



AGRIDEMO F2F

Building an interactive Agridemo-Hub Community

AgriDemo-F2F has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 728061.



AGRIDEMO



MEET THE AGRIDEMO-F2F TEAM

ILVO



Flanders research institute for agriculture, fisheries and food

The Institute for Agricultural, Fisheries and Food Research (ILVO) is a Flemish Scientific Institute. As a leading governmental research institute, we

conduct fundamental, policy-supportive and practice-oriented scientific research. The ILVO – Social Sciences Unit aims to present and clarify, on scientific basis, societal choices concerning a sustainable future for Flemish agriculture, fisheries and countryside. **Read more.**



USC

With more than five centuries of tradition, the University of Santiago de Compostela is a historic institution that projects itself to the future and beyond

its frontiers, always attentive to the different demands of society, where it stands as an important academic frame of reference and where it develops its academic and research work.

Read more.



TEAGASC

Teagasc – the Agriculture and Food Development Authority – is the national body providing integrated research, advisory and training

services to the Irish agriculture and food industry and rural communities. It is Ireland's leading agricultural research and knowledge transfer provider with six world class research centres and a network of Advisory offices throughout Ireland. **Read more.**

NEWS



About AgriDemo-F2F

The overall aim of AgriDemo-F2F (H2020 funded n°728061) is to enhance peer-to-peer learning within the farming community.

We aim to understand the role of on-farm demonstrations in Europe, as part of the wider AKIS, and look for evidence and tools to organize effective farmer-to-farmer learning approaches. To support this, we will create the FarmDemo-Hub, an online community, where the main results of both AgriDemo-F2F and our sister project PLAID will be shared with our end-user audiences.

● Read More



PLAID and AgridemoF2F invited at the SCAR-Akis- Meeting in Lisbon

In October, members of the AgridemoF2F and Plaid projects came to Lisbon to participate in the SCAR-Akis-Meeting that took place in the Portuguese city.

This meeting was held back-to-back with the Agricultural Innovation Summit 2017 on the 11th and 12th of October.

● Read More



Multi-Actor

Like most H2020 projects, AgriDemo-F2F is committed to following a multi-actor approach.

We will use stakeholder analysis tools to identify actors and their stake to differentiate and categorise in groups and to investigate relationships between the actors. We will follow up and evaluate the MA protocol every 6 months and adapt it where necessary.

● Read More

HAVE YOU MISSED THIS?



PLAID Project Manager
@PLAIDManager

#monitorfarm an example of how peer-to-peer exchange/learning, farm demonstration in the UK can lead to a change in practice and increase in sustainable agriculture @ PLAID_project @AgridemoF2F



Fleur Marchand
@FleurMarchand

"Actors of #AKIS need to trust each other: both hard & soft skills are important!" . Juhasz Aniko #AISLisbon2017 @AgridemoF2F @PLAID_project



Jane Mills
@Jane_Mills

What makes a good demonstration farm? Ideas from @FarmingConnect @TheAHDB @NFUWales @RSPB-News @FWAGCymru for @AgridemoF2F @PLAID_project



AgriDemo F2F
@AgridemoF2F

#monitorfarm an example of how peer-to-peer exchange/learning, farm demonstration in the UK can lead to a change in practice and increase in sustainable agriculture v PLAID_project https://goo.gl/EttHnf



AgriDemo F2F
@AgridemoF2F

Start-up Naïo Technologies shows video about #weeding #robot "Dino" realized for PLAID_project at their booth AGRITECHNICA Thanks for the pic! @Agroblogger @BauernZeitung1 @AgridemoF2F #farmdemo #fiblfilm @fiblog https://youtu.be/3zfr6TDfGkg v. Thomas Alföldi (@tombas60)



AgriDemo-F2F: enhancing farmer-to-farmer learning through on-farm demonstrations

Starting from the premise that other farmers' continue to be farmers' most important source of knowledge, the AgriDemo-F2F project aims at enhancing farmer to farmer learning through on-farm demonstration activities and events).

Together with its sister project PLAID, also funded by the EU H2020, it will support farmers to demonstrate innovations to their peers, and identify opportunities to learn from other farmers across Europe.

A searchable, geo-referenced inventory and map of commercial demonstration farms engaging in demonstration activities will be developed. The map will cover all 28 EU member states, plus Switzerland, Norway and Serbia. It will be possible to search for farms with expertise in demonstration activities through location, sector or theme.

Although participating in demonstration activities is a common way for farmers to learn, very little is known about the 'best' way to organize these events. Using the knowledge from experienced practitio-

ners, AgriDemo-F2F aims to assess demonstrations from when they are first devised through to evaluating outcomes, thereby identifying good practice and options for increasing impact.

Outputs of the project will be available online in a new FarmDemo-Hub, which will host a range of resources from You Tube videos to decision-support tools and best practice recommendations. These are aimed to help farmers, advisors, educators, policy makers and researchers across Europe, enabling them to support and develop on-farm demonstration activities .

For more information, please visit: www.agridemo-h2020.eu



Revealing structural characteristics of on-farm demonstrations

A key element of the AgriDemo-F2F project is finding out what makes an on-farm demonstration effective. Previous research has told us that performance depends on a range of both structural and functional characteristics of the actual demonstration.

A literature review revealed the following structural characteristics that influence the effectiveness of an on-farm demonstration:

- The management team: various actors are involved in on-farm demonstrations, having different characteristics and undertaking different roles, i.e. initiators, organisers, funders, advisors/specialists, etc.
- The demonstrator(s) characteristics and competences
- The demonstration farm characteristics, e.g. location, production system
- The target audience's characteristics, e.g. numbers, profile

- Network characteristics, e.g. pre-existing or triggered by the demonstration occasion
- Multi-level governance of on-farm demonstration activities, programmes and networks
- Resources, finances and incentives
- Topic
- Design, e.g. location, layout, type of comparisons, access
- Frequency, duration and timing

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

For more information, please visit: www.agridemo-h2020.eu



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, context
- Designing and implementing appropriate learning, mediation techniques and communication tools
- 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.

For more information, please visit: www.agridemo-h2020.eu

*demonstration activity or programme



A first European typology of on-farm demonstration activities

AgriDemo-F2F partners have developed a European-wide, geo-referenced inventory, to provide a global view of on-farm demonstration activities and knowledge exchange modalities between farmers. The inventory reveals a wide range of these type of activities, but the extent of this diversity in Europe has not yet been assessed.

We will analyze the data in the inventory in order to create a typology of on-farm demonstration activities which take place in Europe. We propose a typology based on two main dimensions, to differentiate and divide the on-farm demonstration activities.

First, we characterize on-farm demonstration activities on the degree of detail or focus of the presented innovations. This can range from single practice demonstrations, e.g. new varieties, a specific fertilization technique, to a whole-farm approach, where several integrated components of the farm system are included in a single demonstration activity. This dimension indicates the complexity of the on-farm demonstration activities.

The second dimension characterizes on-farm demonstration activities based on actor roles and responsibilities. This can range from a clear top-down approach, with a unidirectional and hierarchical flow from science to potential end-users, to a bottom-up approach, where innovation results from a direct and close interaction between farmers, advisers and researchers, during the whole process (planning, design and conduction of the on-farm demonstration).



FarmDemo: The Hub to share, improve and learn about farmer-to-farmer demonstrations

We assume that, up to day, the frequency of peer-to-peer learning in the farming sector depended on two variables: the proximity of farms, and the relationship of trust (good communication) among farmers.

The FarmDemo Hub is a web tool that will facilitate and improve this learning process through the EU. This platform will contain the main outcomes of the Plaid and Agridemo-F2F projects, particularly those oriented to practitioners. The FarmDemo Hub will be a live repository of maps with inventoried farms, video tutorials on the best ways to carry out demonstrations, and reports and recommendations on case studies and good practices.

In addition, the Hub will be an opportunity for farmers to overcome the barriers of distance and communication, providing them with tools to extend peer-to-peer learning in the agricultural sector through the web, making an extensive use of information technologies. Each demonstration farm will have help tools and its own

profile in the Hub. This will allow farmers to improve and disseminate their demonstrations across the EU. Likewise, the demonstrations' users and the advisers will have filters and search functions (filtering information by farm types or farm functionalities), as well as summary reports.

Therefore, the Hub aims to improve knowledge and enhance farmer-to-farmer learning, concentrating information that was not synthesized formerly, but also creating a virtual community of demonstration farms.