



EIP-AGRI Workshop 'Enabling farmers for the Digital Age: The Role of AKIS'

26-27 April 2018
Jūrmala, Latvia

All information of the workshop
available on www.eip-agri.eu
at the event webpage

<https://ec.europa.eu/eip/agriculture/event/eip-agri-workshop-enabling-farmers-digital-age>

EIP-AGRI Workshop 'Enabling farmers for the digital age: the role of AKIS Agenda day 2: 27 April 2018

- 9:00 – 9:20 **Welcome to Day 2**
Outcomes Day 1 and introduction to Day 2 agenda
- 9:20 – 10:30 **Enabling farmers to the digital era: tools and practices Carousel of inspiring examples**
- 10.15 – 10.30 Mini Quiz about Farmers' Information Needs
- 10:30 – 11:00 Coffee break
- 11:00 – 12:15 **Understanding and accessing digitisation opportunities: what farmers need**
- EKONmod milk – Miroslav Záhradník and Josef Kanoš (Slovak Republic)
 - **Breakout session 3**
- 12:15 – 12:45 Results of working groups and general reflection
- 12:45 - 13:00 Closing of the workshop
- 13:00 - 14:00 Light lunch and goodbye



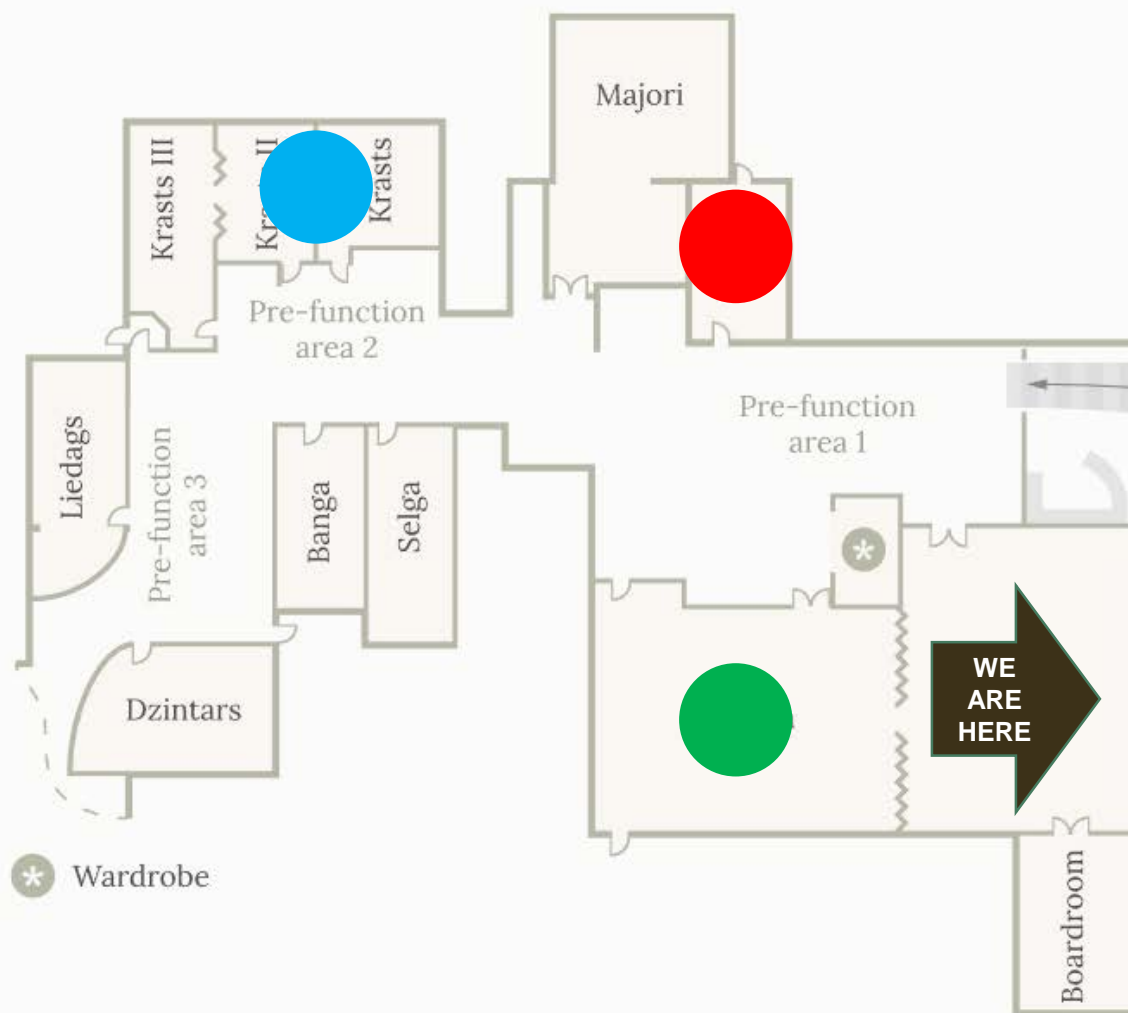
Breakout 3 – Interactive Workshop.

Understanding and accessing digitisation opportunities: what farmers needs

- **Session Description:** Participants divided upon colours on their badges. Tables are 'proto-AKIS'
- **Mission/task to accomplish:** create a **communication/increase awareness action** (which can include communication, awareness raising activities/events, trainings, educational activities, etc.) addressing farmers information needs using Storytelling method. **Template is provided** covering key elements for that action.
- **Objective of the session**
 - To identify and develop effective **communication/increase awareness actions/** methods to addressing farmers information needs
 - **Co-create and cooperate** functioning as AKIS to 'experience' project development
 - **Apply 'storytelling method' and Pitching** the actions created to other AKIS

Breakout sessions

Location: participants with badge



● Meeting room: Jūra
Facilitator: Margarida
SIZE of Farm

● Meeting room: Krasts
Facilitator: Liisa
AGE of Farmers

● Meeting room: Vilnis
Facilitator: Ineke
LOCATION of Farm

* Wardrobe

Breakout 3: interactive workshop



Group activity (6/7 participants). Tables are 'proto-AKIS'.

Mission of each table: create a **communication/increase awareness action** (which can **include communication, awareness raising activities/events, trainings, educational activities, etc.**) addressing farmers information needs using Storytelling method. **Template is provided** covering key elements for that action

Objective	Action type	Who is responsible / AKIS members involved	How would this look like in practice?
What is the <i>need</i> to be addressed?	Which type of action is this (communication, training, other..) Core idea (short description)	<ul style="list-style-type: none">- <i>How would they be involved?</i>- <i>Would this action involve advisors?</i>- <i>Which role would they play to enable communication with farmers?</i>	<p><i>We provide few guiding questions:</i></p> <ul style="list-style-type: none">- <i>How can IT technologies/tools be used?</i>- <i>Will you use social media to communicate your action? How?</i>- <i>How this action would improve AKIs information flow?</i>- <i>How would you mix off-line and online worlds on your action?</i>

What is Storytelling?

Storytelling is the development of a unique narrative able to:

- create a sense of **community & belonging**
- engagement and interaction with AKIS actors & stakeholders
- to inspire, showing the process, ideas, inviting the audience to contribute
- the key point is to generate a **dynamic flow of interaction** (online/offline)

Tips for effective Storytelling

- ✓ Language. Adapt your Message
- ✓ Avoid assumptions!
- ✓ Single activity is not enough
- ✓ Develop communication skills
- ✓ Identify stories that reflect audiences' experiences:
FARMERS point of view
- ✓ PICTURES + VIDEOS + Infographic
- ✓ Market what you have to offer & make it relevant
- ✓ Be clear, genuine, meaningful and accountable
- ✓ Provide the resources needed for activities

DRAGONS' DEN



THE FARMERS EDITION