



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT N. 772705



Deliverable 5.2

Training manual for self- monitoring of demo-activities and monitoring of collective learning



NEFERTITI

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

(Deliverable 5.2)



Document Summary

Deliverable Title: Training manual for self-monitoring of demo-activities and monitoring of collective learning

Version: **1 (January 2020)**

Deliverable Lead: Wageningen Research

Related Work package: WP5

Author(s): Ellen Bulten, Anne-Charlotte Dockes, Boelie Elzen, Cynthia Giagnocavo, Fleur Marchand, Delphine Neumeister, Herman Schoorlemmer and Laure Triste.

Contributor(s):

Communication level:

PU Public

Project Number:

Grant Agreement Number: **7727053**

Programme: **NEFERTITI**

Start date of Project: **January, 1, 2018**

Duration: **4 years**

Project coordinator: **Adrien Guichaoua**

Abstract

NEFERTITI Programme promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations..



Contents

Introduction	5
M&E Tools in NEFERTITI.....	6
Hub M&E Journal	7
Hub M&E Journal	8
Cover page and overview of M&E Hub Journal	10
Hub Campaign Plan	11
Demo Events	12
Showcase Demo	13
Cross visit	14
Annual M&E Report	17
Checklist for organising a demo.....	18
Checklist for organising a demo.....	19
Tool for Team Reflection.....	23
Tool for Team Reflection.....	24
Setting and materials	24
Variant 1: process to evaluate the overall hub process	24
Variant 2: process to evaluate a specific demo event	25
Exit poll for demonstrations	26
Exit poll for demonstrations	27
M&E Tools for cross-visits.....	29
Cross visits.....	30
Observation cards	30
Topic and Demonstration canvases	32
Wrap up.....	34

NEFERTITI

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

(Deliverable 5.2)



1

Introduction

NEFERTITI 

NEFERTITI

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

(Deliverable 5.2)



M&E Tools in NEFERTITI

This deliverable describes the monitoring and evaluation (M&E) tools used in NEFERTITI by hub coaches and monitors. The tools used in NEFERTITI are designed to address M&E within the 45 hubs, between the 10 thematic networks and learning beyond the networks.

The aim of NEFERTITI is to improve peer-to-peer learning, taking into account the Agricultural Knowledge and Innovation System (AKIS) in which local/national hubs are embedded. To achieve this, a reflexive stance is required where both researchers and practitioners critically reflect and evaluate their practices, views and ways of doing things. In order to facilitate this reflexive process, WP5 has developed a number of M&E tools that assist monitors and hubs in monitoring and evaluation activities.

6 tools have been developed to facilitate M&E in NEFERTITI:

- the Hub M&E Journal;
- a checklist for organising a demo;
- a tool for team reflection;
- an exit poll for demonstrations;
- a M&E tool for cross-visits.

These tools assist in:

1. increasing the capacity for self-assessment and help hubs and networks to improve their demo activities reach their objectives
2. collect and report information on what has happened in each hub, what hubs, networks and the wider AKIS have learned

While the tools are developed and described context of the NEFERTITI project, they can be used by any actor who facilitates, monitors or organises farm demonstration events.

In Deliverable 5.1 (Monitoring and Evaluation Approach for NEFERTITI Hubs and Networks), we presented our initial M&E approach, including the first version of the M&E tools. The tools as presented in D5.1 have been tested and reflected upon by hub coaches and network leaders. Based in this feedback, WP5 has adjusted the tools and made them more functional for hub coaches. The results of this reflexive process are presented in this deliverable.

NEFERTITI

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

(Deliverable 5.2)



2

Hub M&E Journal



Hub M&E Journal

The hub M&E Journal is a tool meant for hub coaches to monitor and collect and record the experiences in their hub. The hub M&E Journal is formatted as an excel spreadsheet with seven tabs: 1) Cover page; 2) Hub Campaign Plan; 3) Hub meetings; 3) Demo Events; 4) Showcase demo; 5) Cross-Visit; and 7) Annual M&E Report.

Cover page

The cover page provides a user guide to the Hub M&E Journal and the main characteristics of the hub. Hub coaches fill in the country in which the hub is situated, network which the hub belongs to, the name of the hub and the year in which they filled in the hub journal.

Hub Campaign Plan

The Hub Campaign Plan is a broader tab that consists of two parts, which have to be filled in at the beginning of the Campaign Year. Part A concerns the hub objectives that has to be filled in by the Hub Coach. Part B is an overview of scheduled hub activities and a M&E scheme. The hub activities are discussed with hub members and are in line with the Dynamic Action Plan on the thematic network level. In de Hub Campaign Plan hub coaches also name challenges that their hub aims to address through the objectives. Such challenges can be of various kinds, for example hub organisation, policy environment, economic pressure, network relations, public/political pressure. In the Hub Campaign Plan, hub coaches also fill in a M&E scheme for each hub activity where they document who will be monitoring, what tools they will be using and where they will report about their M&E activities.

Hub Meetings

This tab in the Hub Journal encourages hub coaches to keep track of all activities in the hub. This includes recording basic information about the type of activity, number of participants, objectives of the meeting, but also a reflection on the meeting. Did you achieve the set objectives? What were good aspects of the meetings and what are points for improvement? Following from these reflection hubs can formulate improvements and document important topics to be discussed for future meetings. This tab in the Hub Journal provides an overview of all meetings and allows hubs to keep track of observations and identify possible next steps. To fill in this tab, the tool for team reflection, variant 1 (see Chapter 4) can be used.

Demo Events

The 'Demo Events' tab in the Hub Journal is specifically meant to keep track of learning experiences during demonstration events. M&E of demo events is split up in three categories: 1) preparation of the demo event; 2) visitors; and 3) during the demo event.

M&E with regards to the preparation is about the time and place of the event characteristics of the demo farm and a reflection of what worked well during the preparation and what could be improved. Second, about the visitors hub coaches can report about expected and actual numbers, profile of visitors (e.g. farmers, students, advisors) and unexpected biases with regards to age and gender. Lastly, M&E during the demo event focuses on main activities of the event, level of satisfaction with regards to visitor involvement and again a reflection on what worked well during the event and what did not work so well. To fill in this tab, the tool for team reflection, variant 2 (see Chapter 4) can be used.

Showcase Demo

The showcase demo is a demonstration event that is monitored and evaluated more in-depth compared to other demo events. M&E of the showcase demo includes: 1) preparation of the demo event; 2) participants; 3) during the demo event; 4) visitor feedback; and 5) after the demo event.

M&E of the preparation includes the same topics as M&E of 'regular' demo events, supplemented with a number of other questions: why was the demo farm chosen, main objectives of the demo event, important demo context factors and demo promotion. M&E about the participants also includes the targeted audience. M&E during the demo is again similar to the regular demo events, but supplemented by a reflection on aspects of the demo that were well organised and aspects that were not well organised. Hub coaches

NEFERTITI

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

(Deliverable 5.2)



additionally gather visitor feedback via a questionnaire which includes: aspects visitors found most interesting, which aspects visitors expect to apply on their own farm, barriers visitors see for application, visitor's recommendations for improvements. Lastly, M&E after the demo event includes a reflection by the hub coach about what they think visitors have learned during the demo, success factors, points for improvements and important topics to address in next meetings. To fill in this tab, the exit poll for demonstrations can be used (see Chapter 5).

Cross-visit

Every Campaign year, cross-visits are organised where hubs within the same network visit each other to stimulate learning within the network. For these cross-visits, M&E focuses on: 1) preparation of the cross-visit; 2) during the field visit of the cross visit; and 3) 'side activities' during the cross visit.

The first part (preparation) includes dates of the cross visit, composition and role of team members and main questions to be addressed. The second part (during the cross visit) includes questions about main activities, what worked well and what did not work well during the demonstration, confirmations and surprises, most important lessons, challenges in organising the demo, challenges with regards to the demo organisation, opportunities and challenges with regards to the demonstrated innovation, suggestions for the host and lessons for the network. The last part (side activities) includes questions about valuable experiences/activities, less valuable experiences/activities and suggestions for NEFERTITI in organising the cross-visits. To fill in this tab, the M&E tools for cross visits can be used (see Chapter 6).

Annual M&E Report

The Annual M&E Report is the last tab in the Hub M&E Journal. In this annual report, hubs reflect in the campaign year. First the annual report re-addresses the hub objectives (as formulated in the Hub Campaign Plan): what were the objectives, which objectives did we achieve and which objectives did we not achieve? The second part of the annual report is a reflection on the main lessons and findings of the campaign year. For the categories demo preparation, demo event itself and after the demo, the hubs reflect on success factors, lessons learned: what difficulties were overcome and finally points for improvements: lessons for the next campaign year. To fill in this tab, the tool for team reflection can be used (see Chapter 4).

Below we present the different tabs of the Hub M&E Journal.

Cover page and overview of M&E Hub Journal

The cover page provides a user guide to the Hub M&E Journal and the main characteristics of the hub.

The screenshot shows the Microsoft Excel interface with the following content:

- Excel Interface:** The top ribbon shows 'File', 'Home', 'Insert', 'Page Layout', 'Formulas', 'Data', 'Review', 'View', and 'Tell me what you want to do'. The 'Home' tab is active, showing options for Clipboard, Font, Alignment, Number, Styles, Cells, and Editing.
- Formula Bar:** Cell B2 contains the text: "Replace the letters below with your own information. This information will be copied automatically to all pages."
- Logo:** A logo for 'NEFERTITI FARM IDEM' is located in cell A1. It features a rainbow above the text 'NEFERTITI' and 'FARM IDEM' below it, with a leaf icon to the right.
- Table Content:**

Cover Page : Main characteristics of the Hub		User Guide Hub M&E Journal			
Country	a	In this Hub M&E Journal hub, monitors can keep track of their hub activities and monitoring and evaluation activities.			
Network	b	At the end of each year you will be asked to share your tabs <i>Showcase Demo</i> and <i>Annual M&E Report</i> for analysis.			
Year	c	Below you find a guide on how to use this M&E journal.			
Name of the Hub	d	Situation	Action	Done? Yes/No	Function
		At the beginning of the campaign year	Fill in the tab Hub Campaign Plan		Support learning in the Hub
		At various hub meetings	Fill in the tab Hub Meetings		Support learning in the Hub
		At (regular) demo events	Fill in the tab Demo Events		Support learning in the Hub
		At the yearly showcase demo	Fill in the tab Showcase Demo		Support learning in the Hub + report to WP5
		At the cross-visit	Fill in the tab Cross-Visit		Support learning in the Hub
		At the end of the campaign year	Fill in the tab Annual M&E Report		Support learning in the Hub + report to WP5
- Footer:** The bottom of the spreadsheet shows a table with columns for 'Orzanic', 'Small', and 'Animal'. A red text note 'Farm description (do not touch !)' is visible in cell B20.
- Excel Tabs:** The bottom of the window shows several tabs: 'COVER PAGE', 'Hub Campaign Plan', 'Hub meetings', 'Demo Events', 'Showcase demo', 'Cross-Visit', and 'Annual M&E Report'. The 'Showcase demo' tab is currently selected.



Hub Campaign Plan

The Hub Campaign plan gives an overview of both the Hub objectives as well as the scheduled (M&E) activities for a given year.

		Name of the Hub: d		Hub Journal - Hub Campaign Plan		
		Country : a	Network: b			
<p><i>The Hub Campaign Plan consists of two parts that have to be filled in at the beginning of the Campaign Year. Part A concerns the hub objectives that has to be filled in by the Hub Coach. Part B is an overview of hub activities and a M&E scheme The Hub objectives + the hub activities could be copy and paste into the Nefertiti Platform in order to communicate about the hub activity.</i></p>						
Part A: Hub Objectives						
Task	Explanation	Your ideas				
A1: Campaign year Hub Objectives	Which objectives does the hub seek to achieve in this campaign year? Ask yourself what you want to have achieved by the end of the year. (In line with your network's Dynamic Action Plan)					
A2: Hub Challenges	Indicate what the main challenges are that the hub faces to achieve its objectives.					
A3: Select Showcase Demo	Which demo event (1 every year) will be monitored in-depth? This is the Showcase Demo.					
Part B: Planning Hub Activities and M&E Scheme						
	Overview of Hub Activities			Monitoring and Evaluation Scheme		
	(Preliminary) Date	Objectives and expected outcome	Involved participants / stakeholders and their roles	Monitor (who will do the monitoring)	Which monitoring tools will you be using?	Where will you report about your M&E activities?
Activity 1: (title of activity)	/					
Activity 2: (title of activity)						
Activity 3: (title of activity)						
...						

NEFERTITI

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

(Deliverable 5.2)



Demo Events

In this tab Hub coaches keep track of all demo events in a given year.

		Name of the Hub ^d	Hub journal - demo events			
		Country : ^a	Network : ^b	Year ^c		
<p>Record what you are observing and thinking by keeping this "Hub - Demo Journal". Keep track of your observations, and identify what you need to work on with the Hub team. You are encouraged to use this journal before, during, and after each demo event.</p>						
		Demo event 1: ... (title of demo)	Demo event 2: ... (title of demo)	Demo event 3: ... (title of demo)	Demo event 4: ... (title of demo)	
Preparing the demo-day	Demo place and date					
	Hosting Farm	Organic/ Conventional				
		farm size (small, average, large)				
		type of produce (animals / crop/ Mixed)				
	What worked well in the demo preparation?					
What did not work so well in the preparation of the demo? Which difficulties were encountered?						
Visitors	Expected number					
	Actual number					
	Profile (farmers, advisers, students, other). Were there unexpected biases in gender or age of visitors?					
During the Demo Day	What were the main activities carried out during the demo day (lectures, field walks, experiments, ...)?					
	How satisfied are you with the level of involvement of the visitors? Were they active, enthusiastic, asking many questions, etc.?					
	What worked well during the demo event (what worked better than expected)?					
	What did not work so well during the demo event (what did not meet the expectations)?					

NEFERTITI

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

(Deliverable 5.2)



Showcase Demo

The showcase demo is monitored and evaluated more in-depth. It addresses the demo preparation, demo day and (visitor) reflection on the demo.

	Hub journal - Showcase demo			
	Name of the Hub	d	Network :	b
	Country :	a	Year	c
	Record what you are observing and thinking by keeping this "Hub - Showcase demo Journal". Keep track of your observations, and identify what you need to work on with the Hub team. You are encouraged to use this journal before, during, and after this showcase demo event.			
Title of the demo day				
Preparing the demo-Event	Demo place and date			
	Hosting farm	Organic/ Conventional		
		farm size (small, average, large)		
		type of produce (animals / crop/ Mixed)		
		Why was this host farm chosen?		
	Main objectives or expected impacts of the demo; topic of the demo			
	Important demo context factors (e.g. policy regulations, market developments, social and political factors)			
Demo promotion (e.g. targeted mailing, website, press announcements, social media, other)				
What worked well in the demo preparation?				
What did not work so well in the preparation of the demo? Which difficulties were encountered?				
Participants	Targeted audience of the demo event (type of farmers, other visitor groups (e.g. advisors, business, general public, etc.)			
	Expected number			
	Actual number			
	Profile (farmers, advisers, students, other). Did you reach your target audience?			

During the Demo Day	What were the main activities carried out during the demo event (lectures, field demo ...)?	
	How satisfied are you with the level of involvement of the participants? Were they active, enthusiastic, asking many questions, etc.?	
	What worked well during the demo event (what worked better than expected)?	
	What did not work so well during the demo event (what did not meet the expectations)?	
	Which aspects were well organised?	
	Which aspects were not well organised	
Demo visitor feedback (partly based on questionnaires)	Which aspects did visitors find most interesting	
	Which aspects do visitors consider to apply on their own farm. How many farmers from the sample consider application (e.g. 7 farmers from a sample of 29).	
	What barriers do visitors see to apply what they learned	
	Visitor suggestions for improvement of the demo event	
After the demo-day	Give your own opinion based on what you and your colleagues observed: what do you think that visitors learned at the demo day? Do you expect they will apply some things they learned? Which things?	
	Success factors: which factors were key to make the demo event a success	
	Improvements needed for the next demo	
	Important topics to address at the next hub or network meeting.	

NEFERTITI

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

(Deliverable 5.2)



Cross visit

During the cross visit, hubs from different countries, but within the same network, visit each other. This tab addresses preparation, actual visit and 'side activities'.

	<i>CROSS VISITS - Hub Journal</i>	
	<i>Name of the Hub:</i>	<i>d</i>
	<i>Year</i>	<i>c</i>
	<i>Country :</i>	<i>a</i>
	<i>Network :</i>	<i>b</i>
<i>Record what you are observing and thinking by keeping this "Hub journal - Cross Visits" to keep track of your observations, and recognise what you need to work on with the Hub team.</i>		
<i>Before the Cross-Visit</i>		
Dates of the Cross Visit		
Composition and role of the team members from our hub		
What are the main questions you want to see answered during the cross visit?		

Cross visit (continued)

<i>During the Field demos of the cross visits</i>	
What were the main activities carried out during the demo (lectures, field walks, experiments, ...)?	
What worked well during the demo, the successes or confirmations regarding demo activities.	
What didn't work so well during the demo, our surprises, difficulties regarding demo activities.	
What are our main confirmations on how to carry out a successful demo event ?	
What are our main surprises on how to carry out a successful demo event ?	
What are for you the most important lessons to take home for demos in your hub?	
Which challenges do you still see for organizing a demo?	
What are the opportunities and challenges of the presented innovation for your hub region?	
Which suggestions do you have for the host, or for actors you have been visiting?	
Which lessons should be taken into account at network level (e.g; in the DAP)?	

NEFERTITI

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

(Deliverable 5.2)



Cross visit (continued)

<i>During "side activities" and meetings of the cross visit</i>	
What were valuable experiences/activities during the cross visit?	
Which activities/experiences did you perceive as less valuable	
Do you have suggestions for NEFERTITI on the organisation of the cross visits?	

NEFERTITI

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

(Deliverable 5.2)



Annual M&E Report

In the annual M&E report, Hub coaches reflect on the demo year, re-addressing the objectives as described in the Hub Campaign Plan and formulating main lessons and findings from the year.

	Name of the Hub : <i>d</i>		Hub Annual M&E report		
	Year : <i>c</i>	Country : <i>a</i>	Thematic network : <i>b</i>		
<p><i>In this annual report you should describe your main achievements, successes and encountered difficulties for the current year. You should also report the main lessons from this year that help you to improve your approach for the next year. This synthesis will be used by the partners in WPS to compare the results from all hubs and to identify the main factors for successful demo activities.</i></p>					
Our main objectives for this year					
Which objectives did we achieve ?					
Which objectives didn't we achieve ? Why didn't we achieve these objectives?					
Main lessons and findings from this year		Success factors: what worked well and should be kept for next year?	What was learned; which difficulties were overcome?	What needs improvement? Lessons for next year's activities	
	Preparing a demo event (setting objectives, making the programme, organisational aspects, working with partners, promotion, M&E)				
	During a demo event to facilitate learning, exchange, change of practices; M&E				
	After a demo event to enhance learning, impact, change, M&E				

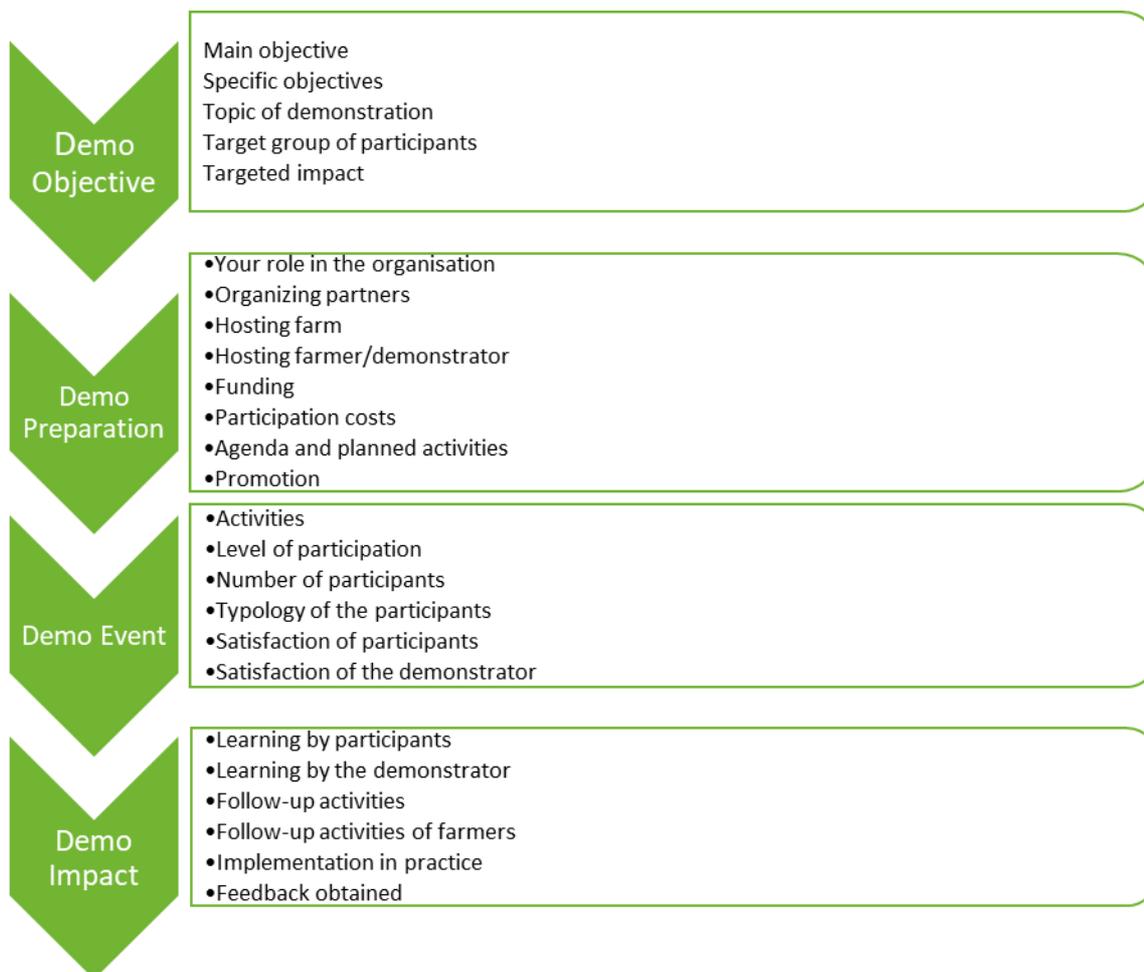
3

Checklist for organising a demo



Checklist for organising a demo

The checklist for organising a demo provides guiding questions to monitor the organisation of a demo event. Starting with identifying the demo objective, the tool guides a monitor all the way to a reflection on the impact of the demo event. The checklist is meant as an aid during the organisation of a demo event and contains four main parts: demo objective, demo preparation, demo event and demo impact.





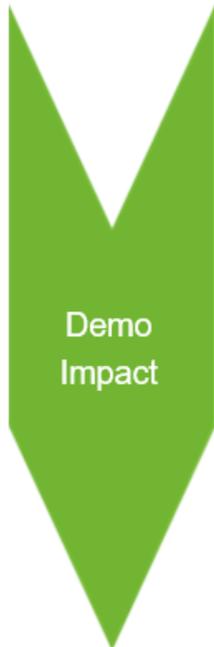
For each step, more specific guiding questions are formulated:

Demo Objective	Aspects of the demo objective	Monitoring questions and guidance
	Main objective	- What are the main objectives for organising this demo event (e.g. to stimulate use of sustainable farming practices, to stimulate improved animal welfare, to raise awareness on improved machinery, new crop varieties, etc.)?
	Specific objectives	- What are the specific objectives that will make the demo event a success (e.g. expected number of participants, attendance of a specific target group, knowledge co-creation on a specific topic, ...)?
	Topic of demonstration	- What is the topic of the demonstration (which can either be very specific or a range of topics)? - Does the topic meet the interest of the targeted audience?
	Target group of participants	- Who is the target group to participate in the demo event (e.g. all farmers, specific group of farmers, advisors, others)?
	Targeted impact of demo	- Which impact is aimed for with the demo event (e.g. participants learn something new, adoption of specific farming practices, obtaining feedback on specific techniques)?

Demo preparation	Aspects of demo preparation	Monitoring questions and guidance
	Your role in organisation	- As a Nefertiti Hub member you can either have a rather passive or a more active role in the organisation of the demo. - Indicate what you try to achieve in your role.
	Organizing partners	- Which type of partners (e.g. farmers, farmers organisations, advisors, agro-businesses) will be involved in the demo organization to make it successful in meeting the objectives?
	Hosting farm	- Is the hosting farm suitable for the demo event, taking into account the topic, expected number of participants, and the planned activities during the event? Possibly, the farm is chosen for very pragmatic reason but not optimally suited given the demo objective.
	Hosting farmer/demonstrator	- Does the demonstrator have the necessary skills and attitude to lead a demonstration activity and/or does he/she need support?
	Funding	- Who will finance the demonstration?
	Participation costs	- Will participants have to pay an attendance fee? - Do you think this will influence the type and number of participants?
	Agenda and planned activities	- Which type of activities (lectures, workshops, field walks, showcases, trials, group discussions ...) will be used to reach the objective and the target group of participants?
	Promotion	- Which promotion activities (e.g., targeted mailing, website, press announcements, social media, ...) will be used to reach the target group of participants?



Aspects of a demo event	Monitoring questions and guidance
Activities	- How do visitors value the various activities (lectures, workshops, field walks, showcases, trials, group discussions...)? What do they appreciate most and what the least?
Level of participation	- What is the level of interaction between participants and between demonstrators and participants? For example asking questions, actively trying, feeling, tasting, smelling, ... , knowledge sharing, ... ?
Number of participants	- How does the actual number of participants correspond to the organisers' expectations?
Typology of the participants	- How does the type of participants correspond to the targeted group? Is this different from what you had expected, e.g. concerning regarding age, gender, education, occupation, farming experience, travel distance, reasons/motivation for attending the demonstration, familiarity with the topic?
Satisfaction of participants	- How do participants value the demo event (e.g. regarding the demo topic, the newly gained knowledge, the novelty of the showed practices, their (active) involvement in the activities of the event, their ability to relate to other participants, their trust in the demonstrators' competences, the overall atmosphere, their expectations)?
Satisfaction of the demonstrator	- What is the demonstrator's overall impression of the demo event (e.g., regarding the interaction with the participants, the organisation of the demo, his/her presentations)?



Aspects of impact	Monitoring questions and guidance
Learning by participants	- What do visitors take home from the demo?
Learning by the demonstrator	- What did the demonstrator learn on the topic of the demo and on how to set-up and perform a demo?
Follow-up activities	- What is the impact of the demo in the media (written press, web info, social media, activities of advisors, national press, ...) - Will there be follow-up activities related to the demo?
Follow-up actions of farmers	- Do you have indications that the demo event has had an impact on what the participants did afterwards (e.g. seeking additional information, attending other related events, changing farming practices, buying new equipment, discussing with others)? - For demos where you have used the Exit Poll for Demo Events , the answers from the participants are a very rich source to assess impact.
Implementation in practice	- What stimulates or hinders participants to apply what they learned during the demo-event?
Feedback obtained	- Do the organisers obtain spontaneous or solicited feedback after the demo -event?

NEFERTITI

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

(Deliverable 5.2)



4

Tool for Team Reflection



Tool for Team Reflection

To tool for team reflection is meant to facilitate and support the Hubs in their reflection process. There are 2 variants of the tool: one to evaluate the overall hub process and one to evaluate a specific demo event.

Setting and materials

Sit in a comfortable position such that everybody can see each other (e.g. at a table, in a circle).

Flip-overs

Post-its

Pens / markers

Tape

Variant 1: process to evaluate the overall hub process

Step 1	The moderator (e.g., Hub coach or hub monitor) explains the goal and method of the evaluation and stimulates participants to ask open questions
Step 2	<p>The moderator writes down the following key-questions on a flip over</p> <ol style="list-style-type: none"> 1. What did we want to achieve (our objectives)? 2. Did we have success (reach our objectives)? How do we know that? 3. Do we have an explanation for success or failure? 4. What went well? What's still useful for the next time? 5. What should we change next time?
Step 3	<p>Ask the key questions to the group one by one, or let another participant ask a key question. Explore the answers by open questions (Why? What? How?). Write answers in keywords on flip-over. (If your group > 5 persons, than you could make use of post-its. Give every person 3 minutes individual time to write down his/her answer on a post-it. One answer per post-it. Collect and cluster the post it's on a flip-over. Reflect on the answers)</p>
Step 4	Summarize main insights with the group
Step 5	Make (afterwards) a short summary with the results of the evaluation in the Hub M&E Journal



Variant 2: process to evaluate a specific demo event

Step 1	The moderator (e.g., Hub coach or hub monitor) explains the goal and method of the evaluation and stimulates participants to ask open questions
Step 2	<p>The moderator writes down the following key-questions on a flip over. Make use of the exit polls.</p> <ol style="list-style-type: none"> 1. Was the recruitment successful? Why or why not? What was appealing for the participants? 2. How was the demo event organised? What was most interesting? 3. Are there indications that the participants will apply what they witnessed? Or where there certain barriers? 4. What went well? What’s still useful for the next time? 5. What should we change next time?
Step 3	<p>Ask the key questions to the group one by one, or let another participant ask a key question. Explore the answers by open questions (Why? What? How?). Write answers in keywords on flip-over. (If your group > 5 persons, than you could make use of post-its. Give every person 3 minutes individual time to write down his/her answer on a post-it. One answer per post-it. Collect and cluster the post it’s on a flip-over. Reflect on the answers)</p>
Step 4	Summarize main insights with the group
Step 5	Make (afterwards) a short summary with the results of the evaluation in the Hub M&E Journal

NEFERTITI

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

(Deliverable 5.2)



5

Exit poll for demonstrations



Exit poll for demonstrations

Through the exit poll, monitors can gather feedback from visitors to a demo event. It may be helpful to translate the exit poll in local language. Some questions (notably Q1 and Q3) may have to be adapted depending on the demo.

1. How did you learn about this demonstration event (tick box)?

- Personal invitation
- Farming press
- Website
- Social media
- Other (indicate which):

2. Why were you interested to visit this demo event?

Open text

3. How do you appreciate the various aspects of the demo event (tick boxes)
 (Items to be filled in by the monitor depending on the activities during the event)

	Very useful	Useful	neutral	Not useful
Lecture				
Field walk				
Workshop				
...				

4. How was the demo event organised?

Which aspects were well organised	Which aspects were not well organised
Open text	Open text
Why?	Why?

5. What was most interesting to you about this demo event?

Open text

NEFERTITI

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

(Deliverable 5.2)



6. Which aspects of the demonstration(s) would be useful for your own farm and why?

Open text

7. Do you have plans to apply what you witnessed today? Yes / No / Maybe
If you answered “Yes” or “Maybe”, what might you apply?

Open text

8. What are barriers to apply what you learned or saw today?

Open text

9. Do you have any other suggestions?

Open text

Thank you very much, this survey will help us to improve the next demo events!



6

M&E Tools for cross-visits



Cross visits

The Cross Visits are the most important network level activity where the 4-5 hubs within a network come together for a workshop and demo, hosted by one of the hubs. In the Hub M&E Journals hub coaches already reflect on the Cross Visit. However, we have also developed M&E tools to be used during the cross visit (either by a monitor from WP5 or by the Hub Coaches themselves). These M&E tools include topic observation and demonstration observation cards; a topic and demonstration canvas and a format for wrap up of the Cross Visit.

Observation cards

These cards are handed out to participants during the cross visit. Each participant picks two cards: one topic observation card and one demonstration observation card. The **yellow** topic observation cards address **what** is being demonstrated while the **green** demonstration observation cards address **how** it is demonstrated.


TOC1: Description of the topic

Which (agricultural) challenges are addressed with what is demonstrated ?

What is new about what is demonstrated?


TOC4: (Potential) impact on the host region

What is the potential impact of what is demonstrated for the host region?

Who benefits or could benefit from what is demonstrated?

Who could experience a negative impact from what is demonstrated?


TOC2: Evaluation of what is demonstrated

What are overall positive aspects of what is demonstrated?

What are overall negative aspects of what is demonstrated?

What are possible side effects?


TOC5: Stimuli and barriers for wider use

What are stimuli for wider use of what is demonstrated?

What are barriers for wider use of what is demonstrated?

What is needed to foster wider use?


TOC3: (Potential) impact on the host farm

What are the benefits of what is demonstrated for the host farm(er)?

What are disadvantages of what is demonstrated for the host farm(er)?


TOC6: Use in my/other hub region(s)

What is useful for my/other hub region(s)?

What would not work in my/other hub region(s)?

Which actions would be needed to introduce what is demonstrated in my/other hub region(s)?



DOC1: Demo objective and set-up

What is the main objective of this demo?

What are positive and negative aspects of the set up?

How can the demo set up be improved?



DOC4: Knowledge exchange

Which techniques and activities are used to stimulate knowledge exchange?

Is knowledge exchange between the demonstrator and the participants effective?

Is peer-to-peer learning between farmers stimulated? How?



DOC2: Host farmer and demonstrator

Is the demonstrator doing a good job? Why?

How does the demonstrator involve participants in the demonstration?

How can the demonstrator improve what s/he does?

What is the role of the host farmer?



DOC5: Learning outcomes

Which facts, skills, methods did you learn during this demo?

Are you able to understand the full impact of what was demonstrated on the region and the farm?

What did you miss that you would have liked to learn?



DOC3: Participants and other actors

What is the role of the participants in the demo?

Which other actors are present and what is their role?

Is someone missing that might have increased the quality/effectiveness of the demo?



DOC6: Use in my/other hub(s)

Did you find this demo inspiring to reflect on your own situation?

What is useful for my/other hub region(s)?

What would not work in my/other hub region(s)? Why?

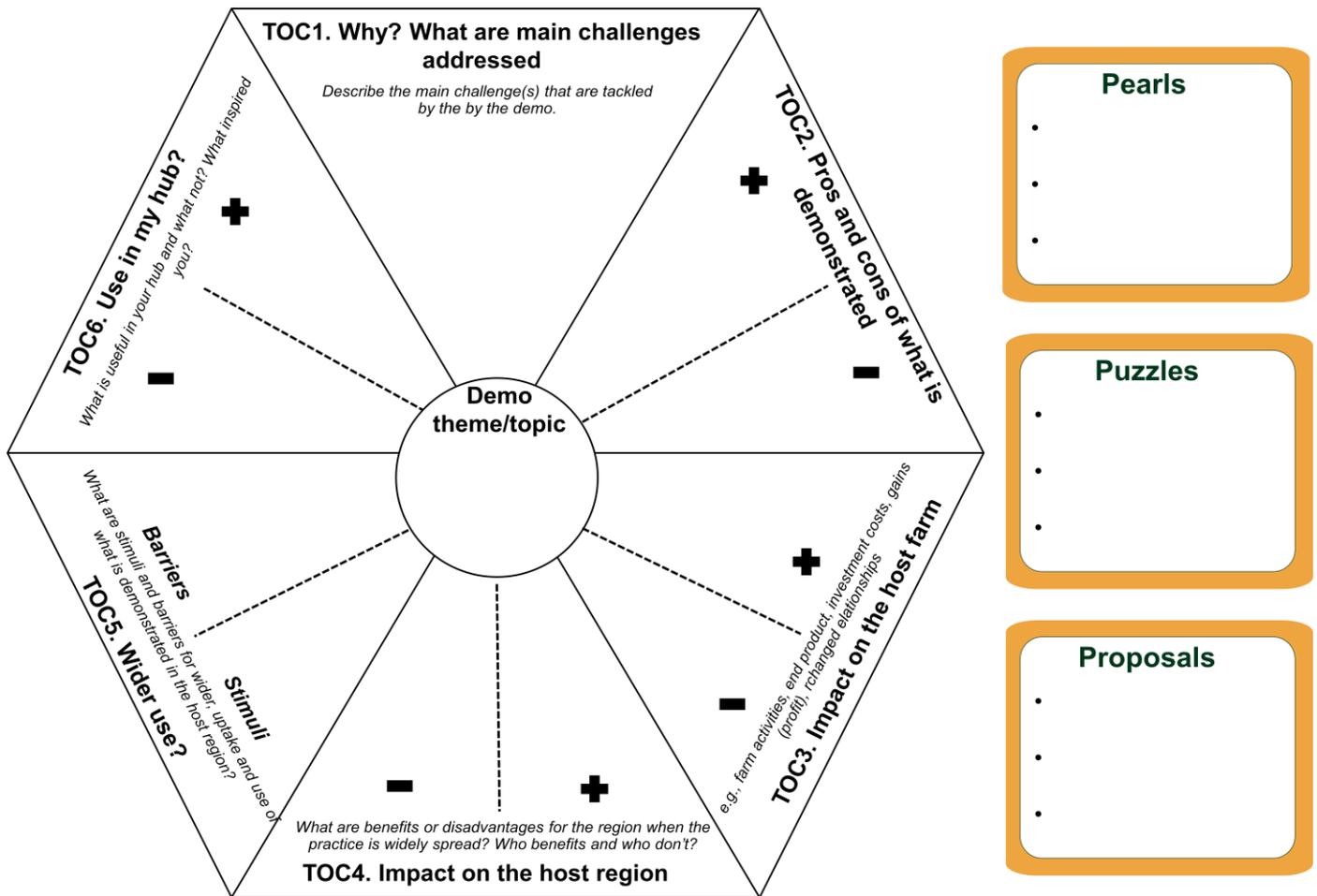


Topic and Demonstration canvases

After the demonstration part of the cross visit, monitors use a topic canvas and an observation canvas to evaluate the cross visit with the participants. Here the observation cards are used, where participants refer to their observation cards to give valuable input in the group discussions. The themes on the canvases correspond to the themes of the observation cards. For each theme, the canvases address barriers or opportunities (+ or -). Moreover, on the left side of the canvas the discussion is summarised in pearls (most important lessons learned), puzzles (things that are still unclear) and proposals (ideas for improvement).

Topic Canvas

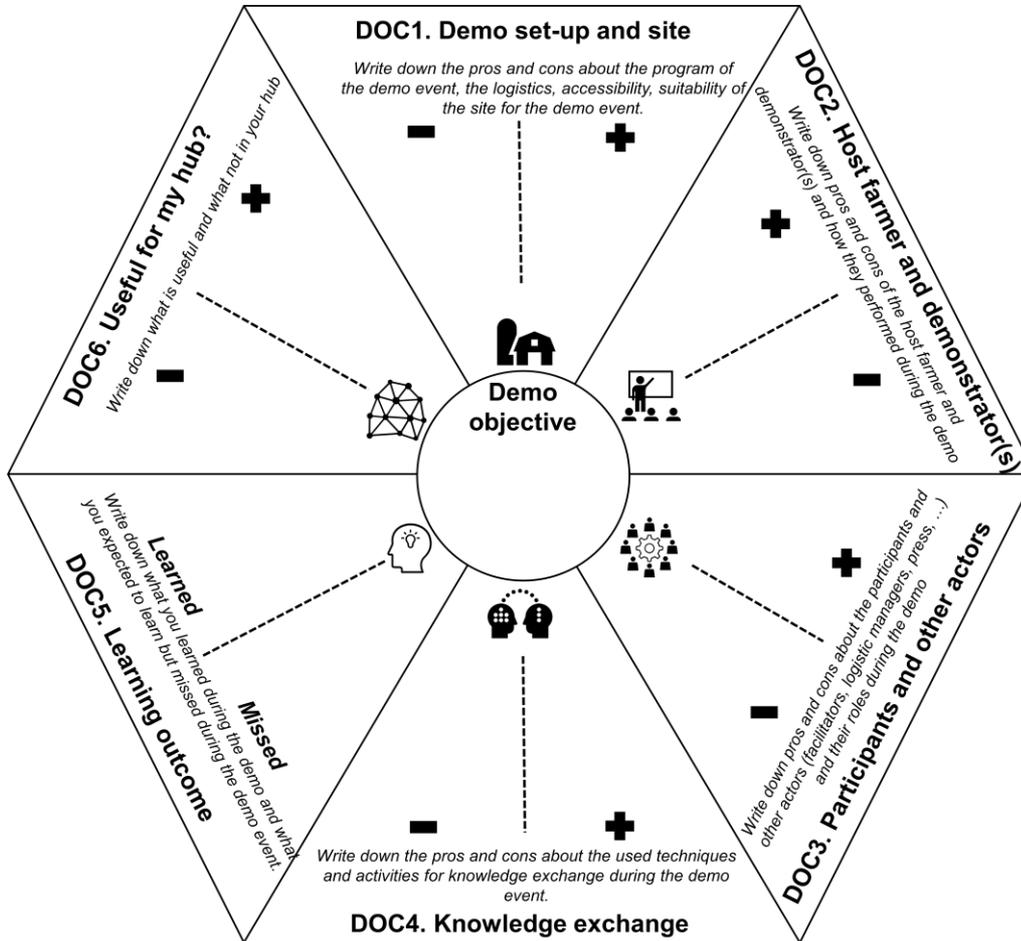
To fill in the topic canvas, use the **yellow** topic observation cards.





Demonstration Canvas

To fill in this canvas, use the **green** demonstration observation cards.



Pearls

-
-
-

Puzzels

-
-
-

Proposals

-
-
-

NEFERTITI

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

(Deliverable 5.2)



Wrap up

To wrap up and summarise the cross visit, monitors can use the wrap up canvas which addresses three topics:

Main lessons learned during the cross visit

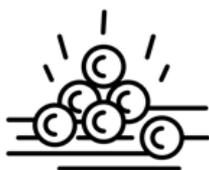
Lessons that participants take home to implement in their own hub

Suggestions for improving cross visits

Potential discussion formats for this session are:

Post-its: give the participants 3 post-its and give them 5 minutes to write down one aspect they learned, one aspect they will take home and one aspect they would like to improve to the project on one post-it respectively. After the 5 minutes, let everybody one-by-one explain what they wrote down and let them stick their post-it on the template. The others respond to this.

Fish bowl: put 4 chairs in the middle of a big circle of participants and let 3 participants take place on 3 of the 4 central chairs to start the discussion. One chair should stay free. When somebody of the bigger circle wants to join or add something to the discussion, he/she takes place on the free chair in the centre. One of the other three participants then leaves the discussion and takes place in the bigger circle again. And so on... The template can be completed during the discussion by the facilitator or at the end of the discussion by the whole group.



We learned ...

What did you learn from this cross visit on what and how it was demonstrated?



We take home...

Which lessons will you take home to your own hub and network and how will you put them in practice?



We suggest...

What are suggestions for improving the cross visits and other NEFERTITI tools, manuals and meetings?



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 772705

NEFERTITI PARTNERS

