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D8.8 Report of the Fourth annual meeting



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

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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.



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NEFERTITI

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

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Summary





I. Summary

The Fourth Annual Meeting of the NEFERTITI project was held the 13th – 14th April 2021 remotely (virtual meeting) due to the COVID – 19 Crisis. 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/4th Annual meeting or directly via this link.

The meeting was organized as follows:

Day 1: Tuesday 13th April – Plenary presentations + Parallel sessions

Introduction: State of the art of NEFERTITI progresses and administrative issues

Ice Breaking Quizz

Part 1 : Demonstration and facilitation

Part 2 : Network Sustainability

- Part 2.1 : Complementary approaches to Network Sustainability
- Part 2.2 : Innovative power of criticism contest

Day 2: Wednesday 14th April – Plenary presentations + Parallel sessions

Part 3 : Communication, dissemination and outreach

Part 4 : Fine-tuning 2021 Hub Campaign plans

Part 5: External Advisory Board

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Plenary session





II. Plenary session

1. Welcome

By Adrien Guichaoua (ACTA), coordinator NEFERTITI

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

- To Keep working on the basics of the project
- Demonstration and facilitation
- Network Sustainability
- Communication, dissemination and outreach
- Hub Campaign plans

→ Overall Objective: to mitigate the impact of the crisis on the project implementation while being innovative.

Administrative procedure related to the project amendment and extension request:

- The project will have an extension of 6 to 9 months, we still waiting for the final feedback of the REA.

2. Part 1 : Demonstration and facilitation

Session 1.1 - Facilitation



Chair Name: Heather Collins

Heather Collins - a facilitator and rural social scientist from New Zealand. Heather's core focus is to foster social change through practice, research and learning. Working in the primary industries, Heather excels at connecting individuals and groups, at enabling people to talk about the future of agriculture, at inspiring new ideas and changes in thinking and understanding. She has a unique all-round understanding of different perspectives to enable connections between different groups – from rural to urban, farmers & growers to policymakers, scientists to marketers. Heather holds a PhD in Agriculture and

Environment.

Heather gave an inspirational speech based on recreational exercises in order to introduce NEFERTITI members to Facilitation skills and especially to the ORID method.

The session triggered a lot of good insight among hub coaches and a willingness to improve their facilitation skills and to use the ORID method directly during the upcoming demo events. Some flavour of the session are available in heather PPT.

Session 1.2 - Reflection on learning

Chair Name: Herman Schoorlemmer

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

Participants:

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



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

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

What is your top lesson learned on demonstrations?

Preparation pays ! but it takes time...

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

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

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

Facilitation, sharing knowledge and active participation are key

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

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

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

Top lessons learned from participating in the thematic network of NEFERTITI

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

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

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



for a shared action plan and path forward. Private advisors, while perhaps creating trust issues, may bring in market innovations.

Fundamental to start “bottom up” and be farmer centered in planning, content, process and feedback.

This ties into increased motivation, knowledge exchange and reflection. “Advisors focus on what farmers do wrong, not what they do right”. Need to build a community of knowledge where not only certain advisor knowledge is privileged.

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

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

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

List of actions for next period:

What	Who	Who	When	Comments
Deepening insights on learning	All WP5 participants	Herman Schoorlemmer WP5-leader	Dec 2021	Inputs for D5.4
Deepening insights on added values for AKIS	All WP5 participants	Cynthia Giagnocavo (task leader)	Dec 2021	Inputs for D5.5

Session 1.3 - Design an innovative Farm demo

Chair Name: Herman Schoorlemmer

Minutes rapporteur Name: Herman Schoorlemmer

Participants

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

During a short plenary three important elements were given for improvement of demos. Firstly, the analysis of the hub journals gave the impression that objectives of farm demos were often described not specific enough. This means that there was often no learning goal or learning outcome in it. Secondly, the presentation of the content during the demo could be made more attractive and effective (learning by doing). Thirdly the facilitation of the farmer-to-farmer learning could be improved by an active facilitation resulting in open exchange and more reflection.

In 10 parallel groups the Hubcoaches were asked to develop a ‘fictive’ exciting life demo on a commercial farm. They had to decide together about the topic and to specify the objective, to design a set up that visitors will remember for years and to optimize the process of peer-to-peer learning. Below some notable ideas are given. The complete answers of the 10 Thematic Networks are given in a google doc.

Specify the objective of your demo

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The technical/agronomic aspect of the objective was still more easily to describe than the P2P aspect of it. It is not a natural starting point to indicate clearly what participants of a farm demo should take home keeping in mind the potential impact on their decisions on their own farm.

Some objectives gave less direction for a practical choices in organisation and demo set up (like: initiate discussion..., raise awareness..., exchange perspectives, share lessons..) others much more (like: to eliminate prejudice about..., to motivate farmers to innovate.. , demonstrate different methods in a way that farmers easily understand how to apply..., the farmer should know at the end....', to learn from positive and negative experiences...)

What could be innovative ways of demonstrating

This resulted in many nice suggestions with icebreakers, quizzes, virtual material, visual aids, plots & field demo's, clinics to train skills in the field, use of short films of the demo-farmer to demonstrate the evolution of a situation, storytelling with challenges and solutions.

How will you facilitate peer-to-peer learning?

Several nice ideas were given, like:

- the ORID reflection method
- On beforehand key questions already prepared to steer discussions
- Create a safe space and stimulate farmers to make statements and be critical
- Stimulate discussion on a central question in small groups and/or start with duo's and make the groups step by step bigger
- Wall and post-it to answer questions
- Make a little competition, start with a quiz and discuss the results
- Learning by doing: Let farmers do an activity first (fill, estimate, measure, taste, detect) and then discuss and reflect
- Put a line in the field/ on the floor, pose a statement and let farmers choose to step at one side of the line (agree/not agree) and ask them to clarify their position
- Ask participants to bring photos or samples to show evidence

Decisions taken

In the next hub campaign plan and preparation of farm demo's hub-coaches will pay extra attention to:

- ✓ The learning element in the objective of the demo
- ✓ An attractive content
- ✓ the facilitation process of P2P learning

List of actions for next period

What	Who	Who	When
Take care of lessons of this session during the preparation of new farm demo's	HCs, and TNLs	WP3 leaders	During 3rd demo campaign
Integration of results of this session in D5.4	WP5	WP5 leaders	December 2021



3. Part 2 : Network Sustainability

Chair Name: Luís Mira da Silva

Minutes rapporteur Name: Leonor Santos

Sustainability Session

The discussion on the last Annual Meeting regarding the sustainability of the project was summarized. The most important issue in this discussion was understanding that Hub/network's thematic should be a priority for the institution

What about sustainability ?

It is important to understand that NEFERTITI has a pyramid organization. At the bottom we have the NEFERTITI Network, then the Thematic Networks, then the Hubs and on the top, Demo farms. These 4 levels were discussed in terms of sustainability. Demo farms will be there after the project and they have learned and enjoyed the process. They will remain demo farms after Nefertiti, so we should focus on sustainability at a hub level. The sustainability regarding the next two levels (thematic networks and Nefertiti network) will be worked on by WP6.

Working on the sustainability of the hubs need the involvement and ownership of hub coaches. Hub coaches should think of possible national financing given the new CAP. WP2 will help hub coaches in this task.

DECISIONS TAKEN

- ✓ Work in the sustainability of NEFERTITI after the end of the project in parallel between WP2 and WP6, in different levels
- ✓ Make a survey for network leaders and hub coaches to understand their willingness to accept the responsibility of their networks and hubs after the end of the project
- ✓ Provide Network leaders and hub coaches the necessary tools to maintain the hubs
- ✓ Work on a strategy for self-sustainability

List of actions for next period:

What	Who	Who	When
Survey on Hub ownership in the future	WP2, WP3, WP5, WP6	WP2	By the end of the year

Part 2.1 : Complementary approaches to network sustainability

Chair Name: Adrien Guichaoua

Minutes rapporteur Name: Marga Vintages

Presentation Luis Mira : Summary of the last Sustainability Session

Luis presentation highlighted the importance of defining a sustainability at Hub level. This because it is the level which is closer to territories and farms . Furthermore, it is the level that can intercepts support from national and regional policies and funding. Thematic Networks could also find some form of sustainability in endorsed at European or National level by targeted initiatives.



The whole NEFERTITI as a broad European Network is less likely to find sustainability without a continuation of funding from European programmers.

- Conclusion of Luis is that we need a clear Roadmap to sustainability, with the use of EU networks and opportunities (CAP, Rural networks, Horizon, ERFD, etc.)

Presentation Laure Triste: The value of the Network

Laure's presentation shows that members of the NEFERTITI Network find several benefits from being associated to its activities.

Besides the technical and operational value that is generated by having a common frame for operating demonstrations, it carries also a social value which can be associated with the facilitation of a fair and pleasant interaction among network members.

Presentation Fabio Boscaleri: Policy Support

Fabio introduced the approach towards Demo Farm that some Countries are currently developing. Few Countries have shown a clear intention of creating National Demo Farms Networks (e.g. Poland). Many are putting emphasis on the role of on farm demonstration but without a clear vision in terms of policy tools and connection with the AKIS.

WP6 can help NEFERTITI to work towards a sustainability by:

- Identifying the right policy tools (CAP Art.72, Innovation Ecosystems, S3, etc.)
- Creating a narrative about the importance of supporting DEMO Farms at both "infrastructure" and "functioning" level
- Organising activities to engage with policymakers

In conclusion, WP6 is suggestion to:

- Create an ad-hoc "Task Team" in NEFERTITI to assure the narrative is shared and transferred to Policymakers and AKIS in all EU Members States
- Liaise with other H2020 projects (e.g. I2Connect)

Presentation Marko Prokin: The NEFERTITI platform

Marko shows the potential of WP4:

- What we learned of online campaigns
- Possibility of new fields
- Events
- A Forum as a new opportunity

Discussion

Tom asked what he should do for this

Luis: there should be a strategy for every network or is possible every hub. But also a total strategy for the total network.

Herman tells about the idea of the EU to make a formal map. But not all farms are interested in that. He thinks it should not be too sticked but mor fluid.

Decisions taken

- ✓ All the Networks should be aware of the sustainability goals, and possibilities of public policies in this
- ✓ The WP6 team will keep the networks informed about the future activities in this



4. Part 3 : Communication, dissemination and outreach

The plenary sub session started with presentation on testimonies / good examples and best practices from NEFERTITI partners on communication and dissemination activities. Three partners (communication/social media officers) presented their NEFERTITI communication and dissemination (including social media) activities in addition to joint WP 7 activities (NEFERTITI website, platformed and social media accounts). The partners were as follows:

- Vér András and Takács Krisztina - Széchenyi University (SZE), Hungary.
- John Moriarty -Teagasc, Ireland;
- Annie McKee - The James Hutton Institute – Scotland.

After that the topics below were discussed:

Plenary sub session 1 2021 Communication and Dissemination (C&D) Activities:

1. Topic of discussion 1 'How to present the results and main achievements from second demo campaign in addition to leaflet with results' :

Summary:

- Focus and present on technical issues "Hot Topic" and the way that you present the "solutions" for Farmers
- Farmers testimony about the benefits to participate to Nefertiti Hub / Organise and/or participate to Events including video and quotes/pictures for social media. Attract farmers with statements of other farmers!
- Show some concrete examples: tell stories!
- Focus on farmer group facilitation and/or demo event organisation including video and hub coach testimonies.
- New "fun" infographics with farmers quote, drawing...
- Hub Coaches (HCs) testimony by general topic: how they change the way to organise a demo => impact statements. Put HCs at the center.
- Demonstrate the value of the network
- Competition with the objective to attract more demo farmers with a "price" (ex. participation to the 2022 cross visit) for him and maybe for the Hub Coaches.
- Virtual Demonstration to be highlighted.
- Show the importance of Demo-farms in EU AKIS in view of sustainability
- Make several short videos (because there were a lot of virtual meetings) to share on social media. It is more visual and attractive and can show people to the website and leaflet if they want more info. Videos can give general infographics, but can show pieces of real demos.
- To be included info for number of views on YouTube NEFERTITI videos;
- Impact on people is more important: also in period of COVID and online KE
- Promote through EUFRAS - IALB etc...(Conference in June).
- Poster for conference and other events
- Translation of the Leaflet to promote Nefertiti results in each country
- Other comments for the leaflet:
 - o good to have overview of demos in the project. Was not aware that it existed. There needs to be a base to share this info on broader scale.
 - o Who is the target group? Then think on how to improve. Will be different for farmers or policy makers. Now it is targeted and useful for the general public to present the project as a whole.
 - o Farmers would be more interested in info from a specific hub. This leaflet is too broad for farmers.

2. Topic of discussion 2 'Main communication and dissemination activities for 2021 including social media activities':

Summary

- When websites are updated, it is most useful. Have latest results available on the website and easy to find;
- Choose platform based on target group;
- Contacting to school networks (green net) and share relevant information with them;



- Setting up direct contacts with farmers through advisors who make WhatsApp groups. To attract people for demos phone call and WhatsApp;
- Social media (SM):
 - WhatsApp works well (e.g. in Remix project, have lot of information).
 - Younger farmers: use Instagram;
 - Facebook: +30year old farmers;
 - Communication should be strong on all SM platforms. More or less same communication with small twist depending on the content and way it is presented;
 - Instagram: fast quick communication;
 - Use private accounts of organisations to propagate the outputs of NEFERTITI;
 - Content of social media is too poor on Instagram and Twitter. So it should contain a link for more information. Always include a cross post (e.g. to a flyer, video, document, ...);
 - SM not only to promote, but also to share information after events.
- Videos are excellent way of communication: you easily grasp the essence of the hub activities;
- Videos are not visible enough. There are a lot of videos on the YouTube channel, but not visible on the website and SM. It should be taken more actions on this.
- To be used SM to attract people to go and watch the videos;
- Promoting local activities (including dissemination activities);
- To find a way to exchange best practices in different languages;
- Dedicated page on partners' websites with info about the project;
- To test all available SM networks.

3. Topic of discussion 3 'Topics and issues for inclusion in NEFERTITI newsletters':

Summary

- Put more headlines and links to more info. It should have an overview at the start of the newsletter with the title, and with a link, sending you to the extended article on related to the title;
- To be selected some of the 3-4 annual newsletter, which to be translated in local language;
- Put more link to NEFERTITI videos;
- Put a note to focus on "Why farmer get better meeting with ORID methodology";
- Long newsletter - to be shorten and to be reduced the info on it. They could be sent more frequent, but with less information. It would be easier to grasp what is going on;
- The newsletters should email to a broad group;
- To be asked hub coaches to send the newsletter to their network;
- Presentation of data / optimized digitalisation of information/education;
- More focus on women!
- Goals of EU initiatives (other than H2020)

Plenary sub session 2 Best practices in organisation demonstration activities

The plenary sub session 2 started with presentation of the proposal for collecting best practices in organization demonstration activities and creating new field-specific know-how material.

After plenary session, participants joined on parallel session. Within the sessions it was discussed: general feedback on the proposal, comments and/or suggestions for improvement;

what questions to be asked when collecting best practices (i.e. what is the optimal number of participants for effective knowledge transfer; the structure of the participants – age, gender, profession; what communication tools they use to attract target group...)

what format of field-specific know-how material on organizing demo-activities would be most helpful to organizers (a brochure, video...).

The results from discussion are as follows:

1. Demo objectives and target groups

What were your objectives for organising demo event(s)? Who was your target group (profession, age, gender...)? What was the size of the audience (number of participants)?

- The target group depends on the objective of the demo: mainly farmers but also advisers, agri-food industry, politicians, NGOs;
- The diversity of actors can help to maximise the transfer of the demos;



- If you made a lot of effort to organise the demo, you should invite as broad as possible to have bigger impact;
- Including actors that can boost discussions or have different visions can be a good idea if you want to have everyone on board for certain topics (climate change, water, consumers perspective...).
- The target group were farmers (cooperation with other partners - schools - universities).
- Main target group: farmers (subgroups: younger ones specifically, both male & female, crop specific)
- Secondary target group: Suppliers
- Size of the group: around 20 (for physical demos), depends on the type and objective of event. More people on virtual demo events
- Main objective for "farm attractiveness":
 - reach as many farmers, advisors, students as possible;
 - how can i increase the reputation of agriculture and to recruit farmers?
 - how to promote dairy farming?
 - how to attract young farmers?
 - how to attract students in agriculture?
 - sustainability of agriculture and rural development;
 - new business model;
 - convince policy makers and other stakeholders for importance of agriculture;
 - supporting new entrants to farming - i.e. new people and new pathways; this links to the new business models and new approaches to agriculture (e.g. agroecology)

2. Demonstration farm

Where your demo events were organised? Farmer owned farms / publicly owned farms; experimental farm / regular farm?

- Farmer owned farms are a good option for peer-to-peer learning, involving farmers that want to be ambassadors and are willing to share;
- Experimental farms/fields allow demos on more innovative/risky approaches;
- Relevant role of innovators and early adopters and their position in the farming community. Use farmer associations and boards to find these farmer;
- Some demos can also be organised in rooms, not necessarily in the field. Outside for machinery, technology, etc.;
- Mainly events were organized at innovators farms: farms just one step ahead of the average farms. Farms oriented to innovation / new technologies
- Means to compare for the visitors (different varieties - strip field).
- Organizing of events in farms with good communication skills of the farmers;
- Research farms are also good option – place to test and take risk, but also real farms agreed to make test and research;
- Trials with public and private companies
- Usually farms owned by farmers are used for demo events;
- Family farms are also good option for demo events;
- Best to identify a demo farm with "a story to tell" - that the farmer can talk about farm attractiveness/ progression/ succession etc.

3. Demo set-up

Did you organise event(s) in collaboration with partners (another organisation / people outside your organisation)? If yes, who were your partners? Based on your experiences, what are pros&cons of organising event with partners?

What was the duration of your event(s)? Any (other) specifics related to the demo set-up organised within the sector of Animal production?

- For organization of demo events it is good to have the support of agricultural associations, researchers and advisors (combination of knowledge - behind the scene);
- For organization of demo events it is good to have collaboration with veterinarians as they are close to livestock farmers, very useful to cover biosecurity issues;
- For demo events are appropriate specific biosecurity measures; overboots and disinfectant;
- It should be selected the right topic in the right period: weed control (spring) / sowing / harvesting



- Before demo event - connect with what is in the mind of the farmers;
- Don't do a demo event when there's an overload of work for farmers;
- Make a combination of live demonstration + Videos (from other seasons);
- To keep in mind the duty related to mix-farming systems;
- Many demo events organized with growers associations and different partners, cons regarding communication and facilitation, pros reach of larger audience.
- Have in mind that when demo event is organizing with commercial partners - they try to sell their products;
- Not all events with other organizers.

4. Promotion

How did you promote your events? What channels did you use and why?

- Depends on who are the partners in a demo event;
- For wide promotion it could be linked to the industrial partners;
- Connect with communication partners (communication magazines);
- Use existing networks of advisors (farmers & Companies & research institutes);
- Farmer newspapers, websites, WhatsApp groups, social media networks, pre-existing networks;
- Social media channels;
- WhatsApp;
- Website;
- Work with colleagues in PR dept and share details with colleagues (internal email);
- It all starts with getting the details of the event down on paper - date, venue, time, key speakers, topics

5. Learning and facilitation methods

What was the size of the groups? What learning methods were applied?

- Farmers completed a computer tool online on impact of the farm on GHGs. The outcomes of this were compared during a discussion group in a meeting room and they shared potential solutions to lower the impact;
- Split the big group in small group and walk around;
- Depends on the type of event;
- 20 to 50 persons, field walks, open discussion / "round table";
- typically a presenter (farmer, adviser, other actor) will present a summary of the topic, before either inviting questions from the audience or facilitating a discussion (this will depend on audience size).

6. Evaluation and follow-up

What evaluation method did you use? Did you manage to follow-up with the participants after the event and how?

- Most difficult part for partners;
- Keep a list of contacts, evaluate through sheets when there is a webinar, online polls;
- Online tools as Mentimeter;
- On farm: interviews, put on post-its and discuss it afterwards in plenary;
- Feedback surveys and emails to the demo event participants to request their feedback. The co-organisers have also used feedback surveys, including NEFERTITI specific questions, and they have shared the results with hub coach;
- Better evaluation following online events (electronic record of participants, chat etc.); could probably do more in terms of evaluation;
- informal evaluation - phone call from a farmer or participant;

Plenary sub session 3 Knowledge collection and presentation through the NEFERTITI Platform

A workshop/group discussion dedicated to how we can use the platform to further collect and present knowledge from the project. The discussion was directed on potentially how farms/farmers have changed over the course of the project (something like a before/after comparison) or whether we should be extending the after-event questionnaire or to make a new one for the end of the project and present it as an accomplishment. The focus was to collect ideas and then to vote and choose the best and most feasible ones.



The results from discussion are as follows:

1. How would you use the forum to collect knowledge? Would you feel motivated to share your results there and hear about others' results?

- Prefer to share during meeting (Network, Hub, Annual...) rather than a platform;
- Farmer have already apps, social media, it's hard to motivated them to get into. It could be appropriate the platform to be linked directly to social media;
- Looking forward to share the results and technical knowledge on forum;
- The forum is not yet used by more partners. Other meeting methods were used (Skype, etc.);
- The forum could be used to share webinars;
- If lots of information actually shared amongst NW, then it could be useful perhaps;
- First impression: most results are local, so it's an obstacle to share;
- It might help, but it should analyse if it is it necessary;
- For organic farming there is already a European network (organic farm knowledge platform) and it could be interesting to add NEFERTITI insight to that platform;
- It would be helpful to have more knowledge exchange;
- Forum is not used to collect knowledge. Only for internal use, it is yet complicated for farmers to access and find information. There is also too many website on the web where farmers can find knowledge. But internally could be interesting to learn what is doing in the other networks;

2. Would you modify the current event/ post-event form and if yes in which way? Which areas need improving? Take into account the current questions are there for the project to report on the activities and success of farms.

- The question regarding if the event really took place is a little confusing. The word should be modify;
- Current form is good, it is necessary small improvements;
- To be included addition info in post-event form regarding: lessons learned, testimonial from the participants; qualitative key messages and information;
- Estimation of actor types is difficult to ascertain, esp. in virtual meetings. Attempts made but not always possible-depends on registration methods. People don't always enter with real names;
- Questions/concerns on registration of farms. Site is difficult to navigate to register farms. Farms don't want more work;
- Too hard to read such tables. The report must be more funny (attractive, commercial), more pictures. Tables are useful for summaries (for EC), but for peers, it is more useful to have more information on the outcomes (not just number of participants) e.g. "the best learning thing" . Be inspired by the Hub M&E journal;
- Missing: something related to evaluation of the event. Is included in ME Journal, but not included on the platform;
- Notifications about post-event surveys, maybe good to continue using it for reporting;
- Make sure there is no duplication of questions in the hub journal and the website;
- Current form could be simplified;
- No sense to calculate a % of advisors/farmers. Giving only number of participants in enough;
- Problems for loading photos;

3. Has your hub and the farms within it changed during the project? How has NEFERTITI contributed to the development of your hub and the farms within it?

- More people with an expert view, more farmers, researchers, people working in environment area;
- First year informed for large public and motivated / second year smaller groups, talk about solutions and ways to carbon sequestration;
- Farmers change with technology, but lack of physical meetings and cross visits, not helpful to signing up to the platform;
- Improved methodology in organising demo events, more reflections and NEFERTITI contributed by developing tools and organising exchanges;
- More exchanges within the hub;
- Some people want to participate, but not necessarily formalised as "member of hub". Closer contacts have resulted



- NEFERTITI helped to develop the hubs;
- Participants are happy with the demos (mainly on-farm events), they often miss such events. So NEFERTITI facilitates this need;
- Demos also introduce the hubs to new farmers who can then host the next one;
- Farm Demo platform is a small hindrance for farmers to participate, as it is a little complicated. It is difficult to make changes when there is a relevant change at the farm;
- Selection of a demo farm based on the topic. Some growers are not added to the platform, as they don't understand the need for that;
- No changes. Some external people ask to participate in the network by adding a new hub.
- There is value-added of NEFERTITI to existing networks (increasing size - visibility -quality etc....)

4. Would you find it useful to have some functionality/form to fill out in order to summarize your achievements in a presentable way?

- It could be fine to be a common form to sum up Hub's progress and achievements;
- Easier enrolment process;
- Writing and posting enhanced practice abstracts on key technical points of meetings;
- Ability to add links to event form for technical outcomes;
- If you want to share achievements other than on the NEFERTITI platform, you do it on your own;
- The main goal is often to organise a good event with happy farmers, so reporting about achievements is important for the project, but not always for organisations;
- Reporting on achievements may be handy to attract additional funding/cooperation with others, but otherwise it can be difficult to imagine why it is beneficial to report these achievements;
- Presentation similar to fact sheets would be a good idea;
- It should be put the summary videos - tip and tricks - short teasers;
- It should be loaded more technical booklet and content and relevant links.

5. What do you think is the best way to present the collected knowledge? Where would you like to see it presented?

- Posting videos - when able to do so both on NEFERTITI Youtube channel linked to 4D4F website, and social media;
- As attached documents / presentations with individual links that can be further disseminated;
- Use newsletters to link to other websites as YouTube channel of partners' organisations;
- Factsheets for demo events;
- Use of virtual billboard per hub;
- Making short films of excellent demo events including case studies of specific areas of expertise;
- Sharing learnings about methodology already happens a lot (e.g. in the toolkit);
- Cross-visits are a good way to share knowledge;
- Knowledge is available in the toolbox, it's good that this is all in one place. That way it is also easier to share these tools with others (e.g. colleagues outside the project);
- The good practices from farmers, on the website there is more technical knowledge, the platform is more for demo events, farms which are not part of the hub also being able to add to the project;
- Scientific publications on extension services to reach a broad audience;
- Collected knowledge should be presented in the website by using short summaries on demo with 1 or 2 picture, a technical content a link "to know more" and a contact;
- Proposal for the hubs : by the end of the campaign write 2 or 3 technical summaries on the best demo organised during the year and upload in on the website;
- Use NEFERTITI Flag;

Decisions taken

- ✓ In 2021 Communication and Dissemination (C&D) plan to be included proposals made on communication session including:
 - strengthening the communication on all social media platforms;
 - using the private accounts of organisations to propagate the outputs of NEFERTITI;
 - most post to be put on Instagram and Twitter;
 - to be made more videos;

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- promoting local activities (including dissemination activities);
- to be found a way to exchange best practices in different languages;
- ✓ All partners regularly send materials and news for uploading on NEFERTITI website.
- ✓ The communication report for 2020 demo event campaign to be developed according to proposal made during the 4th annual meeting and after discussion within the ExCom;
- ✓ In NEFERTITI newsletters to be included topics and issues proposed on communication session;
- ✓ Newsletters to be shorten and to be reduced the info on it. To be developed more frequent, but with less information.
- ✓ To be developed a list of questions to ask in the process of collecting best practices in organisation demonstration activities;
- ✓ To be identified the best format for new, field-specific, know-how material for demo-events' organisers;
- ✓ To be made analysis of NEFERTITI platform and forum and to be updated according to proposals made during the 4th annual meeting and after discussion within the ExCom;

List of actions for next period

What	Who	Who	When	Comments
In 2021 Communication and Dissemination (C&D) plan including activities related to social media to be review and reflected proposal made during the 4 th annual meeting	NAAS BIOSENSE ACTA	Dimitar Vanev - NAAS Dajana Vujaklija - BioSense	June	
Development the communication report for 2020 demo event campaign according to proposal made during the 4 th annual meeting and after discussion within the ExCom	NAAS ACTA Chambres d'agriculture Bretagne	Adrien Guichaoua - ACTA; Mathieu Merlhe - Chambres d'agriculture de Bretagne; Dimitar Vanev - NAAS	June 2021	The report will be discussed and reviewed by ExCom members
All partners to send interesting news and material for uploading on NEFERTITI website	NAAS, BIOSENSE, all partners	Dimitar Vanev - NAAS Marko Prokin - Biosense	During all year 2021	
Development NEFERTITI newsletters according topics and issues proposed during the 4 th annual meeting	NAAS ACTA	Dimitar Vanev - NAAS Adrien Guichaoua - ACTA;	During all year 2021	
The plan for realization of new videos to be developed	NAAS FIBL; All partners	FiBL - Thomas Alfoldi Dimitar Vanev - NAAS	End of February	
To be developed a list of questions to ask in the process of collecting best practices in organisation demonstration activities	BIOSENSE NAAS	Dajana Vujaklija - BioSense Dimitar Vanev - NAAS	June, 2021	
To be identified the best format for new, field-specific, know-how material for demo-events' organisers	BIOSENSE NAAS	Dajana Vujaklija - BioSense Dimitar Vanev - NAAS	June, 2021	
To be made analysis of NEFERTITI platform and forum and to be updated according to	BIOSENSE	Marko Prokin - Biosense	September, 2021	



proposals made during the 4th annual meeting and after discussion within the ExCom				
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5. Part 4 : Fine-tuning 2021 Hub Campaign plans

Chair Name: Mathieu MERLHE

Participants

Plenary: all participants to the annual meeting.

10 Parallel session: All hub coaches joined parallel sessions per Thematic Network. These were guided by facilitators of other WP's of Nefertiti and by the Network Leader.

The Idea of the plenary session is to present the framework of the third action plan in order to keep in mind a clear objective including about the number and the type of events, what a visitor should learn and the best way to facilitate peer to peer learning. The parallel session per network start with a tour du table when each Hub Coache has explained their plan to facilitate their hub and organise demo events in 2021. The network leader has also a global view of the 2021 demo campaign and could plan the network facilitation in 2021 and improve the exchange between hub coaches.

Decisions taken

- ✓ Keep the objectives of 5 demos per hub in 2021 :
 - maximum on commercial farm
 - at least 1 virtual demo event
- ✓ Use 2022 to complete the total of 15 demos in all Nefertiti plans *(if EC agree about the extension)*
- ✓ Use Nefertiti tool to improve the demo organisation, peer to peer learning, communication and promotion: Dynamic Action plan, Action Plans for the third demonstration campaign, Hub Journal, Nefertiti Platform...
- ✓ Register the demo events in the platform :
 - Register and fill in the event characteristics before the event. Think to write the event title in English
 - Filled in the report after the event
 - Link to the events some document (leaflet, report, newspaper article, pictures...)

List of actions for next period:

What	Who	Who	When	Comments
Organise at least 5 demo in 2021 maximum in farm and at least 1 virtual event	Hub Coaches and Nefertiti partner	Nefertiti scale: Mathieu MERLHE Network scale: Network leaders Hub Scales: hub coaches	Dec. 2021	Use tools, tips and tricks, networks exchanges and cross fertilization to improve the demo organisation
Fill in the online Nefertiti platform	Hub Coaches and Nefertiti partner	Nefertiti scale: Mathieu MERLHE Network scale: Network leaders Hub Scales: hub coaches	After and before every events	Register and fill in the event characteristics before the event. Think to write the event title in English

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				Filled in the report after the event Link to the events some document (leaflet, report, newspaper article, pictures...)
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4

External Advisory Board



Name (s) of the expert(s): Marco Vieri – University of Florence

Overall assessment

1. Executive summary

I have had a very impressive feeling about the project and the results carried out. The project design has reached the foreseen goals and the general result is a spreaded awareness about innovations activate in the different areas of Europe.

2. Overall recommendations

The general awareness of innovation development it is not so diffused in the different Countries of Europe especially for those farmers and agripreneurs of the small farms: a more granulated and shared dissemination should be activated.

In my experience I am convinced of the importance of assessment of innovation in terms of overcoming the to know towards the to think. It is important to contextualize the innovation cases giving details on the territorial contest needed to support them.

I eared to mention about inventory or repository. Yes these tools are very important but innovation it is not something you buy on the shelves of a supermarket; it must be supported by knowledge and skills, structures and infrastructures.

In the farming systems you cannot change the entire system but adopt gradually innovations and the first evaluation is the identification of value proposal of the introduced innovative tool: It is extremely important to give the keys of innovation at the farming entrepreneurs, rather than to propose something to acquire. Innovation is not in the single innovative product but in a more appropriate system approach at the needs of the time.

Guiding questions

The **FARM DEMO training kit** resulting from the cooperation of PLAID, AGRIDEMO and NEFERTITI is fully available from last autumn: <https://trainingkit.farmdemo.eu/>

This training kit synthetises all findings from the 3 projects and is dedicated to whoever would like to organise on-farm demonstration (but mainly practitioners).

- Really useful, friendly, simple, detailed what is needed for who has to prepare an event.
- It would be very important to translate in every EU language

In order to cope with the COVID crisis, NEFERTITI swiftly moved in 2020 to the “**Virtual Demos**” scheme in order to maintain the level of activities and to keep the link with farmers and advisors.

Of course the Virtual Demo scheme cannot replace real on-farm demonstrations on the qualitative (see, smell, touch, feel) and quantitative (number of farmers) points of view. The main objective was nevertheless to maintain high level of peer-to-peer learning!

We would like to receive your feedback on the model we set-up and identify ways of improvements in order to increase the Virtual Demos quality in 2021?

- In my opinion the “virtual demo” model will be a shared way to present every important event.
- Even though it is not possible to feel, smell etc this enables whom that cannot attend the event.

NEFERTITI aims to foster knowledge exchange between Hubs, Networks, Farmers, advisors, researchers etc...

NEFERTITI focused on two layers of knowledge exchange: Demo knowledge and technical knowledge (linked to the 10 thematic Networks).



The Hubs exchange on regular basis on these 2 types of knowledge on regular basis (at least quarterly). The Networks exchange knowledge together during the annual meeting, some Cross-Visits and the annual Winter meeting. We couldn't organise the annual knowledge session during last annual meeting but we shifted this session into the "Storyboard" Knowledge exchange during the Winter (see Interim Report).

Does the knowledge exchange principle and activities looks relevant and efficient? Where would you put the main focus about the knowledge to be exchanged? Which other means and measures would you propose to boost knowledge exchanges among hubs and Networks?

- Private Demo farm are essential also because they use economically sustainable approach and for very specific innovations; but in very variegate and differentiate areas as the Mediterranean Countries it is important the public fostering as Tuscany Region is dealing with. The public Demo Farm became Hub in which recognise an educational and training arena.
- Please take into consideration the connection with other educational initiatives as the ESASMUS+ project, see the SPARKLE (www.sparkle-project.eu)
- Knowledge growth requires time and effort and training on best practices looks like vaccines: it is necessary to approach a territorial continuous action to update and to propose again the specific training.
- Please take into consideration, in this late approach, the aspect of operator safety in agriculture.

NEFERTITI aims to sustain its networks and tools (platform, training kit, etc...) after the project 'end in order to capitalise on the long term on the network connectivity! That is why we run a "policy dialogue" work package that aims to find relevant ways of sustainability and funding!

The 3 ways of sustainability are i) self-sustainability of the hubs and networks, ii) sustainability through the 2nd pillar of the CAP and the demo networks that can be settled by the Member States and EU regions and iii) sustainability through other H2020 and Horizon Europe projects (already on-going as many NEFERTITI partners are partners of the new FARM DEMO Project named IPMWORKS and managed by INRAe. NEFERTITI platform has been placed as central tool for IPMWORKS events and farm inventory).

What is your assumption on this strategy for the Demo networks sustainability? How do you see it feasible through the 2nd pillar of the CAP in your respective countries? Which factors could enhance and incentivise self-sustainability of the hubs and networks?

- Knowledge growth requires time and effort and training on best practices looks like vaccines: it is necessary to approach a territorial continuous action to update and to propose again the specific training
- Competitive territorial projects in which [i.e. OGs or Integrated Supply Chain Project (2nd pillar CAP - PIF in Tuscany)] the training phase should be mandatory for farmers and technicians.
 - farmers must be draw out door to door.

NEFERTITI aims to **disseminate as many demo practices and technical practices as possible** to practitioners and all actors interest in on-farm demonstration.

The project made an efficient use of Social Media to reach this objective, in addition to the on-field dissemination activities that are carried-out on daily basis by the hub coaches! Nefertiti also translate as many materials as possible in all project languages to reach this objective. The Farm Demo Youtube channel is a flagship initiative as the videos received so far around 200 000 views. Some live training on the "training kit" have been runed and will be organised in 2021.

How would you asses NEFERTITI dissemination and communication activities? Did we miss something? How to improve our C&D strategy and impact? Could you propose new appropriate dissemination tools, approaches and activities?

- The NEFERTITI approach appears very appropriate; more effort in my opinion have to be done in the translation of media in the different EU languages and spreaded within the different educational and training actors of the agricultural system (from technical institute to universities and to categories associations (not only CopaCogeca but also CEMA, consultant associations, etc.



Name of the expert: Alexandros Koutsouris

Overall assessment

1. Executive summary *(Comments, in particular highlighting the achievements of the project objectives, NEFERTITI progress beyond the state of the art...):*

The project has to be evaluated ‘holistically’, i.e. all aspects have to be seen under both quantitative and qualitative lenses, taking especially into account the context (i.e. the unexpected, when project was submitted and took off, covid-19 pandemic). In this respect, taking into account the limitations imposed all over the globe due to the pandemic, the achievements of the project (numbers of events, numbers and range of participants, platform functionalities, additional farms in the project’s database, additional innovation actors, new tools in the training kit, training of hub coaches, videos produced for the project’s YouTube channel, and use of social media/ numbers of followers) are impressive. This is certainly an impressive achievement when the fact that turning to virtual modalities had been certainly difficult for quite a few organisations, let alone a big and heterogeneous (multi-actor) project such as NEFERTITI.

2. Overall recommendations *(e.g. on overall modifications, corrective actions at WP level, or re-tuning the objectives to optimise the impact, innovation or keep up with the State of the Art, or for other reasons, like best use of resources, re-focusing...).*

The project will have to take care of all its hubs and assist/ facilitate those who need support (although the fact that they seem to be somehow lagging behind may be other reasons beyond the project capacity). The project will have to disseminate its results (video production guidelines, holding of virtual events guidelines, and the like) with other H2020 projects and beyond. The practices developed are of wider interest to the ‘agriculture and forestry’ community. The guidelines for (virtual) demos need to be translated in all EU languages so that wider audiences will benefit especially in view of the implementation of the new CAP (2021-2027) emphasising demonstrations as means to transfer as well as to co-create knowledge/innovations.

Guiding questions

The FARM DEMO training kit resulting from the cooperation of PLAID, AGRIDEMO and NEFERTITI is fully available from last autumn: <https://trainingkit.farmdemo.eu/>

This training kit synthesises all findings from the 3 projects and is dedicated to whoever would like to organise on-farm demonstration (but mainly practitioners).

How would you evaluate the Training kit? Is it easy to understand, navigate and find the right information? What is missing? Are the tools satisfactory for you? Do you believe practitioners would make efficient use of it if we translate it in all EU languages?

I believe that the training kit is very important and of high quality and needs to both be translated in all EU languages (the part developed by the project since the part “inherited” from AgriDemo and PLAID is already translated) and be widely disseminated. It contains lots of extremely useful links; nevertheless, I would suggest to locate additional links and/or materials directly relating to agriculture (for example the TEAGASC’s Facilitation Handbook and other similar materials produced by extension/ advisory organisations or relevant international ones).

In order to cope with the COVID crisis, NEFERTITI swiftly moved in 2020 to the “**Virtual Demos**” scheme in order to maintain the level of activities and to keep the link with farmers and advisors.

Of course the Virtual Demo scheme can’t replace real on-farm demonstrations on the qualitative (see, smell, touch, feel) and quantitative (number of farmers) points of view. The main objective was nevertheless to maintain high level of peer-to-peer learning!

We would like to receive your feedback on the model we set-up and identify ways of improvements in order to increase the Virtual Demos quality in 2021?

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Very useful materials. Some standardization of the production would benefit the making up of a virtual library which will inspire others.
See also below (point 3)

NEFERTITI aims to foster knowledge exchange between Hubs, Networks, Farmers, advisors, researchers etc...

NEFERTITI focused on two layers of knowledge exchange: Demo knowledge and technical knowledge (linked to the 10 thematic Networks).

The Hubs exchange on regular basis on these 2 types of knowledge on regular basis (at least quarterly). The Networks exchange knowledge together during the annual meeting, some Cross-Visits and the annual Winter meeting. We couldn't organise the annual knowledge session during last annual meeting but we shifted this session into the "Storyboard" Knowledge exchange during the Winter (see Interim Report).

Does the knowledge exchange principle and activities looks relevant and efficient? Where would you put the main focus about the knowledge to be exchanged? Which other means and measures would you propose to boost knowledge exchanges among hubs and Networks?

As discussed in the IAB meeting, the idea is great, the materials are good but they lack standardization and, most importantly, reference to the context which in agriculture (open system) is crucial. So in order for the technical content (information) to be used/ adapted by others (i.e. become knowledge and know-how) reference to the (agro-climatic and other) conditions need to be made.
Hopefully a large part on the next period will be again 'normal' (demos with physical presence) but I believe that this type of materials will by no means become obsolete; quite the contrary, since it will facilitate access to remote and disadvantaged areas and hard to reach populations (not to mention wider/ international dissemination of some innovations) and can be utilised in education (at various levels).

NEFERTITI aims to sustain its networks and tools (platform, training kit, etc...) after the project 'end in order to capitalise on the long term on the network connectivity! That's why we run a "policy dialogue" work package that aims to find relevant ways of sustainability and funding!

The 3 ways of sustainability are i) self-sustainability of the hubs and networks, ii) sustainability through the 2nd pillar of the CAP and the demo networks that can be settled by the Member States and EU regions and iii) sustainability through other H2020 and Horizon Europe projects (already on-going as many NEFERTITI partners are partners of the new FARM DEMO Project named IPMWORKS and managed by INRAe. NEFERTITI platform has been placed as central tool for IPMWORKS events and farm inventory).

What is your assumption on this strategy for the Demo networks sustainability? How do you see it feasible through the 2nd pillar of the CAP in your respective countries? Which factors could enhance and incentivise self-sustainability of the hubs and networks?

My understanding is that the ambition of the new CAP is to support the use of demonstrations as tools to disseminate as well as co-construct innovations. In this respect it is crucial that right now (i.e. the time that CAP Strategic Plans, including AKIS plans, are put together by all EU Member-States) there is intensive communication and demonstration of the usefulness of demos as tools for innovation to all those concerned, that is, among others, Ministries of Agriculture/Rural Development, CAP/NRDP Managing Authorities, CAP/NR Networks and Regional authorities (where appropriate). The CAP SPs also include activities such as networking and exchanges (and the like) which if embraced will certainly help to the current project networks' viability and, possibly, expansion.
Furthermore, it is important to convince the top management of extension/ advisory organizations and their networks (EUFRA, SEASN, etc.) about the added value of demos as a powerful extension tool which will benefit both the organizations and their clientele (and beyond).

NEFERTITI aims to **disseminate as many demo practices as possible and technical practices** to practitioners and all actors interest in on-farm demonstration.

The project made an efficient use of Social Media to reach this objective, in addition to the on-field dissemination activities that are carried-out on daily basis by the hub coaches! Nefertiti also translate as many material as possible in all project languages to reach this objective. The Farm Demo Youtube channel is a

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flagship initiative as the videos received so far around 200 000 views. Some live training on the “training kit” has been run and will be organised in 2021.

How would you assess NEFERTITI dissemination and communication activities? Did we miss something? How to improve our C&D strategy and impact? Could you propose new appropriate dissemination tools, approaches and activities?

Great effort, given the fact that the wider community is under information overload, especially in the covid pandemic period (when many suffer from e-meetings fatigue).

The presentation of the project and its achievements (esp. guides and tools) in conferences (addressing academics/researchers, advisors or farmers) is equally important and hope it will be made possible with physical presence (where one can really capture the attention of the audience) in the near future.

Targeted articles in farmers’ specialised press may further advertise the project and attract new entrants in the network.

Finally, education (especially Secondary Agricultural Schools and Higher Agronomic Institutes) can benefit from the materials produced by the project which, in turn, will enhance the project’s visibility among future farmers and agronomists/advisors.

Name of the expert: Heather Collins

Guiding questions

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This training kit synthesises all findings from the 3 projects and is dedicated to whoever would like to organise on-farm demonstration (but mainly practitioners).

How would you evaluate the Training kit? Is it easy to understand, navigate and find the right information? What is missing? Are the tools satisfactory for you? Do you believe practitioners would make efficient use of it if we translate it in all EU languages?

The training Kit is very complete. The videos are and of quality.

You will have to deal with the dilemma: Information vs knowledge. You should make a clear difference between both.

You should also provide information on “what is a good facilitator”...nothing on that so far!

Finally, you should improve the assessment through more qualitative analysis!

In order to cope with the COVID crisis, NEFERTITI swiftly moved in 2020 to the “**Virtual Demos**” scheme in order to maintain the level of activities and to keep the link with farmers and advisors.

Of course the Virtual Demo scheme can’t replace real on-farm demonstrations on the qualitative (see, smell, touch, feel) and quantitative (number of farmers) points of view. The main objective was nevertheless to maintain high level of peer-to-peer learning!

We would like to receive your feedback on the model we set-up and identify ways of improvements in order to increase the Virtual Demos quality in 2021?

Congratulation for the virtual demonstration model and the reactivity!

Keep working on hybrid demonstration as it is an extremely valuable learning model.

Increase connection between people: create space for connection and learning!

NEFERTITI aims to foster knowledge exchange between Hubs, Networks, Farmers, advisors, researchers etc...

NEFERTITI focused on two layers of knowledge exchange: Demo knowledge and technical knowledge (linked to the 10 thematic Networks).

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The Hubs exchange on regular basis on these 2 types of knowledge on regular basis (at least quarterly). The Networks exchange knowledge together during the annual meeting, some Cross-Visits and the annual Winter meeting. We couldn't organise the annual knowledge session during last annual meeting but we shifted this session into the "Storyboard" Knowledge exchange during the Winter (see Interim Report).

Does the knowledge exchange principle and activities looks relevant and efficient? Where would you put the main focus about the knowledge to be exchanged? Which other means and measures would you propose to boost knowledge exchanges among hubs and Networks?

You should further profile the hubcoaches so that they can be contacted! You must put them in the front as they are fantastic players who acquire impressive set of skills.

NEFERTITI aims to sustain its networks and tools (platform, training kit, etc...) after the project 'end in order to capitalise on the long term on the network connectivity! That's why we run a "policy dialogue" work package that aims to find relevant ways of sustainability and funding!

The 3 ways of sustainability are i) self-sustainability of the hubs and networks, ii) sustainability through the 2nd pillar of the CAP and the demo networks that can be settled by the Member States and EU regions and iii) sustainability through other H2020 and Horizon Europe projects (already on-going as many NEFERTITI partners are partners of the new FARM DEMO Project named IPMWORKS and managed by INRAe. NEFERTITI platform has been placed as central tool for IPMWORKS events and farm inventory).

What is your assumption on this strategy for the Demo networks sustainability? How do you see it feasible through the 2nd pillar of the CAP in your respective countries? Which factors could enhance and incentivise self-sustainability of the hubs and networks?

What does self-sustainability look like? You should well define sustainability pathways!

What is involved and who is involved in the sustainability model!

The ownership of the hub and the activities is very important! To reach the sustainability on the long term!

What's is important for us? (Should be the priority n°1 question for the HCs)!

NEFERTITI aims to **disseminate as many demo practices as possible and technical practices** to practitioners and all actors interest in on-farm demonstration.

The project made an efficient use of Social Media to reach this objective, in addition to the on-field dissemination activities that are carried-out on daily basis by the hub coaches! Nefertiti also translate as many material as possible in all project languages to reach this objective. The Farm Demo Youtube channel is a flagship initiative as the videos received so far around 200 000 views. Some live training on the "training kit" has been run and will be organised in 2021.

How would you asses NEFERTITI dissemination and communication activities? Did we miss something? How to improve our C&D strategy and impact? Could you propose new appropriate dissemination tools, approaches and activities?

You created space for 17 countries! It's quite fantastic from the new Zealand point of view! The translation is great! and add-value to the production! Go ahead with this dissemination plan and boost it as the videos are of interest and with high value for farmers and advisors!



Name of the expert: Pierre Labarthe

Overall assessment

3. Executive summary (*Comments, in particular highlighting the achievements of the project objectives, NEFERTITI progress beyond the state of the art...*):

The architecture is very strong and allows good and valuable relationships between actors, hubs, and all facilitators. The reactivity to move to online demonstration swiftly is impressive and allowed you to maintain activities...which was a huge challenge!

4. Overall recommendations (*e.g. on overall modifications, corrective actions at WP level, or re-tuning the objectives to optimise the impact, innovation or keep up with the State of the Art, or for other reasons, like best use of resources, re-focusing...*).

Be political in the remaining time of the project in order to reach the sustainability objective! You should produce an advocacy for specific investment for on Farm Demonstration integrated in the overall AKIS strategies.

Guiding questions

NEFERTITI aims to foster knowledge exchange between Hubs, Networks, Farmers, advisors, researchers etc...

NEFERTITI focused on two layers of knowledge exchange: Demo knowledge and technical knowledge (linked to the 10 thematic Networks).

The Hubs exchange on regular basis on these 2 types of knowledge on regular basis (at least quarterly). The Networks exchange knowledge together during the annual meeting, some Cross-Visits and the annual Winter meeting. We couldn't organise the annual knowledge session during last annual meeting but we shifted this session into the "Storyboard" Knowledge exchange during the Winter (see Interim Report).

Does the knowledge exchange principle and activities looks relevant and efficient? Where would you put the main focus about the knowledge to be exchanged? Which other means and measures would you propose to boost knowledge exchanges among hubs and Networks?

How can we capitalise to make efficient use of all the knowledge? There is a lot of potential regarding the outcomes of the project.
 How the different activities allow to build knowledge. You should dig a bit more into the content! You should derive lessons about learning processes! How to capitalise more on learning about learning! Draw lessons on how to integrate context in our situation.
 Farmers often lack some support to assess the innovation! You really need to contextualize and being more qualitative! You must extract study cases and extract lessons learnt related to the context.
 Invitation: you should work on how to transfer good practice without context. It is quite a challenge but the outcomes could be of value for the community.
 How to work together on the pitfall of best practices (that are often not so well characterized)?
 Teagasc work on it in FAIRSHARE, you should liaise with them.

NEFERTITI aims to sustain its networks and tools (platform, training kit, etc...) after the project 'end in order to capitalise on the long term on the network connectivity! That's why we run a "policy dialogue" work package that aims to find relevant ways of sustainability and funding!

The 3 ways of sustainability are i) self-sustainability of the hubs and networks, ii) sustainability through the 2nd pillar of the CAP and the demo networks that can be settled by the Member States and EU regions and iii) sustainability through other H2020 and Horizon Europe projects (already on-going as many NEFERTITI partners are partners of the new FARM DEMO Project named IPMWORKS and managed by INRAe. NEFERTITI platform has been placed as central tool for IPMWORKS events and farm inventory).

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What is your assumption on this strategy for the Demo networks sustainability? How do you see it feasible through the 2nd pillar of the CAP in your respective countries? Which factors could enhance and incentivise self-sustainability of the hubs and networks?

Sustainability is a political decision! Sustainability is related to the AKIS and its governance!
It is easier to reach it in Flanders, France, or Ireland. Almost impossible in some other countries.
It's the right moment to discuss and provide recommendations!
Directionality of demo networks: How to make sure that demo-farms contribute to the sustainability development? Who should be in charge of monitoring it?
Pitfall of private company managing the demo network to sell products / tools etc...
Advocacy for public investment and farmers investment into demo-farms!

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Annexes





Annex 1 Agenda

4th ANNUAL MEETING

13 and 14 of April 2021

Remotely – TEAMS/ZOOM

DAY 1 : Tuesday April 13th			
Time	What	How	Who
9.15	Introduction	State of the art of NEFERTITI progresses and administrative issues Ice Breaking Quizz	Adrien Guichaoua
Part 1 : Demonstration and facilitation			
9.30	Facilitation	Lessons from New Zealand including ORID method Q+A	Heather Collins
10.00	Reflection about facilitation	4 Groups (4 links) of 8-10 Hubcoaches reflect on the presentation by following the ORID-steps and making use of Klaxoon.	4 facilitators for 4 Klaxoon groups
10.20	Break		
10.40	Demo Campaign 2020 and Hub campaign plan 2021	Presentation about organised demo's (WP3)	Mathieu
		Lessons out of the Hub M&E journals (WP5) Lessons on network management (WP1)	Ellen / Heidrun
11.10	Reflection about learning	Per network HCs reflect on: <ul style="list-style-type: none"> - Organisation of farm demo's: what have they learned, do they see progress, obstacles - Functioning of the networks - First recommendations (task5.5) Prepare: guiding questions for the facilitator and format for reporting of the lessons	10 facilitators (from WP 1, 3 and 5) to guide the discussion
12.00	Plenary feedback	Best shot per network (top-recommendation)	
12.15	Break		



13.15	Design innovative farm demo	Short plenary explanation. Context info will be given for 2 fictive demo's	
13.25	Exercise	Each TN (10 links) designs 2 'fictive' demo's: <ul style="list-style-type: none"> - Decide about the topic or piece of knowledge - Make a clear objective - Discuss innovative ways of demonstrating - How to facilitate the peer-to-peer learning <p>Prepare tips for facilitator: limit discussion on the topic that should be presented. Focus should be on how to present/facilitate</p>	10 facilitators (from wp1, 3 and 5) to guide the discussion
14.15	Plenary	2-3 networks present an innovative demo	
14.30	Break		
Part 2 : Network Sustainability			
Part 2.1 : Complementary approaches to Network Sustainability			
14.45	The Value of the Network	Plenary	Laure Heidrun
14.55	Summary of the last Sustainability Session	Plenary	Luís Leonor
15.05	Policy Support	Plenary	Fabio
15.15	The NEFERTITI platform	Plenary	Marko
15.25	Discuss the lessons learned on the value of the network, the policy support, the platform	Plenary	
Part 2.2 : Innovative power of criticism contest			
15.40	Explanation of the session a. come up with proposals for network sustainability b. select best proposals c. merge groups: discuss proposal and choose the best one per group	Plenary	Luis
15.50	Individual reflection on idea	Parallel	
16.00	24 groups of 3 people	Parallel	
16.15	12 groups of 6 people	Parallel	
16.35	6 groups of 12 people	Parallel	
16.50	Plenary to present 6 final ideas and selection of the 3 winners	Plenary	
17.15	End of Day 1		



DAY 2 : Wednesday April 14th			
Time	What	How	Who
9.15	Introduction day 2	Agenda of the day Ice Breaking Quizz 2.0	Adrien
Part 3 : Communication, dissemination and outreach			
9.30	2021 Communication and Dissemination (C&D) Activities	Plenary	Dimitar
10.00	Reflection about C&D Activities	Parallel session per Sector (4) How to present the results and main achievements from second demo campaign Main communication and dissemination activities for 2021 including social media activities Innovative topics and issues for NEFERTITI newsletters	4 groups (according to type of network : animal production, arable crops, horticulture and farm attractiveness.)
10.45	Break		
11.00	Valorisation of Best Practices in organising Demo-activities per sector: Animal production / Arable Crops / Horticulture / Farm attractiveness	Plenary Presentation of the objective to valorise sectorial specificities in organising demonstration	Dajana Dimitar Adrien
11.10	Collective reflection on how to valorise sectorial specificities in organising demonstration and define the most useful format.	4 groups reflect on their sectorial specificities and how to better valorise them for future guidelines and specific tip and tricks	4 groups (according to type of network : animal production, arable crops, horticulture and farm attractiveness.)
11.40	Plenary feedback	4 groups present the first ideas and specificities	



11.55	Knowledge collection and presentation through the NEFERTITI Platform	Plenary Presentation of the objectives	Marko
12.05	Collective reflection to find the best ways of using the platform and the website to collect and present knowledge which was made in the project	Parallel session per network (10)	10 groups (per network)
12.30	Lunch Break		
Part 4 : Fine-tuning 2021 Hub Campaign plans			
13.30	Taking stock of the annual Meeting exchanges and lessons learned , how to set-up and fine-tune the Hub Campaign plan for 2021 (and 2022?)	Plenary	Herman Mathieu
13.40	Collective reflection on the Hub Campaign plan for 2021 (and 2022?)	Parallel session per network (10)	10 groups (per network)
14.30	Plenary restitution	2-3 networks present some highlights of the HCP	
14.45	Prospects and conclusion of the meeting	Plenary	Adrien
15.00	End of the annual meeting		
Part 5: External Advisory Board			
15.15	External Advisory Board	ExCom Members Only	Adrien
17.00	End of the External Advisory Board		



Annex 2: Attendees list

N	Name	Last name	Organisation
1	Adrien	Guichaoua	ACTA
2	Alessandra	Gemmiti	RT
3	András	Vér	SZE
4	Andrzej	Szymański	AAC
5	Anita	Somogyiné Nagy	SZE
6	Annie	McKee	HUTTON
7	Ann-Kathrin	Bessai	BIOLAND
8	Chouteau	Alizée	ACTA
9	Clément	Allain	ACTA
10	Corinna	Nieland	DEMETER
11	Cristina	Virto	INTIA
12	Cynthia	Giagnocavo	UAL
13	Dajana	Vujaklija	BIOS
14	Damiana	Maiz	INTIA
15	Dario	Zagorec	ASC
16	Deborah	Crossan	IFA
17	Delphine	Neumeister	ACTA
18	Delyan	Georgiev	NAAS
19	Dimitar	Vanev	NAAS
20	Eduardo	Crisol-Martínez	COEXPHAL
21	Ellen	Bulten	WR
22	Emna	Ben Hamza	IT
23	Enard	Marion	APCA
24	Evrat Georgel	Caroline	ACTA
25	Fanny	Prezman	ACTA
26	Franziska	Weißörtel	NATURLAND
27	Gábor	Milics	SZE
28	Gladys Mercedes	Sánchez Garrido	UAL
29	Heidrun	Moschitz	FiBL
30	HELENE	CHAMBAUT	ACTA
31	Herman	Schoorlemmer	WR
32	Jan	Kamp	WR
33	Jendrik	Holthusen	GLZ
34	Jim	van Ruijven	WR
35	Joaquim Miguel	Costa	ISA/ULisboa
36	John	Moriarty	Teagasc
37	John	Moriarty	Teagasc
38	José	VOGELEZANG	WR
39	José Carlos	Franco	ISA/ULisboa
40	Juhani	Rahko	ProAgria EP
41	Katleen	Geerinckx	HH
42	Kilian	Busch	BIOLAND
43	Krisztina Takacs	Takacs	SZE
44	Laure	Triste	EVILVO
45	Léa	Tourneur	ACTA

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46	Lena	Dangers	GLZ
47	Leonor	Santos	ISA/ULisboa
48	Līga	Cimermane	EUFRAS
49	Luis	Mira da Silva	ISA/ULisboa
50	Luis	Orcaray Echeverría	INTIA
51	Marek	Kryzstoforski	AAC
52	Marga Vintges	Vintges	WL
53	Maria	Gernert	IFOAM EU
54	Marie	Wesselink	WR
55	Marko	Prokin	BIOS
56	Massimiliano	Lelli	Other
57	Mateusz	Sekowski	AAC
58	Mathieu	Merlhe	APCA
59	Milica	Trajkovic	BIOS
60	Mitchell	Hendriks	PZH
61	Niklas	Oeser	ÖON
62	Petya	Kumanova	NAAS
63	Pierre	Cordel	CRAN
64	Reinout	Godaert	EVILVO
65	Richard	Lloyd	IFA
66	Robin	Laube	FiBL
67	Rodney	Thompson	UAL
68	Sandra	Honegger	GLZ
69	Soila	Huhtaluhta	SeAMK
70	Stanimir	Stefanov	NAAS
71	Sylvain	Sturel	APCA
72	Terhi	Korpi	ProAgria EP
73	Thiébaud	SIMON	CRAGE
74	Thomas	Alföldi	FiBL
75	Tom	O'Dwyer	Teagasc
76	Vanja	Bisevac	CEMA
77	Viktória	Vona	SZE
78	Zlatko	Tomljanović	ASC

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D8.9 Report of the Fifth annual meeting including outcomes of knowledge workshops



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Document Summary

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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.



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1

Summary





I. Summary

The 5th Annual Meeting of the NEFERTITI project was held the 5-7 April 2022 in The Hague- Netherlands. 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/5th Annual meeting or directly via this [link](#).

The meeting was organized as follows:

Day 1: Tuesday 5th April– Plenary presentations + Parallel sessions

- Introduction: Objectives of the meeting and Program + Teasers on the sessions of Day 3
- Synthesis/state of the art of the overall events and CVs
- Main achievement presented by the 10 Networks
- Parallel and plenary: interactive session about AKIS and Demo Farms

Day 2: Wednesday 6th April – Plenary presentations + Parallel sessions

- Plenary: Presentation of the updated C&D plan and strategy and Update on the FARM DEMO
- Country, Network and hub communication and dissemination activities till the end of the project.
- Plenary feedback on most interesting C&D experiences and ideas/proposals.
- Plenary: Policy recommendations and networks sustainability

Field visit in three groups

Day3: Thursday 7th April – Plenary presentations + Parallel sessions

- Plenary/Parallel: Knowledge exchange session 2022
- Parallel: How and what did we learn together?
- Plenary feedback
- Conclusion of the meeting

Excom Meeting



NEFERTITI Consortium 07/04/2022, The Hag

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Plenary session





II. Plenary session

1. Welcome

By Adrien Guichaoua, coordinator NEFERTITI

Adrien welcomes everyone to the **5th annual meeting** and explains the objective of this meeting.

- Overall Objective: To organise and discuss about last project activities and the key role of Network leader in this last phase (last demos, Dissemination, CVs etc..).

2. Main achievement presented by the 10 Networks

All the presentations of this session can be found on the NEFERTITI collaborative platform

Conclusion: it is noted that the overall quantitative objectives of the project have been achieved. There's still some heterogeneity between hubs and networks but overall the implementation of the activities are good. Few hubs are still behind the expected targets and must make the necessary efforts to reach their quantitative objectives while ensuring the quality of the last demos events, focusing on farm demonstration and ensuring that farmers are the main target.

The qualitative analysis of the work done will be analysed in futures sessions of the Annual meeting.

However, from the 10 Networks presentations, the highlights of the project seems to be the following:

1. Added-value of the Cross-Visits for farmers and advisors
2. Upgrading advisors capacity to organise successful demos events thanks the best practices (Farm Demo Training Kit)
3. Acknowledgement of the importance of the facilitation for successful Demo-events and upgrading of facilitation capacities by Nefertiti Hubs coaches.
4. Virtual demonstration as alternative tool to share knowledge and innovation.
5. Keeping the links with farmers and actors at hub level during the COVID crisis and between hubs at network level.

3. What have we learned together ? (WP1 & WP5)

Chair Name: Laure Triste

Minute's rapporteur Name: Sonia Ramonteu; Mathieu Merlhe; Cynthia Giagnocavo; Herman Schoorlemmer; Ellen Bulten; Luis Mira; Leonor Santos; Milica Trajkovic; Delphine Neumeister

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

The purpose of this session was to reflect per network, on the value of the network for the hub coaches, the successes and the challenges since the start of the project and how the project tools and processes supported the development of the networks. As a conclusion each network came up with 1-3 pearls, puzzles and top tips for future projects.

Pearls

- Cross visits: feedback from outside for both host and take home message (open mindedness) . Having everything together in one event. It is a way to bind the group together
- Learning on demonstration / facilitation

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- FarmDemo training kit + translations. Guidelines (training kit) improved our demos and provided inspiration (also for others outside the project! E.g. advisory organisations). How to organise webinars + new techniques/videos. Overall planning when organising an event (from message to realisation and evaluation)
- Videos
- Platform
- People of the project : a very good & easy going environment. Good working atmosphere. Friendship in the project in all levels (hub, network and consortium)
- Collaboration and exchange within the network among hub coaches: changing experience
- International exchange
- Sustainability prospects
- Knowledge Exchange in Meetings to improve in all things
- Building a network–now we have a wide range of contacts, including social contacts.
- Co-creation in the network was key, because of WhatsApp groups and Monthly meetings.

Puzzles

- Covid break, disunited the networks
- Struggle on the topic (policy concern / farmers concern) to get people involved
- Platform: to involve farmers to register. The usefulness of digital platforms can be improved. Goal of international exchange between farmers wasn't reached.
- Not enough added value for farmers to join the hub (outside from cross-visits). Motivation for farmer (other actor) engagement
- DAP
- Unclear goals and tools at the start of the project. What was expected and when (what i am supposed to do. Understanding of the project (when you are new H2020)
- Internal platform
- Confusing websites (3?). 2 platforms
- Coping with online meetings
- The request to organise a Thematic week at the end of the project
- Language issues for farmers and technical experts
- Lack of technical exchanges (NW3). More technical knowledge and support from NEFERTITI would have been nice (not only soft skills) (NW4)
- No clear follow up about the network, whereas it is now becoming more interesting
- Discussion with other networks
- Complex evaluation / reporting
- Policy makers links
- Too much focus on quantity rather than quality (real impact on innovation adoption)
- Funding and sustainability
- Difficulty in gauging impact
- There do not exist real demo farmers for the horizontal topic of farm attractiveness.

Top Tips for future projects

- Organise a CV sooner to get people quicker involved. Organise Cross visits in neighbouring countries, to overcome the language barrier and improve technical exchanges
- Include training and coaching in facilitation in first year and concrete case studies (to better understand the goal). Present and train on training kit for new project at beginning
- Training on facilitation adapted to personality, to deal with human relations/attitudes



- International demonstration events to attract farmers and to better understand the purpose of the project, and then build network (easier to convince) -> more practical to motivate
- Have good videos
- Frequency meetings on a monthly basis
- A balance between process and content (on technical exchanges)
- A better view about communication plan of each hub or network (examples to fill in)
- If you want more international exchange, join NEFERTITI and cross-visits :)
- Use the training kit and NEFERTITI tools as a way to improve demos
- NEFERTITI tools/lessons learned can also be integrated in national/partner organisations (also a way to increase longevity of project results).
- Show more successful demo's / share successes
- More direct collaboration and cross visits
- Rely on existing farmers networks/ farmers in Nefertiti for other projects/events
- Less paperwork
- Develop a framework to evaluate innovation adoption
- Demos embedded in research projects and programs (policy support for this)
- Embedding Nefertiti elements in AKIS actors
- Leveraging social connections for the future
- More direct guidelines
- Linking (overseeing) organization among networks
- Have some room for other networks/people to join the project
- Open up to paraprofessionals (farm attractiveness is often done by farmers' woman).
- Create a safe space for exchange within your network

List of actions for next period

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)
Writing a scientific paper on the value of (demo)networks	WP1 contributors + Leonor? + Andras?	WP1	End of the project
Provide input to D5.5 based on the analysis for the paper (when relevant)	Laure, Cynthia	Laure, Cynthia	July

4. Synthesis/state of the art of the overall events and CVs and Last Demo events and Cross Visits (WP2 & WP3)

Chair Name: Mathieu Merlhe and Leonor Santos

Main conclusion:

Demo campaign highly perturbed by the COVID but a good adaptation of the Nefertiti partners

- The number of demo events organised is in line with the GA, the virtual demo events is a good (and only) way to deal with the COVID constraint
- We still have to accompany and support the few hubs that are behind...(main reasons of the delay identified)



- We must permanently put the Focus on “on-farm” demos despite the pandemic difficulties and more restricted access on the farms.
- We have a great diversity of events: size, participants, objectives, organisation process...

By the End of the project 30th September 2022:

Use the 9 months of extension in 2022 to reach the goal of minimum 15 demo events per hub. If a Hub has already organised 15 demo-events in 2022 you can:

- Do more event if it remains budget but really focusing on commercial farm with farmers as participants
- Organise specific demo events or workshops to valorize all the learnings of the project, the training kit and intend to sustain the hubs at national level and networks at EU level on the long term (involving regional and national policy makers)
- Focus on dissemination, cross visits...

List of actions for next period

- ✓ Ensure everything works out with scheduled CVs
- ✓ Complete D2.4 Full field Cross-Visits report
- ✓ Present report in final meeting

5. Policy recommendations and networks sustainability (WP2 & WP6)

Chair Name: Luís Mira da Silva and Fabio Boscaleri

Minutes rapporteur: Leonor Santos

The topics below were discussed:

- 1. Policy and Funding:** WP6 started by presenting Policy Recommendations related to the Network Sustainability in order to provide support to maintain the hubs after the end of the project, and engage in policy dialogue with relevant policymakers, particularly RDPs managing authorities, EU regions and other regional intermediary organisms devoted to agricultural R&I. The main conclusion consists out of 3 subjects; 1/Overall the Policy Officer, but vice versa also a researcher or an entrepreneur (grower/farmer) should be active on the communication and promotion of their work and innovative ideas in the agriculture sector. Without communication or promotion, there will not be fruitful cooperation. It requires approaches from both sides. Now the finger is pointed back and forth instead of working together on funding instruments proposals etc. 2/ An entrepreneur or researcher who wants to participate in a financing instrument can enlist the help of a policy officer to help check the project plan. This has happened too little so far. 3/ Vice versa a policy officer can use the knowledge of an entrepreneur or research to write an instrument fitting the projects in the workfield of agriculture. Deliverable 6.2 was recently submitted, so the results of the analysis of EU regions S3 and RDPs funding capacities have already been presented.
- 2. A view from the hubs on sustainability:** WP2 prepared and disseminated a questionnaire on hub sustainability in January in order to analyze the diversity of experiences at hub level and assess the impacts of NEFERTITI's networks' added value, in order to develop a strategy for self-sustainability of the hubs after the end of the project. In this meeting, results of the survey were presented and discussed.
- 3. Success cases:** with the aim of providing examples of hubs who have already assured the sustainability of their activities after the end of the project, five different success cases were presented, highlighting some different ways to sustain some of the hubs through a diversity of funding: regional, national, european, private and finally organisation programs The first one was the Polish structure of a National Demo Farm Network, presented by Mateusz Sękowski. The second was an example from Italy, presented by Fabio Boscaleri, on Seeds for National Demo Farm Networks. This was followed by Mathieu Merlhe, who presented the French Innov'actions network. There was also a case related to a Water Management Demo Program, in Portugal, presented by Luís Mira da Silva. Finally, Adrien Guichaoua presented the H2020 IPMworks and Horizon Europe Climate Farm Demo projects.



Decisions taken

- WP2 will work on D2.7 and use the results of D6.2 to underline the need for political and financial support to maintain the hubs.
- WP6 will keep working on the remaining deliverables.

List of actions for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)
Report on Strategy for self-sustainability	WP 2	Luís Mira da Silva	September 2022

6. Interactive session about AKIS and Demo Farms (WP5)

Chair Name: Herman Schoorlemmer and Cynthia Giagnocavo

Minutes rapporteur: Cynthia Giagnocavo

An interactive session was organised about developing recommendations for an effective AKIS and a strong role of farm demos. A main objective of the session was to collect ideas and insights for improving the role of demo farms in an effective AKIS. The warming up of the session started with a chat with 2, then 4 persons about personal experiences with unsuccessful knowledge and/or innovation flows from research and/or innovators to farmers in participants' region/country and the reasons behind it.

The next step was a facilitated discussion in groups of 8 persons about the barriers in these knowledge flows and ideas and recommendations about how to deal with such barriers, thus leading to a more effective AKIS.

Main topics discussed included:

1. **Lack of trust in and credibility of advisors:** conflicts of interest, privatizations, or administrative bias, were seen to still be an issue for some farmers and advisors in their AKIS systems.
2. **Information overload and/or irrelevant information:** Many AKIS actors noted the information explosion, including policy initiatives and regulatory compliance. Some farmers observed that information was not relevant for their needs and lacked specific focus.
3. **Lack of incentives to participate in Farm Demos by both demo farmers and demo visitors:** a) by demos farmers- the dilemma of asymmetric contributions and benefits was raised where farmers spend time and money on demos, but receive nothing in return and then question how it is useful to their farm business; farmers are also wary of innovations that are not successful and of appearing as failing; b) by visiting farmers – visiting farmers need to see value and that the farm demo meets their needs for their farm business.
4. **Bridging the gap between farmers, scientists and advisors:** A common complaint is a lack of a shared language between AKIS actors, which sometimes leads to negative perceptions or frustration. The lack of coordination between AKIS actors was noted in several groups.
5. **Difficulty in measuring impact and showing efficacy of demo initiatives:** This topic covered a wide array of observations, from the need for better demo, facilitation and soft skills (i.e. there are many poorly executed farm demos, too much "preaching", etc.), to the use of better tools, and the search for measurement tools and certification schemes.
6. **Lack of support by policy and regulations:** General frustration with lack of support and funding across various levels of AKIS was noted as a barrier to well-functioning agricultural knowledge and innovation system.

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7. **Lack of professional facilitation and no support for P2P learning**, which is needed to get to a better understanding of the demonstrated topic and guide judgement of usefulness of new insights for the farmers' own farm.

Decisions taken

- Barriers, strategies and recommendations of this workshop will be worked out and integrated in D5.5 together with other inputs.

List of actions for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)	Comments
Facilitators of the 8 parallel groups write up the results of their sessions (elaborate flip chart)	8 facilitators	Cynthia (UAL)	May 1st	More extensive result to be fed into D5.5.
Preparation workshop and poster about AKIS for the Farm Demo conference in Brussels		Herman (WR) and Cynthia (UAL)	May 6th	
Facilitation of the AKIS workshop during the Farm Demo conference		Herman (WR)	May 11th	Support of Simon Lox of ILVO
Development of D5.5 (Recommendations AKIS)	WP5 team	Cynthia (UAL)	September 2022	Drafts expected to be circulated in July
Selected interviews/survey with key project advisors, producer organisations, etc. who are involved in successful demo initiatives and/or who are knowledgeable about policy.	Various project participants	Cynthia (UAL)	Spring-Summer 2022	Results to support D5.5

7. Presentation of the updated C&D plan and strategy and Update on the FARM DEMO Conference 2.0 (WP7)

Chair Name: Dimitar Vanev, Dajana Vujaklija and Adrien Guichaoua

Minutes rapporteur: Dimitar Vanev

The topics below were discussed:

1. Updated C&D plan and strategy including NEFERTITI Social Media Plan for the current year

During the discussion, most attention was turned to: the promotion of the Training kit translated into all EU languages; partners' action plans for the promotion of NEFERTITI main results on the local level and organization of Thematic networks weeks webinars and dedication. The additional information for discussion which was continued in parallel sessions is given in detail below.

2. FARM DEMO Conference 2.0

During the discussion, attention was turned to the promotion of the Conference on a local level and among policy makers.

3. Strategy for National dissemination of the Training kit translated

The discussions addressed the strategy and the best way to promote the translated training kit on a national level.



Many partners have already started to promote the Training Kit. *For example, the following activities were proposed for inclusion in the national strategies:*

- Partners should identify the major stakeholders / targets for the Training kit in their countries: policymakers at a national and regional level; agricultural advisors as younger advisors are more open; pupils in agricultural schools and students in agricultural universities; postgraduates; participants and managers in other related EU projects; managers in specific agricultural platforms. Targets groups that could help and support NEFERTITI in disseminating the Training kit were also identified: for example – teachers in schools, lecturers in universities, advisors on seminars, etc.;
- Partners could identify the main people and organizations who organize agricultural demo events in their countries to disseminate the Training Kit
- To make the Training kit available on the websites most visited by a lot of farmers, schools and advisors as well as on other websites of different stakeholders' organizations / bodies;
- To write and publish/widespread short articles / videos / testimonials / preparations / press releases about the translated Training kit in agricultural magazines and newspapers;
- To disseminate i the Training kit with National Rural Networks (NRNs) and also in AKIS related workshops.
- For partners' countries with more than one partner a coordinated media campaign must be organized in the different country/regions;
- All partners actively promote the Kit and use it in all existing networks.
- To organize local seminars/training for the Training Kit with special attention to advisors.
- To put special focus/target on disseminating the Kit in agricultural schools and universities.
- To commit the Chambers of Agriculture (when are possible) in the dissemination of the Kit;
- To disseminate the Training kit to supply chain commercial companies.
- The target for dissemination could also be the young generation farmers through their events;
- To actively use social media (company websites, channels, targeted specific emails)
- Every partner could choose 2/3 events to promote the training kit as scheduling is very important to promote it
- To develop the press release in English as a template. Afterward it could be translated on partners' languages by communication officers.

4. Short action plan for promotion NEFERTITI;

The promotion of NEFERTITI activities and results on a national level was discussed in order to set up national action plans. The following activities were proposed for inclusion in the national action plans:

- Organisation an event (webinar) to disseminate the training kit and other NEFERTITI results.
- Sharing NEFERTITI videos from Farmdemo Youtube channel;
- Sharing results during cross visits and other demo events including inviting a lot of stakeholders;
- Designing posters and brochures with NEFERTITI results for local events;
- Promotion of NEFERTITI results through the development of articles and giving interviews for local media (newspapers, websites, radio, technical magazines);
- Promotion of NEFERTITI results on agricultural exhibitions and fairs;
- Organizing joint events with National rural networks;
- Promotion of NEFERTITI results through cooperation with other ongoing agricultural projects;
- Promotion of NEFERTITI results through social media accounts of different local appropriate institutions; national platforms for education; agricultural cooperatives unions; producers' organization unions; specific social media groups;
- Promotion of NEFERTITI results through EIP-AGRI operational groups; EIP-AGRI contact points;
- Promotion of NEFERTITI results in front of policymakers and local authorities including through organizing meetings with them to explain and present.
- To convince other stakeholders, people, to share results including through personal contacts;
- Promotion of NEFERTITI results on AKIS workshops and EUFRAS Conference;
- Preparation and dissemination of testimonials of participants in NEFERTITI project activities;
- Regular posts on social media.



5. Organization of Thematic networks weeks webinars and dedication of weeks for the promotion of specific TN/Sector on social media;

The discussions deal with the organisation of thematic networks week's webinars and dedication of weeks for the promotion of specific TN/Sector on social media. During the discussion, most participants expressed the view that it was not appropriate to hold special thematic webinars, due to difficulties in involving more farmers due to the language barrier and difficulties to identify attractive technical topics for participants from different hubs and networks. said the partners recommended that it would be better to organize general webinars on the results of the project. The general topics for the webinars could be:

- "How Farm Demo helped me to transmit knowledge"? (including each network to share experiences on how they gather people and properly transfer knowledge)
- Different possibilities for the organization of demo events – virtual, hybrid, or on -farm events;
- Translated Farm Demo Training Kit;
- Highlights from Farm Demo Youtube channel;

The most appropriate period for webinars is September. One should found farmers / advisors to make testimonies during the webinars.

The target for the promotion of specific TN/Sector on social media should be: advisors, researchers, technicians, and policy makers.

Decisions taken

- Dimitar Vanev will send an action plan' template for the promotion of NEFERTITI main results on a local level
- Every partner will prepare up to the middle of May their action plan for the promotion of NEFERTITI main results on a local level
- Activities for the promotion of the Farm Demo training kit should be included in partners' action plans
- Activities related to the organisation of joint events with National Rural Networks or other local/national partners (events / webinars to showcase the results of the project) should be included in the partners' action plans.
- It is not appropriate to hold special thematic webinars. It is better to organize general webinars on the results of the NEFERTITI project.

List of actions for next period:

What (action)	Who (partners involved)	Who (person responsible)	When (deadline)	Comments
Template of a short action plan for the promotion of NEFERTITI main results on local level including a list with appropriate activities for inclusion in the plan should be sent to project partners	All partners	Dimitar Vanev – NAAS	Up to 28.04.2022	

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Preparation by every partner a short action plan for the promotion of NEFERTITI main results on a local level	All partners	Dimitar Vanev – NAAS Communication officers	15 May 2022	
Update o C&D strategy during next ExCOM	ExCom members	Adrien Guichaoua ACTA Dimitar Vanev – NAAS	April 2022	
Organizing NEFERTITI webinars to disseminate final results	NAAS ACTA WP leader partners	Adrien Guichaoua ACTA Dimitar Vanev – NAAS Dajana Vujaklija - BioSense ExCom members	September 2022	
Dedication of weeks for promotion of specific TN on social media	NAAS BIOSENSE Partners led the TNs Chamber of Agriculture Bretagne Inovisa	Dajana Vujaklija - BioSense, Dimitar Vanev – NAAS Thematic Network (TN) leaders Mathieu Merlhe-BioSense Leonor Santos and Luis Mira da Silva - Inovisa	Up to end of September 2022	Thematic weeks will be done as for TN 10. For Each TN could be defined one week during many posts will be published explaining the objectives and achievements. Thematic weeks could be organized jointly between some TNs



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Outcomes of knowledge workshops

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Chair Name: Luís Mira da Silva and Leonor Santos

Minutes rapporteur: Leonor Santos

Presentation of the session:

The 2022 Knowledge Exchange session focused on a technical topic. The future of agriculture was put in perspective by incentivizing hub coaches to reflect on the future regarding sustainability and competitiveness. For this purpose, a template was designed to have hub coaches complete a production itinerary for 2022 and 2030. WP Leader 2 began by presenting a filled-in template to serve as an example.

Group work in thematic topics:

Hub coaches were divided into 8 thematic topics so they could discuss the activity they were more familiar with. One hour was given to the groups to complete the technical itinerary and evaluate if they would become more or less sustainable and competitive in the next years.

Plenary session:

The group discussion resulted in 8 filled-in templates with different scenarios. In order to promote a more interesting discussion, the most and least sustainable, and the most and least competitive scenarios were invited to present their results and share their thoughts and debate them in a plenary session discussion.

No specific decisions were taken. No actions were planned for the future.

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Annexes





Annex 1 Agenda

5th Annual Meeting (General Assembly) 5th to 7th of April 2022 Den Haag, the Netherlands.

Day 1: Tuesday 5th April

12.00: Registration and welcome lunch

13.30 : Plenary: Objectives of the meeting and Program (Adrien) + Teasers on the sessions of Day 3

14:00 : Plenary: Synthesis/state of the art of the overall events and CVs (Mathieu & Leonor)

14.30: Plenary: Main achievement presented by the 10 Networks (NLs)

16.:00: Coffee Break

16.30: Parallel and plenary: interactive session about AKIS and Demo Farms (Herman)

18.00: End of day 1

Day 2 : Wednesday 6th April

08.45: Plenary: Presentation of the updated C&D plan and strategy and Update on the FARM DEMO Conference 2.0 (Dimitar, Dajana and Adrien).

09.15: Parallel: Country, Network and hub communication and dissemination activities till the end of the project. (Dimitar, Dajana and NLs).

10.45: Coffee Break

11.15: Plenary feedback on most interesting C&D experiences and ideas/proposals.

11.30: Plenary: Policy recommendations and networks sustainability (Mitchell, Fabio, Luis)

12.45 : Lunch

14.00: Field visit in three groups

18:30: Return from the field visit

19.00: Social Dinner

Day3: Thursday 7th April

08.45: Plenary/Parallel: Knowledge exchange session 2022 (Luis & Leonor)

10.15: Coffee Break

10.45: Parallel: How and what did we learned together? (Laure & Herman)

12.00: Plenary feedback

12.15: Conclusion of the meeting

12.30: End of the meeting and Lunch

12.30: Excom Meeting

14.00: End of the Excom meeting

Field Visit Program

Arable excursion (coordination by Jan Kamp)

14.00	Departure from the Hague
15.00	Visit to the arable farm of Cornelis Mosselman (Altekleinsedijk 5, 3257 MA Ooltgensplaat) . Cornelis recently started with a mixed cropping system and fixed traffic lanes. He joins a project of Wageningen Plant Sciences https://www.proeftuinprecisielandbouw.nl/deelnemer/cornelis-mosselman/
16.30	Evaluation
17.00	Go to Den Haag
18.30	Arrive near hotel/ Railway station Den Haag Central



Dairy excursion (coordination by Herman Schoorlemmer)

14.00	Go to dairy farm of Marinus and Anja de Vries (Benedenheulseweg 31, 2821 LV Stolwijk) It's a farm with 130 cows on wet peat soil. A key element of their challenge is mineral management and integration of nature. They participate in a project of our colleagues of Wageningen Livestock Research on sustainability https://www.koeienenkansen.nl/nl/koeien-kansen-1/Deelnemers/Marinus-en-Arja-de-Vries-16.htm
15.00	Coffee and Introduction by Marinus de Vries and advisor Sjon de Leeuw of PPP Agro Advies and tour on the farm
16.30	Evaluation
17.00	Go to Den Haag
18.15	Arrive near hotel/ Railway station Den Haag Central

Horticulture excursion

14.00	Departure from the Hague
14.30	Visit to the phalenopsis grower Maarel orchids Lange Kruisweg 77 2676BP Maasdijk https://www.maarelorchids.nl/
15.30	Evaluation at Maarel Orchids
16.00	Go to WHC Europa 1 Naaldwijk https://www.worldhorticenter.nl/en/home
16.15	Visit WHC en pest management days (gewasbeschermingsdagen)
16.45	Drive to top of auction
17.00	Drive to den Haag, and evaluation in bus
18.00	Arrive near hotel/ Railway station Den Haag Central



Annex 2: Attendees list

ID	Name:	Last name	Organisation
1	Adrien	GUICHAOUA	ACTA
2	Alessandra	Gemmiti	RT
3	András	Vér	SZE
4	Andrzej	Szymański	AAC
5	Anu	Palomäki	SeAMK
6	Barbara	Sazońska	AAC
7	Caroline	Evrat georgel	IDELE
8	Chiara	Innocenti	CEMA
9	Ciska	Nienhuis	WR
10	Clara	Gerardin	ACTA
11	Clément	ALLAIN	ACTA
12	Corinna	Nieland	DEMETER
13	Cynthia	Giagnocavo	UAL
14	Dajana	Vujaklija	BIOS
15	Damiana	Maiz	INTIA
16	Deborah	Crossan	IFA
17	Delphine	Neumeister	ACTA
18	Delyan	Georgiev	NAAS
19	Denitsa	Dimitrova	NAAS
20	Dimitar	Vanev	NAAS
21	Eduardo	Crisol-Martínez	COEXPHAL
22	Eliza	Kirilova	NAAS
23	Ellen	Bulten	WR
24	Emna	Ben Hamza	INRAE Transfert
25	Fabio	Boscaleri	RT
26	Franky	Coopman	INAGRO
27	Franziska Weißörtel	Weißörtel	NATURLAND
28	Herman	Schoorlemmer	WR
29	Isidora	Stojacic	BIOS
30	Istvan Mihaly	Kulmany	SZE
31	Jan Kamp	Kamp	WR
32	Jendrik	Holthusen	GLZ
33	Jerome	Bandry	CEMA
34	Jim	van Ruijven	WR
35	José	Vogelezang	WR
36	Kilian	Busch	Bioland
37	Laure	Triste	EVILVO
38	Lena	Dangers	GLZ
39	Leonor	Santos	ISA/ULisboa
40	Luis	Mira da Silva	ISA/ULisboa
41	Luis	Orcaray	INTIA
42	Marek	Krysztoforski	AAC
43	Marga	Vintges	WL
44	Marie	Wesselink	WR

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45	Marije	Hoogendoorn	PZH
46	Marion	Enard	APCA
47	Martijn	Onderstal	PZH
48	Massimiliano	Lelli	RT
49	Mateusz	Sekowski	AAC
50	Mathieu	Merlhe	CRAB
51	Maureen	STADEL	ACTA
52	Maxime	Salin	ACTA
53	Michael	Kügler	EUFRAS
54	Milica	Trajkovic	BIOS
55	Mitchell	Hendriks	PZH
56	Nenad	Lukić	BIOS
57	Niklas	Oeser	ÖON
58	Pierre	Cordel	CRAN
59	Pierre	Rochepeau	ACTA
60	Reinout	Godaert	EVILVO
61	Richard	Lloyd	IFA
62	Ronja	Kuorikoski	ProAgria EP
63	Sandra	Honegger	GLZ
64	Simon	Thiebaut	CRAGE
65	Soila	Huhtaluhta	SeAMK
66	Stanimir	Stefanov	NAAS
67	Terhi	Korpi	ProAgria EP
68	Thomas	Alföldi	FiBL
69	Tom	O'Dwyer	Teagasc
70	Vanja	Bisevac	CEMA
71	Viktória	Vona	SZE

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