



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



## **D8.7 Report of the third annual meeting including outcomes of knowledge workshops**



## NEFERTITI

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

Report of the second annual meeting, including outcomes of knowledge workshops



## Document Summary

Deliverable Title: **Report of the third annual meeting, including outcomes of knowledge workshops**

Version: 1

Deliverable Lead: : **Adrien Guichaoua (ACTA)**

Related Work package: **8**

Author(s): **Adrien Guichaoua, Emna Ben Hamza, Leonor Santos**

Contributor(s): **Luís Mira da Silva, Vanja Bisevac, Enrica Belfiori**

Communication level:

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

Grant Agreement Number: 7727053

Program: 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.*

## **NEFERTITI**

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# **I. Report of the third annual meeting**



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# NEFERTITI

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# 1

## Summary





## I. Summary

The Third Annual Meeting of the NEFERTITI project initially planned in Mosonmagyaróvár-Hungary on the 7th – 9th April 2020, was held remotely (virtual meeting) due to the COVID – 19 Crisis. The program as well as the format was affected. Considering the quarantine, the meeting was reduced to three half days (afternoons). Participants to the meeting are listed at the end of this document.

All the presentations of this meeting can be found on the NEFERTITI collaborative platform/project meetings/3rd Annual meeting or directly via [this link](#).

The meeting was organized as follows:

### **Day 1: Tuesday 7<sup>th</sup> April – Preparation of the AM**

The objective of the first day is to prepare the parallel sessions.

The first day of the Annual Meeting was open to the ExCom members and the Networks leaders. During this session the WP leaders presented their PPT to the 10 NW Leaders in order to train them on all the topics of the meeting with a Q&A session.

### **Day 2: Wednesday 8<sup>th</sup> April – Plenary presentations + Parallel sessions**

#### **Plenary session:**

- Opening of the meeting and presentation of the daily program by the Coordinator
- The project manager presented some management issues.
- Session on Dynamic Action Plans
- Session on Policy Dialogue
- Session on Virtual demonstrations/meetings

#### **Parallel sessions:**

Work per Network addressing the 3 topics presented during the plenary session

### **Day3: Thursday 9<sup>th</sup> April – Plenary presentations + Parallel sessions**

#### **Plenary session:**

- Opening of the meeting and presentation of the daily program by the Coordinator
- The Project manager presented some management issues.
- Session on Hub Campaign Plans 2020 & M&E 2019 lessons learned
- Session on the good use of the NEFERTITI
- Session on 2020 Communication and dissemination campaign

#### **Parallel sessions**

Work per Network addressing the 3 topics presented during the plenary session

#### **Wrap-Up Plenary Session**

NW leaders reported per Network on the Parallel Sessions

Conclusion and next steps by the coordinator

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# 3

## Plenary session





## II. Plenary session

### 1. Welcome

by Adrien Guichaoua (ACTA), coordinator NEFERTITI

Adrien welcomes everyone to the **third annual meeting** and explains the objective of this meeting:

1. To Keep working on the basics of the project
    - Collective plan on knowledge exchange
    - Annual Demonstration Plans
    - Communication
    - Policy
  2. To exchange on the consequences of the crisis and its impact on the project and your daily work.
  3. To brainstorm and exchange knowledge and best practices to cope with crisis & on virtual demonstrations.
  4. To express wishes for specific support from the project coordination team
- Overall Objective: to mitigate the impact of the crisis on the project implementation while being innovative!

### 2. Project management and reporting

By Emna Ben Hamza, IT

This session is mostly dedicated to the Information on COVID-19 impact:

#### Next Steps:

#### 1. To assess the crisis impacts on the project:

We asked WP Leaders to evaluate the potential delays that will occur in each WP. These impacts will be then discussed among the ExCom and communicated to the full consortium.

#### 2. To Identify the costs incurred by the COVID-19 Crisis:

The coordination team sent a template to the consortium in order to identify the costs incurred by the COVID-19 Crisis cancellation for each partner.

#### 3. The upcoming reporting period RP2: M19 – M36 (18 months) – 1 July 2019 till 31 December 2020

### 3. Dynamic Action Plans (DAP) 2.0

By Laure Triste, ILVO

Heidrun Moschitz presents the document on the DAP. All networks are asked to fine-tune their DAPs, by formulating what they want to achieve this year. If there is time available, they can already start to think about how they will achieve some their aims. Then they are asked to think about the following questions during the two days of discussion:

1. Name one highlight solution for one of the challenges in their DAP
2. On which topics would you like to exchange with other networks (if any)?
3. What should/could the NEFERTITI project provide as support to your NW.

Exchange between networks on the challenges mentioned in their DAPs is scheduled for end of May/June.

#### Results of the questions:



## 1. Highlight solutions

- Podcast and videos before discussion to have inputs, for virtual meetings, with Covid (NW1)
- How to structure the online webinar: live discussion, practical demonstration (NW1)
- Promote lessons from demo event: hub coaches to write up key messages from selected demo events (technical but also learning exchange) and to share them on a regular basis with the other hub coaches. (NW2)
- Virtual demonstrations which should be limited to 5-6 people, have a precise topic, last one hour maximum, have a good facilitator, rapporteur, and people should be motivated to be active in discussion (NW3)
- Exchange experiences between hubs on past demos every month through skype, based on the questions in the hub journal (NW4)
- To learn from each other through successful experience in P-to-P learning (innovative attractive approaches). Currently The best time to popularize virtual demos = online network (ex. Attractive items) (NW5)
- Communicate more about the outcome and results of demo events, so there is more practical information and solutions (also on the NEFERTITI platform) (NW6)
- Challenge: Finding topics that are interesting, relevant and appropriate for online demo. Solution: To choose easily facilitated topics which can be explained interesting, clearly and shortly. (NW7)
- Generating interest and dealing with pandemic situation: make hubs active using interesting communication (farmers, organizations, dissemination channels) (NW8)
- Have meetings of only demo farmers (could be virtual). Demo farmers need to feel involved in a larger group, exchange problems, challenges and work commonly at the hub level on innovation that could be shared and be more attractive. Have border demos to involve bordering countries and group people with same interests and challenges (NW9)
- Challenge: How do we become more cohesive as a network? Especially when we are also hub coaches and focus on what we have to do within our own country under the new conditions of crises and the huge varieties of demo activities for the attractiveness of farming. Solution: More sharing of own experiences e.g. through our Skype meetings, WhatsApp group, sharing photos, videos and reports. (NW10)

## 1. Topics to exchange on with other NWs?

- With NW4 on soil (NW1)
- With NW3 on organic (NW1)
- Concrete discussion to know more about the demo events they are organizing (processes, target group, format, what is working or not etc.) (NW2)
- Sharing experience about successful contact with policy makers (NW2)
- Sharing of innovative and technical knowledge with other Networks (with the other Networks being the provider of the knowledge) (NW3)
- How to motivate the network and keep everybody happy with the project (NW3)?
- How to involve farmers in your network/hub with an added value? (NW4)
- Ways to evaluate your demos afterwards. (NW4)
- To exchange with NW 6 organic arable farming regarding for example weeding issues (NW5)
- Share experience about virtual approaches (NW5)
- More exchange between networks. So very basic: what are other networks doing and organising? (NW6)
- Experiences with virtual demo's and good experiences from other networks. (NW6)



- Good examples of successful virtual demonstration, good practices, innovations, experience with policy makers. (NW7)
- The topic “Novelty in integrated production of fruits and vegetable through integrated nutrient and fertilization management” with Network 09 “Pesticide use reduction in the production of grapes, fruits and vegetables” (NW7)
- The topic “New technology which could be used jointly for improvement nutrient use efficiency and optimization soil quality in horticulture and arable crops” with Network 04 “Optimal soil quality in arable crops” (NW7)
- The topic “Precision Agriculture (Crop sensing and variable rate applications) in support of nutrient management and fertilization in horticulture and arable crops «with Network 05 “Crop sensing and variable rate applications” (NW7)
- Knowledge on virtual demo events. Understand what is working and what is not working. What are topics of interest and what tools and methodology are useful. (NW8)
- Good examples of successful innovation/practice with a good follow up and good results in the future (NW9)
- Digitalization (NW9)
- Share best practice examples of inspiring young farmers, new-entrances, new on-farm-volunteers and new on-farm-consumers – we will have to find them first! The crises open up new channels f. ex. in social media and target groups which are sometimes independent of the traditional farming community (NW10)
- Share problems encountered to which we have no solutions – and to which we look to the network for solutions: f. ex. how to create trust and good will within the target groups? How to create an added value for the target groups so that they are willing to share their experience? (NW10)

#### **4. What can NEFERTITI project provide to support your NW?**

- Training on facilitation (NW1)
- Keep platform more alive with more videos, automatic sent to participants (NW1)
- Sharing best practices on online /virtual demonstrations (NW2)
- Policy makers: good tips to convince them to participate (feedback about who was invited, program they settled up etc.) (NW2)
- Knowledge gathering on specific areas the Network needs knowledge on (NW3)
- Training on virtual demonstrations and facilitation of online meetings (NW3)
- Provide more added value for the farmers and advisors to use the NEFERTITI platform (NW4)
- Share information on how to make virtual demonstrations (NW4)
- To have a list of contacts for specific questions (NW5)
- Examples of good hub journals (NW5)
- Facilitate interaction between networks and input in virtual meetings with the networks (NW6)
- Training in facilitation! (NW6)
- Support in monitoring like during the cross visits. It is hard to do all the reporting if you are also facilitating. (NW6)
- The project can support Networks through examples (good and bad) / showcases for a good virtual demonstration. (NW7)
- To make a list with good ideas for possible activities in virtual demonstrations, that fits best to NEFERTITI project. (NW7)
- Provide tools for farmers to make videos (tutorials and editing programs) in the farmers language (NW8)
- Share other network tools and videos (NW8)



- Improve the platform to automatically send feedback at the end of the demo to all participants and all hub coaches. Need to keep contacts inside the network and need for technical feedback. Will increase impact and visibility of the platform (NW9)
- Help the network to communicate with general audience, provide good tools to communicate efforts made to reduce pesticides in agriculture for general public. (NW9)
- Provide Hub coaches with tools to come through shyness inside the hub : tools name and access (NW9)
- Provide the right tools to allow us to deliver excellent demos. (NW10)
- Encourage/ support us to share our qualitative experiences (rather than quantitative) – improve the platform by active and initial contributions. (NW10)

**List of actions for next period:**

- ✓ The above described input from the networks will be discussed in the ExCom, to see if and how we can meet the requests of the NWs.

## 4. Policy Dialogue

by Lieve Prins, PZH

The WPL6 presented the guidelines to Commit Policy makers as well as the invitation letter template to invite policy makers and finally the outlines of the CAP measures to fund Demonstration after 2020.

The topics below were discussed:

**Topic of discussion 1:** How to make use of the information provided by the hub coaches related to their local Policy Dialogue. WP6 wants to make use of this information. It differs between hub coaches how much they know the financial structure in their region/country and which organizations are able to finance the demo activities.

**Topic of discussion 2:** There was a discussion of which parties can give us the information needed about the financial structure in every country/region. Some suggestions have been made: the EU/national network of Rural Development, the civil society/NGOs, the ENRD, and the SCAR AKIS.

During the parallel sessions per network, every partner of WP6 has attended a different network to observe what network leaders and hub coaches have to say about the policy dialogue session.

It differs a lot between hub coaches that are proactive in involving policy makers and some haven't done anything with policy makers. Some hub coaches didn't even know why it is important to involve policy makers. We noticed that many project partners don't look at the situation after the project life-time, and thus not so much at the sustainability of the network. They see the invitation of policy makers as something extra, and not essential.

Of course there are hub coaches and networks leaders that are involving policy makers. They invite them for the activities. But we should also note that it differs between countries how much policy makers want to get in touch with the sector and how enthusiastic they respond on an invitation.

We received the reaction that hub coaches would like to see of WP6 that we will help them to convince policy makers to participate in the event. And that we will help them to approach policy makers pro-actively.

**Decisions taken:**



1. With the survey that will be sent to the hub coaches, we want to give the hub coaches the opportunity to give us more information about the relevant parties for them.
2. We want to make use of every party that can give us the information needed for the analysis. We now will start with the EU network of Rural Development. And see how far we come. After that, we can approach also other organizations mentioned.
3. We have to discuss with WP6 and Adrien how we can approach the matter of not involving the policy makers in the activities.

**List of actions for next period:**

<b>What</b> (action)	<b>Who</b> (partners involved)	<b>Who</b> (person responsible)	<b>When</b> (deadline)
Fill in the survey in which region you're active and which parties are important to involve	All hub coaches	WP6 partners	Begin of May
Interview multiple partners of different countries to ask questions about the financial structure in their country	Different partners of the project who we think know a lot about the financial structure in their country	WP6 partners	End of May
Have a skype meeting with Adrien about the activation of hubcoaches.	WP6 and Adrien	WP6 partners	Begin of May

**5. Virtual demonstrations/meetings**

By Laure Triste, ILVO

Jim van Ruijven and Ellen Beerling (NW8, Dutch Hub) present how they already tried to integrate virtual demos in physical demos as a way to meet some challenges in their hub. Laure gives a presentation on how to organise a virtual demo in 5 steps. There is no time for plenary discussion, but the NWs are asked to complete a template with challenges they face for organising a virtual demo and potential solutions they can come up with.

There still seems some discussion on what exactly is a virtual demo and what is the value of virtual demo (compared to a physical demo).

**Potential challenges and solutions for virtual demonstrations**

Potential challenges	Solutions
<p><b><u>Demography of farmers (old farmers not familiar with virtual communication) (NW1)</u></b>  <b>Farmers are reluctant to join online meetings, either because they are not used with digital technologies (high average age of farmers), they feel less comfortable talking online, etc.</b>  <b>Knowledge of this technology for the farmers (NW2)</b></p>	<p>Most farmers prefer to watch videos than to read through something.</p> <p>Help them : go to the farm install skype/zoom (questions on chat); training sessions later on; call them, present it orally and harvest questions; before meeting, email link of videos to introduce and debrief it on phone call</p> <p>NW2 farmers are more used to virtual demos than others</p>



<p><b><u>Content (C Sequestration can be seen as a bit abstract and theoretical, compared to other thematics) (NW1)</u></b></p>	<p>2 topics/contents for audience : C sequestration and other subject like soil fertility, put before C sequestration, to attract more easily; ask people subject of interest (survey before): shorter time, focus on that</p>
<p><b><u>NEFERTITI people cannot enter farms:</u></b>  <b>how to encourage farmer, perhaps advisor, generated content to contribute to the Hubs and Networks. (NW8)</b>  <b>We can't go to their farms, but farmers may still wish to share/exchange. They also need to have access to information, as the normal "chats over café or when picking up supplies at the coop, or regular sector meetings are not happening. (NW10)</b></p>	<ol style="list-style-type: none"> <li>1) Rely on farmers to record videos. Some Farmers are making good videos</li> <li>2) Before making the video, provide instructional material in native language</li> <li>3) give an assignment to participating farmers before: e.g. film how you</li> </ol>
<p><b>What to include in the virtual demo? Just the demonstration activity, or also some selected questions and answers. (NW8)</b></p>	<ol style="list-style-type: none"> <li>4) Make a clear decision on content prior to commencing</li> <li>5) Detailed planning</li> <li>6) If questions and answers to be included, must be done with brief questions and answers; maybe with careful editing</li> </ol>
<p><b>Getting right balance between sufficient interesting content and saturating the audience</b></p>	<p>Keep videos short. Make them interesting. Show activity. No talking heads. Good audio material to help keep attention</p>
<p><b>How to keep the interest?</b></p>	<p>videos, could be done by the farmer himself</p>
<p><b>Which format to use?</b></p>	<p>Successful demo events should be limited to 5-6 people, have a precise topic, last one hour maximum, have a good facilitator, rapporteur, and people should be motivated to be active in discussion. (NW3)</p> <p>It would be beneficial to actually see the people involved in the event (more group feeling/building trust). (NW3)</p>
<p><b>Farmers sometimes found it hard to dedicate time to virtual meetings.</b></p>	<p>Organise a Farminar about a predefined problem or challenge of a (group of) farmers and organise real-time interaction (P2P learning) on internet. Farmer participants can sit at the kitchen table or walk on their land with a smartphone. The facilitator is at his desk.</p> <p>Variant: Make small video before the event about a problem or challenge (A farmers shows the problem in 3 minutes). These videos are brought into the farminar. Based on these videos the participants share solutions or suggestions.</p>
<p><b>Keep the interest (NW2)</b></p>	<p>Recording the virtual demos (asking for consent beforehand) could ease the farmers time management. So that for those who cannot connect in direct can watch it later.</p> <p>rewarding system if farmers attend the meeting</p>
<p><b>How to have people participate (NW2)</b></p>	<p>time structured format explicit content</p>



	add a social event at the end
<b>Connection (broadband in remoted rural areas) (NW1) Rural connectivity (NW2)</b>	harder, invite policy makers 😊!; zoom event; short videos; phone call conference; radio channel, podcast : register 30min ppt presentation, with voice and video slides, send it on WhatsApp and organize later a ConfCall to exchange
<b>What is a virtual demo? (NW10)</b>	<ol style="list-style-type: none"> <li>1) Definition; there is a lot of stuff online – video, material posted online</li> <li>2) 2 Specific Date/ time</li> <li>3) Short video, interview with farmer, with new-on-farm-volunteers, new-on-farm-consumers plus Q&amp;A</li> </ol>
<b>What software? (NW8, NW10)</b>	<p>Iteach (Croatia), Zoom</p> <p>Could social media be used? e.g. Facebook Live – ask a farmer to present what he is doing on his farm farmers with farm shops have the most creative solutions for up-grading the attractiveness of farming. We have to collect them</p> <p>Whatsapp or some other social media tool for networks. We see that the organic production farmers and advisors in Almería have great success with this, so I wonder if we can find an easy tool for our networks to communication that doesn't require going to a computer/website.</p>
<b>Audience engagement / interaction: How to make it interactive (NW2,NW10)</b>	<p>Quiz, bottom up solicitation (online brainstorm etc.) name directly the people during the session use the chat to help people connect</p>
<b>Promoting discussion (NW8)</b>	<p>Have good facilitators who know how to promote and control discussion Invite people to participate who can make positive contribution to discussion Make attendees feel comfortable to participate in the discussion Use of chats during live on-line meetings to identify most interesting questions. This enables filtering of questions</p>
<b>Facilitation of virtual demos</b>	<p>This is a skill that is different in virtual rather than physical environments, as I abruptly found out having to convert all my classes to online without much guidance. This link is to a resource created by a community of facilitators, especially for COVID 19---see page 4 specifically for facilitation, as the first part is more related to meetings and workshops <a href="https://docs.google.com/document/d/1NyrEU7n6IU5rgGiflx_dK8CrdoB2bwyyI9XG-H7iw8/edit#heading=h.jb9co2I7jt1p">https://docs.google.com/document/d/1NyrEU7n6IU5rgGiflx_dK8CrdoB2bwyyI9XG-H7iw8/edit#heading=h.jb9co2I7jt1p</a>. I am sure there are more resources on this, but it seems interesting for ideas, particularly since it is meant to address the situation we are in. There are also tools on monitoring/evaluation on such list. This is the link to the main site of International Association of Facilitators. <a href="https://www.iaf-world.org/site/about">https://www.iaf-world.org/site/about</a> (head office Toronto, but has wide participation).</p>
<b>Handling large numbers of participants in webinar (NW8)</b>	<ol style="list-style-type: none"> <li>1) Have clear rules, and ensure that participants understand them</li> <li>2) Ensure that moderator fully understands the software</li> </ol>





Cynthia poses a question on why it is necessary to log in and asks why not all information is publicly available to which Milica replies that the only new functionalities which are accessible once a person is logged in is to add an event and to change hub-related information, everything else is publicly available. Miguel asks what do the different colors of the different farms mean to which Milica adds that different colors present farms from FarmDemo and the ones who signed in through NEFERTITI. JC Franco asked whether a delete functionality will be added to delete photos from events and Milica replies this is being worked on and that we will also work on adjusting the maximum size of the photos which can be uploaded. Miguel asks about apparent “ghost farms” with no information about them but Milica points out they are either private farms where the farmers chose not to have their information publicly shown or they are “imported” farms from the FarmDemo and they tend to have very little information about them. Yet, having these is a necessity as NEFERTITI is a part of the FarmDemo. Jim asks about the news section to which Marko replies that it already exists under the Media section in the menu. Sandra asks about whether farms should be a part of NEFERTITI even if they don’t want to do demo activities to which Marko replies that they should as the farms are asked whether they want to host demo activities or not and they can always choose the latter option. JC asks whether new photos can be uploaded for farms which are on the platform and Marko answers that they can be changed at any time, they just need to be sent to BioSense.

In the end, all the participants are once again asked to contribute with their feedback during the Network sessions.

## **7. 2020 Communication and dissemination campaign**

By Milena Nalbantova, NAAS

The topics below were discussed:

**Topic of discussion 1:** How to attract the attention of farmers and other stakeholders to NEFERTITI platform

NEFERTITI platform has different functionalities and different information can be found on it. These two features are in progress from the beginning of the project trying to improve the search and facilitating access and at the same time increase the formats and content presentation of the demonstration events.

There are different search instruments and some of the participants in NEFERTITI prefer one or another. In order to attract new users and to make interest in the public were suggested different approaches and were discussed based on diverse experience. The calendar, the interactive map, etc. are very useful to find information on demonstration event, but farmer initiative is needed to search for the information. After each demonstration event dissemination report is uploaded in the Nefertiti platform. If an automatic message is generated to different people, including hub members, network members, etc. these will create more visibility of project activities. Another proposal is to make promotion of successful stories of people that have introduced innovations presented by demonstration events. This will incentives people to try to find their successful innovation that will help them improve their performance.

**Topic of discussion 2:** How to make good media coverage of a demonstration event - good practices.

Most of the event organizers focus their attention on the preparation and moderation of the event. Usually there is no particular person to take the pictures in order to make good after event report or newspaper article. Policy makers attending an event are also good to be accompanied during their participation in an event in order to get more positive impacts for the project.

### **Decisions taken:**

1. Contact regularly NEFERTITI network participants with different information, such as after event reports, press release articles, successful follow ups, etc. in order to maintain the interest
2. Update periodically COMMUNICATION GUIDELINES FOR HUB COACHES with exchanged good practices from demo events



3. Fill in regularly (on quarter base) of dissemination and communication activities report table - <https://docs.google.com/spreadsheets/d/12agYoZpBZYbYxInJy-0byhsSKJILJ2ztVVYTtpdZsk/edit?usp=sharing>

**List of actions for next period:**

<b>What</b> (action)	<b>Who</b> (partners involved)	<b>Who</b> (person responsible)	<b>When</b> (deadline)
To be finalized the 2020 Social Media Plan	BIOSENSE NAAS ACTA	Dajana Vujaklija - BioSense Dimitar Vanev – NAAS	End of April
Agreement on EIP AGRI Practice Abstract Communication Template for website and social medias	NAAS AAC (Agricultural Advisory Center in Brwinów ) ACTA	Dimitar Vanev – NAAS Mateusz Sękowski - AAC Adrien Guichaoua – ACTA	20 <sup>TH</sup> of April
Prepared 45 EIP AGRI Practice Abstract for publishing on website and social medias ( MS7.7 Developed materials use as for EIP-AGRI 'practice abstracts')	NAAS ACTA	Dimitar Vanev – NAAS Adrien Guichaoua – ACTA	End of April
Developing the following milestones: MS7.3 Knowledge exchange and links with the EIP-AGRI platform. MS7.4 Multimedia materials uploaded on the project web-platform and translated on project actors' languages. MS7.5 Distributed and translated in the project actors' languages dissemination material for end-users. MS7.6 Active popularization of project activities and outcomes on social networks.	MS7.3 – NAAS and ACTA MS7.4 – NAAS, BIOSENSE, FiBL, all partners MS7.5 – NAAS, all partners MS7.6 - NAAS, BIOSENSE	MS7.3 - Dimitar Vanev (NAAS) and Adrien Guichaoua (ACTA) MS7.4 - Dimitar Vanev (NAAS), Marko Prokin (BioSense), Thomas Alföldi (FiBL), communication officers (all partners) MS7.5 - Dimitar Vanev (NAAS), communication officers (all partners) MS7.6 - Dajana Vujaklija (BioSense), Dimitar Vanev (NAAS)	End of June

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# 4

## Parallel Session per Network



### III. Parallel Session

#### 1. Network 1:

**List of participants:**

Participant	First Name & Name	Organisation
1	Jendrik Holthusen	GLZ
2	John Moriarty	Teagasc
3	Hélène Chambaut	ACTA-IDELE
4	Tanguy Bodin	APCA-CRAPL
5	Sonia Ramonteu	ACTA
6	Mathieu Merle	APCA

**Discussion:**

#### 1.1. DAP 2

DAP2 is not an action plan now. A new version was sent prior to the annual meeting detailing objectives, target groups, action plan, need for support. For example, one of major objective is to get more communication between hubs.

A questionnaire for each country (farmers, adv., policy makers, NGO) need to be sent next month: presenting a general overview of the thematic in your country: meaning C sequestration, challenges, questions, concerns, expectations, special interests in getting information.

Indeed, the subjects of interest differ between countries => it is interesting to show what is happening in EU (trials, farmer’s practices..) through a Yearly summary: newsletter by country: overview of what is happening

It worth’s sharing: a list of lots measurements or practices existing in FR-DE

It is agreed to organize small sum-up meeting to discuss tips & tricks just after a demo, considering the hubs demo events calendar is available within NW1

The point is not to postpone all demo events, but rather envisage virtual demo (knowing we are losing old farmers)

More emphasis on communication is necessary: social media actions to improve (WhatsApp, Facebook, twitter) with photos and videos, to get people engaged

Videos on C sequestration to share in NW1

→ Hendrick modifies and changes the timeline of DAP2

Identify topics on which you would like to exchange with other networks (if any)

NW4 or 6: soil quality

Define what the NEFERTITI project could/should provide as support to your network

- Training on facilitator
- Easy upload of videos/doc/slides, if farmers are not attending
- Pb of new farmers entering in group, they didn’t have access to historic info, sometimes different groups

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→ To discuss with Milica (platform)

## 1.2. Policy dialogue

### Exchange experience per network about the state of the art:

2 types of events:

i) little groups of farmers (around 10 people) that exchange knowledge and practices, (management farm practices, tools for evaluation on farm), P2PL: it is not appropriate to invite policy makers (farmers not open if they will be present), but in some cases it could be possible to give place to open discussion with technical guys of policy authorities on policy measures (ex. farmers aides)

ii) Huge events > 200 people (like Trévarez) or cross visits: place to organize parallel sessions with local politicians: ex. policy plan to improve C sequestration? Ex2: invite representatives of Nitrate Directives or associations

The situation is different in DE: C sequestration in grassland is a hot political focus on Climate Change, solutions at farm level to deal with peat soils areas-water management, the context is favourable to invite politicians

In France, there is a forum on energy and climate in autumn in Brittany: suggest a Nefertiti presentation

## 1.3. Virtual demonstrations/meetings

### Experience:

-FR had the experience of webinar with a small group people interested, it works well: it was based on a concrete approach on a theoretical thematic, and it was designed to their specific demand

In April 2020, a group of technicians with moderators decided to maintain virtually a demo, 2 parts: 1h morning presentation C sequestration and Nefertiti, 1h afternoon tool proposed : calculation with the soil figures transmitted before meeting, 1h scientific presentation at regional scale, 10 people, 3 organizers (moderator, presenter, rapporteur).

Need support: guidelines to improve interactions during webinar, ok when 5 people, but when 10 or 20 people, it's different! Adapt the content when more people

-IE had no experience yet of virtual demo

-DE had a virtual demo experience but not with farmers, rather with farmers asso and advisors

### Definition of a virtual demo:

What about a WhatsApp group sharing innovation videos, with input discussed

Mathieu: if Exchanges and P2PL, it is a demo! necessary to evaluate/monitor demo.

Webinar, skype meeting with live: yes

But if just video sent on YouTube and wait for reaction, not!

- List the **main challenges** for developing and delivering virtual demos
  - Broadband connexion in rural areas,
  - farm demographic (old farmers not technic at home, no familiar with these tools),
  - thematic content (C sequestration is less attractive for farmers than exchanging on dairy technics) are the 3 main challenges



- Discuss **potential ways to overcome the challenges**
  - Demographic: train them, go to the farm install skype/zoom (questions on chat), organize training sessions later on; call them, present it and harvest questions; before meeting, email link of videos to introduce and debrief it on phone call
  - Content: 2 topics/contents for audience: C sequestration and another one, put before C sequestration, to attract ; ask people subject of interest (survey before) and focus on that (focus on soil fertility)
  - Connexion in rural areas: harder, invite policy makers! zoom event; short videos, phone call conference, radio channel, podcast: register 30min ppt presentation, with voice and video slides, send on WhatsApp and organize later on a ConfCall to exchange

#### **1.4. Hub Campaign plan & M&E**

##### **Discussion of difficulties and success factors**

Difficulties:

- thematic new in FR, not so many farmers interested, now improving, more confident to find farmers interested by the thematic,
- collect feed-back (like, dislike) after meeting, farmers in a hurry to go back
- messages delivered: not linked with research last year, but this year enviro agency invited. Use SH more.
- Virtual events to design this year
- Preparing a demo: difficult to create a core group, lots of universities paid by project, not funding for them,
- how to motivate farmers now with the COVID situation under pression?

Lots of Success factors:

- use expertise of researchers
- selection in the audience of a good farmer or advisor for developing a discussion, encourage participants begin to interact:
- Farmers generally proactive on demo

Sharing of tips:

##### Demo set up

How do you manage feed-back when 50 people?

- paper flipchart happy smile / normal / dissatisfied: give sticker to participants
- Feedback round, everybody stands up => more input
- Link online presented at the beginning: click feedback, questions
- Mentimeter, klaxon, slidoo, with smartphone: 3 short questions: global view of the replies
- Questions at the begin (what they know, expectations) / same questions at the end => training effect

##### Communication- promotion:

- traditional mail,
- call animators' farmers group for direct relation
- social media to improve
- WhatsApp group

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## Planning

DE: Cancellation 2 demo events in April and May,

3 videos planned:

- water management-peat soils, shared in WhatsApp group and Facebook, ask questions, zoom or skype conference on the topic
- Another video with a drone to measure quantity and quality of grass, next year project on digitalization, digital tool and robotics from grassland
- Another video on soil fertility: C sequestration

FarmDemo YouTube channel also: wrap-up questions and discussion, 3-5min

IE: demo event cancelled in April, later in year in May or June

Large open day 7000 people, mid-July

Virtual event: group of intensive dairy farmers, environmental discussion group, contact facilitator, invite researcher to contribute, approach other groups virtual 1-3

On farm demo second half year

*Update on grass measurements:*

*in FR, in Brittany, weekly measurement grass yields, paper in regional farming newspaper, even with COVID implemented?*

*In DE, OG-EIP: weekly measurements, pasture coach from Teagasc*

*In IE, measuring is continuing, by farmers, updated, grass newsletter weekly, extra support: regular visit of advisors to train them*

*In DE, data of drone doing measurements, automatic measurement: very interesting!*

FR: 1 demo event planned with milking cooperative, C sequestration program, environmental footprint tool (Cap2ER: 1 measure for all FR before) at territorial level

Event of Sensibilisation farmers, now planned by skype

1 demo postponed to September

1 meeting skype advisors milking cooperative to plan 2 demo events by the end 2020: agroforestry, grassland management and impact on C sequestration

To do: Update calendar events on the platform (add content), deadline hub campaign plan to be précised

### 1.5. Good use of Nefertiti Platform:

- Discussion about the Guideline and platform

DE: hard to get people on the platform, 5 events/year, how to be more active?

IE: for newcomers in the project, it is hard to navigate, even if getting better with help, giving farmers to register, tick boxes public

FR: registration is still difficult for farmers: click on link forgotten, platform difficult, risk to discourage farmers because lots of info needed, too many clicks

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Mathieu: we expect a lot of this platform, 100 HC, different expectations for Excom/HC/NL/farmers, not a Facebook, lots of limits, use as a main tool to share even if not perfect, simplification going on

DE: Is there a possibility when new article, video, leaflet on the platform, to be directly informed by twitter/Facebook/mail as pop-up notification?

Mathieu: 2 problems to solve: technically link automatic, legacy RGPD, perhaps automatic mailing?

Thomas: next newsletter focused on exchange between NW, knowing what s going on on all NW

- Filing in the online questionnaire (NL on behalf of the group)

<https://docs.google.com/forms/d/e/1FAIpQLScQ4Gvnsf1t3QItPOYZOOCYc7mX7YQR57PZX3avN4T21bX4ng/viewform>

Rate:

- for NL/HC ok;
- for farmers hard to find the information

Functionalities:

- Good /useful: map for farmers, automatically event report (pdf) for HC, calendar events with color NW, automatic notification for HC for report event and give feedback,
- To be improved: register on homepage and not 3 clicks, how to create more content: ccl demo events useful and interesting: out coming and not only announcing.

#### Decisions taken:

- ✓ Hendrick modifies and changes the timeline of DAP2
- ✓ Each HC: Update calendar events on the platform



## 2. Network 2:

### List of participants:

Participant	First Name & Name	Organisation
1	Richard Lloyd	I4Agri
2	Lisa Morgans	I4Agri
3	Sebastian K. Pagenkemper	GLZ
4	Clément Allain	Idele
5	Enrica Belfiori	CEMA
6	Katleen Geenricks	Province of Antwerpen
7	Reynout Godaert	ILVO
8	Léa Tourneur	ACTA
9	Delphine Neumeister	Idele
10	Heidrun Moschitz	FIBL
11	Sandra Honegger	GLZ

### Discussion:

The topics below were discussed:

#### 2.1. Impact of COVID-19

UK: restrictions on movement, anything not essential is cancelled. Not any meeting, even virtual meeting, in the short time (one month?) because punctual cessation of activity.

France: not allowed to go out for work (except for experimental work) and of course no meeting possible with groups of farmers. Cross Visit in cancelled for this year.

Belgium: demos and farm visits are postponed. Same situation than in France

Germany: restrictions less strong than other countries. Anything restricted to minimum activity or skype/phone activity. Videos may be possible to make, or phone contacts with farmers.

#### 2.2. DAP 2

- **Fine-tune your DAP2: no specific comment**
- **Start developing solutions for the challenges mentioned in your DAP2:**
  - To increase the number of registered demo farmers and innovation actors on the Nefertiti website
    - ✓ keep on promoting Nefertiti to both innovation actors and potential demo farmers
  - To increase the number of registered demo farmers and innovation actors on the Nefertiti website
    - ✓ keep on promoting Nefertiti to both innovation actors and potential demo farmers
  - To look for synergies, the existing 4D4F website
    - ✓ Send enhanced practice abstracts (with photos etc) and links to videos to ILVO
    - ✓ ILVO to determine whether we can use the 4d4f database to promote the Nefertiti network.
    - ✓ ILVO to link to other partner sites firm 4D4F website (translation needed)



- Promote lessons from demonstration events
    - ✓ Make short videos wherever possible
    - ✓ Hub coaches to write up key messages from selected demo events
    - ✓ Add a review of demo content in 3 monthly hub coach virtual meetings
    - ✓ Hub coaches to add pictures to practice abstracts and send to ILVO to be added to 4D4F website
    - ✓ regular phone calls with hub coaches to share message within all the network
    - ✓ promote the action on social media and publication in agricultural press
  - Widen the multi-actor base of the Networks/Hubs
    - ✓ Take every opportunity to promote Nefertiti/Network/Hub to schools, agricultural colleges/Universities, policy makers/**private (De Laval for example), agritech centres,**
    - ✓ Get a sponsoring from an innovation actor (a company) as long as you guarantee independence of the network (good advertisement for the company which may participate for free).
    - ✓ increase social media presence
  - Getting farmers to agree to put on demonstrations
    - ✓ Identify mutual interest and liaise with tech companies and early adopters.
    - ✓ Identify motivated demonstration farmers who are happy to speak about their experience
    - ✓ Promote the cross visits
  - Lack of budget for putting on demonstration events.
    - ✓ Identify mutual interest with other National/Eu projects/initiatives
    - ✓ Project manager to check if budget remains permanent even if some of the demos are virtual / Does covid 19 free up budget
  - Overcome the language barrier
    - ✓ Hubs to investigate social media avenues in own language (ex: WhatsApp)
    - ✓ Links to own language sites from 4D4F
    - ✓ Use of subtitles
  - Increase the visibility of Nefertiti
    - ✓ Take every opportunity to promote Nefertiti in presentations and trade events
- **Communication**
  - **Getting farmers to agree to put on demonstrations: cross visits are a very interesting tool to organise something in their own country**
  - **Having more purposeful photos or communication**
  - **Identify topics on which you would like to exchange with other networks (if any) - knowledge exchange (not technical)**
    - Concrete discussion to know out more about the events they are organizing (processes, target group, format, what is working or not etc.)
    - Policy makers: experience feedback about who was invited, the program they settled up, the good tips to convince people to participate
  - **Define what the NEFERTITI project could/should provide as support to your network/**
    - Sharing best practices on online /virtual demonstrations
    - Sharing experience about successful contact with policy makers
-



**2.3. Policy dialogue**

- **Exchange experience per network about the state of the art of the policy dialogue in your hubs**
  - GB: identified as a challenge, was not happening brilliantly. Brexit complication. Very little done with policy makers. Agricultural policy change should be a good opportunity to have policy makers join events as they want to understand better the context.
  - France: no policy maker involved in the hub. The CV could have been an opportunity because it was a big event. Taking advantage of the big events is the best option, because it is difficult to involve a policy maker when we are only grouping in groups of 10-15. The Covid context doesn't help neither.
  - Belgium: same situation than in France
  - Germany: More than last year. the hub involves actors present in the agricultural sectors. Head persons leading the farmer's organisation, which are also active in political parties. Politician are very active on social Medias.
  
- **Exchange on the proposed documents and provide feedback to improve them**
  - no comments
- **Express any relevant ideas that could facilitate the commitment of Policy makers**
  - Take advantage of international shows to organise short presentation meetings of Nefertiti to facilitate the link with policy makers or official (ex: SPACE in France/Brittany)
  - Collaborate with the other national hubs to mutualize the forces
  - CEMA could provide some support to contact device companies and help target policy makers at European level

**2.4. Virtual demonstrations/meetings**

**Introductory round:**

GB:

- Dairy farmers' discussion group online, from the same region. To discuss about the impact of Covid. Device: problem of downloading plugin or software.
- Second meeting with 8 people: good connectivity, chat monitored. With video. cheerful atmosphere.
- Third one with 2 farmers (good weather)

Belgium: instruction video on how to put innovation on platform

France: no experience, used to webinars but not with demos with farmers

Germany: video is important and can be prepared in advance. Some experiences in the past with videos. important to respect a short timing. Whatsapp videos easy to share. important to keep the interest.

Brainstorm about main challenges for developing and delivering virtual:

Potential challenges	Solutions
<b>Rural connectivity</b>	
<b>Knowledge of this technology for the farmers</b>	Net2 farmers more used than others.
<b>How to make it interactive</b>	Quiz, bottom up solicitation (online brainstorm etc.) name directly the people use the chat to help people connect
<b>Keep the interest</b>	videos, could be done by the farmer himself

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<b>Social aspects</b>	rewarding system if they attend the meeting
<b>How to have people participate</b>	time structured format explicit social events

## 2.5. Hub Campaign Plan & M&E

### Main success points:

#### GB:

- Big success is when farmers are communicating and exchanging, also after the meeting during a social event.
- Better put the social event at the end of the demo

#### France:

- the person who hosts the demo has to be motivated for the presentation but also to gather other farmers
- the motivation of hub farmers will have other people come to next demos
- Offer to farmers the possibility to continue the discussion (facebook group, Whatsapp...)
- Let enough room for discussion, not only top down approach
- Provide a quick report of the demos (Youtube, pictures, document...)
- Need to involve other people to the hub (farmers, private companies, manufactures...)
- Use digital applications to have people join
- Ask manufactures to provide material to the farmers during the demos to have farmers tested them

#### Belgium:

- Improve communication and promotion, so that people know better Nefertiti
- Farmers should have the opportunity to learn from each other
- Do not put too much information in one demo
- Evaluation is very useful to adapt future activities (content, location, interest...)
- Work in small groups to facilitate discussion
- Communicate more after the demos

#### Germany:

- Necessity to add special value to your demo, do not replicate something that has already be done
- Invite external speakers
- Actively invite the farmers: call them before the event to give them motivated push
- Promote afterwards the event in the press to raise interest also for the farmers who participated.

#### Other comments:

- Hands on approach are crucial
- Informal meetings are more important than
- important to look at other network's solutions to the same problems

### Your plans for the new campaign plan, share issues / questions / dealing with covid crisis

France: the hub is still functioning, contact has been made with Lely (about software on the robot) and protocol has been built to have it developed on a farm, a demo is planned at the beginning of July and can be adapted on a virtual format if necessary. Farmers really like to visit farms, which is not possible virtually, new ways (short meetings?) have to be organized to keep the contact.

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Belgium: a big event is supposed to take place in September and small events (parallel sessions like workshops). Otherwise videos or will have to take place. Small meetings should be possible/

Germany: plan for august farm demo (automatic feeding of cows) but could be postponed. Planning to do some videos (carbon sequestration, climatic change processes...) with the hubs; chatting tools on smartphones (chat groups).

GB: planning to organise a series of virtual events (did it for rumination topic, with people in all the country). Other events were supposed to take place but uncertain for the moment.

Cross visits are in question and may be cancelled in 2020. But it could be interesting to have a virtual meeting within the network to speak about the learning of Covid crisis.

### 2.6. Good use of Nefertiti Platform

- What works well: maps of demos farms, calendar of event
- What could be improved: ability to load larger jpegs, check the country filter of the calendar, feedback when submission is rejected, add a help desk?
- see questionnaire completed

### 2.7. Communication and Dissemination

#### To exchange ideas on the good communication practices:

- **Communicate after the demo:**
  - o Disseminate the demo's learnings and key elements on social media, on the agricultural press and on local networks.
  - o Communicate in national language instead of English, and then make the connection to Nefertiti website
- **Context:**
  - o Regarding the actual context (covid), we should use more the social medias
  - o Take advantage of this time to get familiar to new communication tools
- **Videos:** Put more resources in making videos (when possible to do it !), and in the covid context, ask farmers to take their own smartphone to make some videos. Amateur video makes it more real and maybe more incentive to raise interest.

#### To exchange ideas on the way to get farmers testimonial on innovation and demonstration

- Identify mutual interest and liaise with tech companies and early adopters.
- Identify motivated demonstration farmers who are happy to speak about their experience
- Promote the cross visits

#### Action plan for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)
2 skype meeting	Hub coaches	Richard	May
Write the key messages	Hub coaches	Richard & every HC	2-3 weeks after the event
Use of Nefertiti platform		Stephanie	May

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Liaise with tech companies and early adopters	Hub coaches		
Investigate social media in their local language	HC	HC	



### 3. Network 3:

**List of participants:**

Participant	First Name & Name	Organisation
1	Damiana Maiz Barrutia	INTIA
2	Milica Trajkovic	BIOS
3	Marko Prokin	BIOS
4	Adrien Guichaoua	ACTA
5	Corrina Nieland	DEMETER
6	Yulia Barabanova	IFOAM
7	Jone Lizarza Durruty	INTIA
8	Dario Zagorec	ASC
9	Caroline Evrat Georgel	IDELE

**Discussion:**

**3.1. Impact of COVID-19:**

France: Adrien talked about the situation in France - containment in France expected to last one month, hopefully the situation will be better mid-May (optimistically).

Spain: Regarding the Spanish hub Damiana and Jone said that since the role of INTIA is advisory as well, there is a lot of communication with farmers, in Jan & Feb there were three demo activities, potentially they will continue through videos, Spanish citizens are in isolation for one month, no physical meetings are possible before autumn and they are expected to go back to work in June.

Croatia: Dario from the Croatian hub said that strong measures are set, around 1000 people in quarantine. No demo activities possible before July/August.

Germany: Corinna from the German hub said there has been a massive shutdown across the country, farmers are allowed to have contact with consultants, some activities are happening, but no other meetings and conferences are happening. All the events are planned in the second half of the year, so hopefully the majority of them will happen, so for only one date changed.

Adrien: due to the risk and sensitivity of animals, physical meetings might be postponed more than we expect, but meetings can happen even in Autumn or Winter.

Jone: more virtual meetings expected, but physical activities will hopefully happen in Summer/Autumn, still too early to assume.

Dario is in constant communication with farmers, different counties have different number of COVID cases, hopefully physical meetings possible in Autumn.

Caroline talked about the situation in the hub, 5-6 demo activities were planned, but at least three cancellations will happen, the events which are planned in Autumn should happen.

Overall the impact is mixed with the virtual events expected to be important while the COVID-19 situation isn't under control.

**3.2. DAP2.0:**

- The DAP was focused on sharing more technical knowledge and how this could be done, on platform and how it can benefit the farmers, and on Network level talking more about the demos which happened. Next period is good for technical knowledge sharing as people are less in the field, as noted by Adrien.



- Caroline mentions there were no activities in the first two months of the year in France, but it would be possible to talk about technical knowledge of 2019 events.
- Dario believes best demos are done on-site. He believes a few demos can happen in Autumn as it's best for them to be on a farm.
- Yulia asked if the farmers would be able to film themselves doing some demo activities and for that video to be shared and commented on?
- Caroline believes she could ask one of the farmers of her hub. Spanish farmers could also record videos of demo activities and trainings will happen on how to make videos with mobile phones.
- The main aim is to have videos which will be good for the hub knowledge but also network knowledge.
- Exchange with other networks - some technical innovative subject which is not common like calf rearing. Identify technical issues of the networks. How to keep the network alive and how to motivate people. NEFERTITI as a project could help on knowledge gathering when the network says which knowledge they would need (10 days suggested as the period for gathering areas on which the network would like work on).

→ **Action Point:** Hub Coaches to communicate to the Network Leader until the 25th of April which topics they would like to cover in the coming period.

### 3.3. Policy Dialogue:

- INTIA has received support from the national government to work on demo-activities, they are already involved in some activities (for example one organic demo event happened where the mayor of the area was also involved in organizing the farmers).
- Caroline the French hub are not directly involved with policy makers, policy makers are aware of the demo activities of 2019, they were contacted.
- Corinna isn't aware of policy makers being on demo events last year.
- Dario shares that policy makers were present at an event concerning cattle breeding. They talked to local policy makers, and in Croatia they are focused to approach policy makers on a local level, but they didn't have good experience with them.
- Caroline thinks it is hard to involve policy makers if we don't know the right people. WP6 has given good guidelines on how to approach the right person.
- Damiana says for them it is easy to reach policy makers and INTIA is asked on feedback on some policies.
- Tips & tricks: have constant contact on different subjects even when it is not connected to NEFERTITI, use social media to present your work and get them interested. Corinna mentions that in Germany it's important that you are doing good agricultural practice on an everyday basis and not only focus on inviting them to demo events.
- Guideline is seen as good and valuable by Corinna. Adrien reminds that if it is a bigger crowd at the demo event or when it is election time, policy makers might be more eager to come to an event.

### 3.4. Virtual demonstrations/meetings:

- Caroline has no experience in virtual demo activities but does have in virtual trainings. Her experience - for her it was not great, it was difficult to learn and appropriate things.
  - Dario has no experience with virtual demos, but thinks good videos are the right way to go.
  - Corinna has no experience but is aware of platforms where you can watch videos about farming and these videos are watched by farmers. Farmers have expressed that sometimes it is more convenient for them to look at the video than to read through something.
  - Damiana believes younger generations are more tech savvy, so it could be a problem for older people.
  - Milica shared experiences from IOF, there haven't been many successful stories there as farmers are reluctant to join online meetings and found it hard to dedicate time to virtual meetings.
  - Overall the findings of the Network are that successful virtual demo events should be limited to 5-6 people, have a precise topic, last one hour maximum, have a good facilitator, rapporteur, and people should be motivated to be active in discussion. Caroline added it would be beneficial to actually see the people involved in the event. Good point is to also record the meeting but ask for consent beforehand.
- Damiana to send these findings to Laure.



### **3.5. Hub campaign plan & M&E**

- Milica gives opening words and thought on the hub journal. Milica asks for opinions and experiences on involving demo-farmers and innovation actors in the hub's activities.
- Caroline believes it has been really good in her hub.
- Milica mentions that one of the plans highlighted was to involve more demo-farms. She questions how to properly involve new farmers and if that would be an added value to the project or if it could threaten it somehow as we don't know if the new farms will be active. And a question arose as to why is the farm that has demo activities not part of the hub.
- Caroline says she tried to limit the number of farms in hub so everything can be manageable and neatly organized. But they are mixed in the NEFERTITI project on a case by case basis.
- Adrien doesn't think we should limit the number of farms in the hub.
- Caroline mentions the problem is signing the farmers up even with reminders.
- Milica asks whether hub coaches can go through the questionnaire with the farmers. Or if they should also get the link so that they can forward it to the farmer via WhatsApp.
- Caroline believes that to be a great idea because some farmers don't check mailboxes.
- Milica questioned whether farmers need new topics, topics where the farmers can go deeper into a specific subject.
- Corinna says she has a colleague who has a couple of topics on which he talks about and that has shown to be a good practice.
- Dario is asked if there were issues with events with no attendees. Dario has been in his line of work for over 20 years, so he knows a lot of farmers and thus when he is preparing a demo event, he expects about 15-25 attendees, especially because the interest of the farmers is checked before the event is organized. Dario says it is also good that multiple actors are involved with the events.
- Milica asks if in Spain they had events where there are multiple actors who find it hard to "speak the same language" or the presentation is not given in the best way possible.
- Caroline says during the demo activities in France this wasn't the problem and during the cross visit in Germany there were some presentations that were not really good due to the barrier of the language and the way the message was conveyed (not presented technically, but commercially). Caroline always advises the event organizers what is the objective of the event and what is expected (what sort of knowledge) and they check before the event if the message is clear.
- Damiana thinks that the advisor's role is to make sure that the message is formed in a proper way and that everybody in the event "speaks the same language"
- Milica thinks that the HC should do the above-mentioned as well, to which Caroline agrees.
- Corinna mentions that the presenters in her hub were already professionals who have presented before and are in the agri-food business for a long time and that helps.

#### **Next question is on promotion and how to get to farmers who are not in the hub.**

- Caroline says in France they have great contacts with the farmers, so they are easily notified when there is a demo activity. The target group they miss the most are the policy makers. They have target lists of students, farmers and since there are two HC they have two wider networks.
- Corinna states Demeter, as a farmer's association, also knows well which farmers might be interested in a specific topic. Moreover, events are posted in an event calendar at the web page.
- Jone states in their case, since they have a public advisory service, they have a very long contact list and they know, quite well, which farmer could be interested in the specific demo event.
- Milica asks the hubs to present their plans for 2020.
- Caroline states there was a meeting of the hub at the beginning of March and the plan that was made on what the hub wanted to demonstrate and teach people this year and they also discussed which types of events needed to be held. Caroline thinks that if the events on farms can happen in Autumn, two or three events will be held.
- Corinne says they planned a couple of events regarding the cattle are planned for this year. Also, an event on organic poultry is planned. The events are planned for September and November. Currently there are not many issues besides COVID.
- Jone states they have no plans for now due to COVID but hope they can be more active from summer onwards.



- Dario says that for this year they will work on the same topics as in the previous year. They will work on identifying issues with cattle grazing. Another topic is open barn with outdoor climate since the climates differ in Croatia from region to region. Dario thinks they could use the knowledge from France/Spain regarding different climate.

### **3.6. Good use of Nefertiti Platform:**

- Milica gives a presentation of the Guideline.
- Caroline believes that the platform functions well and the guideline was properly written.
- The other partners also believe the platform is done really well.
- Jone thinks the platform is good for reporting but the farmers won't find it too useful (should contain more videos, links to helpful documents)
- Caroline used it to monitor her farms and also believes the platform is good but believes we should find a way for the platform to be closer to the field.
- Corinne had issues with finding events that happened in her hub. Also, it is pointed out that farmers currently don't have any motivation to visit the nefertiti platform, what is the benefit for them, there is still potential.
- Jone thinks maybe a forum would be a good idea.
- Corinne and the group think the message board brings no added value.
- Overall the platform is rated with a 4.

### **3.7. Communication and dissemination:**

- Caroline states that she monitors if there are lots of questions during the event and if they talk about the usability of the demonstrated knowledge.
- Damiana and Jone state that there is a person who is in charge of all communication regarding EU projects.
- Dario talked with the students regarding the demo events in his hub.
- Milica says we are working on a more structured approach regarding the communication and dissemination of information.
- Corinne also has a person responsible for the communication. Corinne would take the photos of the event and then that person would work on further communication.
- It is recommended that all the HC who have a person responsible for communication asks that person to get in touch with Dajana Vujaklija (BIOS).



## 4. Network 4:

### List of participants:

Participant	First Name & Name	Organisation
1	Luis Orcaray	INTIA
2	Ciska Nienhuis	WUR
3	Andrzej Szymanski	CDR
4	Franky Coopman	INAGRO
5	Fleur Marchand	ILVO
6	Laure Triste	ILVO

### Discussion:

#### 4.1. Impact of COVID-19

*Everybody is able to work from home*

- Luis: Advisory is essential for farmers. They are allowed to go through with experiments and trials. Now the issue is: starting with new experiments and trials. In Spain also the advisory systems work through telephone. When a farmer mentions a problem, the advisor goes to the field by himself to have a look and then calls the farmer back.
- Andrzej: Not possible to go to the farmers, so difficult to reach them.
- Ciska: students project is cancelled
- Franky: same situation like in Spain

*Impact on NEFERTITI demos?*

- Franky: Flanders: main demo times are at the beginning and end of the year. Cancelled one in May and postponed it to workshop meeting in November. Franky already had four demos in January and February. See if they can start up the field trials and give demos at the end of the year, there is no problem to reach the target of 5 demos.
- Luis: Made already 3 demos. Do them mostly at beginning and end of the year because farmers have less work then. He does not foresee any problems. They postponed one big event. Thinking about doing one virtually. Waiting for experiences through annual meeting. He can reach 5 demos this year.
- Andrzej: Have to wait one or two months, because not sure when everything will be possible. Planned event with advisors from all over Poland. He cannot say whether he will meet the target. He did not have any demos yet this year. They think about virtual demonstrations. They think about it with colleagues from other networks.
- Ciska: We cancelled most of the plans and demos. There are currently some rearrangements in the hub. Two innovation networks decided to stop with the network. So, she had to rearrange the plans and planned 5 new demos. They don't know when it will be able. Already have vague plans for virtual demos.

#### 4.2. DAP 2.0

Already discussed the DAP 2 times in past months.

**Important challenge: Share experiences about the demos we do, so we can learn from each other.**

*Which medium?*

- Now they are using skype

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- Franky has good experiences with Microsoft teams
- Luis: not experience with MS teams. He does with zoom, skype, WhatsApp.
- Andrzej: not experienced, but willing to learn with help of colleagues
- Ciska: skype and zoom most experienced with. Willing to use Zoom as colleagues use it.

#### *How to organise more information exchange within network?*

Search for an easy way to exchange after each demo how the demo went, with a video for example, to motivate each other. We can use the [hub journal](#) and prepare the questions before we meet. This is a good idea because we have to complete it anyway. Another idea is to follow the 6 steps in organising a demo according to the [design guide](#).

We should organise every month a skype meeting.

#### **Other challenge: how to involve farmers in the hub**

- Ciska: was looking for existing networks. Found a new one, where there are also policy makers and 15 farmers involved. All organic farmers that want to organise a demo on their farm related to organic agriculture. In another network there are also other topics: cover crops, glyphosate. Now she has 2 hub boards. The organic board is difficult because of COVID, she doesn't know if they want to cooperate on virtual demos. They come together every 6-8 weeks. Funded by Province of Groningen who wants to stimulate organic farmers. And Ciska is using them as advisory board for new experiment.

Ciska doesn't provide material added value. The only added value is through information. Farmers get advice and knowledge specific for their own farm.

- Luis: farmers association: they give ideas, but they don't want to fill in the NEFERTITI work sheet. They see the network is important, but don't see benefit of EU network. They are farmers, who are often boss of other farmers. The small board decides on demos. They will probably end up with collaboration that will last after project. One interacts a lot through social media. It develops a lot of interaction. He has a lot of connections. It is difficult to involve farmers in the hub to have decisions.

Engage farmers: by explaining the demos, propose new subjects, make available information. Added value of the network are the contacts with farmers in other regions, farmers doing other things in conservation agriculture. E.g. take a group of farmers to a farm 400km away. The hub provides these contacts. But they don't see the value of contacts in other regions, because of totally different conditions.

- Andrzej: Idea to interest people for the hub. Start to talk to president of producer's organisation that covers the whole country. Starts speaking to individual farmers. Farmers are very interested in the CV in Holland. IN short time, the number of farms could be increased depending on the situation.

Engage farmers: operational group (EIP) applied for subsidies. It is about the construction of machines for acidification. When this group will be approved there is an opportunity to show this machinery and invite farmers to present new technology.

- Franky: how giving added value to farmers of being part of the hub: e.g. when they want to test new machine, then Inagro contacts machine producer and makes sure the machine get on the farm. E.g., farmer wanted to test added microorganisms to the soil: organise field trials at the farmers parcels. A lot of local farmers already have good interaction with the organisation. Some are part of the advisory board of Inagro: have good ideas on demos and needs of farmers.

#### **How to use information from other hubs into local communication?**

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Problem: all materials and everything is in local language. Can we share videos? Who is responsible for translation?

#### **Topics on which they would like to exchange with other NWs?**

- How to organise the virtual demos and how to engage farmers?
- Ciska, Luis, Andrzej already have contact with their colleagues from their company in other NWs if they have questions and want to exchange experiences.

#### **How can we collect the information on whether the farmers implement knowledge?**

Ciska sends online survey to farmers and asked what they would like to implement of what was demonstrated. Only 5% replied.

Luis tried online surveys (30% responded) and the physical was 80% response. You don't know if they are really going to implement it, you only get their intention. You can know it for people you have a lot of contact with. E.g. asking the year after during a similar demo topic on whether they implement the last years knowledge (and maybe exchange some experiences on it).

### 4.3. Policy dialogue

#### **Exchange experience per network about the state of the art of the policy dialogue in your hubs**

- Franky: a lot of demos are often organised with the Flemish policy makers. We have a department that is dealing with organising demos for farmers. A lot of demos on soil fertility are together with them. Last year we had a demo with local community. A lot of farmers were reached by the invitation of the community. The field trial was very close to the community building and the reception was in that building. The community had a part in the program. The bigger the event, the more chance you have invite policy makers.
- Luis: Not easy to involve policy makers. We are public company so do have contact with them, but they are only interested in big demos. There are technical people there, that pass information to the policy makers. Had contact and talk about what is important to promote (e.g. demos). They can collaborate with local authorities, but they don't do legislation. Difficult to reach policy makers who make legislation.
- Andrzej: not difficult to reach policy makers. The knowledge about the hub and NEFERTITI is wide and passed, because the most important people in agriculture are involved. No problem with ministers and politicians for events on national level, but for local events it is harder.
- Ciska: didn't try yet to involve government. But now she involves the network of organic farmers, in which already local policy makers are involved, so this should make it easier.

#### **Exchange on the proposed documents and provide feedback to improve them**

- Luis: the letter is not useful. You have to have the contacts. It can help but a phone call is more useful.
- Ciska: what is the goal of involving politicians. If it is the further existence of the NW: this is not a problem because I already work with existing NWs.
- Luis: you could get funding. If you work with innovation actors: you could convince policy makers to give grants to these people. They can help you in other ways. Because some farmers are risking things, they don't know if something will work. Politicians can help here.
- Andrzej: the letter can help, because sometimes you will have to use it.
- Issue: difficult to involve politicians if you don't have a connection already.
- No additional comments were formulated on the other documents.

#### **Express any relevant ideas that could facilitate the commitment of Policy makers**

- Franky: Getting the right contact person and not send it to a general address (e.g. info@....)

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- Luis: Opportunity with the new CAP, eco schemes. They are thinking about introducing conservation agriculture as an eco-scheme in Spain. You could link the demos to a policy topic of the CAP and use them to stimulate the topic for the eco schemes.

#### 4.4. Virtual demonstrations/meetings

##### **Current experiences:**

Franky does not have experiences yet. We were thinking about making videos, but are not experienced in it; No further experiences yet in the network.

##### **Challenges:**

- Have a good duration of a movie. What is a good length of a medium?
- How do you have to film it. What has to be the quality? Can we do it ourselves?  
You can easily make it with your own phone.
- Challenge: how to move farmers to the platforms where we will share the movies?  
In Flanders: group of 7 farmers on land cultivation. They have WhatsApp group. Franky is moderating the group and there is a lot of interaction. Advantage: it is only info for a small group. How to share this info to a broader group?  
Cooperation with media partner (Agrio): well visited platform for videos about demonstrations. They already have a good network. Make use of such partners.
- Luis: planning a big event in May. We are thinking now on how to do it virtually live. Make a demo day: demo show and people can react. Are still looking if it is technically feasible.
- Other opportunity: show videos about the trial and then have a technician available for discussion. Still looking for platforms. The idea is that farmers can watch it on mobile phones, because farmers are most familiar with phones.
- Andrzej: so far no experience. Some farmers are still old school, so it will not be easy to use such tools. Some young farmers will be interested. I will discuss with colleague on how to do demonstrations.
- Franky: Farmers are doing experiments themselves. They share it only in their small group.
- There are physical meetings: now we proceed with WhatsApp group after the meeting.
- *Challenge: how to get our information to a large public?*
- *How to get interaction?*
- It is a handicap for big demos. How will you stimulate interaction? Because this provides inspiration for new demos.
- Luis has overview of platforms in Spanish.
- Franky: farmers always want to see the result of a growing group. Trial on fertilizer application. Now make every week images to show how the crop is reacting on the fertilizer. They want to make a virtual demo by collating all images.

#### 4.5. Hub Campaign plan & M&E

##### **Demonstration farm**

- In Flanders: go to farmers that are willing to demonstrate and are innovative. This is a win-win. The farms depend year to year also for similar topics.
- Spain: we contact people that are willing to participate. But the question is how you reach them, because you don't always know them. Therefore, the network is important. We don't reach all people interested in the topic.
- In Flanders, when they are giving advises on the farms, they ask whether they would be willing to demonstrate. They find them on one-to-one basis.
- Netherlands: experience difficulties. At first, they agree, but when organised they pull back. E.g., of a father that didn't agree for having visitors on the farm. Maybe, it would have been a good idea to involve them more during the preparation of the demo. He would maybe be more found to have a virtual demo.
- Spain: the personal contact is very important. It works better to reach them through an adviser than through Luis. Trust relationship works.
- Flanders: more difficult to find farmers for virtual demonstrations. Farmers are afraid of the camera. Also, in Spain, they don't like the video. This might be a challenge.

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- Poland: 2-3 farmers who are very popular (e.g. Mr Gryn), they like to perform. Still there is a chance to organise a virtual demo with them.
- Flanders: failure: the farmer could not be present on the demo itself, so we had to find replacement.
- Spain: searched farm with good access by bus for 40 participants: it was not easy. In the end we had to go with cars, because bus could not go.
- Poland: sometimes it is easy to organise it together with advisory services. They can easily organise field trials and have good view on farms.

#### Lessons learned:

- you always need a plan B in case of bad weather. The weather is important
- in Flanders: foresee 2 demo dates with 1 week in between (Same in Spain, Netherlands). Send text message or email few days before. This is very effective.

#### **Promotion**

##### Success factors:

- Flanders: main focus on email, website, but don't use a lot of social media. Will take it into account for next year.
- Spain: surprised that a lot of farmers use social media. In the organisation they hired a communication manager and a lot of farmers seem to use twitter (more than facebook).
- The Netherlands: use mainly the website and the website and online magazine of media partner (on agriculture)
- Poland: mostly contact through regional advisors, emails, and phone (text messages and conversations). They call farmers in the region to convince the farmers, and use the regional advisory system (papers etc.) We need to improve to use social media.

##### After demo:

- Flanders: put short message on website, when there is a journalist, he/she also makes article
- It is a failure for Spain: we do it in a newsletter for the whole company, but we don't reach the farmers enough.
- The Netherlands: in few demos there was a reporter because they work together with media partner, and it was distributed through website and newsletter of Wur and media partner. Dutch farmers also use twitter after the events.
- In Poland: use their website and sometimes use social media (send pictures). Plan to use also the institution newsletter. It is published by another department and he has to contact them.
- à Idea is to send survey to ask farmers which media they used most.
- Failures:
- Spain: sometimes we have a list of distribution depending on the topic. Some farmers mentioned that they were not notified on specific topics they were interested in.
- Lesson learned:
- Flanders: we have sent out invitation by several organisation: our institution, the governmental organisation, local community. The local community had the biggest influence. They were able to reach different farmers (not only usual suspects)
- In Spain: interesting to reach farmers through associations and cooperatives.

##### Learning questions:

- how to reach policy makers in the demos?

#### **Monitoring and evaluation**

##### Means to do evaluation:

- Spain: less people answered online (30%) and 80% physically. Sometimes difficult to process all the information and to make it useful. Sometimes they get ideas for new topics and demos. But sometimes have impression that people want to be polite. Do you also use other types?
- Flanders: not a habit to have a questionnaire after a demo.
- Netherlands: questionnaire last year: checked if time of demo was ok, etc. Checked all technical aspects. It was sent online through email: 200 visitors and 20 responses. + Questions about intention for implementation was very useful, learned a lot about it.
- Spain: people online give more response, their answers are more useful, because they are committed to improve.

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- Poland: mainly use surveys directly after events.

Contact after:

- not a lot of contact with participants in Poland, Netherlands, Spain.

Could use Mentimeter for evaluation. In Spain they used it for other things yet but not for evaluation. This could be an idea. Big challenge will be to use in the field: what can you use in the field.

→ Could test new ways to evaluate and share it in the NW.

#### **Planning New campaign plan:**

- Try to have some virtual demonstrations.

In Flanders the planned demos were cancelled and not replaced by virtual ones, because of short notice after lock down.

In Spain, we are still learning about how to use all tools for webinars. But it is a possibility for future.

In Netherlands: the round-up limitations and cover crops will continue virtually. It is the demo for the CV. We should think about how to do the CV virtually. Ciska will keep it in mind.

#### **4.6. Good use of the NEFERTITI platform**

##### **Comments on the guidelines/ website:**

1. Make after event reporting easier:

Is not easy to reach. Sometimes we don't complete it directly after the event, then it is difficult to find the event. Now you have to go through different steps to give feedback. A solution could be to add a link at Events – add link: your events (or completed events) so you immediately get an overview of the events you organised yourself.

There is an overview at statistics: but again, it requires a couple of clicks to see in one eye view whether it is completed or not.

2. In statistics: already some demos are notified as “specified”, even if they are not complete.

3. Reporting of communication:

Now it has to be done on 2 places: on the platform and in the excel form. A suggestion is to link it to the platform, to fill in there the communication you did related to the demo. E.g. by making the item “promotion activities” more extended and use it to complete the reporting on communication.

4. Pictures:

There is not a lot of space for pictures: sometimes the space is already full with only 2 pictures. You don't have any room for additional documents and so on.

Videos are not possible on the platform: you have to put your video on a website and give link to the video.

5. Documents related to the event:

Make more documents available: e.g.; the invitation, etc.

6. Make the platform more attractive for farmers and advisors

It is not attractive enough. Farmers and advisors will rather visit local websites. If you want to visit you need to provide more information such as the invitation or additional documentation.

A suggestion is to restructure the event page. Put more interesting content earlier on the page. Now there very few information on it. For example, “link to event web resource”- should be rephrased as “for more information go to”. This should also be put at the beginning of the page. Also put it in native language. Then you can provide more info on your own website.

#### **4.7. Communication and dissemination**

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Nobody already shared testimonials from farmers yet. Only Franky, got a testimony from CV participants: with picture and 2 sentences written down. Would be more difficult to make a video.

Luis: post something through Twitter, and Diana retweets it. Small videos on the demo (not with testimonies) were translated to English and shared.

Can the videos made be shared through the platform?

We have a lot of texts and videos that are interesting to share after an event. The videos are all done on the website.

Now there is a lack of information on how to make good videos.

### Decisions taken

- Organise skype meetings every month to exchange experiences about the past demos, by using the questions in the hub journal (M&E) or by the 6 steps in the design guide
- Start thinking about how to organise some demos in a virtual way
- Think about how to provide added value to farmers in the hubs
- Try to involve policy makers on the events.

### List of actions for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)	Comments
Read the policy documents prepared by Lieve Prins and provide feedback to Franky. Franky will provide the feedback to Lieve	All hub coaches	Franky	Next week	All document are on the SharePoint in the folder of the policy session of the annual meeting.
Organise skype meetings every month to exchange experiences about the past demos	Everybody	Franky	Every month	All hub coaches complete the Hub journal for the demos they organised
Start thinking about how to organise some demos in a virtual way	Everybody. But specifically Ciska and Andrzej, because they did not organise a demo yet this year and otherwise might not reach the target	All hub coaches	May	
Share knowledge about the challenges and questions in the DAP during the skype sessions	Everybody	Franky	Every month	All hub coaches share their experiences
Try to involve policy makers on some of the events to show the value of demonstrations and to put it on the policy agenda.	Everybody	All hub coaches	End of the project	Think about for which demos it could be relevant to involve policy makers and use the guidelines provided by WP6.

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Test new ways of participant evaluation as an alternative for surveys	All HC's	All HC's	For all demos	
Think more about how to communicate about our demo, through testimonials and videos	All HC's	All HC's	For all demos	



## 5. Network 5:

### List of participants:

Participant	First Name & Name	Organisation
1	Jan Kamp	WR
2	Florence Leprince	ACTA / Arvalis
3	Viktoria Vona	SZE
4	Thiébaut Simon	APCA
5	Marek Kryzstoforski	AAC
6	Juhani Rahko	ProAgria
7	Vanja Bisevac	CEMA
8	Herman Schoorlemmer	WR
9	Fabio Boscaleri	RT
10	Thomas Alföldi	FiBL

### Discussion:

#### 5.1. DAP 2.0

Main challenge that will be included in the DAP are:

- Is to propose attractive events including videos and virtual meetings. Training events went quite well, with experts dealing with case-by-case questions and presentation of experimental results.
- The connection with industry (technology providers) is proposed to be strengthened, and
- To improve the exchange with other networks by sharing the added value of the impact of digital use in cropping activities. Exchange with the organic farming network (6) is considered to be interesting.
- We will all try to improve the attractiveness of the network for the hub coaches by sharing at least one “perfect experience” in their hub to the others. Sharing will be done not only by describing it, but also to support the “feeling” by making videos and pictures of the event.
- Making and sharing more videos of the events.

#### 5.2. Policy dialogue

Policy makers participating in events can provide added value. Digital agriculture strategy is important for policymakers (Viktoria) and demo farms / events provide inputs on how it works and how farmers use digital technologies. For Thiébaut, policy makers are invited to professional fairs and project restitutions, but not systematically to field demos for farmers and advisors. Juhani says that policy makers participate more at the end of the project (in Finland: through the SeAMK). Jan gives the example of the National Program on Precision Agriculture initiated by the Ministry of Agriculture, with members visiting events.

Three issues are described as drivers to help WP6 for policy makers' involvement:

- 1) network of demo farmers
- 2) Important to communicate about something to demonstrate: is it commercial? Research?
- 3) Bring innovation or new practices to new farmers, and markets = what is the impact (ex. How many farmers implement a new technology).

The question is crucial if we want to last after EU funding: how to stimulate and include policy makers? In what stage is our NW now? If we manage to get the policy makers involved, then we might be able to benefit from their support after the end of the EU project (includes strategic operation).

Suggestion to WP 6 is to make policy makers more aware of the value of demo farms for knowledge exchange through cross visits for example. A shared visit of policy makers from all regions to visit a selection of



international events (a special tour) can help policy makers to discuss this with the project and amongst each other.

The new policy brief as it is, provides elements for specific use in our future strategy towards policy makers. To leave something concrete after the project, we have to think about funding tools and policy tools to facilitate and support demo farms.

### **5.3. Virtual demonstrations/meetings**

We discussed and shared the plans we have now for virtual meeting in network 5 (Precision Agriculture). Except for France everybody is still internally discussing on how to do it, in order to get some interaction.

Some options for implementation were shared. Thomas Alföldi gives the example of FARMINARS (Farmers webinar) with the example of Farminars organized in Austria. A moderator operates from his / her desktop, and farmers can connect from field or farm building wherever they want with their smartphone, tablet, computer. This is a live interaction.

YouTube line stream is another option, but you can't really control who is participating.

Vanja (from CEMA) propose to dig for information about virtual demos by industries.

Luis mentions his experience with a class with 90 Students. Virtual demos are an opportunity to invite other people (besides the HUB) and to bring them in the knowledge => engage other stakeholders.

We have to define what is relevant for Farminars (as peer-to peer learning) and what is more suitable for (conventional) videos.

#### France

Thiébaud (for France) proposes virtual demos between groups of farmers working on Precision Agriculture. Surveys currently on-going both to non-expert farmers and expert farmers should provide elements to build virtual demos. Virtual demos could also help us to keep the dynamic between farmers regarding the project, the FR HUB, and the topic.

For the FR HUB, due to COVID-19, the "Digifarm workshop" (linked to the digital farm in Eastern part of France) initially planned in March is replaced by 4 thematic webinars – 2 hours each (4 different topics) to be held from 27th to 30th April. Farmers from the HUB will register and we expect to learn from their experience.

<https://www.evenements-arvalis.fr/view-4004-arvevenements.html??region=0>

Some videos (FR / EN) should also be made with Thomas on technologies developed in France.

Hungary: Viktoria Vona expects 3 videos to be made pending the organization of field events in September / October.

Poland: Marek Krysztoforski plans webinars for advisors, and video clips from previous events. Some kind of WhatsApp group could also be created.

Finland: Juhani Rahko would like to benefit from Thomas 'skills to make some short movies on one of events planned in Finland. Connections will be made directly.

Netherlands: Jan Kamp plans to organize two virtual meetings: one related to the opening of the Farm of the Future (hopefully on the 18th of May), one related to a field demo of a volunteer potato detection and killing device (in the second part of May). It will probably be a kind of webinar based on a combination of PowerPoint presentations + videos + chat box for interaction.

### **5.4. HUB Campaign Plan & M&E:**

The following issues were discussed:

- the group discussed about explicit or implicit message to be given before an event. Do we specially think about a message with an explicit objective of the day? For Viktoria, formulating a message before the event is important to meet the target group. The goal of the event / meeting (for ex. Get farmers know about a new technique, or able to work with it) defines how to organize the demo event. Extensive exchanges also take place about the role of companies (machinery companies) during demo events.



- Finally, the XLS sheet is provided with additional elements (new learning questions; success factors) for each stage of the demo process. It is up to the hub coaches to make a selection and use when implementing the demos.

### **5.5. Campaign plans for 2020.**

France (Thiébaut & Florence): the main issue is how to organize events with the COVID crisis. Current exchange with Thomas to make some videos (FR/EN) on technologies and actions in France. A bi-annual event is planned in Northern France next October for advisors, on machinery and digital innovation. This event could serve as a cross-visit depending on the plan for the initial polish event. Thematic webinars are planned on last week of April replacing the initial workshop on Digifarm (March). A questionnaire has been sent to farmers in France about their equipment in terms of machinery, digital tools, and their interrogations. This will help for further actions towards farmers in the frame of the HUB. Additional training sessions will be organized on the successful model of 2019 session, with an expert of guidance systems and their integration in VRA process. Events as Potato Europe (September 2020) and Innov'actions 2020 are still pending in regards with COVID.

Hungary (Viktoria): 3 events have already been carried out; one field event is planned in Sept / Oct. Field days' videos will be produced in the meanwhile.

Poland (Marek): AgroTech Field days initially planned in June have been cancelled. We will know more about events in the following weeks.

Finland (Juhani): "use" of Thomas Alföldi on one of events to make short movies. Juhani doesn't think it will be possible to have a virtual meeting with farmers but plans videos to be shared through the HUB and web.

Netherlands (Jan): 5 options are planned, but not sure they will all be achieved. Launching of the Farm of the future (mid-May), Potato demo days in potato sector (August), 2 happenings on the National PA Program, field experiments on potatoes (with videos).

### **5.6. Good use of Nefertiti Platform:**

Feedback is provided directly in the questionnaire (online)

Topic about **communication** has not been addressed because of lack of time.

### **Decisions taken**

4. Including more SME's / industrial partners: through CEMA we can connect to 4000 SMEs, a number of them in the frame of NW5 topic.
5. Within the network, share at least one "perfect experience" in their hub to the others. Sharing will be done not only by describing it, but also to support the "feeling" by making videos and pictures of the event. The purpose is to experience more added value of the network of hubs.
6. Sharing experiences with NW6 (organic arable farming) about the use of digital machinery in pest management (no herbicide use)
7. Produce more videos of organized events (include Thomas). And send existing videos to Thomas to adapt them into a shorter format.
8. Include more policymakers in the events (either an active role or just experiencing) to show the added value of demo events. And of the learning process provided through the NW and the Nefertiti project for improving knowledge exchange between farmers and between farmers and actors (market) them. We hope to improve the chances for continuation of this policy resulting in continuation of financial support for this approach.



9. To think about the expected role of companies during demo events. Including these technology providers has added value (but be aware that their role is not only on advertising their products but more about the added value for optimizing production – suggestion: during the discussion ask for 2 good and 2 “bad” sides of their service/product).

**List of actions for next period:**

<b>What</b> (action)	<b>Who</b> (partners involved)	<b>Who</b> (person responsible)	<b>When</b> (deadline)
DAP updating	All hubs	Jan	30-4-20
Identify a perfect “learning experience” and share with the other hubs		All hubs	Nov.2020
Share more videos / use the help of Thomas to adapt them in suitable format.	All hubs	Thiébaud / all	
Define 2 virtual demo per Hub and implement it / share experiences	All	Hub coaches	Throughout the year
Invite policy makers to demo events (make use of (parts of the) policy brief)	All	Hub coaches	
Implement action points coming from the WP5 evaluation of 2019 (define in your Hub plan what improvements you want to achieve)	All	Hub Coaches	Throughout the year (hub plans ready by 15May.
Define 2 virtual demo / HUB	All	HUB coaches	
Discuss about dissemination plans	All	Jan	Next NW meeting
Work with EIP-AGRI through operational groups (EAFRD funds)			



## 6. Network 6:

### List of participants:

Participant	First Name & Name	Organisation
1	Mateusz Sekowski	AAC
2	Cristina Virto Garayo	INTIA
4	Dajana Vujaklija	Biosense
5	Elina Koivisto	SeAMK
6	Erkki Vihonen	ProAgria
7	Kilian Busch	Bioland
8	Ann-Kathrin Spiegel	Bioland
9	Ellen Bulten	WUR
10	Yulia Barabanova	IFOAM

### Discussion:

#### 6.1. Plans / where are the hubs?

In Spain we already planned events, but some are postponed because of COVID. We can do some work, but no events. We have already done 2 events, so it's not clear when we can continue with the events. Maybe in the end of the year we can still do local events.

In *Germany* we didn't start the events yet. There were some planned for April or May. Thinking about 2 events that might also make sense in Autumn. We had planned to visit farms during growing season with specialty crops. We just have to adapt to the different circumstances. Ann-Katrin: I would like to try an online demo. Also, just to try it out. Kilian: there were a lot of young farmers last year, they would probably be interested in online demos. But we have to think about the timing (so not in the season where farmers are too busy with other things).

In *Finland* we have had one event in the north event. In late April we will organise one using Microsoft Teams. That one will be about soil management. We are thinking about doing virtual field visits that we can also post on YouTube.

In *Poland* we had 3 main demo events planned in May or June. These are going to be cancelled. That's a pity, because we based those on the demo events from last year. We had farmers who were engaged from beginning to end. We planned to build on that, but unfortunately those can't happen now. We will plan demo's in Autumn, but they will probably be lesser quality. But once everything gets back to normal it might be hard to organise anything because everyone who we might want to gather in the demo's will be busy getting back to work and catching up as well.

#### 6.2. DAP 2.0 and Virtual meetings

In February we already had a skype meeting on the DAP, which was very useful with concrete questions and answers.

#### Main topics:

- Bring as many farmers as possible
- Convince farmers to shift to organic
- Also engage with other actors such as advisors
- exchange knowledge that farmers can implement on their own farm maintain network beyond Nefertiti

#### Challenges:

Most will probably be connected with the Corona virus. Some ideas are to organise virtual meetings. Does anyone have experiences with those? Christina: last year I prepared a video demonstration using also a

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WhatsApp group, twitter and the YouTube channel of NEFERTITI. But I have no experience with a virtual meeting. Discussion: can this be considered a demonstration, or would it require more? Overall, there is little experience with virtual demonstrations, so this is a challenge! At Bioland we are using Zoom as a tool. It would be nice to see some examples. Thomas send an example in the chat (GoToMeeting) but how did they deal with the internet connection on the field?

There is really a challenge because in the Autumn farmers will be very busy and it is hard to imagine what we can organise by then and how the situation will evolve. And by then there will probably also be an oversupply of activities, so farmers might not be interested. A solution might be to organise just a few but really good activities instead of a lot of demos. We should also plan and coordinate better with other events that are going on. It might be a good idea to plan virtual meeting during the summer and if we can do events in autumn, we need to coordinate well. So, we can already start planning and have coordinated events. But for the concrete plan we cannot plan yet. So would need to do it step wise, because we do not know what we can do by Autumn. Another concern: even if all the bans are lifted, people may still feel uncomfortable meeting in large(r) groups. Trying out virtual events may bring us new tools that maybe will become useful even when the crisis is over. But will farmers be interested in a virtual meeting? A limiting factor might be internet connection in rural areas. We can also record demo's and then put that online. So, farmers can participate whenever they want.

Could we all try to consider doing at least 1 virtual demo in the spring/summer this year?

What are topics that we want to exchange about with other networks?

This is difficult, because we don't know enough about what is going on in the other networks.

It would also be nice if we could hear more about other WP's.

### 6.3. Policy Dialogue

This seems to be about continuation of the networks and even funding, but this topic is still difficult. Are we the right people to be responsible for this? We work with farmers, not with policy makers. Maybe there are colleagues who have this expertise, but they are not part of the project. So, we might not feel capable of influencing policy makers. There also seems to get funding, but for example in Germany there is already a huge funding scheme that already involve demos. It doesn't seem to need our work because the awareness and policy is already there in Germany. So, in the German context the assumption that there is a need for policy awareness or influence doesn't always fit. But in Poland there is no system of support, so their support, and awareness is really needed! So, there are large differences between countries for the need of raising awareness and lobby for funding.

From the other side: Elina shares that for decision makers it can be really valuable to be in contact with farmers. So, demo events can also be seen as opportunities to cooperate and show farmers the added value of engaging with policy makers and raise any barriers. Of course, countries are different, so for some regions it is harder to reach policy makers than in other regions or countries. In Poland the experience is that it was very difficult to get politicians to show up and reach them. It is hard to find the once that are interested and can add anything. We as hub coaches might not be the right people in all cases to connect to these politicians.

In Finland it is easy to connect to policy makers. But what is their motivation? Just to get their picture in the press? It is hard to know what exactly their motivation is for showing up. If you know whom to contact, things are a lot easier. You might only need to convince one or two people and connect to them. But the challenge is to find out who. Here it is really important to link up to national organic farming organisations to create more impact.

### 6.4. Virtual demonstrations

We already discussed this during the discussion about the DAP 2.0

### 6.5. Hub Campaign Plan & M&E

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We discussed a lot already during the discussion of the DAP. Is there a need for translation of the results from last year in national languages? Yes, this would be useful to do, so farmers also know what NEFERTITI is and to communicate about all what we have done in 2019. Would be valuable to translate. It gives a good overview but maybe for farmers we might need leaflets on topics because farmers are more interested in content. So would they be interested in NEFERTITI as a project?

The cross visit is an issue this year with the crisis. Is it mandatory this year to have a cross visit? Seems to be left open for this year because of the crisis. It is too early to be able to judge whether it is possible to organise a cross visit this year.

The current year will be affected by the crisis, so digital demo's might be the way forward.

The preparation of the demo event is the key success factor and we have to think about proper selection of the target group for a successful event. The host is also really important, he/she needs to be committed and interested. There are not that many failures (at least not mentioned in the journals). It is also important to think about whether we spread the knowledge in the end, that determines the success of the demo.

Someone mentioned practical trainings, who can share about this and mention trainings and practical events we can learn from? It's about going into the field instead of sitting in a classroom setting. Demo's with a practical approach have the highest value. If there is the possibility, it is definitely worth it. Participants really appreciate going to the field and seeing what to do about for example weed control.

Regarding the COVID crisis we really have to wait and see. We agreed to try to do at least 1 virtual event in the first part of the year.

Addition to the lessons learned: participants asked for a printout version of a general description of the farm (crops, area, machinery, crop rotation, etc.). Because you forget this information, so farmers want to have this information on paper.

#### **6.6. Good use of the NEFERTITI platform**

We are all familiar with the platform. There are some new functionalities.

In some cases, some of the surveys were missing, even though it seems people have filled them in.

Initial thoughts about the platform:

- Lacking information about techniques, information that were presented during the events that farmers can use for peer-to-peer exchange and information that can help farmers.
- There is a lot of info about the farm, how many participants but nothing about the outcome and results. So now there is now information flow from one country to another.
- There are videos on YouTube, but there should be more space for practical outcomes on the platform
- Maybe the practice abstracts can also help to share more practical information, but those are very limited.
- Videos are part of the solution even it is not well edited. Now the platform is mainly about data and you cannot see the YouTube channel on the main page. Farmers will probably not dig through the website to find more practical information.
- It would be nice if we could post videos in the reporting session

#### **6.7. Communication and dissemination campaign**

Is there a good way to get feedback from participants to give to the host farmer? This would be a great way to recapture what was done and said and what we can take away from it. Maybe a handy and quick checklist that captures the takeaway, the main lessons.

We should also collect knowledge to share, so more focus on the outcomes and the topics that are discussed during the demo. Testimonials and quotes are very useful to have for communication purposes. So taking

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quotes during the event is a way to capture this or if a hub coach makes the content of the report useful for communication.

Does anyone have problems with reaching the target audience? What is everyone's approach? Sometimes it is difficult to reach the target audience.

- Use mailing list from farmers of the associate group we work with
- Using official mailing lists (e.g. from governmental bodies)
- WhatsApp groups
- Advisors who are in contact with farmers
- Twitter for more general public (not only organic farmers)

It would be nice if there was more communication about what is being put out there. For example, the new videos. It would be nice if the communication and dissemination shared more and keeps us all up to date.

Regarding the CORONA virus crisis: people are pre-occupied with thinking about consequences. How could we help in a way during this crisis and not remain silent as a project. But we will have far less activity in this period compared to last year. What kind of content might be useful for farmers? What are challenges farmers are currently facing also regarding the corona crisis.

- The challenges differ a lot between farm types. In our network there are probably fewer challenges then for example wine farmers. Some farmers we have talked to, the situation is not that different from normal. But this may be different for other types of farmers
- A challenge is lack of seasonal workers
- Milk prices are dropping, so that is a problem for farmers
- Increased demand for sales in supermarkets, but that is for specific problems
- Control are not allowed right now, that might affect certification
- But it all really depends on the (sub)sector

Big share of the sale of some German organic growers happen at spring markets. But the spring markets are not happening right now. So the social media team shared about this on social media to support farmers and their sales.

Maybe it is an idea to share good practices within and between networks about dealing with this crisis. And also sharing good practices about virtual demonstrations.

#### List of actions for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)
Find out about good examples of good online webinars/demonstrations for inspiration. And also about how they went about creating this demo (especially if it is live on a farm)		Mateusz Sekowski	
Try to organise 1 virtual demo event in the first part of the year	All	All	Come back to this discussion by the end of April



## 7. Network 7:

### List of participants:

Participant	First Name & Name	Organisation
1	Delyan Georgiev	NAAS
2	Franziska Weißörtel	Naturland
3	Miguel Gimenez	University of Almeria
4	Marie Wesselink	WR
5	Marga Vitges	WL
6	Dimitar Vanev	NAAS
7	Petya Kumanova	NAAS

### Discussion:

#### 7.1. Impact of COVID-19:

The participants of each country are under quarantine and this establishes difficulties to do their activities under the project. (Live demo events.... etc.) Most of events could not be prepared before September and are postponed or planned for the end of the year.

#### 7.2. Dynamic Action Plan 2:

Because of the situation there are new challenges for the implementation of DAP 2. It's very difficult to do the demo events, to find farmers. There is a little bit farmer in some of the Hubs and it is difficult to find interesting topic within farmers, so this will be a challenge. Also is very hard to create the interaction between farmers in this situation.

Discussion about the challenges facing the NW 7: Maybe we have to find or create some kind of platform to put videos with demonstrations or to make virtual demos. Another challenge is to define the form of the virtual demo (webinar, video, etc.). Also, we have to adapt the videos, so they have to be very well oriented to the growers. The biggest challenge is how to accomplish interaction between farmers, how to conduct "Peer-to-peer learning" and how to attract them to participate in virtual demo event.

#### 7.3. Topics to exchange with other networks:

To work together is a good idea. Everyone agreed that we could exchange topics with NW 4, NW 5, NW 8 and NW 9. There were proposed and some primary common topics.

#### 7.4. Issues where the NW could be supported by the Project:

The NW could be supported through examples or showcases for a good virtual demonstration. Also, it could be a Guideline, something like few steps "How to do a good virtual demonstration", or a list with some good ideas for possible activities in virtual demonstration, which fits best to the aims of NEFERTITI Project.

#### 7.5. Virtual demonstrations/meetings:

At this stage no one have experience in virtual demonstration. There is a proposal to use WhatsApp like a good tool. It has to be very clearly defined the types of virtual demonstrations and the resources that can be used for them. Can we use video materials that are created under another project or in research activities?

#### 7.6. Policy Dialogue:



Generally, we haven't big experience with involving Policy Makers. This year Hub of Spain will try to involve presidents of cooperation, company leaders and try to keep them involved. This is a good idea and other Hubs will try to do the same. Also, the network will focus to find other policy makers. Mrs. Marga Vitges will support the network in this activity. The Guideline that we have already will be very helpful too.

#### **7.7. Hub Campaign Plan & M&E:**

As we say already the situation is very complicated because of Covid - 19 crisis. The Hubs have to adapt their activities to this situation. We discussed also the Hub Journal Analysis and we find out that it is very chaotic and not so relevant to each Hub in the network. Some of the tricks or problems during the event are repeated and it's not so clear for which Hub are they. We decide to review it again and to schedule a new online meeting within the Network to discuss it again. About the demo activities, each Hub will do at least two online demo activity, but at the moment we try to find out the best way and a use friendly platform and the right topic to do them.

#### **7.8. Good use of the NEFERTITI platform:**

The NEFERTITI platform is very important. It is the face of the project. The information on the platform should be updated regularly. There are many ghost farms included in the list. The events that have been organized should be more visible, to have access to them with one click. Also, it is hard to find the innovation actors at the platform. Another one thing is that the pictures of the demo farms are not real, it would be nice and more attractive if they are real. Likewise, if you once upload a photo or an event, you can't delete it, or to change it. The farmers have problem with the receiving of the confirmation email, when they registered to the platform. The platform should be not automatically translated, because sometimes there is very bad translation. The reviews after event have to be done or translated in two languages (once in regional language and once in English may be).

#### **7.9. Communication and dissemination activities:**

We discussed different channel that we can provide information about the project activities. We agree that during the crisis is good to disseminate often different info materials, videos and flyers trough different regional media at Hub level. Also is good to be more active in social media.

#### **Decisions taken:**

1. About Covid-19 Situation: We have to fine tune the demo campaign because of Covid-19 crisis. We plan each Hub to organize two virtual demo events.
2. About the challenges facing the NW 7: Every Hub coach have to find easy to use platform according to the region
3. About the topics to exchange with other networks: At national level every Hub coach can exchange knowledge and experience with other the Hubs of another network in the same country. At national level is easy to find a relevant topic that fits best to the region, and to effect the Peer-to-peer learning.
4. About the virtual Demonstrations: The events could be in small groups. It's very important to have good facilitation. Also is important to visit the host farm once week in advance, and to prepare everything that we need for one good virtual event.
5. About the policy makers dialogue: will try to involve presidents of cooperation, company leaders and try to keep them involved, we will focus to find also new policy makers.
6. About Hub campaign plan: Every Hub coach to do a draft list of planned demo events, including the two virtual demos.
7. About the NEFERTITI platform: We have to think how to get more people on the platform. We have to do something that trigger farmers to go and see the platform.

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#### List of actions for next period:

<b>What</b> (action)	<b>Who</b> (partners involved)	<b>Who</b> (person responsible)	<b>When</b> (deadline)	<b>Comments</b>
To do regularly online meeting within the network	All Hub coaches	NW leader	Once a month	
Hub campaign plans 2020	Hub coach	Hub coach	15th of May	Waiting for feedback of the Project about the possible types of virtual demos.
To review the Hub Journal analysis 2019 again and to find out the relevant trick, tips or problems for the Hub	Hub coach	NW leader	20th of May	



## 8. Network 8:

### List of participants:

Participant	First Name & Name	Organisation
1	Rodney Thompson	UAL
2	Leonor Santos	INOVISA
3	Cynthia Giagnocavo	UAL
4	Ellen Beerling	WR
5	Jim van Ruijven	WR
6	José Vogelezang	WR
7	Justyna Fila	
8	Lieve Prins	PZH
9	Miguel Costa	ISA/ULisboa

### Discussion:

#### 8.1. Impact of COVID-19:

Every hub of the network shared how the situation was in their countries, focusing on agricultural issues since farmers are the main actors in NEFERTITI. In most hubs, the ornamental growers were the most affected, with 20% of them ending business in the best scenario. Vegetable growers were also having difficulties since restaurants, that are now closed, are a large market for them. Wine growers are affected because there appears to be less demand as a result of people not going out and no tourism. In some hubs, growers are experiencing difficulties to obtain labour to pick fruit and work with vegetable crops. Seed companies are having trouble to export seeds because previously they were exported by passenger planes.

On-farm demo events in all hubs are on hold for several reasons. Apart from restrictions on general movement, farmers are very reluctant to have people enter their farms. They are concerned for their own health and that of their workers. It will be some time before growers are willing to host on farm visits, even if restrictions on movement are lifted.

Regarding interest in attending demo events, at the moment, farmers are faced with very serious issues, and they are unlikely to be interested in water use efficiency.

Network 8 ask the NEFERTITI coordination to provide clarification regarding the extension of the project. Rumours are circulating on extending the project.

There was a consensus that we are facing a new reality, and that we need to learn new approaches and tools to prepare for it. We will have to learn to hold virtual demo activities. This is an opportunity to enrich our capacity to hold demo events. We all have to learn to hold demo events in different ways. Through the network, we can help one another to face this new reality.

#### 8.2. DAP 2.0:

The DAP 2.0 was discussed and added relevant information. It was mentioned how to get farmers to share knowledge with what they view as competition (other farmers): appealing to team spirit and by financial incentivize, finding organizations who incentivize knowledge exchange.

Rodney completed the word document with almost all information discussed and will send it to the network in case anyone wants to add anything.



### **8.3. Policy Dialogue:**

Policy makers were divided in two groups: politicians and other policy makers, namely staff administration and unelected ministry posts. Ideas to attract the two groups to demo events were shared.

Regarding politicians, it was mentioned that they like to be seen and go “for the votes”. Having this in mind, giving them the floor during a demo event, will make them more likely to come. It is also important to communicate who will be participating.

On the other hand, more bureaucratic policy makers will attend based on the subjects covered and how well it is shown the value of the project.

Since it is hard to get the attention of both groups, it is important that, once we get their attention that we use their time well. For that, we need to know how to “sell” the benefits of the project and understand how it fits within their agendas and objectives.

A cluster organization or a network of producers/growers can act as an intermediary between the hub and the policy maker. They mostly have a close connection with the politician.

### **8.4. Virtual Demonstrations/meetings**

Several forms of peer-to-peer knowledge were suggested.

- Videos: they should be kept short to engage viewers and focus on the innovative part. With almost any smartphone you can make a good quality video, edit it online and also put subtitles so every partner of the hub can understand;
- Live webinars: where debates can happen and also viewed later;
- Group chats: for farmers interested in the same topics;
- Making a hub web page for every hub is also an interesting solution;
- -farmer generated on-farm content shared with other farmers or with Hub coaches who can “repackage” it and share it.

The template on challenges was filled in after a group brainstorm.

### **8.5. Hub Campaign Plan & M&E:**

The hub M&E journal was reviewed and the following subjects were debated as a network:

Objectives and target group (preparing the demo)

- It is important to determine the incentives to join the project, the profile allows us to know how to attract participants;
- How to attract policy makers if our aim is to make the activity around farmers needs and wants: having a good quality activity with important members can attract PM, PM are not interested in the demo, but in talking to important and/or influential participants.

During the demo

- It is important to keep focus, assuring different people participating;
- Let the farmers share their story and knowledge, make sure they have something interesting to say, a facilitator can help and maintain focus and flow of the conversation;
- There are very outgoing participants and shy participants, but it is important to make all of them feel comfortable and motivated;
- For less comfortable participants, you can use tools like questions and polls (Kahoot, Mentimeter) so everyone can share opinions and experiences without talking to the audience;

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- Too many people and the wrong setting can inhibit participants.

#### 8.6. Hub campaign plan 2020

Some demo events will have to be substituted with a virtual format.

Working with producers' organizations and farmer associations can be a good solution to get farmers involved in demo-activities.

#### 8.7. Good use of Nefertiti Platform

We filled in the questionnaire with the opinions of the members of the network

#### 8.8. Communication and dissemination campaign

- It is important to understand where people get their agri information;
- Have tools to explain the value of the project;
- use agri magazines to publish about the project and inform about the activities that happen in the region;
- is it useful to send to everyone? maybe people won't read it;
- focus on the importance of NEFERTITI as a community.

In the Dutch greenhouse sector, a website is the basis for almost all the news on water innovations ([www.glastuinbouwwaterproof.nl](http://www.glastuinbouwwaterproof.nl)), controlled by the growers association. Every related research project has its own subpage. Regularly interviews with growers (also with videos) are posted and news on projects. Research project leaders are urged to add news items every couple of months. A newsletter is sent monthly to a large group of subscribers. News items are picked up by trade journals and their (daily) newsletters. A lot of sharing of information via social media as well (Twitter, LinkedIn).

#### Decisions taken

1. Network 8 will hold regular SKYPE meetings to share experiences and to support one another as we develop virtual demo activities. Provisionally, they will be monthly, but may be more frequent if required
2. We will be available to respond by email etc. to any questions from other network members

#### List of actions for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)
Minutes		Leonor Santos	09/04 morning
Share DAP		Rodney Thompson	12/04
Complete DAP 2.0 with other relevant information	All	Rodney Thompson	15/04
Monthly SKYPE meetings ; more regular if required		Rodney Thompson	



## 9. Network 9:

### List of participants:

Participant	First Name & Name	Organisation Short name
1	Niklas Oeser	ÖON
2	Stanimir Stefanov	NAAS
3	Alessandra Gemmiti	Tuscany Region
4	Helena Oliveira	ISA/ULisboa
5	Fanny Prezman	IFV
6	Eduardo Crisol Martínez	COEXPHAL
7	Milena Nalbantova	NAAS
8	Marion Enard	(APCA)
9	Noelia Telletxea	INTIA
10	José Carlos Franco	ISA

### Discussion:

#### 9.1. Impact of COVID-19:

Situation different in different countries. All countries with restrictions but some countries, like Spain, are facing severe limitations. In most cases there is no possibility to meet farmers or organise face to face demonstrations. The situation will likely remain unchanged in the next month, but it is uncertain when the restrictions will be softened, or the situation improved.

#### 9.2. DAP 2.0:

Difficult to convince farmers of the real advantages of demonstration in some cases. HC from research / academic institutions find difficulties to connect to farmers, and to create a real networking environment at the hub level (more than just the organising demo events).

There is not enough communication / interaction at the level of the network, and this is difficult to understand because there is a platform (but it is not used for interaction). There is not enough sharing of information in the network (it should be automatic in the platform). The networks are not actually real networks. Lack of exchange inside the hub also, farmers need to see that everybody is involved, need for feedback. Increase communication will increase exchange and motivation

#### 9.3. Solutions to improve networking and involvement of farmers:

1- Having a report on the SharePoint: after each demo event for the partners and all the people registered on the event (this report could be sent automatically to increase impact and visibility of the platform). Need to share more information around the hub coaches. Feedback could be an article to attract more people, easy to understand and to appropriate information, with interesting facts to attract more people

2- Have meeting of demo farmers (could be virtual meeting) of each country. Farmers need to feel involved in a larger group, discussing the main problems and challenges and work together at the hub level. Create “border demos” with participants from neighbouring countries. in order to group people from different countries but with close interests and problems because located in close areas.

There are doubts about the real use of the platform by farmers. The platform should be more automatic and send info to farmers directly. Make it more active.



Topics to be exchanged with other networks: sustainability, precision farming, digitalization, more innovation

Good example of successful innovation/service/practice with a good follow up and good results in the future.

#### **9.4. Policy dialogue:**

Some interactions with politicians in some countries, but not at demo level. No much policy involvement of politics in demo farmer's activity, except from Bulgaria and Romania.

The documents that have been provided are good to clarify, but the situation in different countries are different so the contacts with politicians in each country will have to be adapted. The question is how to make an impact on policy makers, and that is not clear. Just involving policy makers is possibly not enough. But involving them and influencing policy makers is very important.

It is difficult to engage policy makers (sometimes they are invited and do not come). Must find ways to engage them further. Important to have more information by the project on how to real engage policy makers.

#### **9.5. Virtual demonstrations/meetings**

Some experiences in the field with virtual demonstration, namely using videos to share knowledge. In most cases these videos have not been used for real time interaction, just posted in social media and received a few comments. Some virtual activities (e.g. webinars / Skype meetings) developed in other contexts but not Nefertiti. More brainstorming than virtual meeting. Most partners have the capacity to do videos. But some don't have any experience at all. Possibly there is a need to train or even hire professionals to do the videos. Type of video (professional, smartphone, etc.) should be adapted to the topic.

On the other side, there are a lot of farmers posting (demo) videos on Twitter and YouTube with huge success. So, it is necessary to understand how this is done and what are the reasons for success. Empathy is very important so the videos should be done by farmers.

Difficult to involve farmers in real virtual demonstration activities. Farmers prefer to have face to face activities rather than virtual activities. It is difficult to engage them in virtual activities. Some farmers will have problems interacting virtually and even use the web tools due to their rural situation.

Video and virtual meetings could be an interesting approach to develop further in the future, but there are a lot of challenges. Need to have some way to assure debate, reactions, questions and peer to peer learning in small groups (15 / 30 people?). Virtually demo cannot substitute face to face demo but can add to it and open new perspectives. Need guidelines on how to assure virtual demonstration. According to the country, the biggest issue is to find farmer who could participate to webinars and virtual demonstration

#### **9.6. Hub Campaign Plan & M&E**

The hub journal analysis was discussed. The document is very detailed, but a more in-depth analysis is needed to see if something is missing. A round table was done to discuss what has been done in the different hubs this year.

- In Portugal two events were already done and there is planning for another three, although some will have to be postponed for the second semester. There is also planning to organise a virtual meeting with all demo farmers. There are no major problems to report
- In Spain there have been no demonstrations yet. There is some planning of demos that would happen in Spring but now they have to be postponed. The problem is that there are no perspectives of lowering the restrictions. If necessary, everything will be postponed for the second semester. Some of the demos can be done in the winter. The five demos will surely be organised, maybe more depending on conditions.
- In Italy the idea is to postpone to the end of October.



- In France, 2 demos were done and there were some initiatives planned but they have also been postponed. In any case the objective of the year will be achieved later. Big demonstration will be replaced by a lighter one.
- In Bulgaria there were also two events planned but they had to be postponed. The objective is to wait and organised later, restarting in August. Farmers are also facing huge problems so it will be difficult to engage them later in summer. There are a lot of obstacles to overcome later, but the five events will surely be organised: 2 events will be organized if possible, with the food safety agency on plant health on joint events
- In Germany, the situation is also not easy. Demos are expected to start no sooner than the end of May, so it is difficult to say if the objective of this year can be achieved. They will update and see what is possible.

There was some discussion on organising virtual demos, with mixed feelings about it. The idea of most of the hubs is to organise something but they have doubts on how to do it and the impact of these initiatives.

Regarding the cross visits initially planned in June in Germany, it would not be possible to postpone to the winter, so they must be done by the end of Summer or in the Autumn (preferably in the beginning). There will be difficulties because after the crisis everybody will be extremely busy so it will be difficult to identify farmers to join but could be possible to achieve. For now, there is no planning of organising any virtual cross visit.

→ Question: should it be better to have 2 cross visits in 2021 instead of one next year to catch up delay?

### 9.7. Good use of Nefertiti Platform

There is a general (and good) use of the Internet by HC, but there is a lack of use / interaction by other users. The questionnaire was then filled together. The map, the calendar and the general information provided were considered very useful. The functionalities that should be improved are the calendar (nice but could have notifications), notification from specific news (e.g. from a specific network), and possibly a better description / separation between innovation actors and farmers. There was also a suggestion to create a knowledge reservoir with demo information. Technical issues have also been discussed but they are reported in the questionnaire.

### 9.8. Communication and Dissemination

Information that is given by farmers is honest and straightforward, but sometimes difficult to disseminate beyond the exchange that is undertaken in a demo event. The level of interaction and trust cannot be disseminated to a broad audience. Another issues that was discussed is the level of involvement of different farmers in a meeting with (for example) more than 20 people, making sure that all are heard. It was also suggested the use of simple tools, like Menti, to interact and involve more the community of farmers.

### Decisions taken

1. How COVID-19 is affecting activities
  - a. Wait and see... organise virtual demos meanwhile.
2. DAP 2.0
  - a. Organise a virtual meeting at the level of the hub with all the demo farmers involved
  - b. Organise a face to face cross border demo event with farmers that share similar interests / crops / language (or at least understand each other)
  - c. Provide feedback to the WP responsible for the platform to make it more dynamic
  - d. Provide feedback to the entire network and the participants of the demo after each demo event (using either the platform or email or WhatsApp)

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3. Policy dialogue
  - a. Increase policy makers interest and engagement
  - b. Devise ways to influence policy making
4. Hub Campaign Plan & M&E
  - a. Organize the 5 demos event per country even with the corona crisis. All event that could be postpone should be held in summer or autumn
  - b. Use virtual demonstration when face to face demo is not possible? Need support from Nefertiti project on this
5. Good use of Nefertiti Platform
  - a. Inform on the platform of each event and fill the report
  - b. Improve the visibility of the platform by sending feedback report the demo's participants
  - c. create demo farms on the platform
6. Communication and Dissemination
  - a. improve communication inside the network with regular feedback on WhatsApp after each demo event to inform all network partners of what is going on the network
  - b. help farmers to communicate during the demo event, maybe using tools



## 10. Network 10:

### List of participants:

Participant	First Name & Name	Organisation
1	Tom O'Dwyer	Teagasc
2	András Vér	SZE
4	Annie McKee	HUTT
5	Pierre Cordel	CRAN (APCA)
6	Sandra Honegger	NATURLAND
7	Alizée Chouteau	ACTA (IDELE)
8	Zlatko Tomljanovic	ASC
9	Michael Kügler	Teagasc

### Discussions:

#### 10.1. Impact of COVID-19:

Challenges	Solutions
<b>How to get back out into the field?</b>	
<b>Will our events be a priority, given the Covid crisis?</b>	
<b>How do create a new space for the new virtual event?</b>	Nice example from Germany (MK)
<b>How to focus the conversation on farm attractiveness in the face of Covid19?</b>	
<b>How to identify new actors?</b>	New actors in Scotland (Annie)
<b>How to run virtual demo events?</b>	We need to share our experiences, as we start out on this journey
<b>What is a virtual demo event?</b>	Not 100% clear
<b>How to help the farmer produce a short video?</b>	Talk to the farmer beforehand, arrange a script with the farmer Share video Combine with online discussion
<b>What is peer to peer?</b>	To other farmers, to young people, to consumers

#### 10.2. DAP2

One highlight solution for a challenge:

- How do we become more cohesive as a network? Especially when we are also hub coaches and focus on what we have to do within our own country under the new conditions of crises and the huge varieties of demo activities for the attractiveness of farming
- More sharing of own experiences e.g. through our Skype meetings, WhatsApp group, sharing photos, videos and reports

Two topics to exchange across networks:



- Share best practice examples of inspiring young farmers, new-entrances, new on-farm-volunteers and new on-farm-consumers – we will have to find them first! The crises open up new channels f. ex. in social media and target groups which are sometimes independent of the traditional farming community
- Share problems encountered to which we have no solutions – and to which we look to the network for solutions: f. ex. how to create trust and good will within the target groups? How to create an added value for the target groups so that they are willing to share their experience?

Two issues where the project as a whole should provide support:

- Provide the right tools to allow us to deliver excellent demos.
- Encourage/ support us to share our qualitative experiences (rather than quantitative) – improve the platform by active and initial contributions

**10.3. Policy dialogue:**

- Depends on context / country – need to learn from one another
- Develop trust – between hub coach and policy actors – how?
- Invite multiple, sometime concurring policy actors, members of the civil society/NGOs and also critical rural actors: no closed shop demo-events
- Grab opportunities to engage with policy actors, create red-tape-cutting opportunities, combine it with traditional media journalists.

**10.4. Virtual demonstrations/meetings**

Challenges	Potential solutions
<b>What is a virtual demo?</b>	Definition; there is a lot of stuff online – video, material posted online Date/ time Short video, interview with farmer, with new-on-farm-volunteers, new-on-farm-consumers plus Q&A,
<b>What software?</b>	Iteach (Croatia), Zoom Could social media be used? e.g. Facebook Live – ask a farmer to present what he is doing on his farm farmers with farm shops have the most creative solutions for up-grading the attractiveness of farming. We have to collect them
<b>Audience engagement / interaction</b>	
<b>Promotion/ invitation</b>	Linked with another organisation; share link; post link to website; promote through social media with a focus on solutions of farmers themselves
<b>How to choose an appropriate objective for the virtual demo?</b>	Consult with farmers/ growers, new-on-farm-volunteers and new-on-farm consumers – find out what interests them right now
<b>How do we make the demo attractive if it is not on a farm?</b>	Post things online later Professional approach; creative tools (prezi), animation Invite high profile speakers or other professionals (e.g. vets) (people have more time!)

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	Tell stories, Grab opportunities to engage with policy actors, create red-tape-cutting opportunities, combine it with traditional media journalists
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#### 10.5. Good communication practices

- Record testimonials at the end of the event, in writing, but preferably using audio, video
- Appoint a person to that specific task
- Listen to what is being said, have a notebook
- Have a camera (your phone)
- Always mention NEFERTITI when posting to your own social media platforms (could allow for re-posting, re-tweeting etc.)
- Depends on the reputation of the organisers (trust) – the innovation actor has to trust the person to whom they are giving the interview.



## 11. Conclusion and Wrap up session

### Conclusion and next steps by the coordinator:

by Adrien Guichaoua (ACTA), coordinator NEFERTITI

#### What to expect this year:

1. Wait and see the **outcomes of the Crisis**
2. Organise **online meetings** on Knowledge exchange (cross Networks?) and **facilitation**
3. Organise **training on Virtual demonstrations** (per Network?)
4. Hub Coaches: organize **1 or 2 Virtual Demonstrations** from now to the end of the summer (format and framework to be decided)
5. **Run as many activities as possible in 2020** and mitigate negative impact on the project. See if **an extension of the project length** will be necessary and relevant.
6. Second **official EC Reporting M36** (December 2020 /January 2021)

#### Wrap up per network:

### Network 1:

#### A. One highlight solution for a challenge:

- Podcast and videos before discussion to have inputs, for virtual meetings, with COVID-19
- Structuring the online webinar: live discussion, practical demonstration

#### B. On which topics would you like to exchange with other networks (if any)?

1. NW4 on soil,
2. NW3 on organic

#### C. What should/could the NEFERTITI project provide as support to your network?

3. Training on facilitation
4. keep platform more alive with more videos, automatic sent to participants

### Network 2:

#### A. One highlight solution for a challenge:

- Promote lessons from demo event: hub coaches to write up key messages from selected demo events (technical but also learning exchange) and to share them on a regular basis with the other hub coaches.

#### B. On which topics would you like to exchange with other networks (if any)?

1. **Concrete discussion** to know out more about the demo events they are organizing (processes, target group, format, what is working or not etc.)
2. **Policy makers:** Sharing experience about successful contact with policy makers

#### C. What should/could the NEFERTITI project provide as support to your network?

1. Sharing best practices **on online /virtual demonstrations**
2. **Policy makers:** good tips to convince them to participate (feedback about who was invited, program they settled up etc.)

### Network 3:

#### A. One highlight solution for a challenge:

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- Virtual demonstrations which should be limited to 5-6 people, have a precise topic, last one hour maximum, have a good facilitator, rapporteur, and people should be motivated to be active in discussion.

**B. On which topics would you like to exchange with other networks (if any)?**

1. Sharing of innovative and technical knowledge with other Networks (with the other Networks being the provider of the knowledge)
2. How to motivate the network and keep everybody happy with the project?

**C. What should/could the NEFERTITI project provide as support to your network?**

1. Knowledge gathering on specific areas the Network needs knowledge on
2. Training on virtual demonstrations and facilitation of online meetings

## Network 4:

**A. One highlight solution for a challenge:**

- Exchange experiences between hubs on past demos every month through skype, based on the questions in the hub journal.

**B. On which topics would you like to exchange with other networks (if any)?**

1. How to involve farmers in your network/hub with an added value?
2. Ways to evaluate your demos afterwards.

**C. What should/could the NEFERTITI project provide as support to your network?**

1. Provide more added value for the farmers and advisors to use the NEFERTITI platform
2. Share information on how to make virtual demonstrations

## Network 5:

**A. One highlight solution for a challenge:**

- To learn from each other through successful experience in P-to-P learning (innovative attractive approaches). Currently The best time to popularize virtual demos = online network (ex. Attractive items)

**B. On which topics would you like to exchange with other networks (if any)?**

1. To exchange with NW 6 organic arable farming regarding for example weeding issues
2. Share experience about virtual approaches

**C. What should/could the NEFERTITI project provide as support to your network?**

1. To have a list of contacts for specific questions
2. Examples of good hub journals.

## Network 6:

**A. One highlight solution for a challenge:**

- Communicate more about the outcome and results of demo events, so there is more practical information and solutions (also on the NEFERTITI platform)

**B. On which topics would you like to exchange with other networks (if any)?**

1. More exchange between networks. So very basic: what are other networks doing and organising?
2. Experiences with virtual demo's and good experiences from other networks

**C. What should/could the NEFERTITI project provide as support to your network?**

1. Facilitate interaction between networks and input in virtual meetings with the networks
2. Training in facilitation!
3. Support in monitoring like during the cross visits. It is hard to do all the reporting if you are also facilitating.



## Network 7:

### A. One highlight solution for a challenge:

- Challenge: Finding topics that are interesting, relevant and appropriate for online demo.
- Solution: To choose easily facilitated topics which can be explained interesting, clearly and shortly.

### B. On which topics would you like to exchange with other networks (if any)?

1. Facilitate interaction between networks and input in virtual meetings with the networks
2. Training in facilitation!
3. Support in monitoring like during the cross visits. It is hard to do all the reporting if you are also facilitating.

### C. What should/could the NEFERTITI project provide as support to your network?

1. The project can support Networks through examples (good and bad) / showcases for a good virtual demonstration.
2. To make a list with good ideas for possible activities in virtual demonstrations, that fits best to NEFERTITI project.

## Network 8:

### A. One highlight solution for a challenge:

- Generating interest and dealing with pandemic situation: make hubs active using interesting communication (farmers, organizations, dissemination channels)

### B. On which topics would you like to exchange with other networks (if any)?

1. We would like to maintain communication with other networks to share knowledge on virtual demo events. Understand what is working and what is not working
2. What are topics of interest and what tools and methodology are useful

### C. What should/could the NEFERTITI project provide as support to your network?

1. Provide tools for farmers to make videos (tutorials and editing programs) in the farmers' language
2. Share other network tools and videos

## Network 9:

### A. One highlight solution for a challenge:

- 1. Have meetings of only demo farmers (could be virtual). Demo farmers need to feel involved in a larger group, exchange problems, challenges and work commonly at the hub level on innovation that could be shared and be more attractive. Have border demos to involve bordering countries and group people with same interests and challenges

### B. On which topics would you like to exchange with other networks (if any)?

1. Good examples of successful innovation/practice with a good follow up and good results in the future
2. Digitalization

### C. What should/could the NEFERTITI project provide as support to your network?

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1. Improve the platform to automatically send feedback at the end of the demo to all participants and all hub coaches. Need to keep contacts inside the network and need for technical feedback. Will increase impact and visibility of the platform
2. Help the network to communicate with general audience, provide good tools to communicate efforts made to reduce pesticides in agriculture for general public.
3. Provide Hub coaches with tools to come through shyness inside the hub: tools name and access

## Network 10:

### A. One highlight solution for a challenge:

- Challenge: How do we become more cohesive as a network? Especially when we are also hub coaches and focus on what we have to do within our own country under the new conditions of crises and the huge varieties of demo activities for the attractiveness of farming  
More sharing of own experiences e.g. through our Skype meetings, WhatsApp group, sharing photos, videos and reports
- 

### B. On which topics would you like to exchange with other networks (if any)?

1. Share best practice examples of inspiring young farmers, new-entrances, new on-farm-volunteers and new on-farm-consumers – we will have to find them first! The crises open up new channels f. ex. in social media and target groups which are sometimes independent of the traditional farming community
2. Share problems encountered to which we have no solutions – and to which we look to the network for solutions: f. ex. how to create trust and good will within the target groups? How to create an added value for the target groups so that they are willing to share their experience?

### C. What should/could the NEFERTITI project provide as support to your network?

1. Provide the right tools to allow us to deliver excellent demos.
2. Encourage/ support us to share our qualitative experiences (rather than quantitative) – improve the platform by active and initial contributions

## END OF THE 3rd ANNUAL MEETING

# NEFERTITI

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

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*Nefertiti partners at Home, 7 – 9 May, 2020*

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# 5

## Annexes



NEFERTITI



## Annex 1 Agenda



NEFERTITI 3<sup>rd</sup> annual meeting, 7-9<sup>th</sup> of April 2020,

*Videoconference, remote meeting*

**Note that times are CET times**

**Day 0: Tuesday 7<sup>th</sup> April – Preparation of the AM (14:00 – 17:30)**

**Invitees:** WP Leaders & NW Leaders

**GoToMeeting:** <https://global.gotomeeting.com/join/753992773>

- All WPL present their PPT (equivalent of the plenary of each session) to the 10 Networks Leaders to train them on all topics of the meeting with Q&A between WPL and NL.
- Objective: all NLs are properly trained and control each session

**Day 1: Wednesday 8<sup>th</sup> April – Plenary presentations + Parallel sessions**

**13.30 – 18:00**

**13:30 – 15:00: Plenary presentations**

**GoToMeeting:** <https://global.gotomeeting.com/join/753992773>

**Invitees: All partners**

13.30 – 13.40	(10min)	<b>Opening of the meeting and presentation of the program</b> <i>(Adrien Guichaoua, Project coordinator)</i>
13:40 – 14:00	(20min)	<b>Information on management relating to coronavirus crisis</b> <i>(Emna Ben Hamza, Project manager)</i>
14:00 – 14:25	(25min)	<b>Session on Dynamic Action Plans (DAP) 2.0</b> <i>(Laure Triste, WP Leader &amp; Heidrun Moschitz)</i>
14:25 – 14:50	(25min)	<b>Session on Policy Dialogue</b> <i>(Lieve Prins, WP leader &amp; Cynthia Giagnocavo)</i>
14:50 – 15:15	(25min)	<b>Session on Virtual demonstrations/meetings</b> <i>(Laure Triste, Jim van Ruijven, Helen Beerling)</i>
15:15 – 15:30	(15min)	<b>Coffee/tea/kids break</b>

**15:30 – 18:00: Parallel session per Network on the Topics (Skype group)**

**Invitees: per Network + few invitees**

- Sharing information together on the quarantine situation in your countries, impact for your respective works and impact for your NEFERTITI activities (inventory of potential delay: mandatory to report to the EC), etc...
- DAP2.0
- Policy Dialogue
- Virtual demonstrations/meetings

*NB: Each Network manage time slots for the sessions as well as breaks etc...*

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Day2: Thursday 9th April – Plenary presentations + Parallel sessions  
13.30-18:00

### 13:30 – 15:00: Plenary presentations

GoToMeeting: <https://global.gotomeeting.com/join/753992773>

Invitees: All partners

13.30 – 13.40	(10min)	<b>Opening of the meeting and presentation of the daily program</b> <i>(Adrien Guichaoua, Project coordinator)</i>
13:40 – 14:20	(40min)	<b>Hub Campaign Plans 2020 &amp; M&amp;E 2019 lessons learned</b> <i>(Matthieu Merihe &amp; Herman Schoorlemmer, WP Leaders &amp; Ellen Bulten, Delphine Neumeister)</i>
14:20 – 14:45	(25min)	<b>Session on the good use of the NEFERTITI platform</b> <i>(Milica Trajkovic, WP Leader &amp; Marko Prokin)</i>
14:45 – 15:10	(25min)	<b>Session on 2020 Communication and dissemination campaign</b> <i>(Dimitar Vanev, WP leader &amp; Dajana Vujaklija)</i>
15:10 – 15:30	(20min)	<b>Coffee/tea/kids break</b>

### 15:30 – 17:30: Parallel session per Network on the Topics (Skype)

Invitees: per Network + few invitees

- Hub Campaign Plans 2020
- Exchange, practice and feedbacks on the platform functionalities
- Exchange on Communication and Dissemination best practices

NB: Each Network manage time slots for the sessions as well as breaks etc...

### 17:30 – 18:15: Wrap-Up Plenary Session

GoToMeeting: <https://global.gotomeeting.com/join/753992773>

Invitees: All partners

17.30 – 18.00	(30 min)	<b>Report per Network on the Parallel Sessions</b> <i>(All networks)</i>
17.30 – 18.15	(15 min)	<b>Conclusion and next steps</b> <i>(Adrien Guichaoua, Project coordinator)</i>

End of the meeting.

## **NEFERTITI**

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## **II. Outcomes of knowledge workshops**

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## Introduction

Each year, during the NEFERTITI annual meeting, INOVISA is responsible for organizing Knowledge Exchange meetings for coaches and demo farmers, under task 2.3. Due to the constraints of the COVID 19 pandemic, in 2020 the Annual Meeting was held online and more urgent matters had priority over the Knowledge Exchange. Therefore, the 2020 Knowledge Exchange occurred as an independent event organized in several sessions comprehended between October and December.

Knowledge Exchange depends greatly on a “face-to-face” setting, but due to the restrictions, online sessions have become the norm. To approach this unusual conjecture, we wanted to provide hub coaches and demo-farmers with the tools to work remotely but in collaboration, while creating something different. Therefore, the concepts of Storytelling and Storyboards have been vastly explored in this year’s Knowledge Exchange. Storyboards allowed us to share technical knowledge and provide insights on how to expose ideas more efficiently while helping farmers engage with their audiences. These tools will be helpful to continue sharing knowledge virtually.

## Objectives

The Knowledge Exchange Sessions as defined within NEFERTITI WP2/Task2.3 comprises 3 main objectives to be considered:

- improve networking among innovation actors in order to boost relevant knowledge exchange
- exchange ready to practice knowledge, fostering cross-fertilization between different networks, increasing peer-to-peer learning among coaches and demo-farmers, and connecting and networking demo-farmers with other innovation actors
- promote capacity building workshops on innovative practices and methods on the best demonstration approaches

With these overall objectives in mind, the 2020 Knowledge Exchange meeting aimed at providing Hub Coaches and Demo farmers with a new tool to use virtually whilst putting it to practice by exchanging technical knowledge.

## Method and programme

### Types of Knowledge

Previously to the actual Knowledge Exchange sessions, the following Knowledge concepts were defined:

- Technical Knowledge: knowledge on specific agriculture or farm-related practices, challenges, solutions
- Demo Knowledge: knowledge on the organization and execution of a demonstration event
- Facilitation Knowledge: knowledge on facilitation techniques (soft skills) and tools to support knowledge exchange, open dialogue and the challenges involved with network development

The NEFERTITI project worked on new ways of sharing demo knowledge since the containment, through training and sharing knowledge about virtual demonstrations, which has allowed us to achieve NEFERTITI



objectives during the pandemic. Since training was provided previously on demo knowledge, during the Knowledge Exchange we decided to focus on technical and facilitation knowledge. Technical knowledge is the main aim of NEFERTITI, i.e., to share specific knowledge from peer to peer in agricultural practices, challenges and solutions. Facilitation knowledge focused on storytelling and storyboards. Due to the pandemic restrictions many activities have been converted to a virtual mode, therefore it was decided to focus on providing tools for this new reality.

## **Storytelling and Storyboards**

Storytelling can be a wide range of practices, but overall, an umbrella term of a method for designing user experiences. In the context of NEFERTITI this means to put a farmer in the centre of the story. While so far, the rule has been to focus on the problem or on the technology, the focus is now on the users. Storytelling is also an effective approach for creating compelling experiences.

Storytelling was chosen as the main topic of the Knowledge Exchange because we wanted Hub Coaches to understand that no matter the relevance of the technical information they may have, it is important to have communication and design influences to tell a story in a more effective and engaging way. The purpose is to have viewers bond with the story in order to keep them engaged, to communicate more effectively and be understood. This will make dissemination material more effective.

A storyboard is a quick, low-resolution prototype to help to visualize a story from start to finish. Some important resources used in storyboards are personas, a hook, hold & payoff and storytelling scenarios.

## **The Knowledge Exchange 2020**

As Knowledge Exchange was held virtually, it consisted of two separate events with in-between deadlines in order to not oversaturate participants with one long online session. The established programme was the following:

- Initial session 13th of October 10.00h – 12.00h CET

The objective of this session was to provide Hub Coaches and other NEFERTITI partners with a new tool to share experiences, i.e., exchange knowledge, while keeping the audience engaged. In this session, we firstly presented and discussed the concepts of storytelling and storyboards, and then put them into practice. A challenge was then launched for hub coaches to prepare a storyboard on a technical topic. Guidelines on the challenge and concepts were prepared and shared with the participants

- Uploading Storyboards: 20th November 17.00h CET

In the following weeks after the initial session, the hub coaches developed a storyboard on a technical topic related to their hubs. Hub coaches were expected to gather their demo-farmers and innovation actors and select a technical topic to share with the NEFERTITI community, and then to create a storyboard to disseminate this knowledge and get a vast community engaged.

- Voting for Storyboards: 30th November 17.00h CET

Hub coaches rated the other Hub's storyboards. Hub Coaches were given access to a page on the NEFERTITI platform to view and rate the storyboards. By logging in they would have access to a folder with the 15

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storyboards of their thematic network: livestock production, arable farming and horticulture (not 45) developed by other Hub Coaches.

- Final session: 9th of December 14.30h – 16.30h CET

In this session, all participants were gathered to present the top 10 rated videos, one per Network and the “best” storyboards were selected and announced. This session also included a discussion panel with three Hub Coaches in order to share their experience on the work done and tools to materialize the storyboards. In addition, a colleague from BIOSENSE gave a workshop on GDPR, namely on using external images and videos, how to credit content creators, and alternative sources of free access images and videos.

## Outcomes

The 2020 Knowledge Exchange was considered a success, as we received 44 out of the 45 expected storyboards. Since this was a time and resource-demanding task, having this rate of participation was outstanding.

Most Hub Coaches had an active participation by being closely involved in the process and accepting the challenge proposed. Storyboard types were very broad and creative. Hub Coaches that provided feedback on the sessions enjoyed the process, agreed that this exercise helped to learn new ways on how to simplify messages to broader audiences and that they were happy with the challenge since it allowed them to reboot their creativity and do group work with their colleagues.

27 out of the 44 storyboards are already available on the FARM DEMO Youtube Channel: [visualize here](#).

### The “Top 3” storyboards are the following:

- N°1: Network 7 – Germany / Naturland: [visualize here](#).
- N°2: Network 9 – France / IFV- Chambre d’Agriculture de Gironde : [visualize here](#).
- N°3 : Network 6 – Germany / Bioland : [visualize here](#).

## Contributors

For the achievement of this task, the collaboration of several NEFERTITI Work Packages and CEMA was necessary.

### NEFERTITI WPs

Much work was done with the project’s coordination, WP1 and WP3, to define Knowledge Type concepts through initial surveys and discussions. WP4, *knowledge reservoir on demo-activities and project platform*, developed the voting page on the NEFERTITI platform in order to provide Hub Coaches with an online location with all the storyboards, and an easy rating system. WP7, *Communication on demo-farm activities and dissemination of practical-oriented outcomes*, is currently working on disseminating the Top 10 storyboards on NEFERTITI social media.

### CEMA

The European Agricultural Machinery Industry Association is a partner of NEFERTITI, being a representative



of industry involvement. CEMA's contribution to the Knowledge Exchange is specified in the projects proposal as Exchanging knowledge & increasing awareness-raising on Precision Farming techniques in Europe. CEMA contributed all throughout the process by supporting in the organization of the sessions, participating throughout the process and providing feedback and support to Hub Coaches while developing the storyboards.

## Conclusion

Many European projects, including NEFERTITI, are facing difficulties with implementation due to the ongoing crisis. We are all trying to adapt and find new ways to continue with implementation in order to fulfill the initial objectives. In many cases the solution was to convert to online and try to reach the initial objectives in digital format. Although it may sound easy, even more convenient, it is not always the case, particularly within projects like NEFERTITI, where the successful implementation highly depends on on-farm and on-field demonstration.

The NEFERTITI consortium has been working hard on finding and designing new approaches to agricultural knowledge sharing. This includes engagement and time, but with uncertain outcomes. Therefore, every initiative which can increase, or led to, the initially planned impact and success of the project is highly welcome. This storyboard exercise was one of these cases. In the beginning many of the participants were a bit sceptic about the idea, either because they had no experience with digital tools or because they lack ideas on how to communicate their messages in the context of this new approach. Nevertheless, the outcome of this exercise is the proof that everything can be done, with the assumption that every beginning can be difficult.

Due to the enthusiasm clearly visible behind all the storyboards and the efforts invested in this exercise, it was noticeable that in general this Knowledge Exchange session was a success. Most of the videos were very informative, which showed that the exercise was not done just for the purpose of the session but produced content and tools that can and will be reused in project dissemination in the future. In the end, the hard work developed by the Hub Coaches and Demo Farmers, and the team spirit that was present all along this task were the main evidence that the outcome was highly positive.

# NEFERTITI

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

Report of the second annual meeting, including outcomes of knowledge workshops



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

