The first year of demo events implementation have engaged 10 networks, 45 Hubs and their members as farmers, innovative actors, researchers... They have collectively linked to Nefertiti 267 events, which is more than the initial goals and expectations. They have been supported by the project with several tools, methodologies and guidelines to prepare, carry out and evaluate their events. They have shared qualitative event characteristics and quantitative results on the platform. This information is public and give a global view on Nefertiti activities. There is a high diversity of event types with regards to the number and type of visitors, main goals and main methodologies used for the demonstrations. 12 000 people have participated in Nefertiti events, mostly farmers (50%), advisers (16%) and students (13%). In 2020 Hub Coaches and Network Leader will focus their activities on : i) more cross-border interactions and knowledge exchanges, ii) a better integration of the facilitation techniques during the demo-events and iii) make further use of the monitoring and evaluation tools in order to improve the events organisation.

NEFERTITI

Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

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