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## Deliverable 7.5: Final conference





## Document Summary

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## Abstract

*The three H2020 projects NEFERTITI, IPMWORKS and I PM Decisions jointly organized a Conference on 'Farm Demo - Sharing Innovation for sustainable agriculture' in Brussels on May 11th, 2022. This conference was NEFERTITI Final Conference. This conference was open to farmers, advisory services, retailers, agro-industries, researcher, and policy makers involved in the dissemination of more sustainable agricultural practices. The objectives of the conference were to showcase the networks of demo farms, the associated tools supporting the improvement of farming practices, and the specific approach to promote peer-to-peer exchange of knowledge and experiences. More than 100 participants joined the Conference. The current report will give an overview of what has been done during the Conference.*



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**Introduction of the Conference**

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## 1. Introduction to the Conference

The Final conference was held at M50 of the project, on the 11 of May 2022 in Brussels, Belgium. The 2nd Farm Demo Conference 2022 ‘Sharing Innovation for sustainable agriculture’ was jointly organized by the three H2020 projects NEFERTITI, IPMWORKS and IPM Decisions. This conference was open to farmers, advisory services, retailers, agro-industries, researchers, and policy makers involved in the dissemination of sustainable agricultural practices. The objectives of the conference were to showcase the added value of on-farm demonstration, the networks of demo farms, the associated tools supporting the improvement of farming practices, and the specific approach to promote peer-to-peer exchange of knowledge and experiences. More than 100 participants from around 15 countries joined the event.



The Conference was introduced by Mario Milouchev, Director in DG AGRI at the European Commission, and Clara Aguilera, MEP. They highlighted the huge challenge of a drastic change in European agriculture to reach targets of reducing pesticide use, restoring landscape biodiversity, and mitigating climate change, while supporting the economic profitability for farmers and ensuring European food security and self-sufficiency. Mario Milouchev emphasized the significance of demonstration at the farm level for the new CAP and mentioned that all member states are currently preparing their strategic plan for demonstration activities. He stressed the significance of linking explicitly demonstration activities with the Agriculture Knowledge and Innovation Systems (AKIS). Clara Aguilera MEP focused on the humanitarian crisis, the importance of securing food supply and the growing impact on farmers during these challenging times related to the war in Ukraine. She also praised the demo projects IPMWORKS and NEFERTITI for making an important contribution to the Green Deal.





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## Panel discussions



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## 2. Panel discussions

The first part of the Conference was organized as successive panels. This allowed presenting the main features of the three connected projects NEFERTITI, IPMWORKS and IPM Decisions. NEFERTITI and IPMWORKS organize farm demo networks and farm demo events and develops methodologies and resources aiming at maximizing peer-to-peer knowledge exchange and facilitate the adoption of sustainable agricultural practices with the greatest possible impact. IPM Decisions provides a support platform for easy access to Decision Support Systems for IPM implementation.

The second and third panels were dedicated to testimonies of "hub coaches" and farmers. The three farmers showed their great motivation and commitment to sharing knowledge and innovation with other farmers, highlighting how it is easier to look for solutions with the help and support of other farmers sharing the same objectives and concerns. The main message from Hub coaches was about the specific skills and methods for guiding farmers toward a holistic vision of farming systems, helping them to re-design the farming strategy to avoid problems rather than advising for emergency solutions to solve problems once they occurred. This requires both technical skills and specific facilitation skills that are important to disseminate within the community of advisory services. Hub coaching also requires time to get the full trust of the involved farmers.

Finally, the fourth panel of Policy Makers illustrated the engagement of supporting policies providing funding resources at EU, national and regional levels to support farm demonstrations.





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**Poster session**

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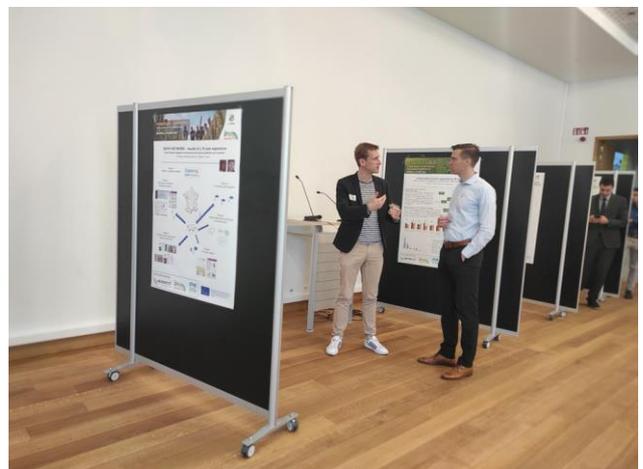
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## 3. Poster session



A poster session was held during the lunch break, this gave the opportunity for attendees to exchange. The posters presented the three projects and the EU FarmBook developed by the EURAKNOS/EUREKA project, supporting knowledge exchange between all AKIS actors in the European Union, the five national networks of IPM demo farms affiliated to IPMWORKS (namely DEPHY, LEAF, GROEN-AoZ, DIPS and PESTIRED), and resources and output of the NEFERTITI project, that is ending in 2022 (the Farm Demo training kit, how farm demo connects with AKIS, guidelines for virtual demonstrations, NEFERTITI practice abstracts, an overview of NEFERTITI past demo events, and detailed results from the NEFERTITI thematic networks).



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**Workshops**

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The logo features the word "NEFERTITI" in a bold, grey, sans-serif font. The bottom of each letter is filled with a stylized grass icon. A small, grey leaf icon is positioned above the final letter, "I".

## 4. Workshops

The afternoon of the conference was devoted to 6 parallel workshops:

- #1: Detailed results of the French DEPHY network of IPM demo farms, where participants could learn about the cost efficiency of pest management strategies with limited pesticide input, and about developed tools to coordinate and facilitate groups of demo farmers and disseminate results.
- #2: Pan-European decision support platform for IPM, provided and presented by the IPM Decisions project. A live demonstration and discussion of the IPM Decisions Platform (due to be launched in the autumn) showed how farmers, advisers and researchers can find and run IPM decision support systems.
- #3: The "Farm Demo Training Kit" was presented to make clear its potential to support organizers of farm demonstrations. During the workshop, some tools for preparing, delivering, and evaluating were highlighted and explained to give the audience a glimpse of the tools available in the training kit.
- #4: Lessons learned on Farm Demonstrations and recommendations for AKIS. The central challenge in this interactive session was 'how farm demos can activate and create bridges in the local AKIS system'. The participants explored potential contributions and take-aways for farmers, advisers, industry, policymakers, and researchers during a well-organized demo. Conditions for exchange and recommendations were discussed.



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- ✚ #5: Farm Demo platform and Youtube channel: when digital boosts learning. The session was organized to grasp the main positive and negative experiences with digital peer-2-peer learning and knowledge exchange. Participants commented on differences among target groups and used online channel(s), tool(s) and method(s) for proper targeting and securing that the message is adequately received and understood.
- ✚ #6: Virtual Demonstration Events: a solution in time of sanitary crisis. This workshop provided an overview of the lessons learned about virtual and hybrid demos. The virtual demo booklet was designed in the framework of the Nefertiti project and presents highlights of virtual and hybrid demos and some inspiring testimonials of hub coaches.

The workshops were designed and facilitated to let participants actively engage in the discussions and have a concrete vision of the methods and resources produced by the three projects. The NEFERTITI guide for farm demonstration was available in a printed version.



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# **Final panel discussion and closing words**

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## 5. Final panel discussion and closing words



The Conference ended with the last panel dedicated to the future of sustainable farming. Bram Moeskops (IFOAM EIL) and Stefan Top (AVR / CEMA) discussed the need to use both technology and ecological processes to move towards sustainable agriculture. Jean-Baptiste Dollé (IDELE) introduced the issue of climate change mitigation as a major challenge for the future, which will be the focus of the project Climate Farm Demo, recently selected by Horizon Europe, and that will build on previous Farm Demo projects to develop farm demonstration.

Anne-Catherine Dalcq, from CEJA (European Council of Young Farmers) provides the final words. She underlined the challenge for young farmers to commit and make farming practices evolve and meet the expectations of European society. She pointed out that it is also important to invest to raise the attractiveness of the farming sector for young people. She stressed the importance of linking the diversity of actors involved, farmers, research, advisory services, food market chains, and policymakers in this perspective. She highlighted the need to bring knowledge to farmers in an appropriate form, and peer-to-peer exchange facilitated by networks is very relevant and also the importance of finding solutions for long-term funding of the agricultural demonstration networks, as the challenges facing the agricultural community will not be solved after the end of the projects funded by the European Commission.



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**Annexes**



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## 6. Annexes

### 6.1 Conference agenda



**FarmDemo**

### *IPMWORKS – NEFERTITI – IPM Decisions*

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**FARM DEMO Conference 2022 – Brussels**  
Herman Teirlinck building, Havenlaan 88, Brussels  
Wednesday 11 May 2022

Final program

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*NEFERTITI has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 772705*

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### Wednesday 11 May

Time	Content	Speaker	
<b>Farm Demo Conference 2022</b> <b>“Sharing innovations for sustainable agriculture”</b> <b>Herman Teirlinck building, Havenlaan 88, Brussels</b>			
Target audience <ul style="list-style-type: none"> <li>• Policy makers (regional, national &amp; EU level)</li> <li>• Advisory services</li> <li>• Farmers</li> <li>• Researchers</li> <li>• Economic actors of the value chains</li> </ul>			
08:45	<b>Welcome - Coffee</b>		
9.15	<b>Introduction of the Conference</b>	<ul style="list-style-type: none"> <li>▪ Cathy Smith (Facilitator of the event)</li> </ul>	5'
9.20	<b>1<sup>st</sup> Opening speech</b>	<ul style="list-style-type: none"> <li>▪ Mario Milouchev (Director – DG AGRI)</li> </ul>	10'
9:35	<b>2<sup>nd</sup> Opening speech</b>	<ul style="list-style-type: none"> <li>▪ Clara Aguilera (Member of the EU Parliament)</li> </ul>	10'
9:50	<b>Live interaction with the audience</b>	<ul style="list-style-type: none"> <li>▪ Cathy Smith</li> </ul>	10'
10:00	<b>NEFERTITI, IPM WORKS, IPM Decisions</b> Main findings and activities of the three projects	<ul style="list-style-type: none"> <li>▪ Adrien Guichaoua (ACTA-FR)</li> <li>▪ Nicolas Munier Jolain (INRA-FR)</li> <li>▪ Neil Paveley (ADAS–UK)</li> </ul>	30
10:30	<b>Coffee Break</b>		20'
11:00	1 <sup>st</sup> Panel discussion: <b>“Being Hub coach/advisor - Sharing knowledge, transforming futures”</b>	<ul style="list-style-type: none"> <li>▪ Deborah Crossan (IFA-UK)</li> <li>▪ Stanimir Stefanov (NAAS- BG)</li> <li>▪ Amandine Fauriat (Chamber of Agriculture – FR)</li> <li>▪ Anton Jagodic (EUFRAS)</li> </ul>	35'
11:35	2 <sup>nd</sup> Panel discussion: <b>“Being Demo Farmer - Seeing is believing Demo Farmers boost innovation uptake across EU”</b>	<ul style="list-style-type: none"> <li>▪ Guido Lammerant (BE)</li> <li>▪ Pawel Ciasnocha (PL)</li> <li>▪ Vanessa Peterhans (CH)</li> </ul>	35'
12:10	3 <sup>rd</sup> Panel discussion: <b>“The role of demo farms in innovation adoption. How new policies can support farmers to achieve the Green Deal targets”</b>	<ul style="list-style-type: none"> <li>▪ Eric Demmerle (Ministry of Agriculture - France)</li> <li>▪ Karri Kallio (Southern Ostrobothnia Region - Finland)</li> </ul>	35'

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12:45	<b>End of the plenary session.</b>		
12:45	<b>Lunch break – Poster session</b>	Posters from NEFERTITI, IPMWORKS, IPM DECISIONS	75'
14:00	<b>Workshops</b> 3 sessions (35' each)  <b>Free choice of parallel rooms:</b> <ul style="list-style-type: none"> <li>• Results of the DEPHY network</li> <li>• Pan-European decision support platform for IPM</li> <li>• The Farm Demo Training Kit</li> <li>• Lessons learned on Farm Demonstrations and recommendations for AKIS</li> <li>• Farm Demo platform and Youtube channel: when digital boost learning</li> <li>• Virtual Demonstration Events: a learning solution in time of sanitary crisis</li> </ul>		120'
16.00	<b>Live interactive feedback on the workshops</b>		10'
16:10	<b>Panel discussion - What is next?</b> Future of demo farms 'networks for sustainable agriculture	<ul style="list-style-type: none"> <li>▪ Bram Moeskops (IFOAM EU)</li> <li>▪ Jean Baptiste Dollé (IDELE – FR)</li> <li>▪ Stefan Top (AVR / CEMA – BE)</li> </ul>	35'
16:45	<b>Closing words</b> The view of an external witness	<ul style="list-style-type: none"> <li>▪ Anne-Catherine Dalcq (Vice-President of CEJA)</li> </ul>	10'
17:00	<b>Cocktail</b>		60'
18.00	<b>End of the Conference</b>		

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### 6.2 Farm Demo Conference Useful Resources

#### *Project websites:*

- <https://nefertiti-h2020.eu/>
- <https://ipmworks.net/>
- <https://www.ipmdecisions.net/>

#### *The Farm Demo portal*

- <https://nefertiti-h2020.eu/NefertitiPortal/#!/app-h/networks>

#### *The Farm Demo training kit*

- <https://trainingkit.farmdemo.eu/>

#### *Youtube Channels:*

- Farm Demo: <https://www.youtube.com/c/FarmDemo>
- IPMWORKS: <https://www.youtube.com/channel/UCK5N5H7gew9rrRITo-kB8lq>

#### *NEFERTITI Practice Abstracts*

- <https://nefertiti-h2020.eu/practical-abstracts/>

#### *Video reportage of the Farm Demo Brussels events, 10-11 May 2022:*

- <https://www.youtube.com/watch?v=d3DhEU9VOp0>

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