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Deliverable 3.2:

Report of the second demonstration campaign





NEFERTITI

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

Deliverable 3.1: Report of the first demonstration campaign

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Abstract

2020 was the second annual campaign of Demonstration Events. They focus on showing and understanding innovation within a working farm context or within a local setting and deal with the Covid-19 constraints. Nefertiti has supported many different types of demo events, but they all have in common to base on a certain kind of knowledge exchange. The Nefertiti Hub Coaches have organized and connected to Nefertiti 262 demonstration events on their Network thematic in 2019 and 233 events in 2020. In 2020, 10 000 people participated in Nefertiti Events. In order to deal with the Covid crisis and keep the link with farmers and local AKIS stakeholders we've collectively organized 106 online demo events. Farmers were our first target and have represented 40% of the total visitors. With 2 200 participants in 2020, agricultural advisers and students represent 23% of the total. The events size, target audience, the main organisers, the demo methodology and goals have been very different. Also, despite the Covid pandemic we have reached our goal to support and implement different types of events with regards to the variety of demonstration among sectors cultural habits and AKIS specificities in the diverse European geographical areas.



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Annex 1: Nefertiti 2019 on farm demonstration campaign report

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



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1 Demo events global organisation

1.1 Hub campaign plan guidelines

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

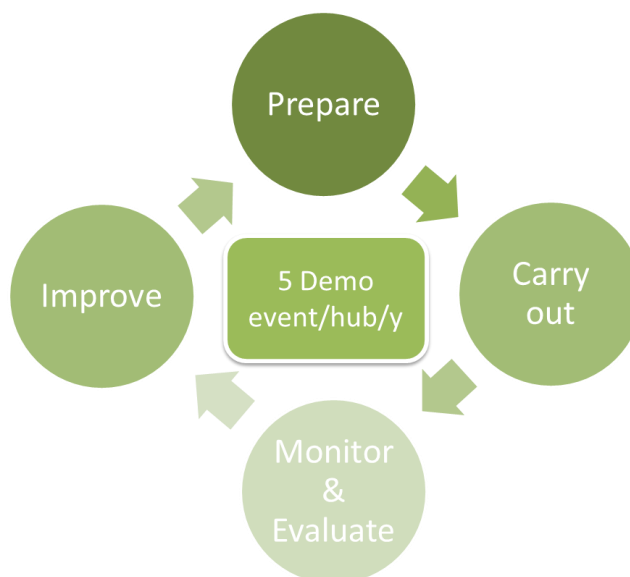


Figure 1: Structure of the Hub Campaign Plan

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

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



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

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

In 2020 we have learned lessons from the first demo campaign (2019) and focused on tips and tricks to improve the organization of the 2nd demo campaign. The learning of the 2nd demo campaign has also been capitalized and integrated in the report. Considering the pandemic we have included a specific chapter on "virtual demo campaign".

2019 & 2020 Learnings: tips and tricks to improve your Events preparation

Objectives

- integrate an element of learning in the objective of an event: what should be the learning outcome? what lessons should participants take home?
- make use of the Monitoring checklist for the organisation of a demo event

Cooperation with local stakeholders such as farmers, advisors, private companies, policy makers etc. is key in preparing a demo event :

- it ensures the construction of a relevant program which suits with local expectations and to choose interesting and inspiring speakers
- it enables to share responsibilities according to fields of expertise (clear division of roles)
- it allows to share the organization with events already planned

Promotion has to be widely spread through different channels, in order to reach diversified targets.

As it requires time and budget, it has to be **sufficiently anticipated and spread along a long period**, with a peak before the event: leaflets, e-mails, SMS, internal communication in agricultural cooperatives, website, social media (Facebook and twitter), local press.

A **good timing planning** helps to stick to the program:

- Specify the time needed for each part of the program and be realistic about it (especially keep time for exchanges and questions)
- Keep time for unexpected tasks and things that cannot be done beforehand

Virtual Demo Organisation:

Preparing a detailed script, pre-recording videos, practicing the programme and testing technical aspects (platform, microphones, live feed, etc.) beforehand are key to organising a good virtual demo event.

Online meetings should be 1,5-2 hours maximum



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2019 & 2020 Learnings: tips and tricks to improve your events organisation,

Attractive content

- content that stimulates interaction and reflection: icebreakers, quizzes, virtual material, visual aids, plots & field demo's.
- Learning by doing instead of learning by listening: clinics to train skills in the field, demo's where you can smell, feel, taste, do.

Keeping time is essential in order to be able to follow the program:

- Start on time
- Ask the speakers to adjust the contents to the time that has been assigned to them
- Control the time of each part of the event with a dedicated timekeeper
- Avoid diverting from the topic of the demo
- Schedule time for questions

Diversify the type of supports and activities to **keep the attention of the audience:**

- Give priority to hands-on approach
- Combine in-door moments with field trial visits during the same demo
- Valorise testimony of farmers (storytelling)

Optimize peer to peer exchange

- Organise small groups, with group leaders, to facilitate exchanges between farmers. Avoid that the conversation is monopolized by a single person but facilitate that people listen to each other
- Program informal moments (coffee break for instance)
- Stimulate interaction by pro-actively asking input from participants
- Avoid only giving presentations and incorporate a hands-on part in the program
- Stimulate reflection by making use of the ORID method

Virtual Demo :

Interaction and discussions can be more challenging in online meetings compared to real-live events, especially since online events lack more informal exchanges between participants ('coffee-table talk'). Smaller groups and limiting the duration of the events are ways to ensure better participation and more dynamic discussions. Hub coaches found many different ways to organise virtual demos, for example by short pre-recording videos of the demo-farmer to demonstrate the evolution of a situation, having a life-feed to talk to a farmer in the field, organising webinars, Q&A sessions based on pre-recorded videos, etc

2019 and 2020 Learnings: tips and tricks to improve your events monitoring and evaluation, Include Virtual Demo Organisation

Don't underestimate the time for evaluation (questionnaires to participants and debriefing session). Fill in directly after your event the online questionnaire to share the event results

Make use of the exit poll to get feedback of the participants

Pay attention to **follow up** after the demo event

- Provide the participants with a quick report of the meeting (summary, pictures, videos, links,...)
- Send key information (attendance list, technical documents, training courses, etc.) to maintain the dynamic created by the demo event. Pay attention to GDPR guidelines here!
- Generate good and functional dissemination material during the demo day (one person dedicated to taking pictures for instance)



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Communicate on the event through local press and social media (provide material for that) and provide farmers a way to continue their discussions after the demo event (Facebook group for instance) or newsletter

Virtual Demo Event

Use online questionnaire could be a good way to monitor your online event. You could make use of the questions of the exit poll

Directly call some key stakeholders after the event in order to collect their view

1.2 Tools to support the Hub Coaches and assess Nefertiti activities

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

Steps of the Demo Event organisation	Tools to support and assess the Demo Event organization
Prepare	Hub Campaign plan with 2019 learnings and tips and tricks Event Form on the Platform FarmDemo Training kit
Carry out	Communication Kit Social media communication protocol
Monitor and Evaluate	Online questionnaire on the platform to share main figures after each event Hub Monitor and Evaluation Journal Checklist, Exit Poll and Team Reflection tools to assist Hub Coaches
Improve	Hub Monitor and Evaluation Journal analysis Hub Meeting Network Meeting Winter Meeting Annual Meeting

Figure 2: tools to support and assess Nefertiti demo events

2 2019 update and 2020 Demo events main figures

2.1 Number of events organised in 2019

In 2020, Hub Coaches have linked to Nefertiti 233 demo Events despite the Covid-19 constraints. The Nefertiti goal was to support 225 events (5/hub x 45 hubs), so we collectively get beyond our general quantitative objective. Unfortunately among these 233 events 22 were organised but didn't take place mainly due to the Covid Constraints. At the network scale (figure 3), 7 networks have reached or exceed their quantitative goals, from 103% to 125%, 2 are very closed (95% and 96%) of the objective and one is below of the objective (76%).



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Despite the Covid crisis that popped-up at the very beginning of the 2020 demonstration campaign and the high difficulties to plan some physical events because of 1) the first very strict lock-down during several weeks across Europe (spring 2020) and 2) the successive restrictions and new lock-down or strict curfew after summer 2020, a majority of the hubs have reached their goals and manage to organise a substantial number of demo-events. Most of the hubs dully faced the sanitary constraints and adapt their demo-practices to the new social distancing rules that differ from one country to another. Moreover, the hubs faced some reluctance of demo-farmers to host people and public in their own farms also because of the biosecurity risk, notably for animal farming where zoonosis risks are quite high.

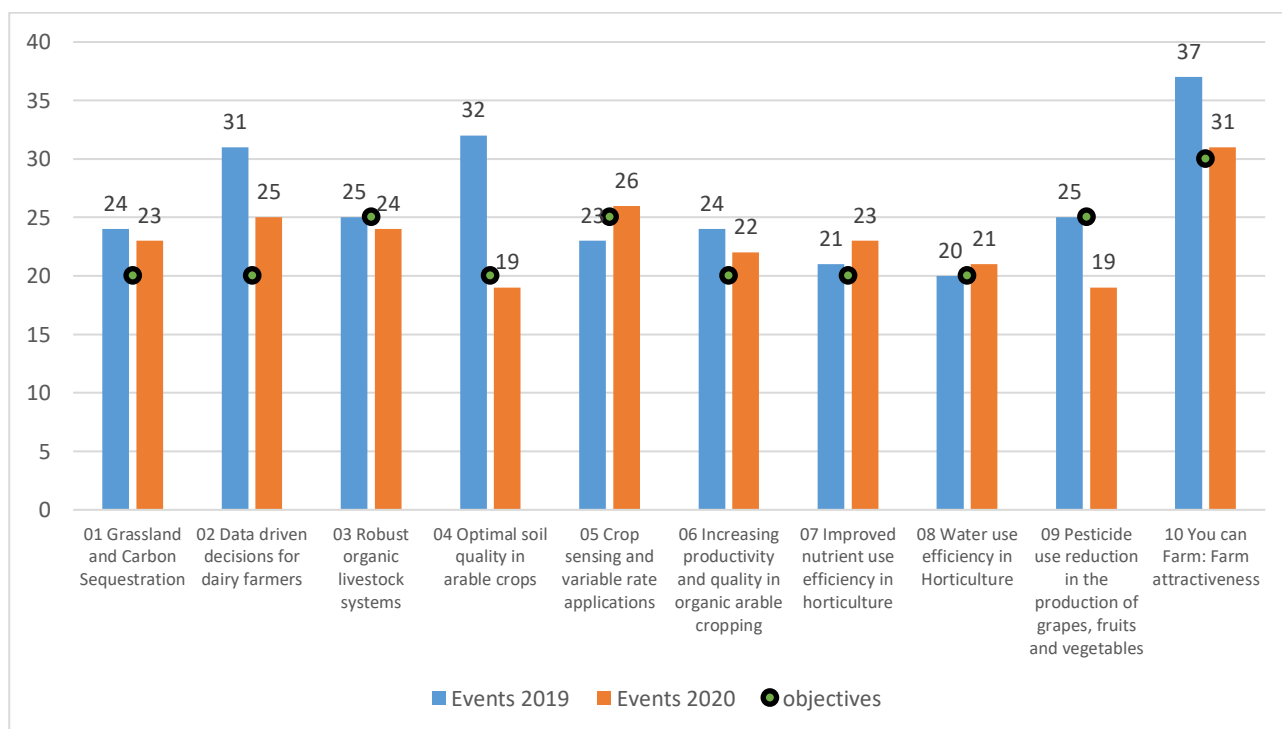


Figure 3: events number organised per network compared to the initial goals

At the hub scale (figure 4), 29 Hubs out of 45 of reached or exceed their individual goal to organise at least 5 events on this first demo campaign. 15 hubs have linked to Nefertiti 3 or 4 events and only 1 hub have 1 events. These figures should also be considered and analysed with regards to the capacity to organise demo-events with the Covid-19 crisis and the capacity to mobilise farmers and actors.



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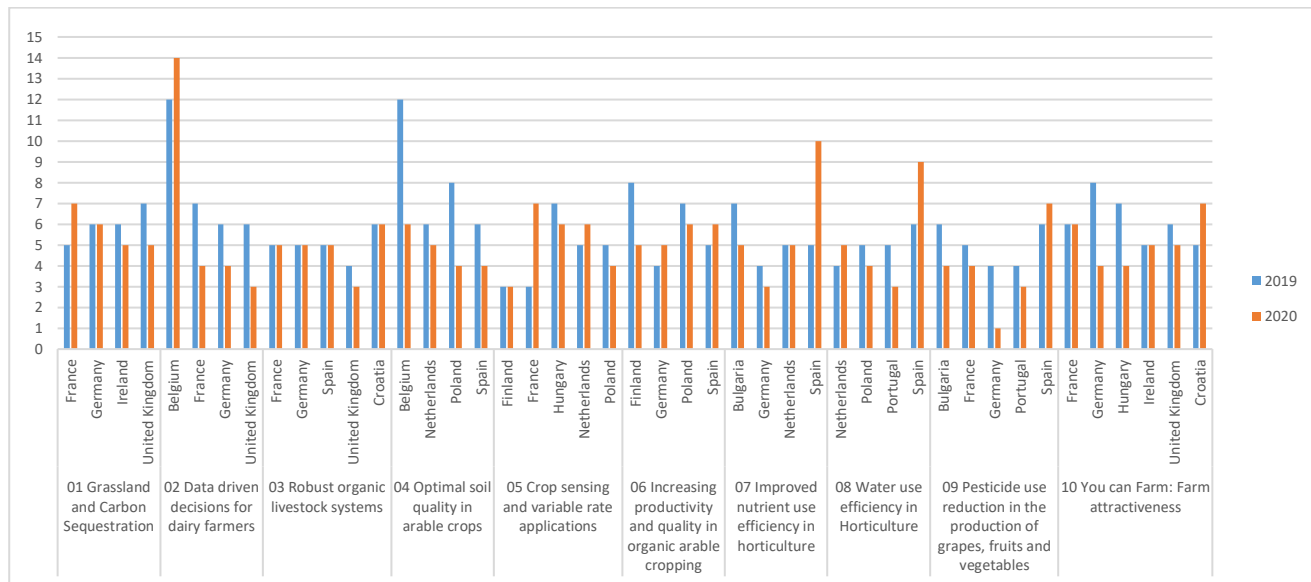


Figure 4: events number organised per hub

2.2 Number and types of participants

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

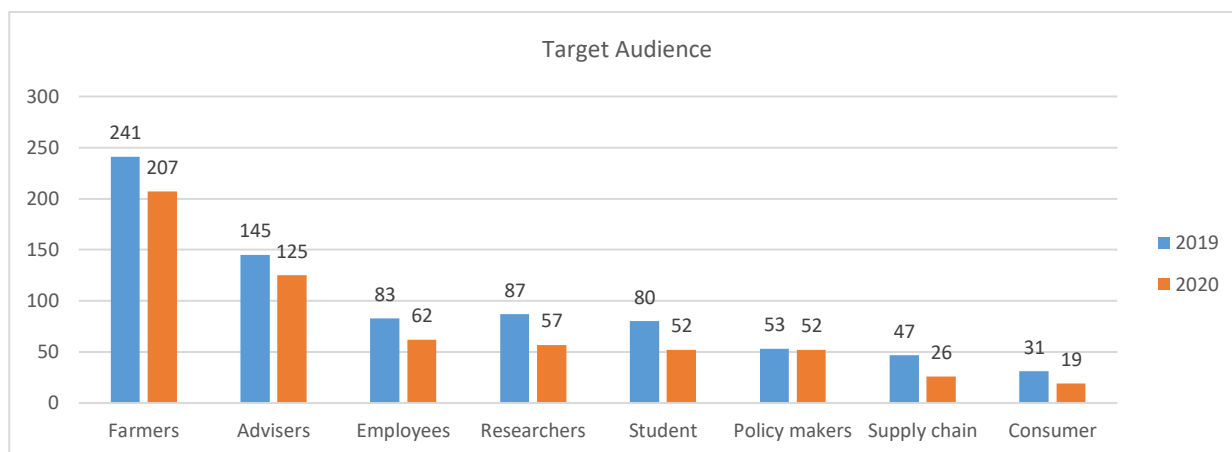


Figure 5: Number of event target audience declared during the event preparation

The main results of the events reports show the differences and the complementarity we can find among the events. Nefertiti events have attracted 25 000 participants, with an average 57 participants/event for 2019 and 2020. The minimum is 3 participants for a little group of farmers and the maximum is 600 visitors, with a high diversity of audience (farmers, researchers, advisers and students). 32 “big fairs” with more than 600 visitors (420 000 visitors in total) have been exclude from these statistics in order to keep a good balance in the main



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figures.

With 11 000 participants in total, farmers have represented 45% of the total participants (figure 6). This is linked to the fact that farmers were the first target. With 9 000 participants, agricultural advisers and students represent 35% of the total participants.

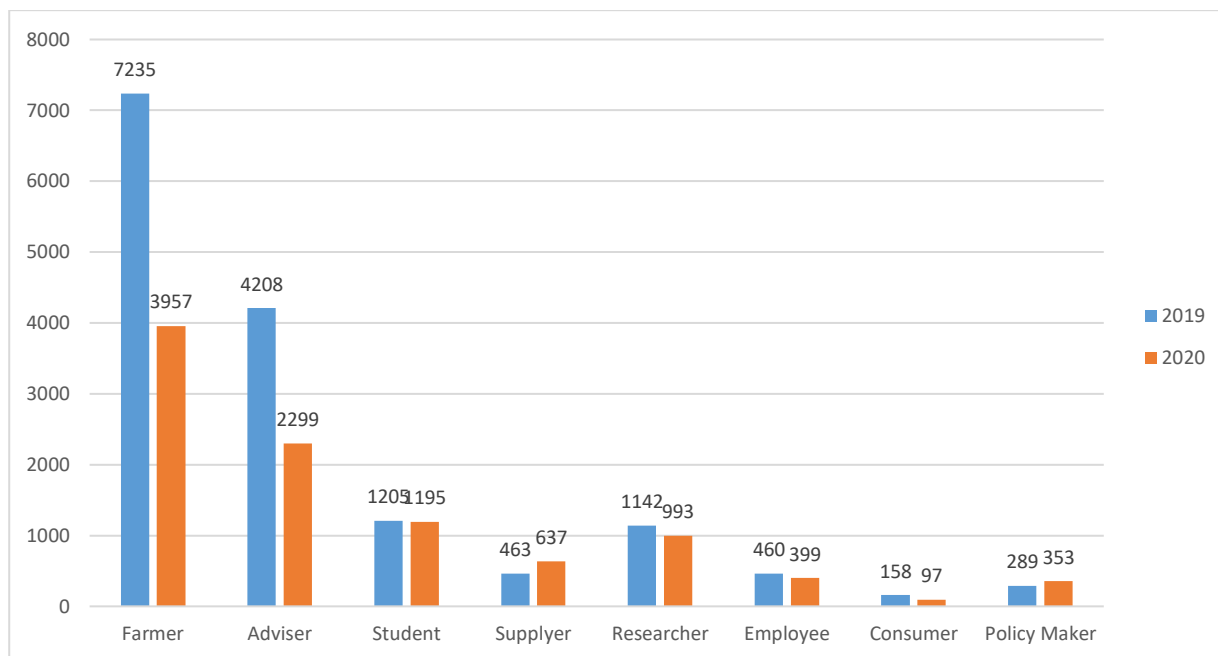


Figure 6: number of visitors and share among types

2.3 A high diversity of types of events organised

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

Nefertiti aims to promote peer to peer learning with demo events organised directly on a farm. In 2019 70% of the events took place on a farm, and the other were set up in organisation's buildings or online (webinar for instance). In 2020 in order to manage the Covid-19 crisis the project has responded quite quickly by setting-up and implementing a new modality of on-line demonstration: 40 hubs have organised a total of 107 online events (webinar, virtual farm visit/ farminars, online farmers meeting...) in order to keep the link with farmers, innovative actors, students...and maintain NEFERTITI activities at the expected level.



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	2019	2020	Total général
On farm	70%	32%	50%
In organisation	29%	22%	27%
Online	1%	46%	22%
Total général	100%	100%	100%

Figure 7: events distribution per location type

Moreover, Nefertiti has the objective to support a wide diversity of demo event types. We divided the events into 5 size classes. We have got a well-balanced event size, from little farmers groups to bigger events. 62% of the events were prepared to attract less than 50 participants. They have globally reached their goals even if some events finally attracted more or less than the expected number of participants.

	Visitor Average		Event number		Total Average	Visitor Total number	Event
	2019	2020	2019	2020			
less than 20	16	15	54	85	15	139	
between 20 and 50	35	47	106	81	40	187	
between 50 and 100	87	87	49	38	87	87	
between 100 and 200	148	150	20	18	148	38	
more than 200	247	221	33	11	242	44	
Total général	63	50	262	233	57	495	

Figure 8: events distribution per size class

Hub actors, host farmers, and event organisers have several goals and used different methodologies to promote their events and present the innovations. We ranked the main event characteristics by their occurrence (figure 8). The first goal of Nefertiti demo event was to present innovations. Agricultural innovations are multiple and could be the farming technics (livestock and crops management, labor organisation...), new equipment's, machineries, technologies or tools... The innovations presented and demonstrated on Nefertiti demo events came from research (40%), the farmers directly (35%) and the supply chain companies (25%). Also, there was a good balance of innovation sources. As we aim to enhance peer to peer learning it is a good result to have 35% of innovations coming directly from the host farmer.



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

Ranking	Demo Events Goals	Demo methodology to present innovation	Event promotion	Speakers
1	Innovation uptake	Oral presentation	Mail	Advisers
2	Competitiveness/Productivity	Interactive discussion	social media	Farmers
3	Farmer and Rural network	Field walks	leaflet - poster	Researcher
4	Improved environmental conditions	Demonstration display	Newspapers	Supply chain actors

Figure 7: ranking of the main events characteristics

3 Networks view

Methodology precaution and explanations:

On the 233 events organised in 2020, 22 haven't taken place due to Covid and 12 have a lack of data (especially the number of visitors) on the report. Also for the following Hubs the number of visitors could appeared disconnected from the number of registered events

The Hubs which organised but cancelled a total of 22 events due to Covid constraints

01 Grassland and Carbon Sequestration

France
Germany

03 Robust organic livestock systems

Germany

04 Optimal soil quality in arable crops

Belgium
Netherlands

05 Crop sensing and variable rate applications

France
Poland

07 Improved nutrient use efficiency in horticulture

Germany
Spain

08 Water use efficiency in Horticulture

Spain

10 You can Farm: Farm attractiveness

France



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The Hubs which didn't report the number of visitors

01 Grassland and Carbon Sequestration

United Kingdom

02 Data driven decisions for dairy farmers

United Kingdom

03 Robust organic livestock systems

United Kingdom

04 Optimal soil quality in arable crops

Netherlands

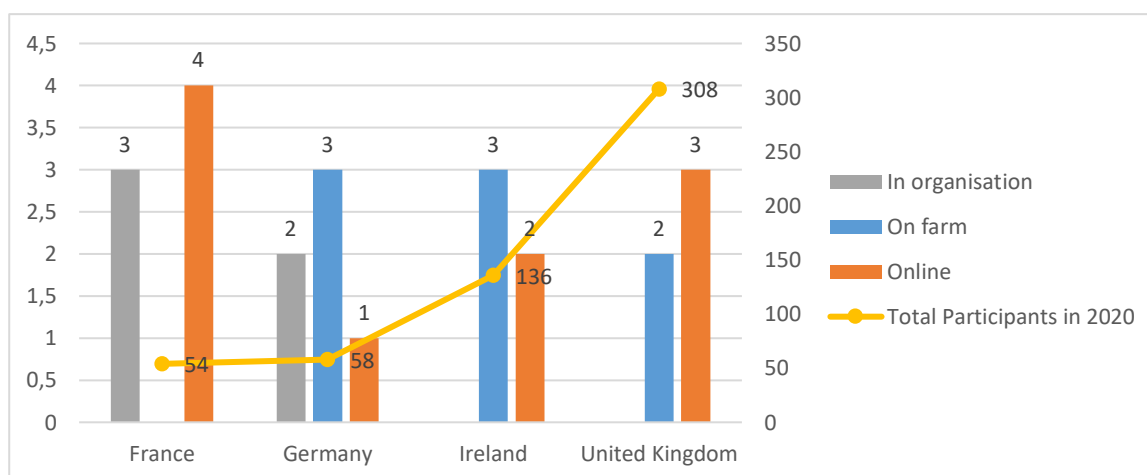
05 Crop sensing and variable rate applications

France

10 You can Farm: Farm attractiveness

Ireland

Network 1: Grassland and Carbon Sequestration



- Network life and progress

Network 1 facilitated 23 demo events during the second demo campaign period (2020). This compared to 24 events facilitated in 2019 and the network target number of 20 events. It has been implemented despite the impact of the Covid-19 crisis on knowledge exchange activities and reflects the commitment of the hub coaches to delivery of the NEFERTITI objectives. Out of the 23 events organised, 5 (22%) were “in organisation”, 8 (35%) were “on farm”, and the remaining 10 events (43%) were “online”. The total number of participants at all demo events was 556. All four hubs met their farm demo delivery targets for 2020 (five events); all hubs in the network met their farm demo delivery targets on average over the two years (5 demo events per year on average over 2019 and 2020).

The hub coaches held seven meetings together within Network 1. The first meeting for this reporting period was on the 2nd of July of 2019 and the overall status of hubs in the countries was discussed, mentioning the Core Group, Hub Meetings, Demo Farmers and Cross visit for 2019. On the 15th of November of the same year, the discussion focussed on the status of hubs, the Dynamic Action Plan, information from the ExCom



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Meeting and the plan for 2020. On the first meeting of 2020, on the 11th of February, the Dynamic Action Plan, the status of hubs in the countries and Cross visit 2020 were discussed. On a more particular note, GLZ met with the Hub Coaches from England, France, and Ireland to strengthen the joint network. Germany focused mainly on the overarching methods of carbon sequestration through soil-water management, but also on pasture management systems and soil management systems. France focused mainly on the need for carbon sequestration and calculation tools to help farmers understand the benefits, but also offered demonstrations on soil management. England focused heavily on soil and looked at the relationship between carbon sequestration from livestock and land management, but also looked at soil management systems, best agricultural practices and cover crops. Ireland focused heavily on grassland management, seed mixes and soil management.

At the start of the project, carbon sequestration and grassland were well known, but not well understood by the public. Initially, this made stakeholder engagement difficult and led to low participation or no interest, which varied from country to country. In addition to our own activities to link the events to other topics through synergies, the topic of grassland and carbon storage attracted more and more interest as the project progressed. This made participants become more aware of its importance in the current agricultural sustainability debate. The different approaches taken by the countries were not only interesting, but also stimulated the other countries and the stakeholders themselves to reflect. The different implementation strategies of innovations, such as Farmer of the year for Carbon Sequestration in England, or the water management system in Germany, were met with great interest. European exchange is therefore necessary and important for the network and should be extended to other EU-countries.

- Covid reactivity and online demo organisation

As with all networks (and the whole NEFERTITI project), COVID-19 and the associated restriction on travel and meetings heavily affected demonstration activities. There were many demonstrations planned that could not take place, but as a result there was an increased use of online meetings. The main challenge with the online meetings was the initial recruitment of participants and the subsequent training of stakeholders and farmers to participate, as the expertise to conduct online meetings was not yet available. Ten of the demo events were held virtually in 2020.

The Hub coaches learned a lot from running the virtual events in 2020, but the physical on-farm demonstrations are still more useful for certain topics, as on-site the focus is more on body language and activity, i.e. doing, and fringe discussions can take place. The pandemic has taught us a lot and made us feel even more the importance and necessity of demonstrations.



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- Technical topics discussed into the network

The main topics discussed at the 2020 demo events are listed in the table below.

Country	Topics/ themes for demo events 2020
France	<ol style="list-style-type: none"> 1. Grass-fed milk: discovering its carbon assets! 2. webinar on C sequestration in Biolait farms 3. carbon sequestration in beef farm 4. Carbon sequestration What is it, how to evaluate in on a livestock farm? 5. Storing carbon in the soil: advantages of organic dairy farms
Germany	<ol style="list-style-type: none"> 1. Online Seminar Soil science basics and importance of individual nutrients in arable, grassland, vegetable, fruit and horticulture. 2. Soil cultivation on Grassland 3. Field walk "Ollenbäke 4. DEMRA mouse monitoring meeting 5. Water management / grassland management 6. Farmwalk mouse problem
Ireland	<ol style="list-style-type: none"> 1. Leamlara discussion group session on carbon sequestration 2. Bride20 Discussion group 3. Bride Valley discussion group 4. Teagasc dairy adviser grassland carbon sequestration training 5. Carbon Sequestration Webinar
United Kingdom	<ol style="list-style-type: none"> 1. Soil farmer of the Year Farm Walk 2. Soil Farmer Virtual Farm walk 3. On -Line Harvest Festival 4. The Greatest Online Agricultural Show 5. Animals To Arable

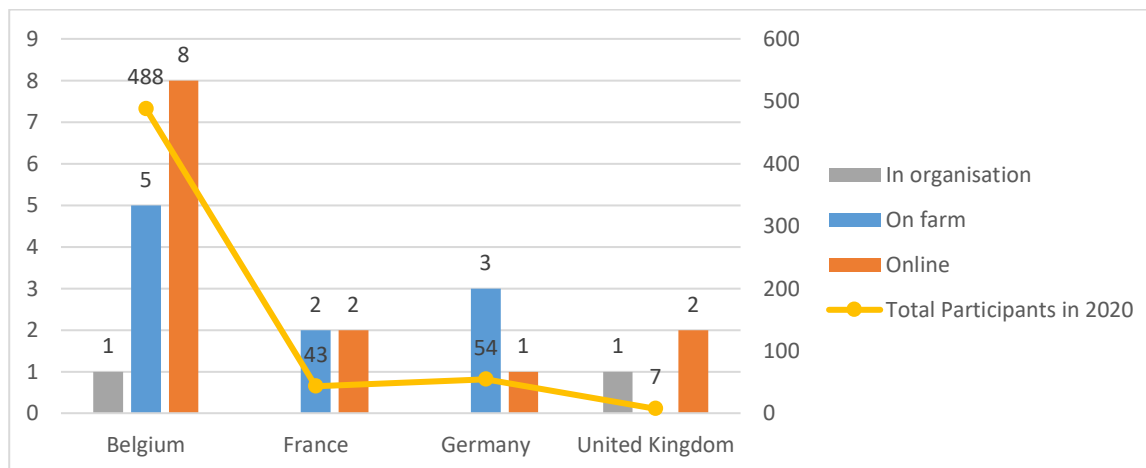


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Network 2: Data driven decisions for dairy farmers



- Network life and progress

Network 2 was able to make good progress pre-COVID. An extremely successful cross visit (combined with NW1) in June 2019 had created many contacts between farmers in the different hubs, and a motivation to grow the network and participate in future cross visits. Network 2 functioned well as a network, easily met the challenge of a change of hub coach in Belgium, and a temporary change of hub coach in Germany due to maternity leave. IFA, as Network lead, organised 6 virtual network meetings in Period 2 which were in addition to the general Nefertiti meetings. The meeting in November 2019 focussed on reviewing the year's network events in each hub, with the aim of identifying issues for the network leader's meeting on 18th November. The two meetings (03/02/20, and 10/03/20) focussed on reviewing the dynamic action plan (DAP), and also introducing the two new hub coaches to the network. Additionally plans were made for the cross-visit in May 2020 (finally cancelled). The meeting on 27/05/2020 focussed on establishing the position post the Covid restrictions and the cancelling of the Cross-visit. The key issue was to highlight each other's plans on virtual demonstration events, and the ability to facilitate farmer interaction. The variety of approaches helped to shape the coach's ambitions for future events. The meeting on 23/09/2020 reviewed actions of the DAP, and reviewed the Covid situation and 2020 events. Attention was given in creating and embellishing practice abstracts, with hubs presenting on a topic from one of their demonstrations. The final meeting was on 24/11/20. Feedback was given on the winter meeting, and the experiences with storyboards discussed. The Network were positive about trying to hold a combined Cross-visit with networks 1 & 3 in May 2021 as it was felt that the lack of a cross visit in 2020 was the biggest negative point arising from Covid, and hoped that the proposed extension into 2022 would enable the Cross-Visit programme to be completed.



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- Covid reactivity and online demo organisation

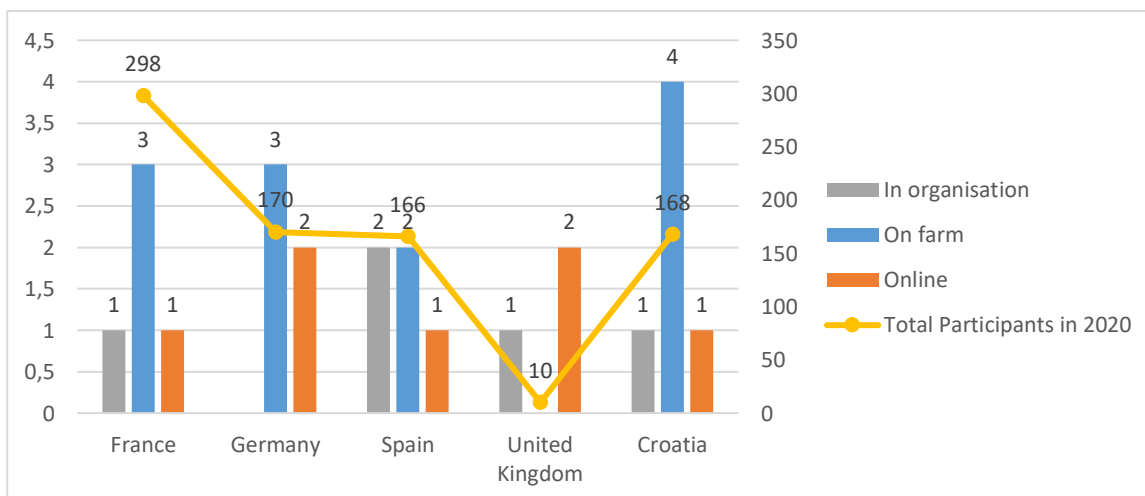
Fortunately IFA's biggest event of 2020 had already happened before COVID struck Europe, with 5,800 attending Dairy-Tech 2020. However it soon became apparent that a major rethink was needed on how we could fulfil our Nefertiti aims set against a background of Covid restrictions. Whilst these restriction impacted the traditional farm-based demonstrations, it presented an opportunity to put on virtual demonstrations, as farmers would be motivated to use on-line platforms. IfA built a virtual platform to replicate an agricultural show, which included a special innovation area showcasing best practice videos – this attracted over 5000 attendees, with 1450 directly accessing the innovation area. (NB these numbers are not included in the graphics). Covid curtailed physical meetings in the UK, Belgian and French hubs, whilst GLZ reported that they were still able to conduct physical meetings in Germany. Nefertiti was proactive in encouraging and supporting the different types of virtual knowledge exchange and all hubs hosted online events with ILVO excelling with 8, and the most successful events were able to achieve a high level of interaction between the participants. In total 25 events were completed by the Network in 2020 – a remarkable achievement in a challenging environment.

- Technical topics discussed into the network

Network 2 showcases how precision livestock farming can benefit farm productivity, animal and farmer welfare and address many of the environmental issues that concern the public. Key topics are:

- Robotic Milking
- Early health monitoring (rumination , activity, temperature), and subsequent improvements in animal wellbeing, and reduction in antibiotic use.
- Breeding for health traits using genomics
- Using thermal imaging for early lameness detection
- Optimising dairy cows at grass
- Making life easier for the farmers

Network 3: Robust organic livestock systems





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- Network life and progress

As Network 3 leader, INTIA followed up on the defined strategy, energized the network and coordinated partners. This coordination was done through emails and quarterly skype calls in order to check-in for tasks updates and monitor partners' activities. A total of 5 network virtual meetings were held to ensure the internal communication and coordination of the network. In 2019, regarding this reporting period, there was only one of these meetings, on the 12th of November, and in 2020 on the 11th of February, the 8th of April (during a parallel session in the General Assembly), on the 26th of June and on the 16th of October. Additionally, the network also met in person on the Cross Visit held from the 17th to the 18th of July 2019 in Germany.

The 12/11/19 meeting was the occasion to exchange on the cross visit in Germany and identify improvement aspects. The 2019 demonstration implementation and the upcoming Winter Meeting topics were also discussed. The 11/02/20 meeting was mainly focused on the development of the DAP2, while the one on the 16/10/20 was on the evaluation of the DAP2 use during 2020. Heidrun Moschitz from WP1 joined both meetings to ensure the data collection on the DAP2 for WP1.

- Covid reactivity and online demo organisation

A common point in all the meetings was the exchange on the hub plans and their deployment, as well as the difficulties encountered during the development of the demonstrations. This point became more crucial in the situation of COVID pandemic, as hub coaches had difficulties in implementing the demonstrations with the constraints and limitations. In order to find common solutions, sharing on virtual demonstration experience and tools became one of the items of the agenda of the meeting on the 26/06/20. Despite the difficulties the network partners made an effort to overcome the barriers and organise at least one virtual demonstration and to do even many face to face demonstrations keeping the project alive.

- Technical topics discussed into the network

A relevant topic of the exchanges in 2020, based on the demands of the hub coaches needs and often discussed was the need of a better exchange on technical knowledge. For this purpose, different technical exchange means and tools were discussed. This resulted in a shared Excel file that was created and placed in the Nefertiti project SharePoint. This way each hub coach could add topics on which they were looking for information or on which they could provide information.

Additionally, following the technical exchange and concrete content demand, during the June 2020 meeting a relevant Horizon 2020 project called BovINE was also introduced to the hub coaches.

Regarding the content of the demonstrations and the main technical topics addressed, livestock production under grazing systems and organic dairy production are the main common topics across hubs under network 3.

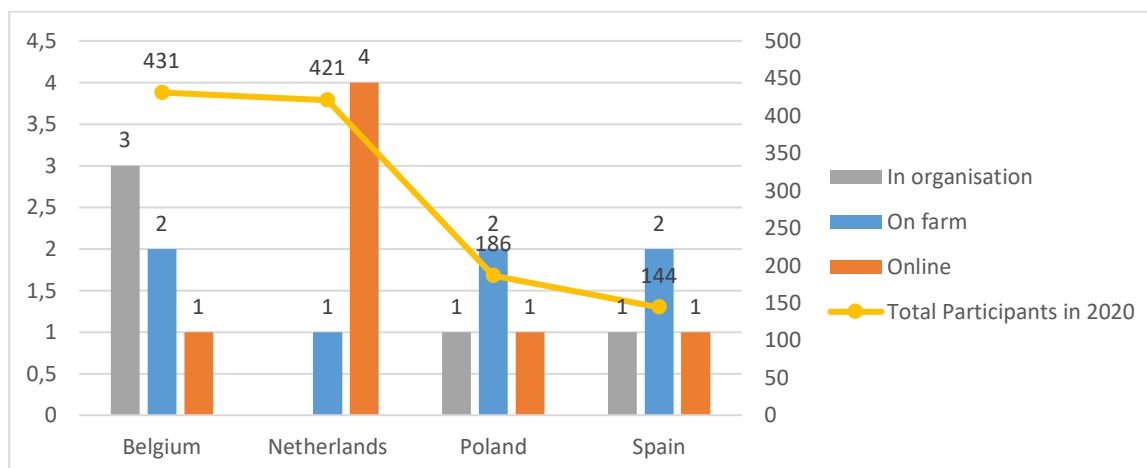


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Network 4: Optimal soil quality in arable crops



- Network life and progress

A total of 7 meetings were organized during this period within the network with the different hub coaches through skype. In 2020, these meetings took place on the 5th of February, the 9th of March, the 6th of May, the 8th of June, the 29th of June, the 21st of September and the 18th of November. Due to the Covid-19 restrictions, more skype sessions were held to maintain the exchange between the hubs. As network leader, Inagro tried to facilitate the exchange of technical information and know-how.

- Covid reactivity and online demo organisation

In 2020, 19 demo events were carried out, of which 7 took place on the farm, 5 in the organization and 7 online. The total number of participants in these events is 1182, part of this success is due to the high interest in online events and easy access to attend these meetings. All members of the Network 4 organized at least one demo event in an online form, one partner even organised 4 online events (mainly in the form of a webinar with a presentation).

- Technical topics discussed into the network

During network meetings, the focus was on organising virtual demonstrations in this period and how to deal with the presented challenges. Inagro also attended several webinars on the topic of organising and sharing experiences on virtual demonstrations and passed on relevant information in the network meetings.

Other discussed topics were how to increase the number of farmer and innovation actors in our networks and to organize at least 5 demonstration events a year and how to reach a lot of farmers with the network's activities. It would be a success if the farmers implement the knowledge shared during the demonstrations.

We also wanted to know the problems of farmers in our network and organize demonstrations that meet these problems. Success for our network would be to challenge actual needs of farmers. At last, the different hubs were studying the possibility of organising a digital cross-visit, but as network we didn't find it a good solution as there is a preference for physical meeting and unavoidable pitfalls related to online cross visits

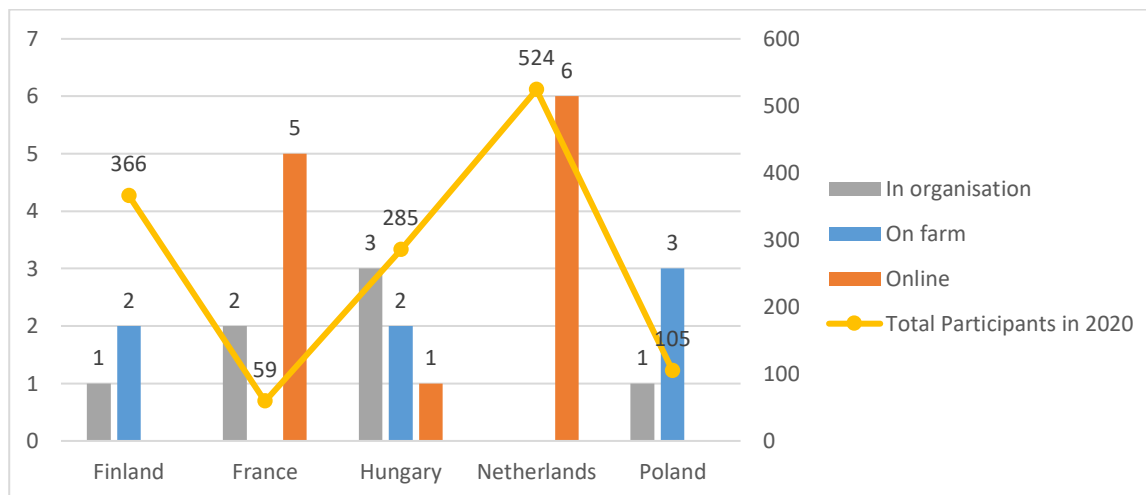


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Network 5: Crop sensing and variable rate applications



- Network life and progress

Apart from the joint meetings organized by the NEFERTITI project management, Network 5 organized 4 meetings via Teams. The first two meetings, on the 13th of January and the 27th of February of 2020, the plans for the coming season were discussed resulting in a DAP-2 description where several objectives and challenges were formulated. An example of this was how to effectively address the different levels of knowledge of farmers. The other two meetings took place on the 28th of September and the 4th of November. The network also discussed and prepared a cross-visit, that was planned to take place at the end of June in Poland. The hub coordinators are, not only, eager to see how demo's and peer to peer learning is organized, but are also eager to learn about state-of-the-art technology in other countries. The network didn't find digital cross-visits a good alternative. Regardless, during this year hub coaches were invited to many webinars of other countries to make the distances smaller.

- Covid reactivity and online demo organisation

Even though COVID was not a present issue at that time, the use of video's and farmers testimonies to make knowledge exchange more effective, were discussed. This approach turned out to be very useful when COVID manifested as a pandemic. During early spring, the plans for this year were shared by mail, including information on how each hub was planning to deal with the COVID pandemic. The change-over from live demonstrations to webinars was often discussed within the network and the hubs received targeted support from the WP leaders.

- Technical topics discussed into the network

Another objective of the network was to exchange the "best experience" of the hubs this year, in terms of successful peer-to-peer learning and knowledge exchange. In the autumn meeting each hub shared interesting examples that were discussed extensively. All hubs managed to organize multiple webinars and some small-scale live demonstration events. A hot topic was how to improve the interaction with and between the participants of webinars. Also experiences were shared regarding the optimal (and maximum) length of a webinar. Live presentations in the field was discussed but in this network it was considered to be too risky for connectivity risks.



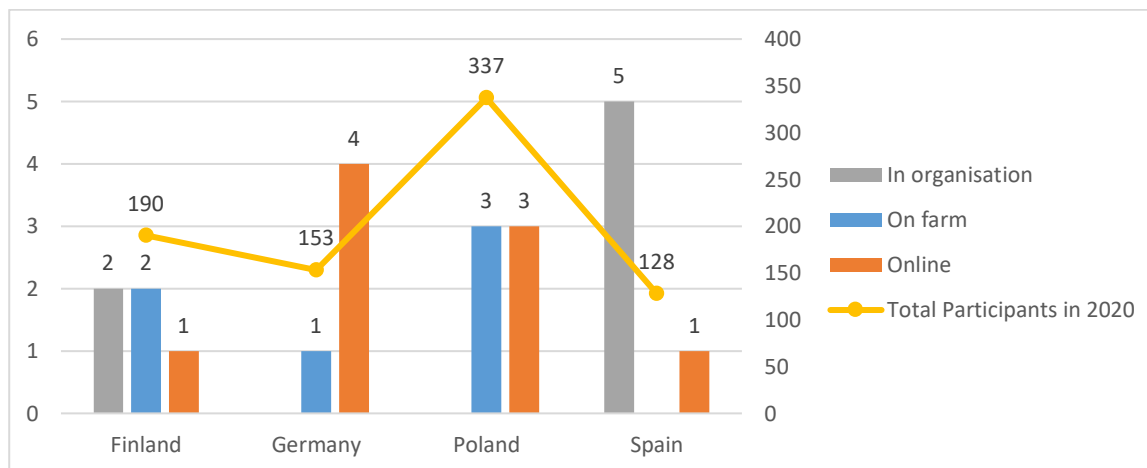
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All in all, network 5 evaluates their year as successful, as they managed to adapt to the COVID challenges and have many fruitful events.

Network 6: Increasing productivity and quality in organic arable cropping



- Network life and progress

The year 2020, despite the significant restrictions resulting from the COVID-19 pandemic, was advantageous for the operations of Network 6.

To achieve the intended goal for Network 6, internal meetings of network members were held, on average, every quarter, making a total of 6 remote meetings of the network members, during current reporting period. In 2019, these meetings took place in September and December, and in 2020 in February, March, July and September. In addition, some operational matters concerning the functioning of the network and individual Hubs were discussed via e-mail and during remote meetings with individual network members.

During those meetings, important topics for the proper and efficient functioning of the Network were discussed. This included reporting on progress of the individual hubs. For this purpose, the status of virtual demonstrations, the issue of cross-visit organization, cyclical update of the number of farms and actors on the platform as well as pandemic situation in individual countries and the impact on the implementation of NEFERTITI's activities, were discussed.

In 2020, as part of the Network, 22 demo events were conducted, of which 6 took place on farm, 7 in organization and 9 online. The total number of participants in these events is 808 (such a high attendance is mainly due to the high interest in online events and easy access to participation).

- Covid reactivity and online demo organisation

The situation related to the COVID pandemic had a significant impact on the form that the tasks were carried out by the members of the Network.

Initially, there were concerns among Hub Coaches about the success and quality of such remote events. These concerns mainly related to the possibility of presenting the demonstration as such without the active participation of the audience, as well as the involvement of the event participants.



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However, the quality of the demonstrations, adapted to the sanitary requirements, mainly remote meetings and face-to-face meetings in the sanitary regime, did not differ significantly from the planned ones. This was achieved mainly through the proper preparation of the event as well as the selection of the topic and the main demonstrator.

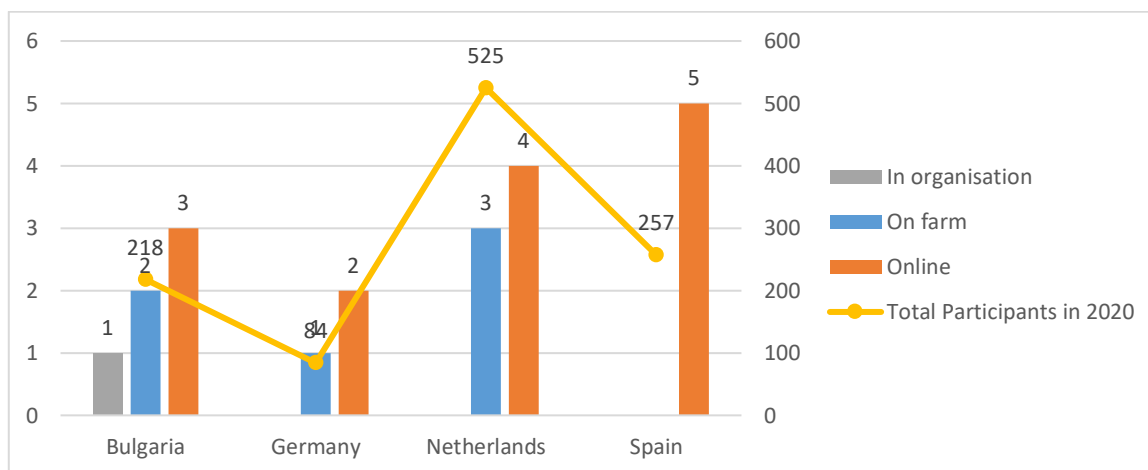
All members of the Network organized at least one demo event in an online form (mainly in the form of a webinar with a presentation (photos, videos, testimonies presenting practical aspects of given activities).

- Technical topics discussed into the network

The basic challenges carried out by the Network during the demonstration campaign concerned mainly the presentation of practical activities aimed at streamlining, improving and more effective production management in organic farming, resulting in a more effective level of their production and quality. The above-mentioned activities included the following issues:

- innovative solutions in the field of nutrient management, weeds, diseases and pests' control, crop rotation, intercropping, plant selections and modifications;
- machine management, aggregation of machines, use of modern technologies, including elements of precision agriculture;
- maintenance of organic matter in the soil, proper soil fertility management, role of microorganisms;
- value chain and commercialization channels.

Network 7: Improved nutrient use efficiency in horticulture



- Network life and progress

As network leader of Network 7 “Nutrient use efficiency in horticulture”, NAAS strengthened the network and its sustainability through managing and organizing its activities, coordination of hubs activities and support for their development. For that purpose, NAAS organized and moderated online meetings to discuss on network activities. The preparation of proposals for possible activities and exchange of experience between network 7 and other project ‘networks were also debated via skype.



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During the reporting period NAAS also supported the development and improvement Network sustainability through regular online meetings between hub coaches and other network members during the NEFERTITI events. Communication between the participants in Network 07 was also carried out via e-mail with materials and guidelines concerning Networks activities and issues. Also, Network hub coaches and other members agreed and exchanged opinions via email communication on the main goals and the implementation of Network 07 Dynamic action plan for the year 2020.

On February 11th, 2020, a network meeting was held. During the meeting, Network leader, hub coaches and deputy hub coaches discussed about the DAP for 2020, including the main goals, challenges and tasks of the network members.

In April 2020, during the NEFERTITI online annual meeting, participants from Network 07 discussed how to hold demonstration events in the conditions of lockdown and COVID-19 situation. The following main issues were discussed: Which are the appropriate methods for virtual demonstration and the platforms that provide these functionalities; How to present the demonstrated topic most adequately through virtual tools; and the planned and the held events of the annual demo campaign plan for each hub.

In the spring and summer, the hub coaches were engaged in conducting the demo campaign. The figure shows that most of the hubs have met their goals, with some delay observed in the German hub. One can also see the different number of online and physical demonstrations in different countries.

On the 16th of December of 2020, a regular meeting of Network 7 was held. During the meeting the participants discussed the implementation of the demonstration campaign, the best practices during the campaign, as well as the difficulties that each hub coach has encountered. As good practices for online demo events, the use of pre-recorded demonstration video was reported, which is played and discussed during the online demonstration event.

During the second demo campaign a total of 22 demonstration events were held.

- Covid reactivity and online demo organisation

At the beginning of 2020, a global pandemic was declared, which imposed a number of restrictions, which mainly hindered the free movement of people, including the organization of physical demo events. Restrictions have been introduced to various degrees in different countries.

In a short period of time we had to change our plan and strategy for the upcoming demo campaign. The only possible way to continue the demonstration was to use digital tools or online demonstrations.

The most important question for us was how to best conduct an online demonstration that is not inferior in quality to a physical demonstration and how to ensure a good interactive connection between the participants.

The main difficulties in 2020 were the transition from 'on-the-field' to 'online' due to COVID-19 situation. The Network succeeded in finding alternative forms of knowledge exchange without losing the interest of farmers. For example, through the application of various methods to increase the interaction between participants during the demonstration events, by pre-collecting questions during the registration, so the lecturers had enough time to prepare relevant answers and present them in detail during the event.

In this regard several online meetings in Network 7 were held and we discussed our opportunities and experience in organizing online demonstrations.



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Pandemic restrictions have been introduced to various degrees in different countries. For example, in the summer of 2020, in some countries there was an opportunity to organize physical demonstrations, but with a reduced number of participants.

Also, because of the situation of the COVID-19 the second cross-visit planned in 2020 for network 7 was postponed to 2021. The first cross-visit was carried out during the 1st demo campaign from 3rd to the 5th of July 2019, in Kassel, Germany.

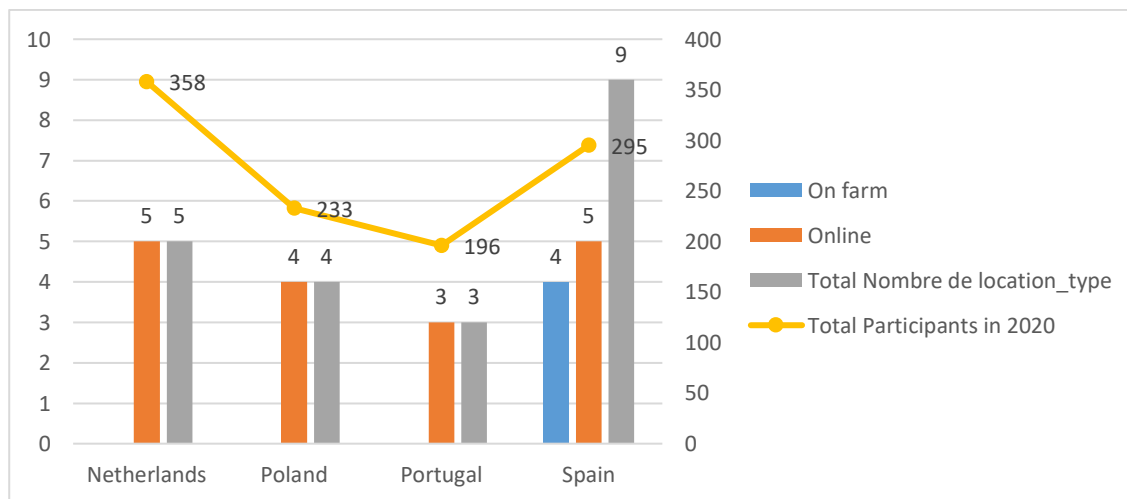
- Technical topics discussed into the network

At Network level, collaboration was more related to technical and demonstration subjects, with less discussion between hubs on specific topics. This is due to the fact that Network 7 hubs apply different approaches in the Horticulture sector and focus on are different issues. In Spain and the Netherlands, the focus is on high-tech greenhouse production, in Germany on organic production, and in Bulgaria mainly on field vegetable production. However, the exchange of knowledge on the network level was supported by NAAS, by offering various tools, including sharing various video and written materials between the participants in their native languages.

During the online meetings, topics related to the good organization and carrying out of demonstration events were discussed. This included topics such as the optimal number of participants, the best time for a demonstration event (physical and online), additional materials and suitable environment conditions.

As a good practice, we identified the preparation of a pre-recorded video, which clearly shows the demonstrated object. The video is broadcast during the online demo event, followed by a question-and-answer session.

Network 8: Water use efficiency in Horticulture



- Network life and progress

During the second reporting period, the shared activities of network 8 were mostly regular on-line meetings of the network leader with hub coaches. Additionally, there was a cross visit from the 28th to the 29th of October 2019, held in Alentejo, Portugal. There was also an appreciable exchange of e-mails, particularly during the planning of the Cross Visit. The online meetings were held using SKYPE, MS Teams or Google Meet. On-line



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meetings were held on 5th, 18th, and 23rd of July, 19th of September 2019, and 12th of November in 2019, and on the 17th of January, 29th of May, 3rd of July, 11th of September, 9th of October and the 11th of November, in 2020. There were essentially four major components to the on-line meetings. The most important components that featured in all meetings, unless they were specifically for another purpose, were reports of planned demo activities and reports on the demo activities held. Features of these reports were the identification of problems and difficulties, and constructive discussion to solve these issues. Additionally, highlighting what worked well was an important feature of these reports. The other major components were cross visit planning, DAP development, and sharing of information on deadlines and of observations from meetings.

Aside from COVID, there were several major challenges that were confronted by the hubs in network 8. Prior to COVID, the Netherlands hub experienced that it was difficult to attract farmers to on-farm demo activities because of numerous competing local divulgation activities, and disease concerns. They developed a hybrid approach in which videos, made on-farm were used to promote discussion in break-out rooms at a large annual event attended by many farmers. The Spanish hub experienced that it was difficult to attract appreciable numbers of farmers to on-farm events, unless large local players such as farmers' associations were involved. The Spanish hub was also competing with numerous local divulgation activities.

Three of the hubs experienced some difficulties with organising or holding demo events, particularly virtual events. The Polish hub did not because of the internal infrastructure of being an advisory organisation. The initial challenges of the Netherlands hub have been referred to. By working closely with a growers' association, the NL hub made substantial progress to overcome those issues. Being small groups within universities presented challenges to the Portuguese and Spanish hubs. These challenges included the logistics of organisation and attracting attendees. As a network, we have encouraged the participating hubs to organise demo events in collaboration with large local players, for example farmers' associations.

- Covid reactivity and online demo organisation

In the COVID situation, the regular on-line network meetings were very useful to exchange experiences on the adaptation to on-line activities. The honest sharing of experiences, both good and not so good, was very helpful in this adaptation. With time, all hubs adapted to holding virtual demo events as webinars. The Polish hub was able to adapt rapidly because of the infrastructure available as CDR is an organisation with a large advisory role. The NL hub collaborated with a large growers' association to provide demo events as webinars. This provided access to a large group of farmers on relevant topics. However, there were some problematic issues with the association that had firm ideas and was not receptive to some relevant activities for P2P learning such as the use of break out rooms. The SP hub used different approaches, such as collaborating with organisations with good infrastructure and capacity to attract farmers, and also going it alone. In doing so, UAL learn the value of collaboration. The PT hub tried different approaches.

- Technical topics discussed into the network

There was general agreement that the technical topic for NW8 was using water efficiently in horticulture. This is a fundamentally important issue for each of the four hubs. It was not just in the hubs in drier regions (PT, SP), but also in the wetter, more northern regions (NL, PL) where increasing summer drought is impacting horticulture.

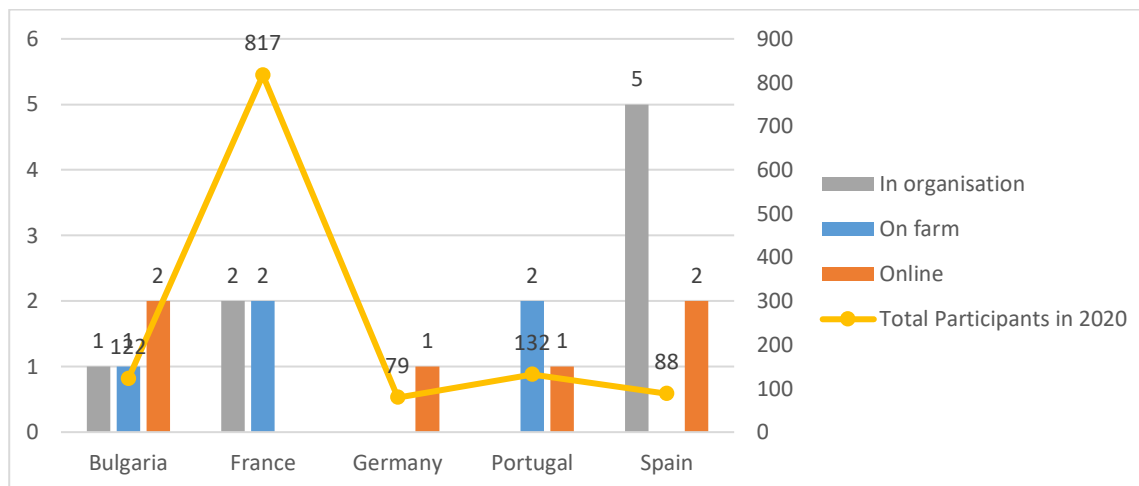


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Network 9: Pesticide use reduction in the production of grapes, fruits and vegetables



- Network life and progress

Network 9 is animated by IFV who supported the hub coaches in the organisation of demonstration activities by providing advice, support and maintaining a permanent link with the Work Package Leaders. Network activity included the animation of the network through regular skype meetings with hub coaches, organisation of demonstration activities by hub coaches in their country and support of hub coaches in their difficulties. IFV carried out five meetings in order to boost its network. The first one was in December 2019, where a review of the year, demonstrations activities organized and feedback on cross visit were discussed. Then, in February 2020, the network worked on DAP 2 with the definition of an action plan. In April of 2020, the topics were to work on DAP 2 and preparation of the demonstration campaign 2020, the difficulties encountered due to Covid-19 and discussion around virtual demonstration. In September 2020, there was a review of the year and first preparation of the demonstration campaign 2021. Finally, in October 2020, support for the knowledge exchange exercise was provided. Additionally, email exchanges allow the network leader to inform hub coaches on future tasks and meetings. A WhatsApp group was created by IFV after the kick-off meeting and was used to exchange information within the network, give feedback after a demonstration and exchange news.

In 2020, 19 demo events were organised in the 5 hubs, either on farm, in organisation or online. Each hub did at least one virtual demonstration.

- Covid reactivity and online demo organisation

As all networks, network 9 was impacted by Covid-19. Besides the conjecture, no major problems in organizing demo events were reported. Network 9 set ambitious goals in the beginning of this period in the DAP, but it was difficult to achieve all. In general, the network is going well and is achieving expectations, even if the number of events has decreased. Online demonstration events have been held in all hubs. One hub (UAL-Coexphal) created its own YouTube channel to broadcast demonstration and to reach the desired number of people planned to attract initially. In this sense, new opportunities were created and issues overcome, for example, issues of capacity limitations due to COVID (rooms typically limited to 50% capacity), and to follow those rules they have to limit the number of people that they expect to participate in the demonstration events. By relying on a YouTube channel and other social media, NW9 reached the desired number of people.



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2020 campaign is below the objective because one hub (DE) only organized one event during the year. This Hub is facing difficulties due to Covid-19 because it's a small structure with a lot of field work to do, whose means do not allow it to organise virtual demonstrations, even though it managed to do one event with difficulties. Several events were planned for the end of the year 2020 but had to be delayed again to 2021.

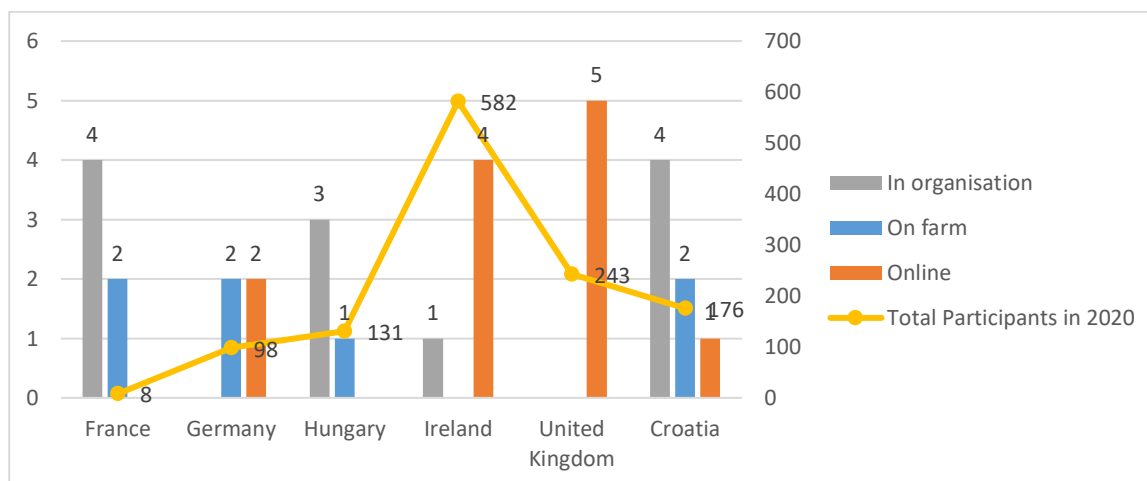
- Technical topics discussed into the network

19 events were organized on the network during the 2020 campaign.

The main topics presented during demonstrations (physical and online) were:

- News technologies to detect diseases in vineyard
- Demonstration of spraying techniques
- Innovative approaches to reduce pesticides use
- Managing pest, diseases and soil issues
- Conference/online webinar from scientist on innovation in vine protection

Network 10: You can Farm: Farm attractiveness



- Network life and progress

Network 10 facilitated 31 demo events during the second demo campaign period (2020). This compared to 37 events facilitated in 2019 and the network target number of 30 events. This was despite the impact of the Covid-19 crisis on knowledge exchange activities and reflects the commitment of the hub coaches to delivery of the NEFERTITI objectives. Of the 31 events organised, 12 (39%) were “in organisation”, 7 (22%) were “on farm”, with the remaining 12 (39%) “online”. The total number of participants at all demo events was 1,238. While four of six hubs met their farm demo delivery targets for 2020 (five events), all hubs in the network met their farm demo delivery targets on average over the two years (5 demo events per year on average over 2019 and 2020).



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Network 10 hub coaches participated in ten network meetings during the 18-month period 1/7/19 to 31/12/20, with the purpose of animating the “You Can Farm” network. All meetings were conducted virtually, via Skype, and occurred on the following dates: 26/7, 20/9, 31/10 and 18/12 (all 2019); 3/2, 21/2, 21/3, 10/6, 17/9, 29/10 and 10/12 (all 2020). The discussions focused on two main topics: (1) supporting demonstration activities in the individual country hubs; and (2) monitoring progress on project deliverables in each country hub. The first two network calls of 2020 focussed on the review of DAP1 and the creation of DAP2, with the remaining four meetings focussed on sharing experiences of the virtual delivery of farm demo events during 2020. A WhatsApp group of all hub coaches was active throughout the reporting period with updates from the hubs and useful resources shared regularly. In summary, the regular meetings, combined with the support activities and sharing of experiences facilitated, animated the network.

In addition, during this reporting period, a cross visit was organised by the UK Hub Coach to Dumfries, Scotland (September 2019) and included two main activities. Firstly, a visit to a share farming enterprise and to meet with both farming partners. This was specifically organised for the cross-visit group and involved talking directly with the farmers in the barn on the share farm. Secondly, the cross-visit group attended a Monitor Farm group meeting on a new entrant farming family farm. The host farmers and Monitor Farm facilitators participated in a pre-meeting dinner with the NEFERTITI cross-visit group, and provided a presentation on their experience of on-farm education. Hub members from Germany, Belgium, Hungary, and Ireland participated in the cross visit, which was hosted by the UK hub coach.

- **Reacting to Covid-19 restrictions: moving to virtual demos**

As with all networks (and indeed the overall NEFERTITI project), COVID-19, and the associated restriction on travel and outdoor gatherings, has impacted farms demonstration activities. Network 10 hub coaches were resourceful and managed to adapt their plans for 2020 to deliver a range of virtual demo events (online demo events have been held in all hubs). While the cancellation of physical farm demo events posed a significant challenge, other challenges encountered by the hub coaches related to attracting participants to join the virtual events and developing the skills needed to host an online demo event.

Twelve of the demo events took place virtually in 2020. One virtual event of note was a webinar organised by the UK Hub Coach. This webinar discussion (including videos) featured new entrant farmers from across Europe, who shared how they began in the agricultural industry and what they are doing differently from their predecessors. Contributions were made from new entrants in UK, Ireland, France, and Germany, and who currently run dairy, beef, and sheep farms. The virtual demonstration provided the opportunity to share knowledge and experiences of the different national contexts, including opportunities and challenges facing new entrants, and their advice for others considering the industry. There were 43 participants from across Europe for the event.

Hub coaches learnt a lot through their delivery of virtual events during 2020; they expect to build on these experiences during the 2021 hub campaign.

- **Technical topics discussed into the network**

The main topics discussed at the 2020 demo events are listed in the table below.

Country	Topics/ themes for demo events 2020
Ireland	6. A day in the life of a dairy farmer (two virtual events with hub members) 7. Collaborative farming as an entranceway to dairy farming (two events) 8. Career pathways in dairy farming



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UK	<ol style="list-style-type: none"> 7. The experience of being a new entrant dairy farmer in New Zealand (having emigrated from Scotland) 8. Routes and opportunities for new entrants to arable production 9. Experiences and support for integrating woodland on new entrant farms and crofts 10. Routes into farming careers from those who grew up in the same locality 11. Comparing new entrant experiences across Europe to find shared learning and policy recommendations
France	<ol style="list-style-type: none"> 1. Welcoming new dairy farmers (two events in different regions)
Germany	<ol style="list-style-type: none"> 6. Introducing high school students to dairy farming 7. Direct sales and diversification opportunities 8. Training opportunities on farm
Hungary	<ol style="list-style-type: none"> 1. PREGA Next generation: opportunities to build an agricultural career 2. Making farming attractive for the younger generation 3. Developing farming in Somogy county with the cooperation of young local farmers 4. Agricultural exhibition: promotion of farming careers
Croatia	<ol style="list-style-type: none"> 1. Modern production of propolis (two events) 2. Technology of beekeeping 3. Control of honeybee diseases 4. Practical works in apiary 5. The challenges in modern beekeeping technology and control of honeybee disease 6. The importance of beekeeping in modern agriculture

4 Cross cutting analysis of monitoring and evaluation

The Hub coaches have filled in a “Hub Monitoring and Evaluation Journal” to monitor and assess their activity and events organisation. The aim was to share the content of this tools with the project coordination team (especially the work package 5) and their networks members: network leader and other hub coaches. The main idea is to implement and share with Nefertiti stakeholders a continuous improvement of the event organisation. The analysis of the 2019 and 2020 “Hub Monitoring and Evaluation Journal” has given main lessons to improve each step of the event organisation in 2021.

During the preparation of a demo event the organisers should cooperate with local stakeholders such as farmers, advisors, private companies, policy makers... This local cooperation is key in preparing a demo event in order to ensure the construction of a relevant program which suits with local expectations. This team could also choose interesting and inspiring speakers, share responsibilities according to fields of expertise (clear division of roles) and allows to share the organisation with events already planned. Promotion has to be widely spread through different channels, in order to reach diversified targets. However, it is also important to set clear objectives for the demo event to reach out to the appropriate target audience. As promoting the event requires time and budget, it has to be sufficiently anticipated and spread along a longer period, with a peak before the event. Examples of tools to use for promotion are leaflets, e-mails, SMS, internal communication in famers’ organisation, website, social media (e.g. Facebook, twitter. WhatsApp), local press. The organisers should have a detailed plan and program for their events. The planning should specify the (realistic) time needed for each part of the program and should include role divisions for the organising team. Allocating time for exchanges and questions is a key to enhance peer to peer learning.

The event organisation should follow the initial program as closely as possible . The speakers have to adjust



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the contents to the time that has been assigned to them. The role of moderator is really important to control the time of each part of the event with a dedicated timekeeper, avoid diverting from the topic of the demo and schedule specific time for exchange. In order to keep the participants attention, the organiser and speakers should diversify the type of supports and activities. They could give priority to hands-on approach, combine indoor moments with field trial visits during the same demo, valorise testimony of farmers and avoid only giving presentations. One of central goal of an event is to optimize peer to peer exchange. The hub coaches' first year experience have shown that organising small groups is a good way to facilitate exchanges between participants especially the farmers. The role of moderator is again important to avoid that the conversation is monopolized by a single person and to stimulate interaction by pro-actively asking input from participants. Experiences show that informal moments are also important for peer-to-peer exchanges and learnings . In the event planning it's therefore also really important to program coffee break, lunch or a drink in order to enhance the discussion between the participants.

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

Due to the COVID19 crisis, hub coaches organised 106 virtual demo events in 2020 (see also figure 7). Most hub coaches managed well to organise online demonstrations. Good preparation (e.g. by preparing a detailed script), practicing the programme and testing technical aspects (platform, microphones, live feed, etc.) beforehand are key to organising a good virtual demo event. Interaction and discussions can be more challenging in online meetings compared to real-live events, especially since online events lack more informal exchanges between participants ('coffee-table talk'). Smaller groups and limiting the duration of the events are ways to ensure better participation and more dynamic discussions. Hub coaches found many different ways to organise virtual demos, for example by pre-recording videos, having a life-feed to talk to a farmer in the field, organising webinars, Q&A sessions based on pre-recorded videos, etc.



NEFERTITI

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

Deliverable 3.1: Report of the first demonstration campaign

5 Conclusion

The 2 first years of demo events implementation have engaged 10 networks, 45 Hubs and their members as farmers, innovative actors, researchers... They have collectively linked to Nefertiti 495 events (262 in 2019 and 233 in 2020), which is more than the initial goals and expectations. They have been supported by the project with several tools, methodologies, and guidelines to prepare, carry out and evaluate their events. They have shared qualitative event characteristics and quantitative results on the platform. All this information is public and give a global view of Nefertiti activity. There is a high diversity of event types with regards to the number and type of visitors, main goals and main methodologies used for the demonstrations. 25 000 people have participated in Nefertiti events, mostly farmers, advisers and students. In 2021 Hub Coaches and Network Leader will continue to interact and make further use of the monitoring and evaluation tools in order to improve the events organisation.