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THE EUROPEAN UNION'S HORIZON 2020 RESEARCH  
AND INNOVATION PROGRAMME UNDER GRANT  
AGREEMENT N. 772705



## **MS5.4: Collective reflection meetings on commercial farms demo-activities**





## Document Summary

Milestone Title: Collective reflection meetings on commercial farms demo-activities

Version: 1

MS Lead: WR

Related Work package: WP5

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Contributor(s): xxx

Communication level:

- **CO Confidential, only for members of the consortium (including the Commission Services)**

Project Number:7727053

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..*



# 1

## Means of verification





## Means of verification

### Introduction

The overall goal of WP5 is to foster peer-to-peer learning on Demo-farms, to boost knowledge absorption and to stimulate collective learning by commercial Demo-farmers in order to improve the impact of their Demo-activities. To achieve this overall goal, WP5 has implemented and facilitated a self-reflection process on demo farm level and on the level of hubs and thematic networks. The self-reflection process was implemented and facilitated in all 45 Hubs followed by a reflexive process during winter meetings and annual meetings.

These reflection meetings were organised to:

- Share the results of the analyses of the hub M&E journals done by WP5 with hub coaches and thematic network leaders;
- Reflect on the findings and developed recommendations related to the 6 steps in the Farm Demo design guide: Objectives & target group; Demonstration farm; Demo set-up; Promotion; Learning & facilitating; Evaluation & follow-up;
- Deepen backgrounds and collect ingredients relevant to organise successful demonstrations.

### Approach

Related to this milestone two collective reflection meetings were organised. Firstly, an interactive session was organised during the remote winter meeting of 2020 November 14th. Based on the analysis of Hub M&E Journals of the first demo campaign (2019) 3 relevant issues were explored further together with thematic network leaders and work package leaders of NEFERTITI. These three were discussed in three parallel groups:

- **How to make or organise the content more attractive so farmers will learn and remember (learning by doing instead of learning by listening)**
- **How to facilitate farmer-to-farmer learning during a demo, what are successful approaches**
- **Impact: When do we consider a demo successful? How to measure impact?**

**For verification in annex 1 the relevant element of the minutes of the winter meeting are given.**

Secondly, another collective reflection meeting was organised during the remote 4th annual meeting of NEFERTITI (2021, April 13<sup>th</sup>). Per thematic network lessons and experiences of the hub coaches of hub campaigns of 2019 and 2020 were collected guided by three questions:

1. **What is your top lesson learned on demonstrations?**
2. **What is your top lesson learned from participating in the thematic network of NEFERTITI?**
3. **What lessons about organising on-farm demos are relevant to share with agricultural education and advisory services?**

The rich output of these discussions were noted in a google doc. **In annex 2 the relevant elements of the minutes of this annual meeting are given for verification.**

### Results & Follow up

The results of these reflection meetings will be utilised, explored and described in two deliverables:

- D5.4: Set of reports originating from the collective learning within the cross-reflection process (M49);
- D5.5: Lessons and recommendations for AKIS on demo-activities on commercial farms (M57).

Besides these outputs, a part of the results will be presented during the 25th European Seminar on Extension & Education. The title of this paper in progress is: "reflection on monitoring and evaluation of peer-to-peer learning in on-farm and virtual demonstration events"



## Annex 1. Winter meeting 2020 November 12<sup>th</sup>

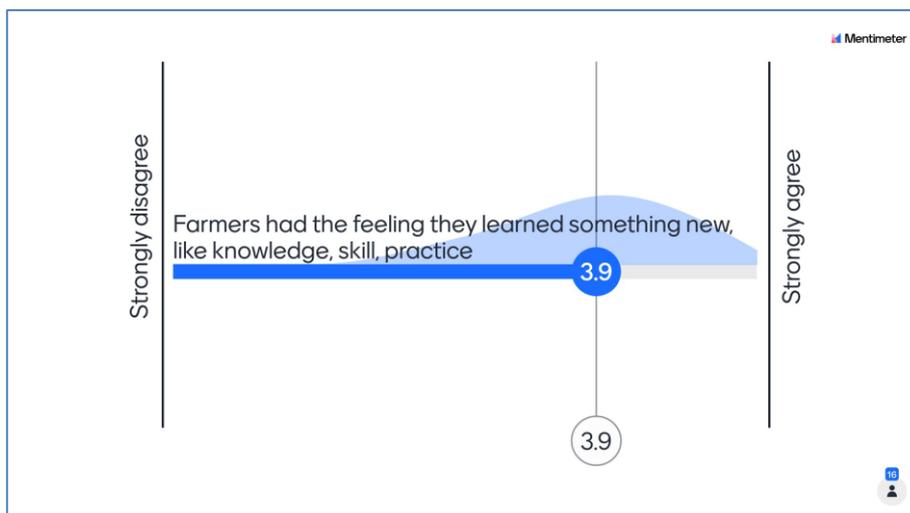
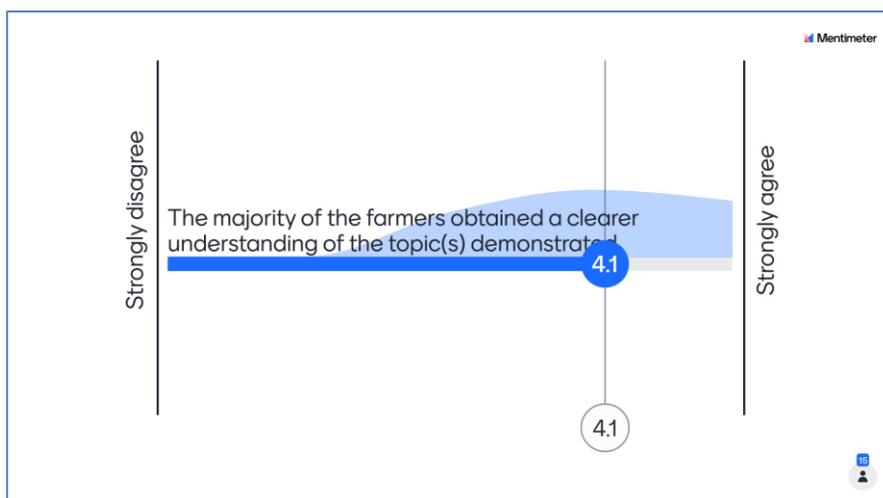
<b>Minutes of Session</b>	WP5 Improve P2P learning during your demo-event
<b>Moderator</b>	Herman Schoorlemmer
<b>Minutes</b>	Laure Triste & Ellen Bulten

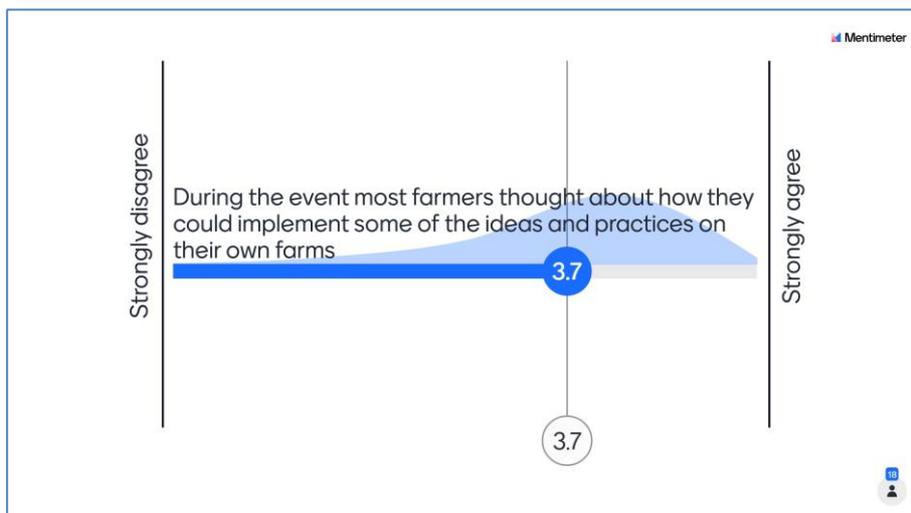
### OBJECTIVES

- Announce the availability and stimulate the use of the deliverable-report with lessons from the first demo campaign
- Share ideas on improvement of P2P-learning and increase of impact of the demo

### MAIN TOPICS

Results of the Menti with 3 questions about demo's with impact (The mark range from 0: strongly disagree > to 5 strongly agree)





Three topics of successful farm demos were discussed in three groups: inspirational content, facilitation of P2P learning and the impact of demo's:

1. Inspirational content of demos

- Preparation: ask farmers about their questions about a proposed theme for a demo
- Make it pro-active, learning by doing, a sort of game, exercises. No presentations in front of the visitors. The farmer in the middle
- Ask the visiting farmers to give feedback and different perspectives to the host farmer
- Trigger the visitors with direct involvement and include their info in the story
- Storytelling, farmers from other networks

2. Successful forms and learning environments how P2P-learning was facilitated

- Important to contextualize the situation (so peers understand the background and are able to make interpretations for their own situation)
- A credible host farmer (representative)
- Small groups and ask people to react.
- Do first and then discuss: activities that you can do like asking a farmer to put pots with plants in a sequence followed by a discussion on crop rotation
- Inspiration by the “Innovative power of criticism” (start a chat with only 2 persons, then 4, than the whole group). Create the opportunity that farmers feel safe to give their arguments

3. Impact of demos

When do we consider a demo successful?

- It depends on the aim of the demo. For general meetings where you want to increase the awareness the number of participants can be an indicator. But if you are aiming for in depth learning on a specific practice, the engagement of participants in discussions and whether they think of adopting the practices are indicators for success.

How to measure impact?

- Survey amongst the participants (but often limited feedback)
- It is hard to measure the wider impact or longer-term impact of a demo. Sometimes the effect of a demo can become explicit after 2 years.
- Most impact is at hub level. suggestions for indicators: the mentioning of a demo in informal meetings or during other meetings, related searches on the internet, social media, YouTube, people talking, writing, phoning and asking for more information or more likewise demonstrations.



- Indicators for wider impact: activity in media, social media. Longer term and wider impact can be measured by selecting a core group in a specific sector and ask about the impact of NEFERTITI activities, ask whether tools demonstrated are adopted, ... Another indicator might be the presence of influencers.
- impact is possible on different levels: general awareness, specific learning objectives (easiest to measure), targeted long-term behavioural change (harder to measure).
- idea to distinguish impact on reflection, practice change, wider impact. It might be interesting to provide the HCs with a matrix/table in which different types of indicators are listed for each level of impact. The NLs think this would be a useful tool.
- Estimating the impact by observations: it might be relevant to suggest a range of observations that can be made to have good observations to estimate the impact.
- Tip: check the observation sheets used by WP5 monitors in cross visits (see training kit [https://trainingkit.farmdemo.eu/wp-content/uploads/2020/07/NEFERTITI\\_Cross-visit\\_Observation-tool-for-Monitor\\_20200129.pdf](https://trainingkit.farmdemo.eu/wp-content/uploads/2020/07/NEFERTITI_Cross-visit_Observation-tool-for-Monitor_20200129.pdf)) and the observation sheets used in AgriDemo. This can be tweaked to the specific aim of measuring impact.



## Annex 2. Annual meeting 2021 November 12<sup>th</sup>

Session Title: Session 1.2 - Reflection on learning

WPs or NW session: WP1-3-5

Chair Name: Herman Schoorlemmer

Minutes rapporteur Name: Delphine Neumeister, Ellen Bulten, Laure Triste, Cynthia Giagnocavo

### LIST OF PARTICIPANTS:

All hub coaches joined parallel sessions per Thematic Network. These were guided by facilitators of other WP's of Nefertiti.

### MINUTES:

After 3 short presentations about the results of previous Demo Campaign 2020 by Mathieu (Presentation of the 2020 Demo Campaign-WP3), Ellen (Lessons out of the Hub M&E journals- WP5), and Heidrun (Lessons on network management-WP1) the hubcoaches reflected in their networks on 3 questions:

1. What is your top lesson learned on demonstrations?
2. What is your top lesson learned from participating in the thematic network of NEFERTITI?
3. What lessons about organising on-farm demos are relevant to share with agricultural education and advisory services?

### What is your top lesson learned on demonstrations?

#### Preparation pays ! but it takes time...

- The best timing depends on the group (after breakfast, after lunch, after evening milking...)
- The WP5 checklist tool is quite useful ;-)
- Learning outcome for farmers should be clear : have expectations of participants in mind and try to fill in expectations

#### A good demo set-up and the right topic are essential

- Combination of virtual and physical demo events provides a good balance
- The more organisations or presenters you involve, the more participants to the demo you get !
- Topics need to be related directly to the field problems and seasonal
- Presentations have to be short, presented by a good speaker and moderated.

#### Facilitation, sharing knowledge and active participation are key

- Start with open discussion (how are you familiar with the topic? What do you expect to learn during the demo?) and finish with: what have you learned?
- Use creative methods to engage farmers, connect with their interest and include them actively in the demo

#### Online demo events are possible and farmers are willing to join them! But they need special preparation and moderation.

- Rehearsal can save you (technical aspects, getting used to the tools)
- Online meetings should be 1,5-2 hours maximum
- We can reach more participants in virtual demos but farmers are less included in discussions

### Top lessons learned from participating in the thematic network of NEFERTITI

A lot of the learnings reflect the value of the networks for learning about the situation and farm management of specific topics in other countries and to find out that other countries face similar problems. Despite the fact that the networks are connected through the technical topics, most of the reported learnings are related to soft skills in network management, facilitation of farmer groups and the organisation of demonstrations. Networks also referred more specifically to have learned concrete facilitation methods and tools used or developed in the project (e.g., storyboard, icebreakers, facilitation tools, guidelines on virtual demonstrations). Also the learnings on virtual demonstrations were mentioned as a key by half of the networks. Another frequently mentioned key method for network management and knowledge exchange were the cross visits. Some networks mentioned some higher level learnings, referring to insights on the importance of demonstration in innovation, the importance for knowledge availability (e.g. reports) to enable knowledge exchange, and the context specificity of solutions (tips and tricks can be learned, but need tailoring to specific contexts).



**What lessons about organising on-farm demos are relevant to share with agricultural education and advisory services?**

**Added value in having collaboration of diverse actors (farmers, advisors and researchers) in demonstrations** but with careful attention to move away from knowledge transfer model to knowledge exchange model. Leading farmers create trust, but if combined with advisor “co-creation” and scientific underpinning of researchers (advisors are not always up to date on latest science), potent synergies can be produced. Exploration of gaps in research and what happens at farm level can be carried out, forming a basis for a shared action plan and path forward. Private advisors, while perhaps creating trust issues, may bring in market innovations.

**Fundamental to start “bottom up” and be farmer centred in planning, content, process and feedback.** This ties into increased motivation, knowledge exchange and reflection. “Advisors focus on what farmers do wrong, not what they do right”. Need to build a community of knowledge where not only certain advisor knowledge is privileged.

**Moderating and Facilitating Skills.** Improvement of advisor moderating skills, which includes understanding the audience motivations to participate and perceptions afterwards to prompt discussion and reflection, prompting others to share their knowledge, understanding the importance of farm production/business/technology contextual analysis, listening, creating dialogue.

**Hybrid virtual and presential is the future,** and at times can contribute greatly to inclusiveness for deep rural farmers, small family farmers, women, students, potential farmers. Can provide material for future as well and not get lost in a one-time experience.

**Formalise tool kit and methods for demonstration programs and allocate sufficient funding.** Training Kit as a foundation of the curricula and development of diverse tools needed for fostering demonstrations can be offered. Structured planning and methodology is important and allows cross sharing of results and information about AKIS across Europe. Start young, include students, who can benefit by developing demonstration skills as part of learning.



# NEFERTITI

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## NEFERTITI PARTNERS

