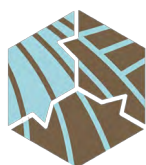


# AGRIDEMO



Building an interactive Agridemo-Hub Community

# F2F



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**AGRIDEMO**  
FARMER TO FARMER

*Revealing functions of on-farm demonstrations.*

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\* This Practice Abstract reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

# Revealing functions of on-farm demonstrations

*A key element of AgriDemo-F2F is finding out what makes a demonstration\* effective. Previous research has told us that this depends both on the structure of the demonstration (arrangements for actors, networks, organisation processes, etc.) and on the functions of the on-farm demonstrations.*



From the literature we identified the following functions that influence the effectiveness of a demonstration. These are important throughout the demonstration process, from recruiting participants and planning the demonstration through to what happens afterwards:

- Coordinating effective recruitment of host farmers and participants
- Developing and coordinating appropriate interaction approaches, i.e. top-down or bottom-up
- Planning, designing and conducting appropriate demonstration processes
- Enabling learning appropriate to purpose, audience and context
- Designing and implementing appropriate mediation techniques and communication tools fostering learning processes
- Providing effective follow-up activities

We will examine each of these functions by talking to experienced practitioners in interviews and workshops in selected case studies across Europe. From this we will identify the key functional elements of good practice and determine options for increasing impact.

\*demonstration activity or programme



For more information, please visit: [www.agridemo-h2020.eu](http://www.agridemo-h2020.eu)