Hoe organiseer je een effectieve demo?

Resultaten H2020 NEFERTITI

Ellen Bulten – 26 nov 2020
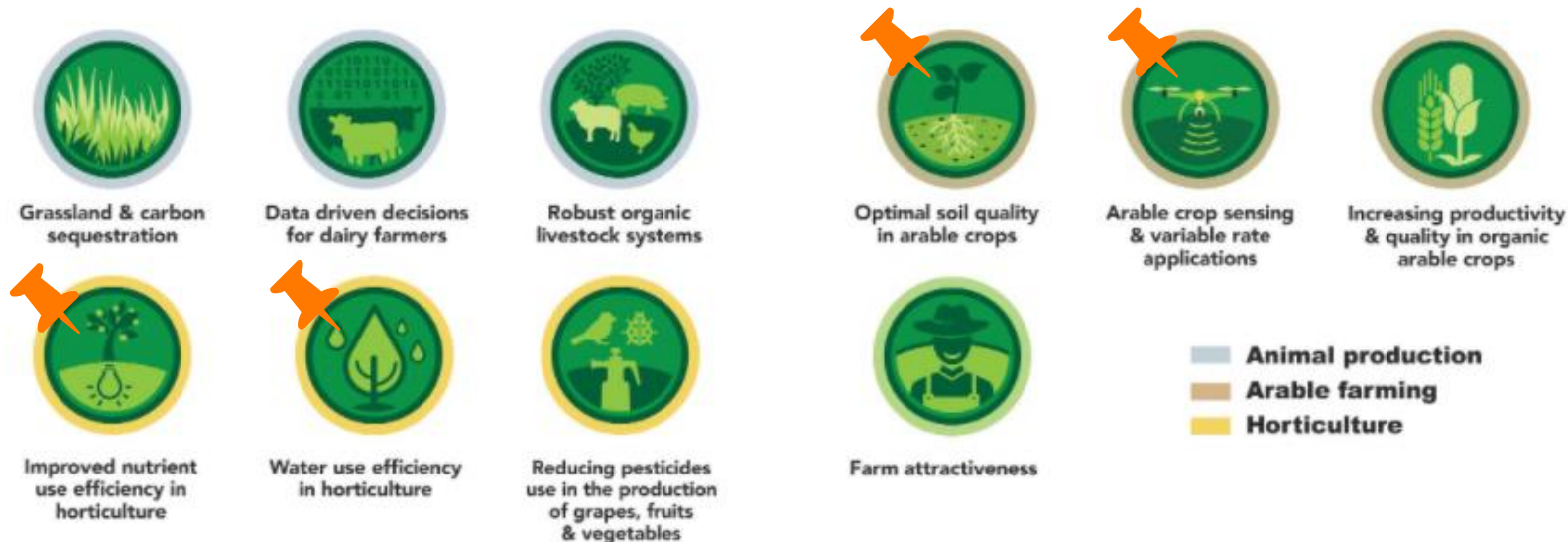
NEFERTITI
F A R M D E M O

Networking **E**uropean **F**arms to **E**nhance c**R**oss fer**T**ilisation and **I**nnovation uptake **T**hrough demonstrat**I**on

Objectives			
↓	↓	↓	↓
Boost innovation	**Improve peer to peer learning**	**Exchange of knowledge**	**Network connectivity**
45 REGIONAL / NATIONAL HUBS OF DEMO FARMS ON 10 THEMES		**32** PARTNERS FROM 16 COUNTRIES	**4** YEARS STARTING JANUARY 2018

WAGENINGEN
UNIVERSITY & RESEARCH

10 NEFERTITI Netwerken – Nederlandse hubs in 4 netwerken

NEFERTITI Networks

- Grassland & carbon sequestration
- Data driven decisions for dairy farmers
- Robust organic livestock systems
- Optimal soil quality in arable crops
- Arable crop sensing & variable rate applications
- Increasing productivity & quality in organic arable crops
- Improved nutrient use efficiency in horticulture
- Water use efficiency in horticulture
- Reducing pesticides use in the production of grapes, fruits & vegetables
- Farm attractiveness

- **Animal production**
- **Arable farming**
- **Horticulture**

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Demo evenementen

2 karakteristieken:

- Aantal deelnemers
- Mate van peer2peer leren

Monitoring & Evaluatie: geleerde lessen

Deliverable 5.3
First set of monitoring reports
on carrying out effective
demo activities on- farm

- Objectives and target group
- Demonstration farm
- Demo set up
- Promotion
- Learning and Facilitation
- Evaluation and follow up
- Virtual Demonstrations

Voorbeeld Hub Journal

Objectives and target group

Wat is je doel?!

Waarom organiseer je deze demo? Bijvoorbeeld:

Netwerken

Problem solving

Kennis co-creatie

Bewustzijn creëren

Onderzoeksimplementatie

Demonstration farm

Demo set-up

- Mix van activiteiten
- Tijd voor uitwisselen van kennis en ervaringen

Promotion

- Gebruik meerdere kanalen

- Social media vaak onderbelicht

- Gebruik visuals van eerdere demo's

Learning and facilitating

- Kleine groepjes (8-15)
- Informele uitwisselingen 🥂
- Pro-actief om input vragen

Evaluation and follow-up

		Success factors: what worked well and should be kept for next year?	What was learned; which difficulties were overcome?	What needs improvement? Lessons for next year's activities
Main lessons and findings from this year	Preparing a demo event (setting objectives, making the programme, organisational aspects, working with partners, promotion, M&E)	Cooperation with other partners like media or commercial/advisory companies, and a clear division of roles. Every partner has his own field of expertise and network. For example by cooperation with a media partner a large audience could be reached.	A detailed preperation can prevent a lot of problems, it is important to share the preperation with everyone involved on the demo day. The demo day itself is very busy, if everyone involved knows exactly what to do the demo can run without argent problems.	Begin on time with preperations, and make clear agreements with everyone involved. Pay attention to keeping the attention of the audience, when making the program. We intend to give to much information, interaction and leeway are important too.
	During a demo event to facilitate learning, exchange, change of practices; M&E	A balanced program is important to keep the attention of the audience. The guided tour for bigger demo's was a succes to keep track of the time and progress of the workshops	Decide on forehand how to divide the group if the group is to big. In smaller groups there is more space to ask questions and have interaction. At one of the demo's the first group was to big for interaction and the second group was small and had a lot of interaction and personal contact.	Pay special attention to interaction with farmers: save time for it and make sure the group is small enough. At one of the demo's farmers got a lot of information and were enthousiastic, but there was no time to have a discussion about it and to hear their opion of bariers.
	After a demo event to enhance learning, impact, change, M&E	A partner journalist reported the findings of the farmer(s) and publiced it online and in a magazine. The online questionaire afterwards was succesfull in evaluating a bigger demo	Interaction during a workshop, what do farmers think of the given information, and why do the (don't) want to implement it? Interaction can bring up and resolve bariers.	No attention is paid to measure the impact. We don't know if farmers really implement the subjects that were demonstrated. A questionaire a few months after the demo is a possibility, but we expect the respons to be low and we have doubts about the usefulness.

COVER PAGE | Hub Campaign Plan | Hub meetings | Demo Events | Showcase demo | Cross-Visit | Annual M&E Report

Virtual demonstrations

Meer weten?

WEBINAR
Improve your farm demonstrations
10/12/2020
12:00 — 13:00 h

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