The European Innovation Partnership (EIP)
for Agricultural Productivity and Sustainability

"Interactive Innovation in Action – Multi-Actor projects learning from each other"

Cross-fertilisation event for multi-actor projects – Brussels – 8 March 2018

EU Commission DG Agriculture and Rural Development

Agriculture and Rural Development

AIM of this event: To contribute to improving the **implementation** and **impact** of H2020 multi-actor (MA) projects by:

1. Encouraging TODAY the exchange - the cross-fertilisation - of experiences and best practice on how to successfully manage MA projects, and;
2. Helping the European Commission to improve its FUTURE guidance to MA project partners and coordinators

How will we work together?

Set the Scene

Managing Multi-Actor **Projects**

Managing Multi-Actor **Processes**

4 x Break-out Groups

Flash presentations

Drafting & Disseminating **Practice Abstracts**

Communication & **Dissemination** (Outreach)

Response & Reflection

Please tweet
#H2020
#eipagri
#aginnovation
#multiactorproject
#AKIS
#FutureofCAP

Who is here?

Multi-actor Projects

Academic

Non-academic

Multi-actor RIAs

IAs

CSAs

Thematic Networks

Other experts

European Commission

Setting the scene

Inge Van Oost
(DG AGRI – R&I)

Lara Passante
Head Sector Project Management
(REA B.2)

Agriculture and Rural Development

European Commission

Lessons learnt from the multi-actor approach in H2020 SC2 projects

B2- Sustainable Resources for Food Security & Growth

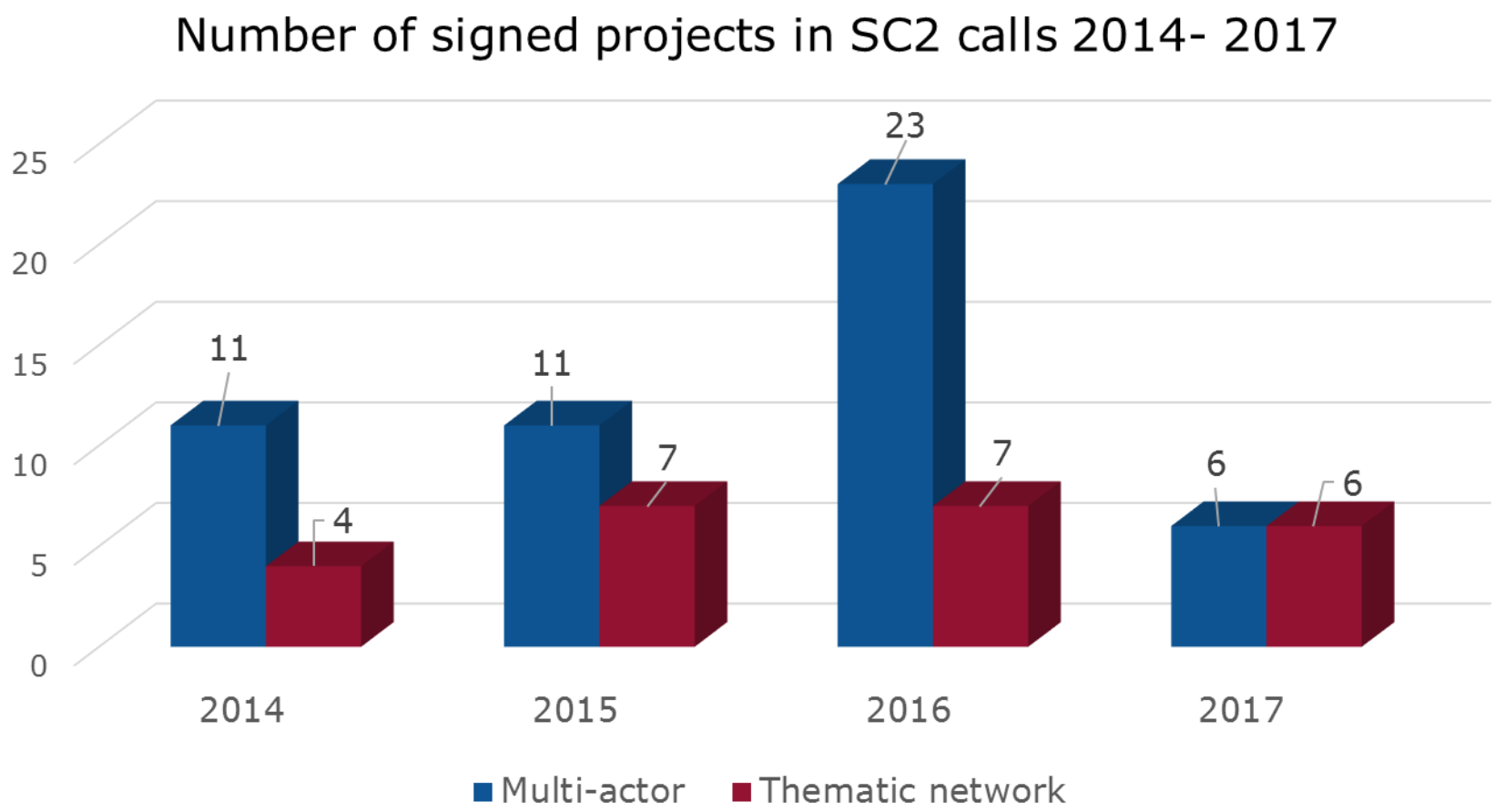
Research Executive Agency

Research Executive Agency

Strong features of MAA projects

- **Co-creation** between actors from different backgrounds (scientists, farm advisors, end-users, businesses, etc)
- Strong **dissemination** objectives: deliver usable knowledge that can be applied by practitioners (practice abstracts mandatory in WP 2016-2017)
- Problem identified at **EU level** should be addressed taking into account **local** needs (linkages with rural development activities)

Statistics on MAA projects



Research Executive Agency

2 types of MAA projects in SC2

'Standard' Multi-actor project • Developing joint solutions to tackle a problem from the field	RIA/CSA/IA
Thematic network • Compiling knowledge from research and practice and disseminating it to users' community	CSA

Statistics on MAA projects

Type of project	Average number of partners
'Standard' Multi-actor project	23
Thematic network	15
Other SC2 projects	19

Different forms of end-users involvement

Different roles/legal status depending on **end-users tasks**

- Contribution to meetings
- Contribution to case studies/demonstration

End-users and actors can be

- **Beneficiary** (partner or linked third party),
- **Expert, stakeholder** (with dedicated budget)
- Or provide support on a **voluntary basis** (no cost)

Strong commitment of end-users from the start and in the project's objectives definition is paramount

European Commission

Some lessons learnt on MAA projects

- ‘Standard’ Multi-Actor Approach projects tend to be large & diverse consortia

→ **Strong coordination skills are required from coordinators to ensure timely delivery of activities**

- ‘New’ way of doing research as compared to other collaborative projects: demand-driven, participatory approaches, multi-disciplinarity

→ **Time and effort are needed to build trust & common knowledge, dedicated budget**

- Key role of non-scientific partners to facilitate end-users’ engagement with the project (facilitators) and support results’ uptake

→ **Facilitating workshops, on-site demonstrations can help the cross-fertilisation of know-how**

Research Executive Agency

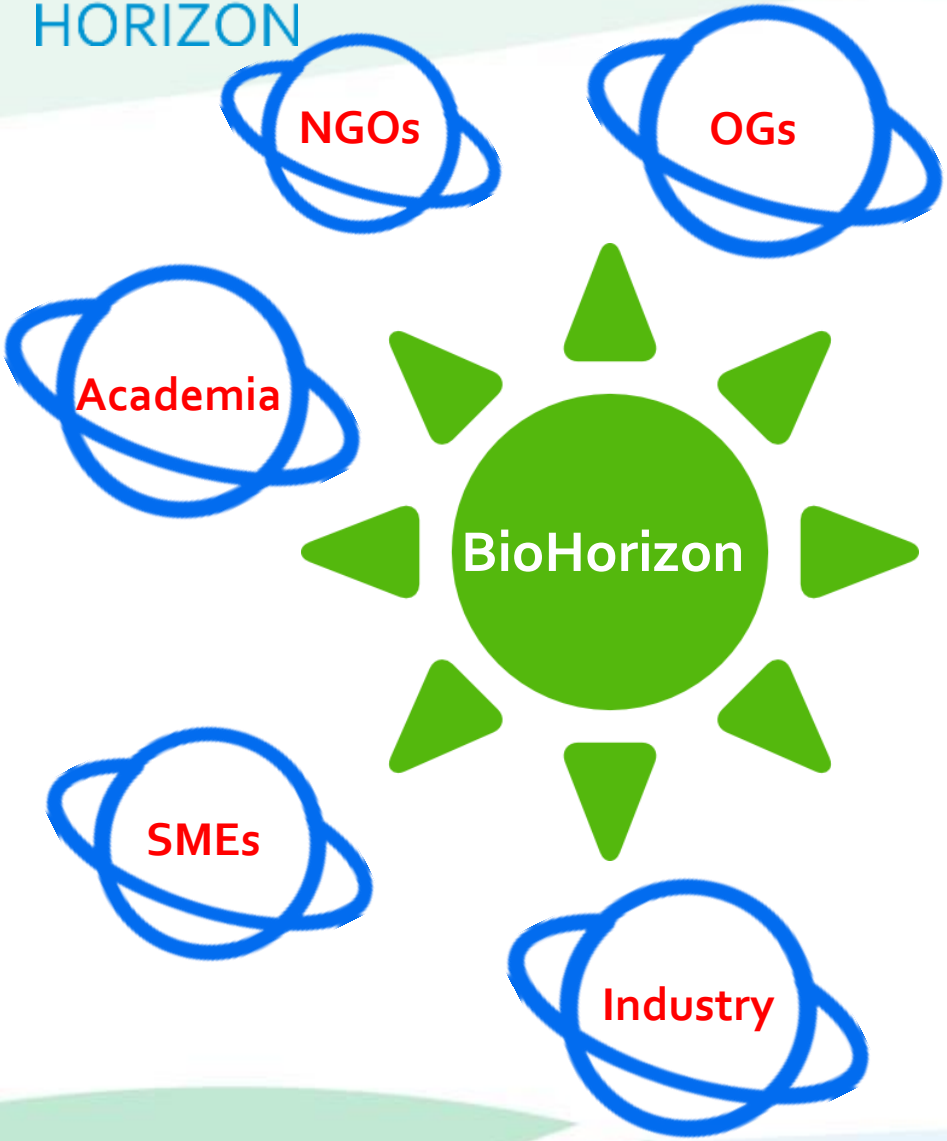
What free advice is available to you and your Multi-Actor project?

Bożena Podlaska
BioHorizon Project Co-ordinator, IPPT PAN

Interactive innovation in action Multi-Actor projects learning from each other
08/03/2018, Brussels

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 652637

Horizon 2020 UNIVERSUM – BioHorizon GALAXY



Our galaxy is:

1. **ALL BIO and KET National Contact Points**
   - NCPs from MS and AC
   - NCPs from Third Countries
2. **SC2 and KET-Biotech clients**
3. **European Commission**

BioHorizon offers extra value to your project:

Bio-NCP services – one to one consultation, knowledge an understanding of Horizon 2020 calls, rules, legal and financial issues, liaison between EC and Researchers

Synergies with other projects, regional funds, OGs, EIT FOOD

Brokerage Events – helping lower barriers to new entrants and stakeholders from SMEs and industry (networking and promoting of the expertise).

Assistance in Searching for partners provides in-depth support to the potential applicants, complementary type of projects.

BioHorizon website and social media – handy source of fresh SC2 and BIOTECH-related information.

SC2 and KET-B brokerage events

SAVE THE DATE: 26 June 2018, brokerage event Brussels

- to **foster the creation of transnational consortia** for SC2 and KET-B projects
- to **stimulate the networking between academic and industrial partners** as well as other **relevant partners with that complementary type of knowledge**
- to **provide suitable thematic platforms to discuss** and develop ideas and projects

Together we can do more!

Bożena Podlaska, IPPT PAN – bozena.podlaska@kpk.gov.pl

www.ncp-biohorizon.net

info@ncp-biohorizon.net

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 652637

European Commission

Managing Multi-Actor **PROJECTS** and **PROCESSES**

Agriculture and Rural Development

European Commission

Discussion 1:

Managing Multi-Actor Projects

Agriculture and Rural Development

TREASURE

Diversity of local pig breeds and production systems for high quality traditional products and sustainable pork chains

Funded by European Union
Horizon 2020
Grant agreement No 634476

How did we understand multi-actor approach i.e. involving the right actors for the tasks

Choice of key actors with

- complementary knowledge (scientific and practical),
- sufficient knowledge exchange activities and
- clear role for the different actors

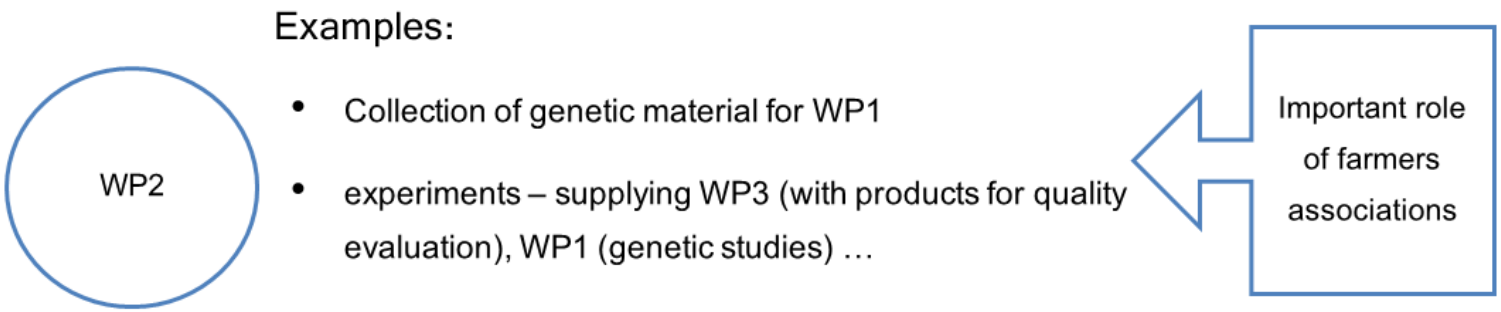
25 partners + 13 linked TP

- Scientific questions original/innovative: ➔ key centres of knowledge in respective research areas, countries
- Farmers' associations involved in collection of genetic material, organisation of experiments, conducting data collection, surveys
- Diverse knowledge exchange activities involving farmers' associations, competence centres and advisory services
- Focus on strengthening the networks (science/practice, countries/regions)
- Joint venture (umbrella trade mark … co-

How did we employ multi-actor approach i.e. defining the role and status of partners?

- ✓ Each partner (academia or non-academia) with a clear role in the project i.e. various actors (e.g. farmers) involved from work planning to dissemination, demonstration

- ✓ Inter-dependency between partners, tasks => shared efforts to reach project goals



- ✓ Diverse knowledge transfer and networking activities involving various actors
  i. Sharing experience, views => strengthen competences
  ii. Strengthen networks within/btw regions
  iii. understanding „difference in culture“ (science # practice)

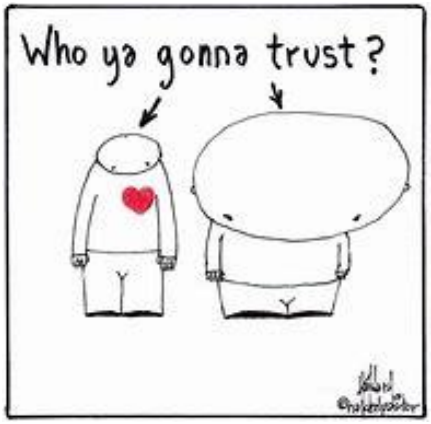
✓ Cross-fertilisation

Allocation of tasks, financial issues

✌ involving the right actors for the tasks/challenges ➔ adequate distribution of work/duties

Financial/administrative issues:

- Reading ➔ understanding ➔ respecting AMGA
- allocating the financial resources according to the workload
- How to know „quality“ of work in advance? There are partners that do „more than they get, and do the quality work and others that hardly fulfill the essential with poor quality of results (deliverables). There are partners that see the project as the“money bag“.



4D4F

Data Driven Dairy Decisions for Farmers

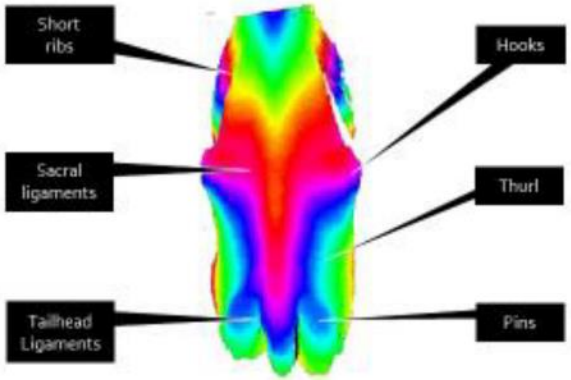
This project has received funding from the European Union's Horizon 2020 research and innovation programme (ISIB-2015-1 programme) under grant agreement Nº 696367

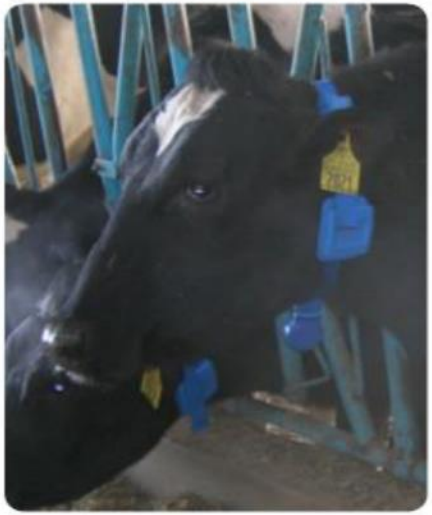
Data Driven Dairy Decisions For Farmers

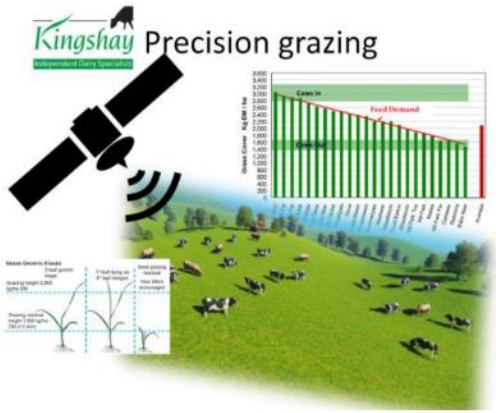
Thematic Networks

8th March 2018

Data Driven Dairy Decisions for Farmers







This project has received funding from the European Union's Horizon 2020 research and innovation programme (ISIB-2015-1 programme) under grant agreement Nº 696367

Creating a common vision

Regular face to face meetings in the first year

- Whole consortium – every two/three months
- Sub groups

Very clear accountability – who is driving each task?

- And each area of technical expertise?

Produce templates and guidelines for outputs quickly – with examples

Public launch of website – only when it is populated – month 12?

Focus on deadlines months in advance

European Commission

This project has received funding from the European Union's Horizon 2020 research and innovation programme (ISIB-2015-1 programme) under grant agreement Nº 696367

Broaden and deepen the consortiums expertise

- A task in its own right?
- The International Conference test
- Difficult issue at proposal stage!

This project has received funding from the European Union's Horizon 2020 research and innovation programme (ISIB-2015-1 programme) under grant agreement Nº 696367

Building Communities of Practice

Start face to face with small meetings

Identify common interests – ‘a problem to solve’

Move to webinars

Then finally to on line discussion

And broaden it

Needs resource to facilitate

Keep the subject focused

Language challenges

This project has received funding from the European Union’s Horizon 2020 research and innovation programme (ISIB-2015-1 programme) under grant agreement Nº 696367

Managing Multi-actor Processes

The role of innovation support services

Innovatiesteunpunt

de toekomst begint vandaag

400.000
cooperative shareholders

Largest Flemish Bank
(25% market share)

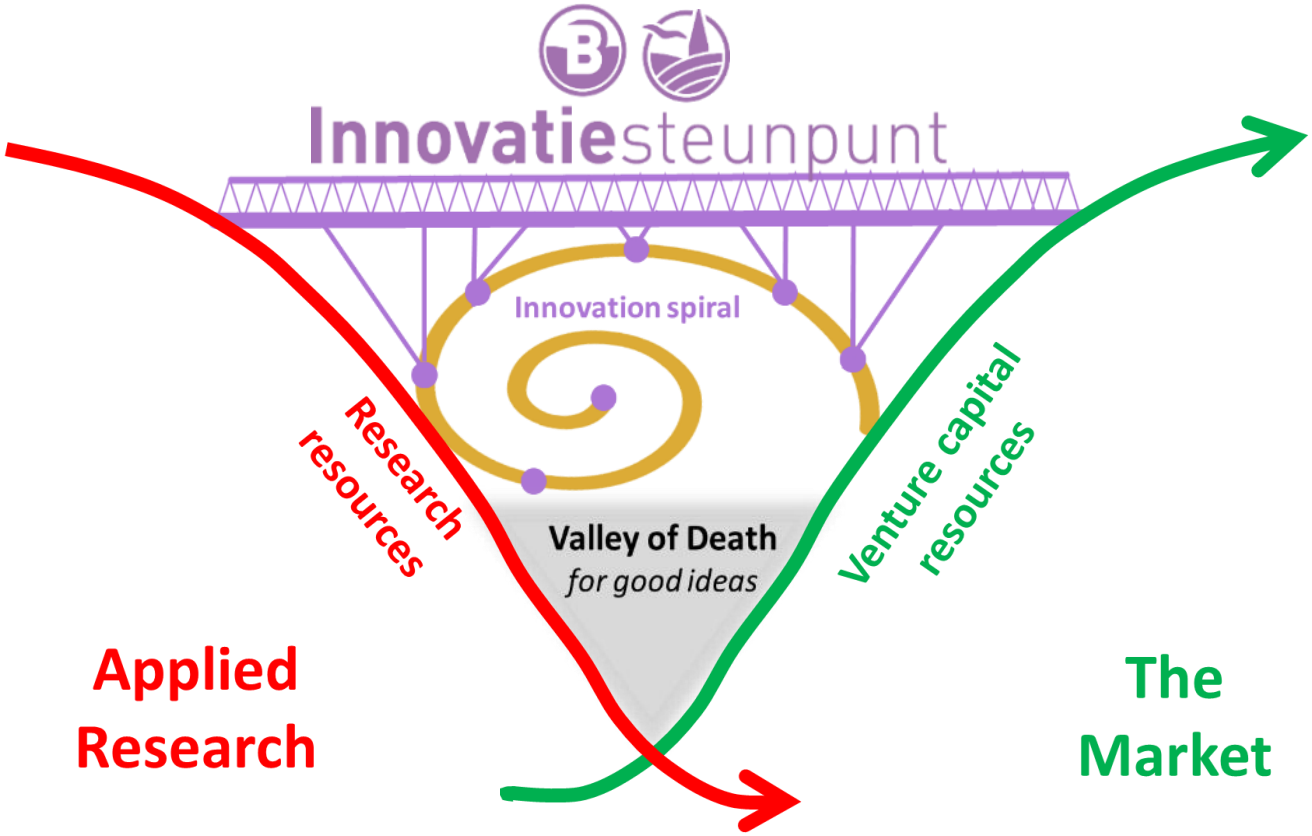
BOERENBOND
trouw aan land- en tuinbouw

15.000
agro entrepreneurs

&

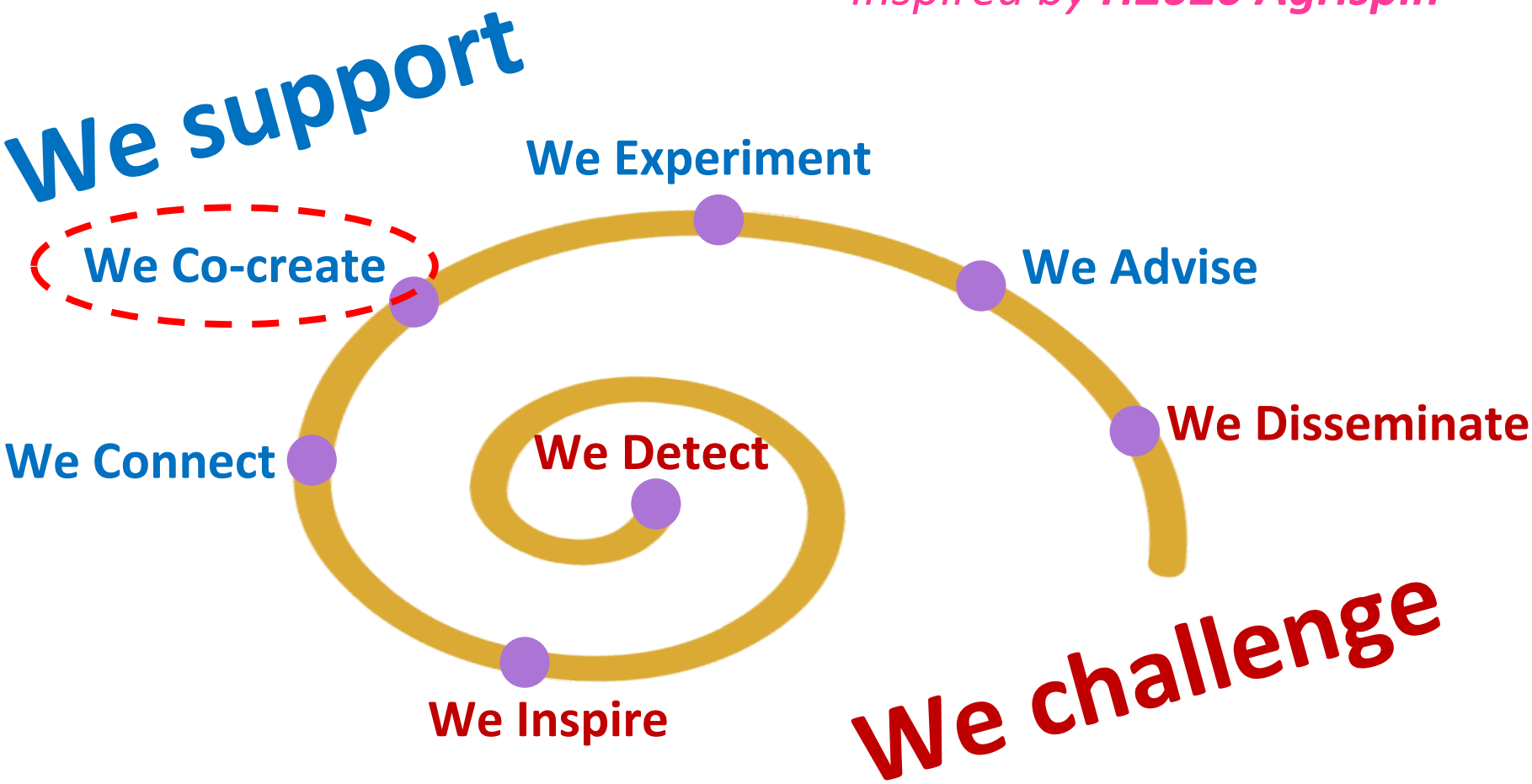
Landelijke Gilden
samen beleef je meer

70.000 families in
900 rural community groups

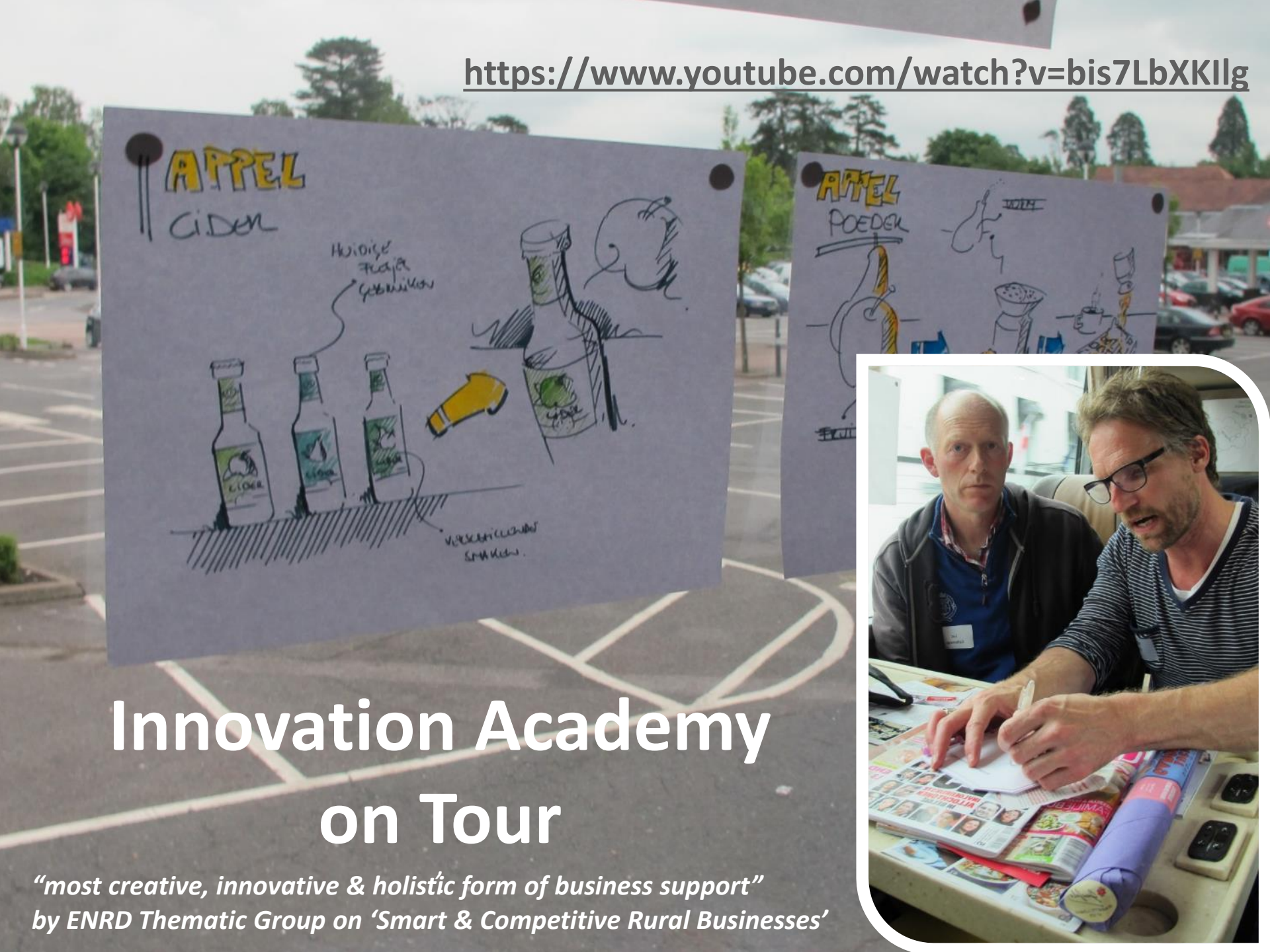


Our Mission → Our Innovation Spiral

*Inspired by **H2020 Agrispin***



https://www.youtube.com/watch?v=bis7LbXKIlg



Innovation Academy on Tour

"most creative, innovative & holistic form of business support"
by ENRD Thematic Group on 'Smart & Competitive Rural Businesses'

Morning break-out groups

Room 1

AgroInLOG, Diverfarming, DiverIMPACTS, DIVERsify, GoodBerry, InnoForEST, IWMPRAISE, LEGVALUE, ReMIX, SINCERE, Strength2Food, TomGEM, TRUE, CERERE, EUFRUIT, INCREDIBLE, Ok-Net Arable, PANACEA, WINETWORK

Alberto / Inge / Lucia

European Commission

Morning break-out groups

Room 2

AgriDemo-F2F, InnovAfrica, IoF2020, MAGIC, NEFERTITI, PLAID, ROBUST, SiEUGreen, AFINET, AGRIFORVALOR, AgriLink, AGRISPIN, BOND, ENABLING, HNV-Link, Inno4Grass, NEWBIE, SKIN, SMART-AKIS

Alexia / Sirpa / Francisca

Research Executive Agency

European Commission

Morning break-out groups

Room 3

EMPHASIS, Feed-a-Gene, GenTORE, iSAGE, MUSA, MycoKey, MyToolBox, NEURICE, nEUROSTRESSPEP, POnTE, SafeConsumE, TROPICSAFE, XF-ACTORS, 4D4F, EUPIG, EuroDairy, Hennovation, Ok-Net EcoFeed, SheepNet

Antonella / Aniko / Astrid

Research Executive Agency

European Commission

Morning break-out groups

Room 4

Agrocycle, ALTERFOR, DIVERSIFOOD, DYNAVERSITY, FairWay, Farmers Pride, FATIMA, FERTINNOWA, ISQAPER, LANDMARK, LIVESEED, NoAW, REFRESH, SOILCARE, SolACE, TomRes, TRADITOM, TREASURE, WATERPROTECT

Fabio / Louis / Vanessa

Research Executive Agency

European Commission

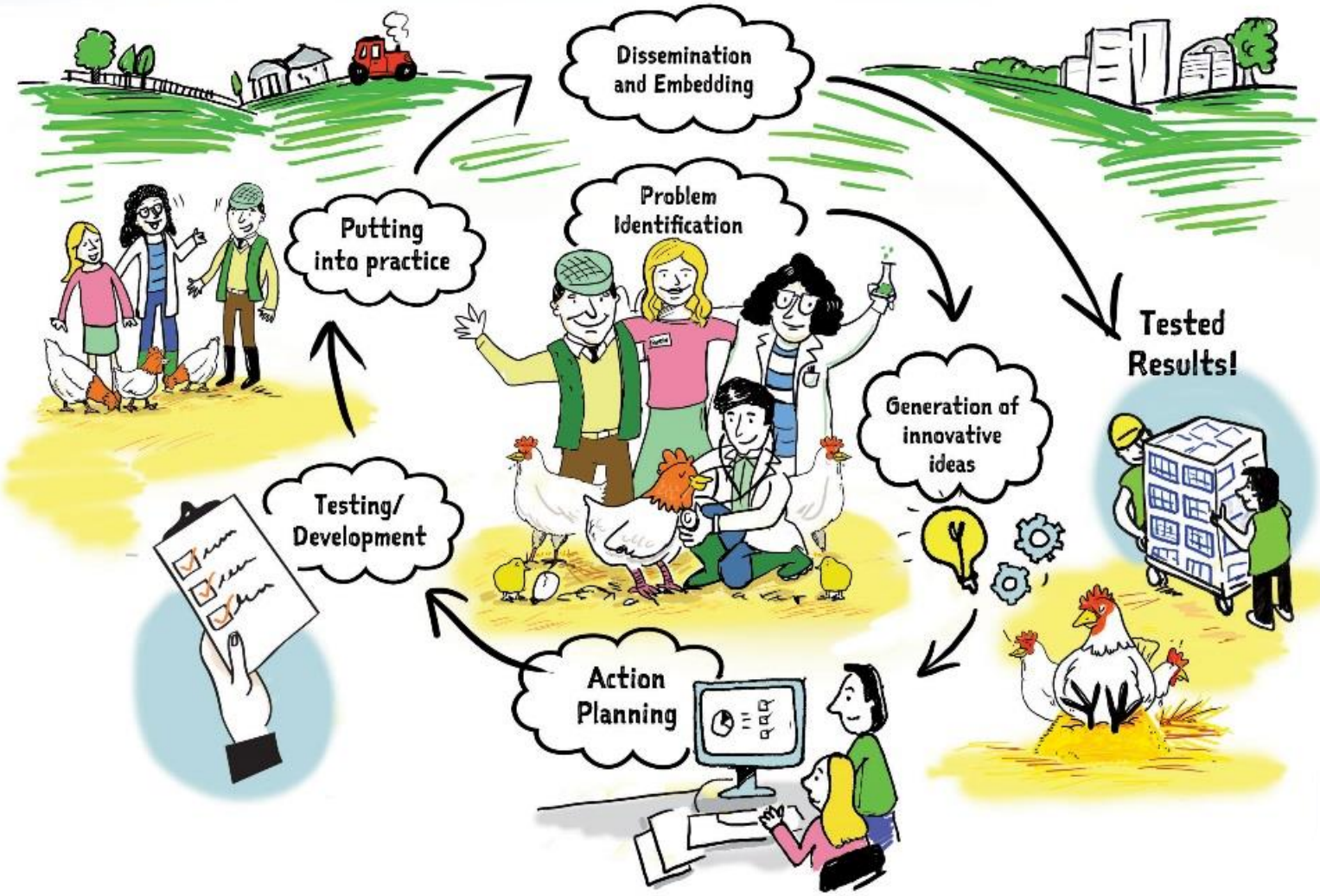
Discussion 2:

Managing Multi-Actor Processes

Agriculture and Rural Development

Hennovation

Multi-actor, Practice-led Innovation Networks



Factors enabling practice driven innovation in the laying hen sector identified by the network facilitators.

Networking	Shared common problem (or opportunity)
	Mutual trust
	Pre-existing relationships (contacts)
	Time and resources
Innovation	Access to different sources of knowledge
	Collective motivation to chance
	Internal legitimacy (network).
	Practical engagement (learning by doing)
	Effective facilitation
Application	External legitimacy
	Access to external resources and support
	Legislative and regulatory support
	‘ Space’ for innovation within the system

Article

Outlook on AGRICULTURE

Outlook on Agriculture
2017, Vol. 46(2) 131–137
© The Author(s) 2017
Reprints and permission:
sagepub.co.uk/journalsPermissions.nav
DOI: 10.1177/0030727017707408
journals.sagepub.com/home/oag
SAGE

Facilitating practice-led co-innovation for the improvement in animal welfare

Lisa van Dijk[1], Henry Buller[2], Louise MacAllister[2] and David Main[1]

Hennovation

Professional Facilitator :

https://youtu.be/mVsW4--ex0M

- **curious** to understand local complexity
- **confident** to support evidence-based innovation
- **humble** to value all forms of expertise

Hennovation

Sharing Expertise and Experience towards sheep Productivity through NETworking

SheepNet
European Knowledge Exchange

www.sheepnet.network/

www.facebook.com/SheepNetEU

@SheepNetEU

SheepNet

Innovation and communication for better sheep productivity!

Start	November 2016

Duration	3 years

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 727895.

INSTITUT DE L'ELEVAGE idele

INRA SCIENCE & IMPACT

ECOLE NATIONALE VETERINAIRE TOULOUSE

SRUC

teagasc AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

Agris

neiker tecnalia

EUSKO JAURLARITZA GOBIERNO VASCO
EKONOMIAREN GARAPEN ETA AZPIEGITURA SAILA
DEPARTAMENTO DE DESARROLLO ECONÓMICO E INFRAESTRUCTURAS

USAMVBT

TOGEN Agriculture and Livestock Research&Development

efficient innovation

Focus on outcome for end-users

Step 1	Define specific and common end-user needs/country
Step 2	Identify a pool of existing solutions and skills to answers end-user needs
Step 3	Determine key solutions to match with end-user needs
Step 4	Identify a pool of communication/training materials
Step 5	Dissemination/transfer New research needs to meet end-users' needs

SheepNet
European Knowledge Exchange

Multi-actors approach – k elements?

agridea
ENTWICKLUNG DER LANDWIRTSCHAFT UND DES LÄNDLICHEN RAUMS
DÉVELOPPEMENT DE L'AGRICULTURE ET DE L'ESPACE RURAL
SVILUPPO DELL'AGRICOLTURA E DELLE AREE RURALI
DEVELOPING AGRICULTURE AND RURAL AREAS

Network facilitators
One per country
Team building

Skills to facilitate meetings
Dedicated training
Specific tools

SheepNet
European Knowledge Exchange

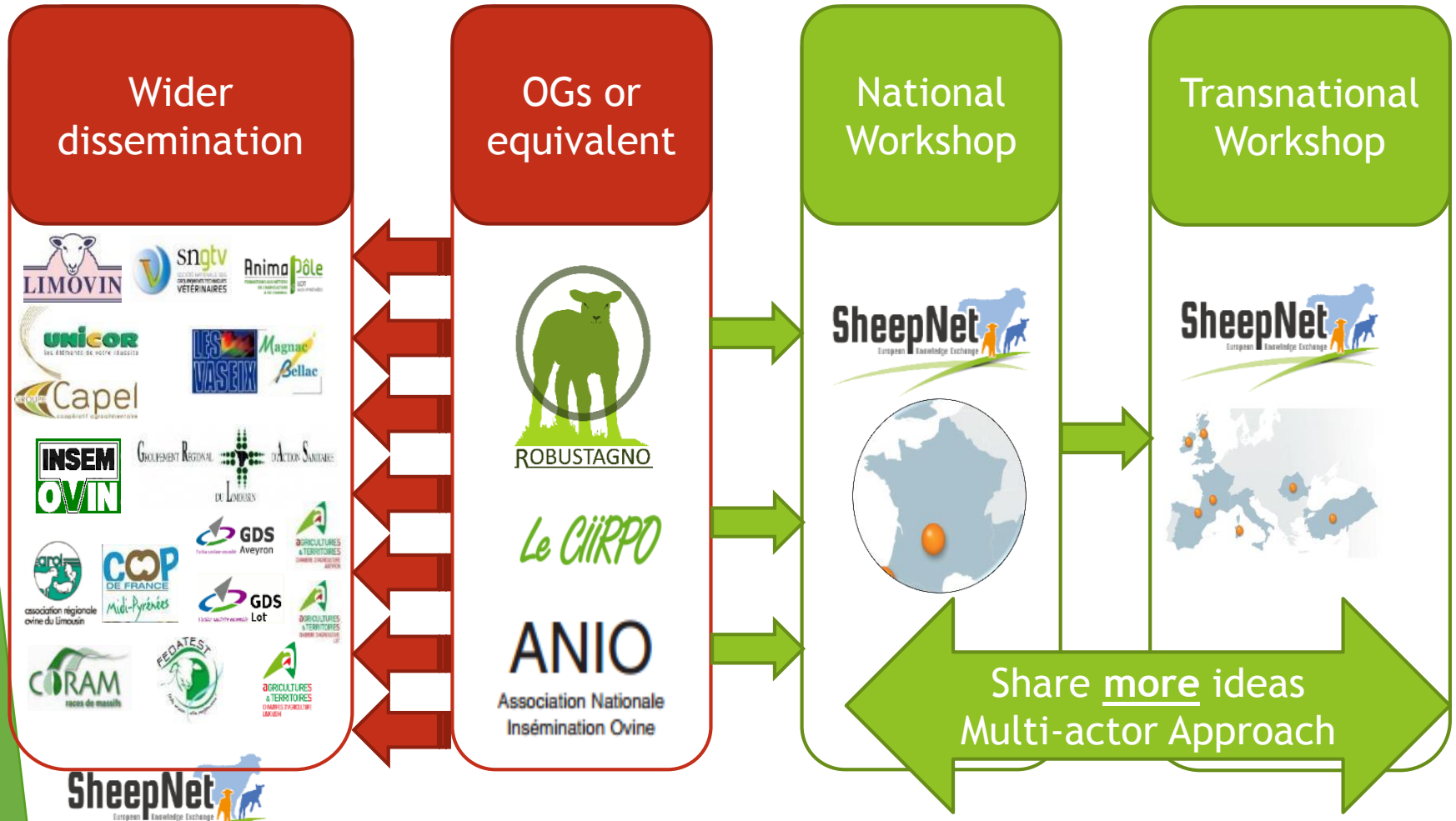
Enhance cross-fertilisation?

Same way to facilitate SheepNet National Workshops

SheepNet Transnational workshop

SheepNet
European Knowledge Exchange

Cross-fertilisation: example how we liaise the OG, NW, TNW



SheepNet

European Knowledge Exchange

SheepNet: Sharing Expertise and Experience towards sheep Productivity through NETworking

www.sheepnet.network/

www.facebook.com/SheepNetEU

@SheepNetEU

SheepNet

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 727895.

Methods for knowledge brokerage and co-creation for long lasting knowledge-networks

The example of TRUE
(TRansition paths to sUstainable legume-based systems in Europe)

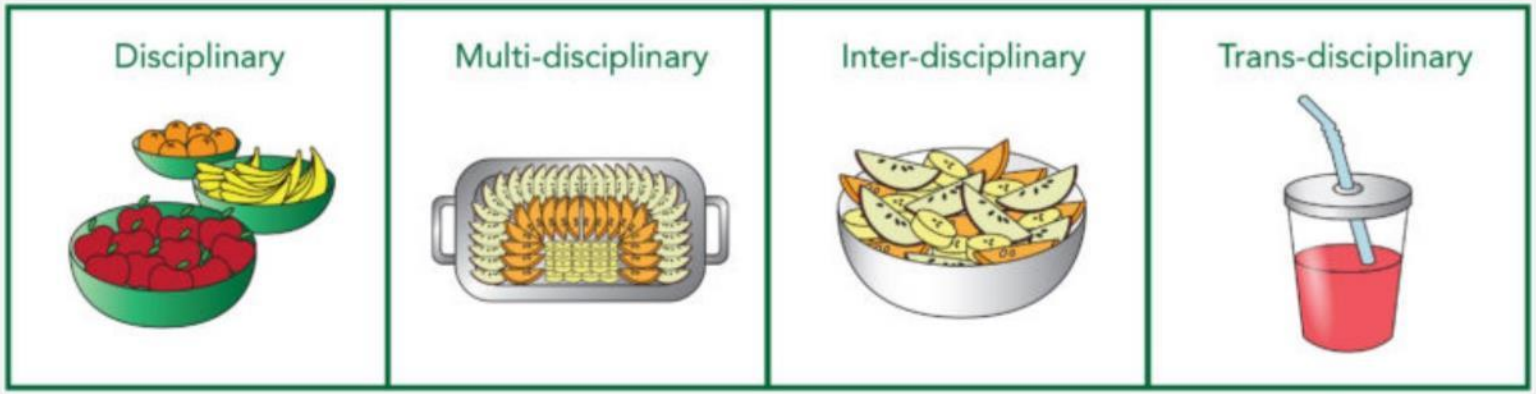
‘flash’ presentation by *Alicia Kolmans, University of Hohenheim, TRUE WP 1*

Workshop
“Interactive innovation in action – Multi-Actor projects learning from each other”
Brussels, 8 March 2018

Research Center for Global Food Security and Ecosystems
University of Hohenheim, Germany

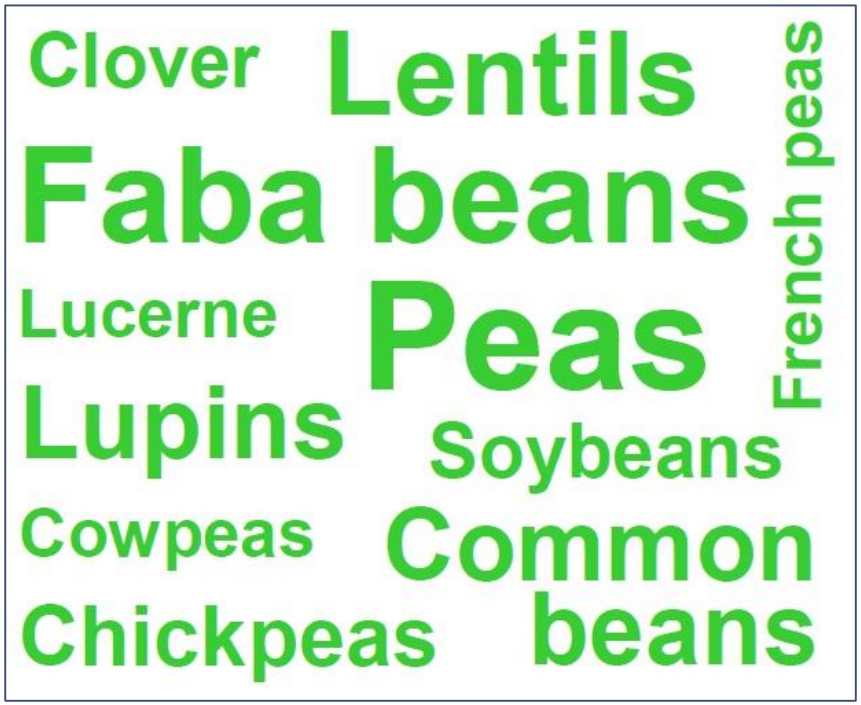
Knowledge and skills for project partners

- Capacity building on transdisciplinary research
- Tool-Box for transdisciplinary work (methods, techniques and instruments - e.g. stakeholder analysis, world café, open space, poster sessions, speed dating, scenario, listening, visualizing…)

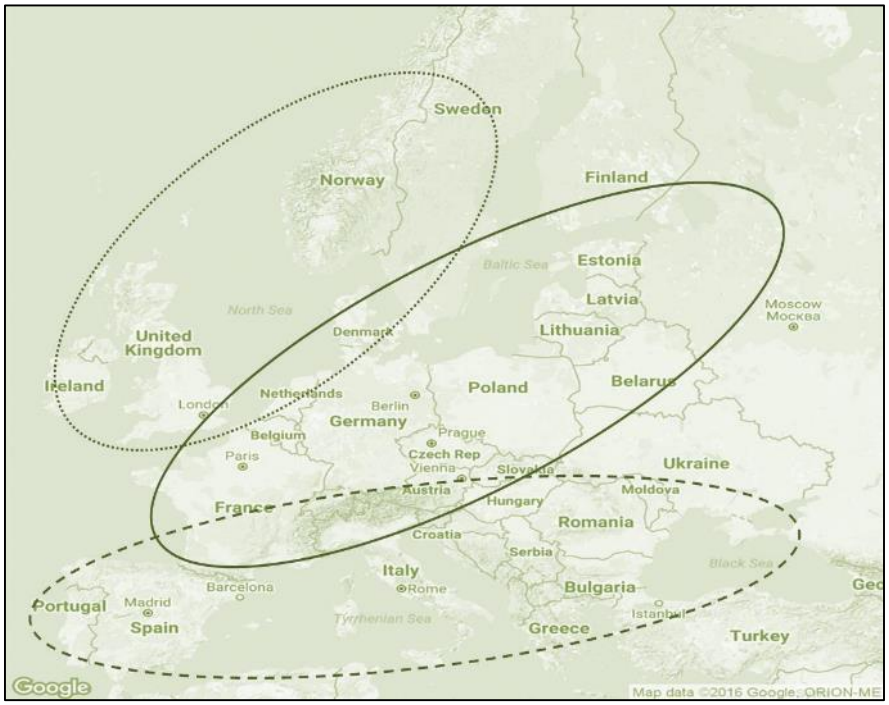


Disciplinary vs. inter-disciplinary vs. multi-disciplinary vs. transdisciplinary, represented by fruit. Diagram credit: Emily Nastase

Case studies and regional clusters



Exchange between case studies, showcasing best-practices, case study site visits for stakeholders



The 24 case studies are spread across three Regional Clusters according to the different pedo-climatic conditions: Atlantic, Continental and Mediterranean.

Beyond the consortium

- European Legume Innovation and Networking Workshops (ELINs)
- Involvement of relevant stakeholders and liaising with existing networks
- Communication strategy

  => previous stakeholder analysis

  => facilitation of mutual learning and co-production of knowledge

  => interaction in-between meetings (virtual knowledge exchange and e-networking)

General contact information

Website: www.true-project.eu

Email: info@true-project.eu

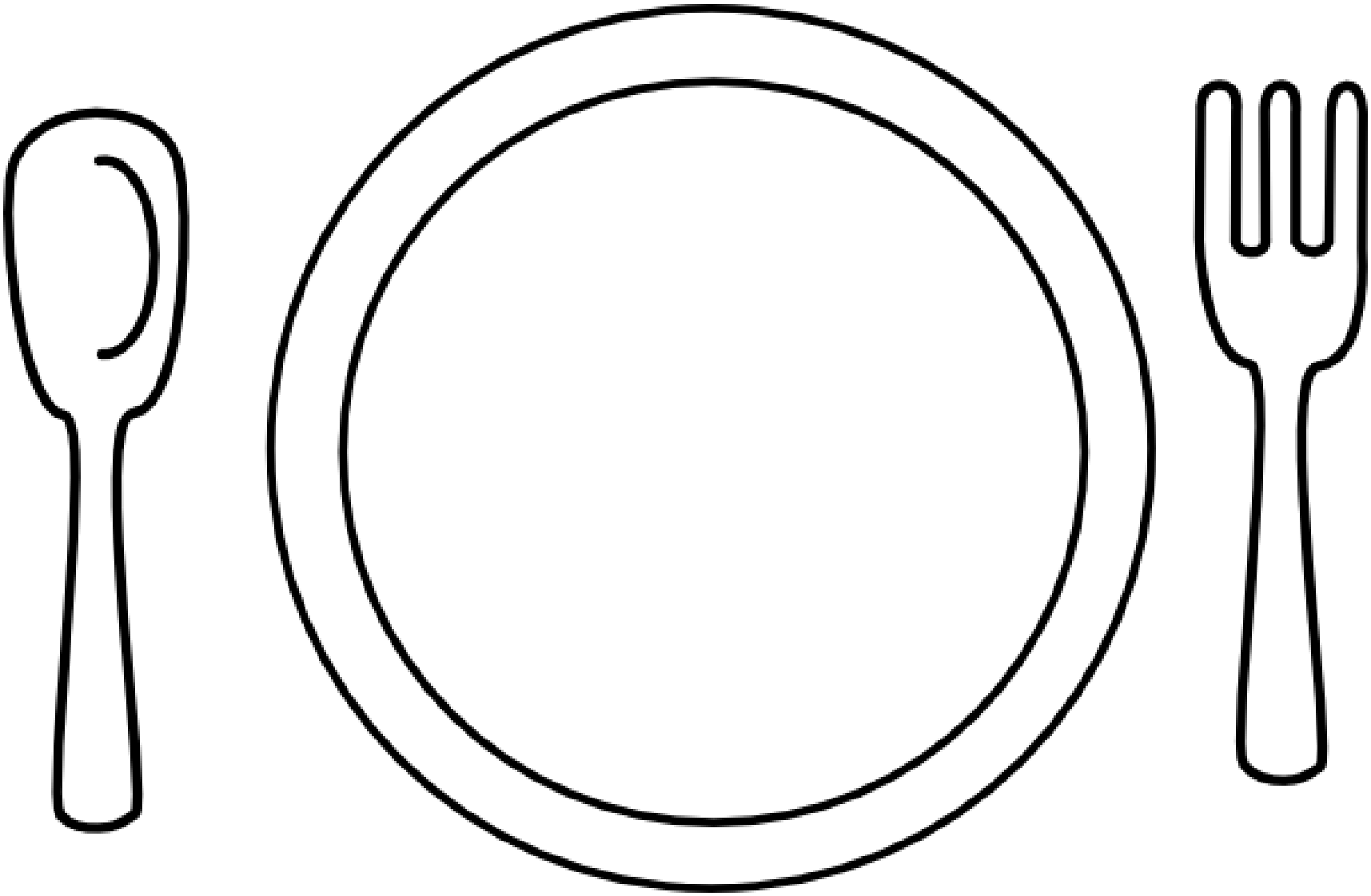
Facebook/Twitter: @TrueLegumes

***TRansition paths to sUstainable legume-based systems in Europe* (TRUE),** has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727973

European Commission

SAME morning break-out groups followed by lunch from 12:45 – 13:45

Research Executive Agency



Communication & Dissemination of Multi-Actor Projects

Inge Van Oost and Fabio Cossu
(DG AGRI – R&I)

Agriculture and Rural Development

European Commission

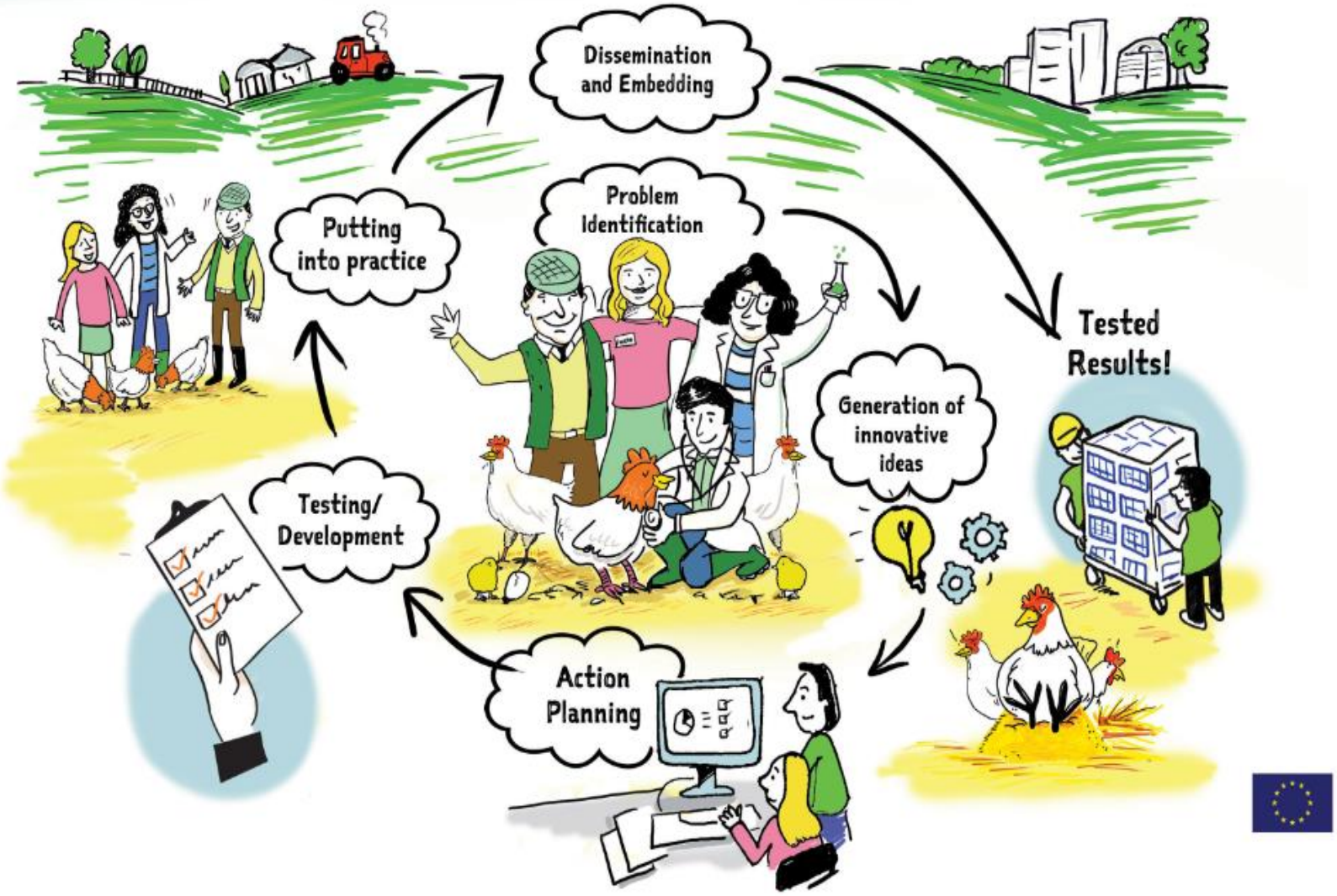
Discussion 3:

Drafting and Disseminating Practice Abstracts

Agriculture and Rural Development

Hennovation

Multi-actor, Practice-led Innovation Networks



Practice Abstract drafting process

Practice-led innovation process

Existing scientific knowledge used/of interest to the networks

Tested results

Practice Abstract discussion and write up

Translation in English

Quality control

Review by network & facilitators

Final edit

38 Practice Abstracts

Hennovation

What worked well - do´s

- Development and use of existing science knowledge base - HenHub
- Networks facilitators support in write-up of PAs
- Practice Abstract writing challenge: *write 5 PAs in five days.*
- Quality control!

Challenges ➔ word limit and translation

Hennovation

Other ways

Hennovation video

facebook

YouTube

Proyecto financiado por la Unión Europea

UAB Universitat Autònoma de Barcelona

Hennovation

GUÍA DE MONITOREO DEL ÁCARO ROJO (*Dermanyssus Gallinae*) EN GRANJAS COMERCIALES

El control eficaz del ácaro rojo debe incluir en primer lugar un monitoreo regular en la granja. El monitoreo y una actuación rápida frente al ácaro previenen el aumento y descontrol de la infestación.

Las trampas cualitativas permiten un monitoreo práctico en granjas comerciales. Como ejemplo, se pueden utilizar fácilmente el método de monitoreo propuesto por Van Emous y Ten Napel (2007), también llamado trampa de tubo.

Instrucciones

DESCRIPCIÓN DE LAS TRAMPAS

Una trampa consiste en un tubo de PVC de 10 cm con un diámetro externo de 18-20 mm y un palo de madera de 12 cm de largo y 14-15 mm de diámetro. Un tornillo pequeño o un clavo a mitad del palo evita que el palo caiga.

- Utilizar entre 15 y 20 trampas por nave
- Distribuir las trampas de manera aleatoria en los diferentes pasillos y todos los pisos, especialmente los pisos del medio y de abajo
- Evitar colocar las trampas en los puntos de entrada de aire
- Colocar cada trampa por debajo de las perchas con la ayuda de unas cintas

- Después de colocar las trampas, la evaluación de cada trampa se hace semanalmente, cada 7 días
- Sacar el palo de madera de la funda de PVC y anotar el score según la escala propuesta a continuación
- Limpiar la trampa con un trapo o un cepillo y volver a ponerla dentro de la funda de PVC donde se volverá a llenar de ácaros

Technical Notes

Extension guidelines

GUIDELINES FEATHER PECKING HENNOVATION

Hennovation

Innovation Fair

OK-Net Arable
Building a knowledge platform

Bram Moeskops
OK-Net Arable Coordinator

Practice abstracts

PRACTICE·ABSTRACT·NO.036

Sectie-einde (doorlopend)

Growing·cover·crops·in·organic·arable·crop·rotations:·Best·practices·from·Denmark

Problem

Reduced·soil·quality,·soil·erosion,·nutrient·losses·and·high·weed·pressure·are·common·challenges·in·arable·farming.·Cover·crops·can·help·to·overcome·these·problems.·But·they·are·'yet·another·expense'·and·might·compete·with·the·main·crop·for·water,·light·and·nutrients.·Thus,·successful·implementation·of·cover·crops·requires·knowledge·of·where·in·the·rotation·to·grow·them,·which·species·to·grow,·and·when·and·how·to·manage·them.

Solution

Growing·cover·crops·solves·many·of·the·problems·related·to·arable·farming.·Based·on·extensive·experiences·with·cover·crops·in·Denmark,·SEGES·has·drawn·conclusions·for·management·of·cover·crops·in·arable·rotations.

Outcome

When·sown·correctly·at·the·right·time,·in·the·right·position·within·the·rotation,·cover·crops·retain·nutrients,·conserve·water,·prevent·soil·erosion,·improve·soil·fertility·and·quality,·and·suppress·weeds.·Growing·cover·crops·is·recognized·as·a·climate-smart·agricultural·practice.·→

Applicability·box

Theme
Soil·quality·and·fertility,·Nutrient·management,·Pest·control,·Weed·management

Geographical·coverage
Cool,·temperate·climate

Application·time
August/spring·(in·the·Danish·context)

Required·time
No·additional·time·required

Period·of·impact
Succeeding·crop

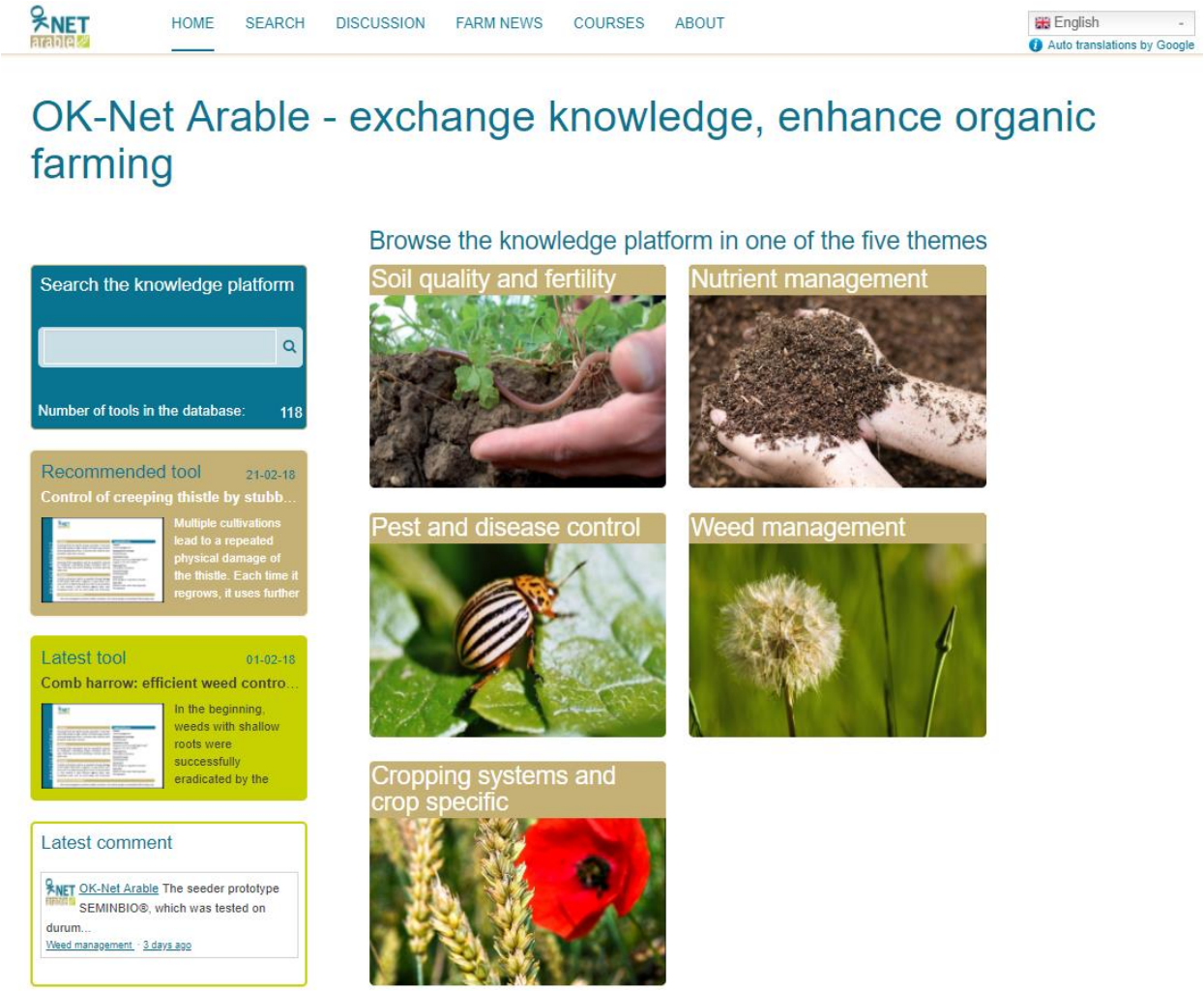
Equipment
Regular·sowing·equipment

Best·in
All·organic·agricultural·crop·rotations

Lessons learnt

- All project partners can and should contribute to Practice Abstracts
- Even if written from practical perspective, PAs need to be illustrated with pictures and graphs
- Don’t be general, provide data and detailed information on expected impact
- One practice can be covered by several PAs covering different conditions/contexts

Farmknowledge.org



Lessons learnt

- “using the main trusted dissemination channels” also applies to social media
  - Use facebook/twitter rather than new discussion fora
- Farmers want information in their own language
  - Google translate works…. not really
- Need good search function and create links between tools with similar content
- Videos more succesful than written text
  - “Farmer youtube” rather than “farmer wikipedia”
- Farmers want farm examples and practical cases

More information

- Contact: Bram.Moeskops@ifoam-eu.org
- Visit: http://farmknowledge.org

OK-Net Arable has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 652654.

This communication only reflects the author's view. The Research Executive Agency responsible for any use that may be made of the information provided.

European Commission

Afternoon break-out groups

Room 1

Diverfarming, DiverIMPACTS, Net Arable, Ok-Net EcoFeed, PANACEA, SheepNet, SKIN, DYNAVERSITY, Feed-a-Gene, GenTORE, iSQAPER, IWMPRAISE, ReMIX, SafeConsumE, SOILCARE, SolACE, Strength2Food, ALTERFOR, DIVERSIFOOD, Diversify

Alberto / Inge

Research Executive Agency

European Commission

Afternoon break-out groups

Room 2

FERTINNOWA, Hennovation, HNV-Link, INCREDIBLE, Inno4Grass, LANDMARK, LEGVALUE, LIVESEED, MAGIC, MUSA, MycoKey, Ok-Farmers Pride, EMPHASIS, FairWay, GoodBerry, InnovAfrica, IoF2020, iSAGE

Alexia / Sirpa

Research Executive Agency

European Commission

Afternoon break-out groups

Room 3

AGRIFORVALOR, AgriLink, AGRISPIN, EUPIG, SMART-AKIS, WINETWORK, AgriDemo-F2F, NEFERTITI, NEWBIE, PLAID, AgroCycle, FATIMA, TomRes, TRADITOM, WATERPROTECT, AgroInLOG, InnoForEST, SiEUGreen, SINCERE

Antonella / Aniko

Research Executive Agency

European Commission

Afternoon break-out groups

Room 4

4D4F, AFINET, BOND, CERERE, ENABLING, EUFRUIT, EuroDairy, MyToolBox, NEURICE, nEUROSTRESSPEP, NoAW, POnTE, REFRESH, ROBUST, TomGEM, TREASURE, TROPICSAFE, TRUE, XF-ACTORS

Fabio / Louis

Research Executive Agency

European Commission

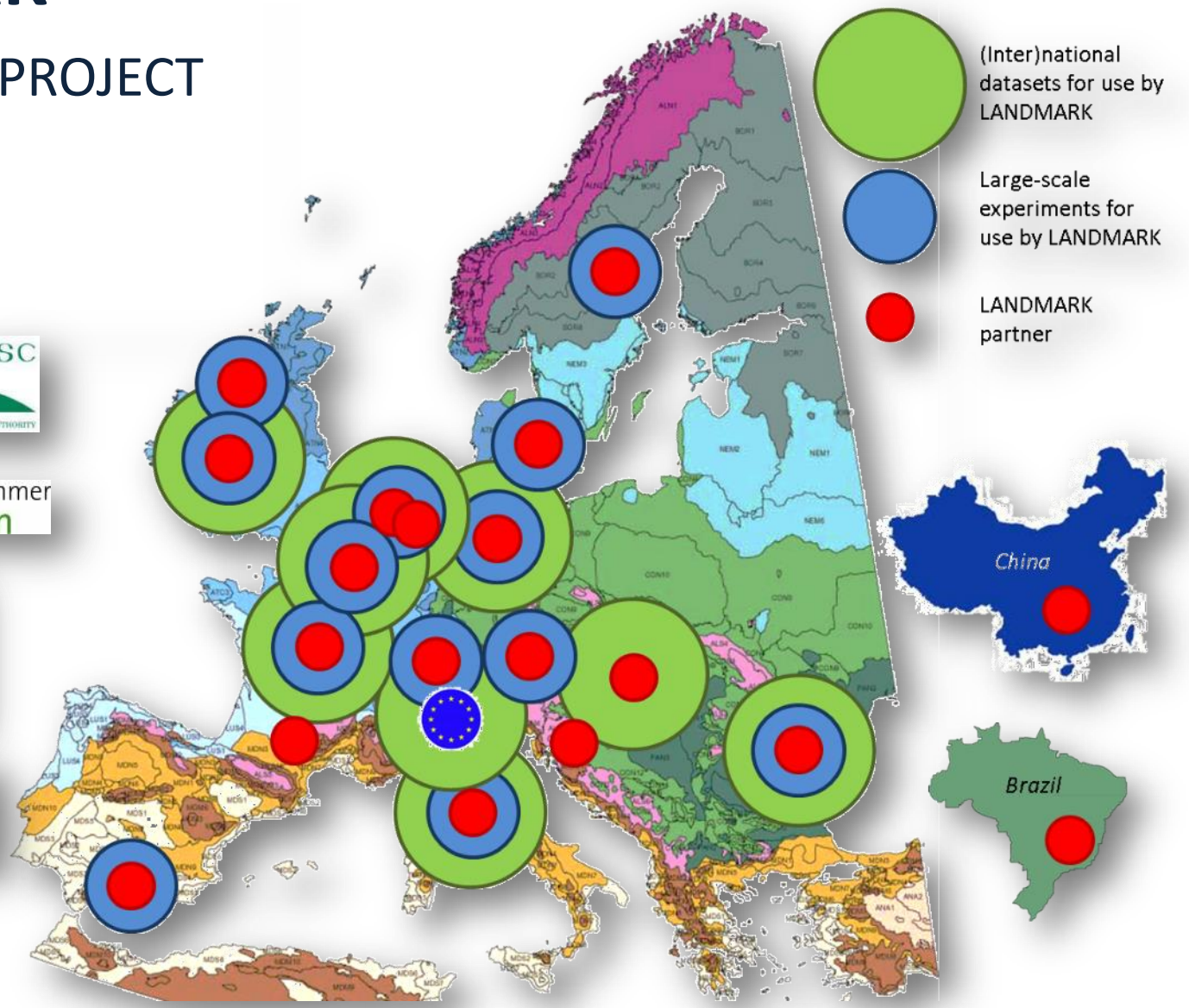
Discussion 4:

Communication and Dissemination (Outreach)

Agriculture and Rural Development

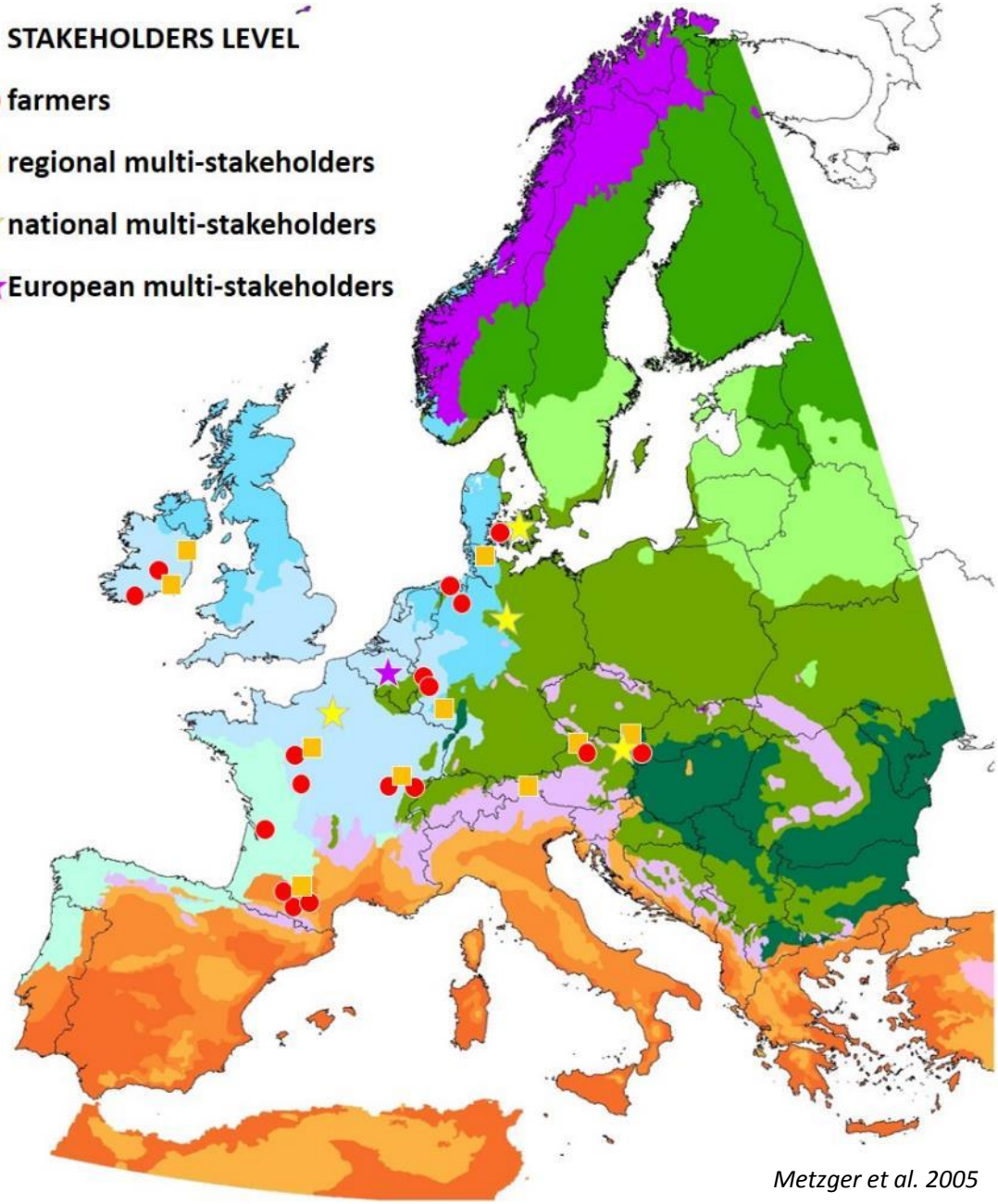
LANDMARK

MULTI-ACTOR PROJECT



Stake-holder communication and consultation

1 year
5 countries
32 workshops
473 participants



Metzger et al. 2005

More info
http://landmark2020.eu/work-package/work-package-1/

EIP-AGRI workshop *Organic is Operational* – Hamburg June 2017

https://ec.europa.eu/eip/agriculture/en/event/eip-agri-workshop-organic-operational

FIELD EXERCISE

October 2017, Roundtable 6
Parma, Italy

Testing the Soil Navigator

http://landmark2020.eu/meeting/roundtable-6-italy/

UNIVERSITÀ DEGLI STUDI DI PARMA

- Farm Scalabrini and Carcarena belonging to OG groups (e.g. PRAT-CO http://www.pedologia.net/InfoSuolo_lista.jsp)
- Farmers, pedologists (e.g. Carla Scotti), farm advisors belonging to OG groups (PRO-VITERRE, BiODIVERSAMENTE CASTAGNO, CASTANI.CO , VINCAPTER, FRUTTI-FICO)

FARMDEMO

FarmDemo has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727388 PLAID (plaid-h2020.eu) and 728061 Agridemo-F2F (agridemo-h2020.eu)

TOOLS

- **MA consortium:** Agridemo-F2F (4 research vs. 10 practitioners partners)

- **Joint narrative and framework** to allign the 2 projects, get all concepts clear between partners (MA) and help direct the output

- **Joint branding** has resulted in the development

of the FarmDemo brand : target group are farmers and advisors

- **Joint development** of the **FarmDemo hub** to host the Inventory

TARGET AUDIENCES

We will deal with 2 main groups of "audiences":

Practitioners /End-users: farmers, advisors, farmers organizations and education institutions

- Practical and straightforward information; easily accesible, very clear!

FARMDEMO

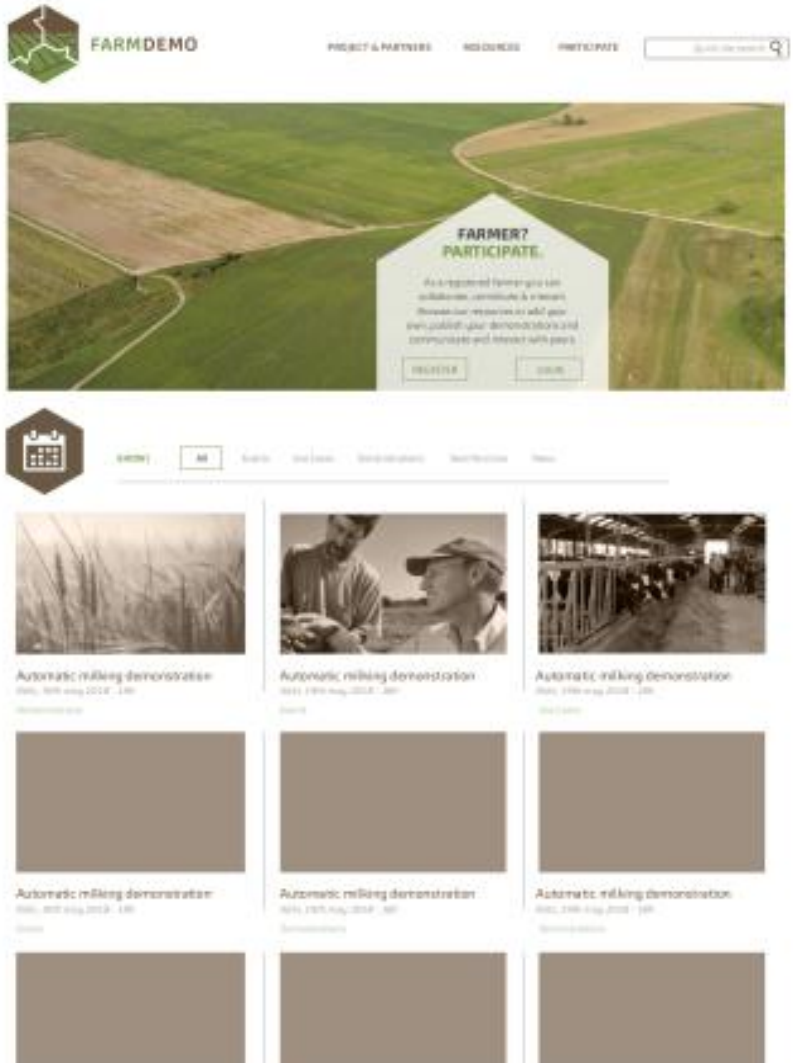
Scientific and institutional (policy makers) audience.

- Sound and scientific info delivered in the form of academic papers, reports, policy reccomendations

AGRIDEMO PLAID

KNOWLEDGE PLATFORM ONLINE COMMUNITY : FARMDEMO HUB

FARMDEMO



- Appealing to farmers to join the community
- Inventory map: **interactive clickable map** (Web-GIS tool)
- Farmdemo showcases: any farmer will be able to create, using user friendly forms, its own ‘virtual demo farm’ to upload and manage the following content
- Projects resources: project reports and results, forms to conduct survey, best practices and tool-kit for farm demonstrations

Outreach and Communication

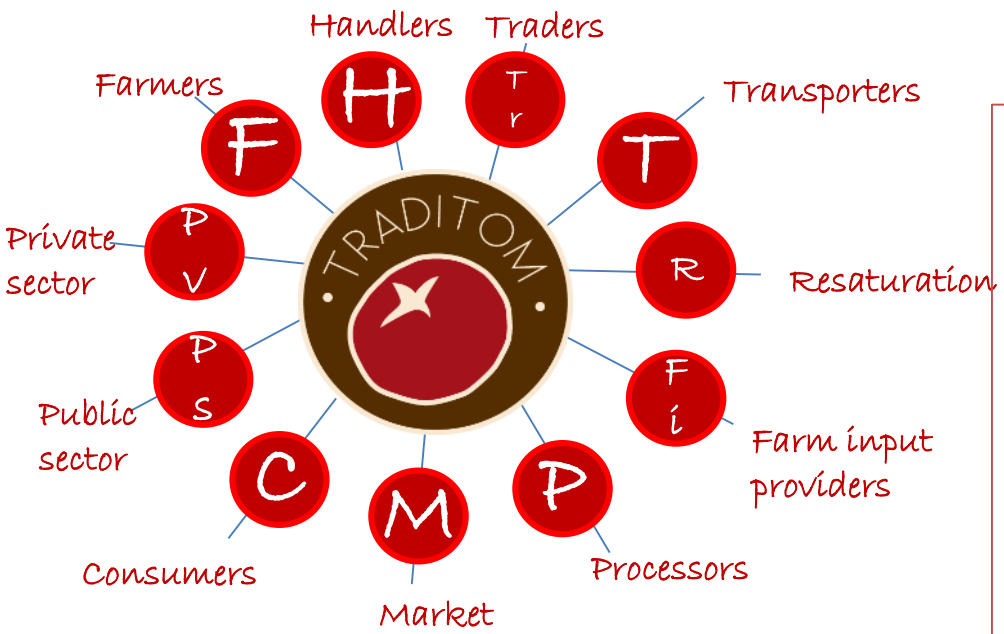
Building attractive
functional
multilingual
Databases

& engaging **local media**

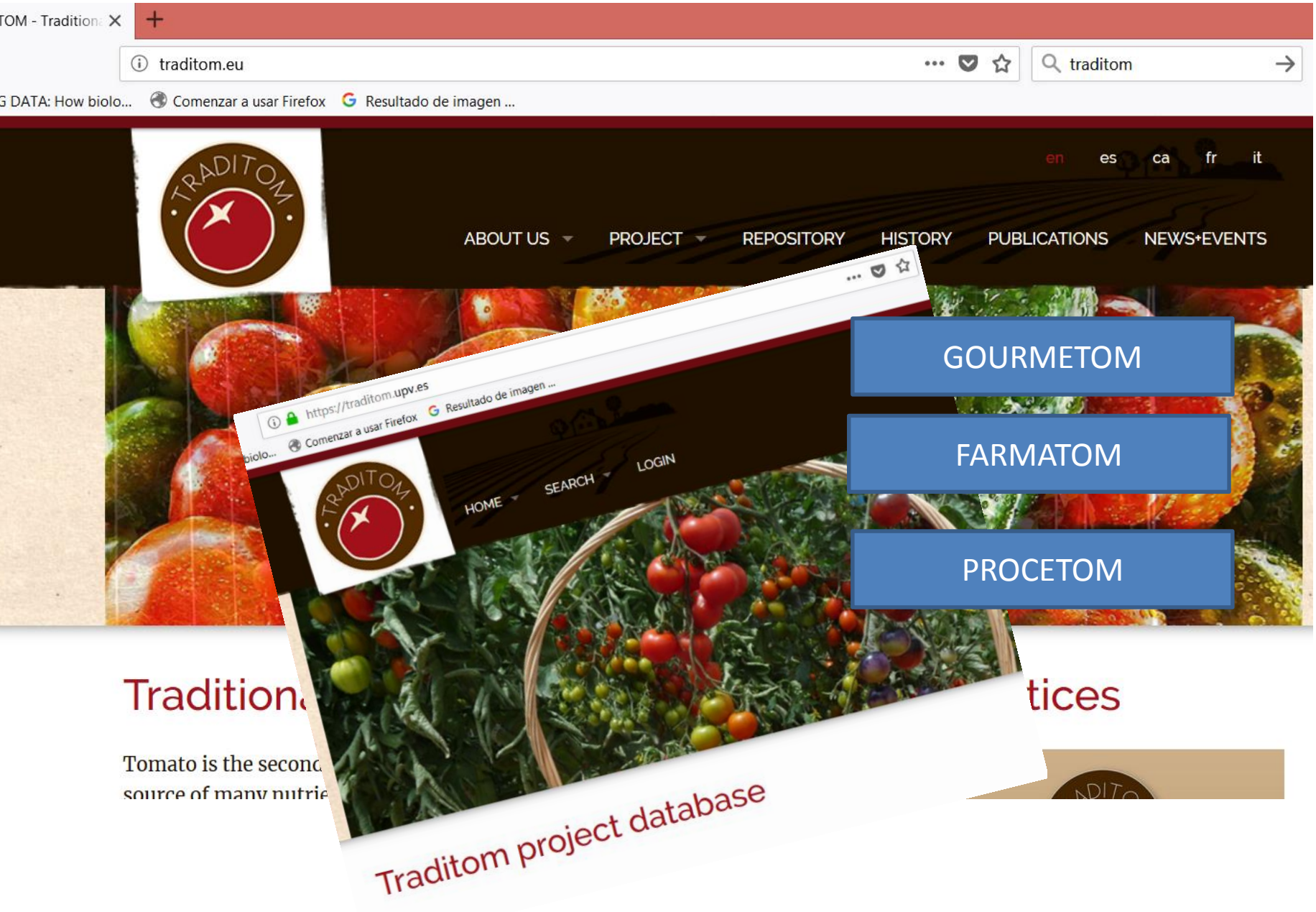
Traditom.eu

Identification of stakeholders needs by direct interaction

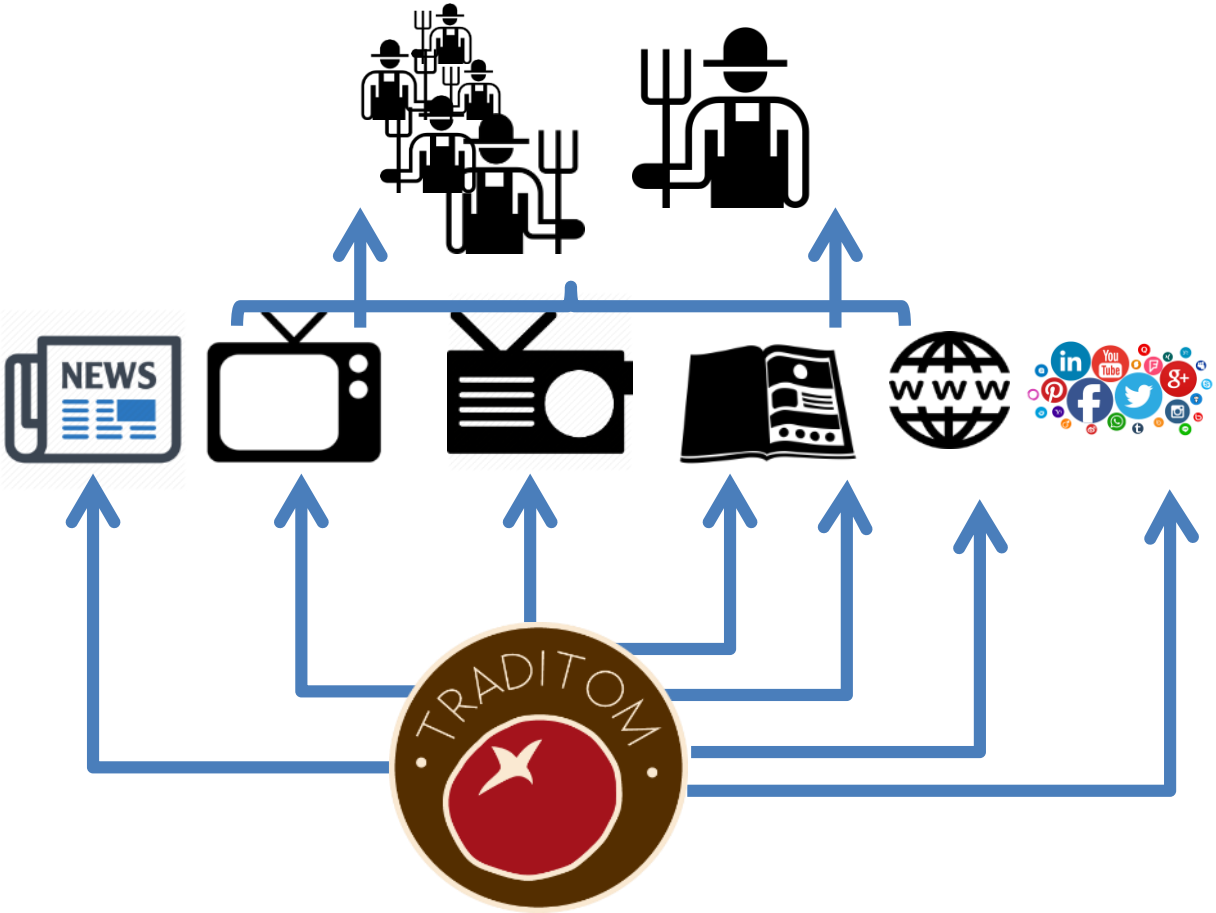
Stakeholders Universe



- Direct participation of different stakeholders (consumers, farmers chefs, supermarket chains, etc.)
- Meetings with stakeholders identify needs
- Thematic Workshops
- Food Fairs
- Tomato Fairs
- Phenotyping of varieties for traits that fullfil needs

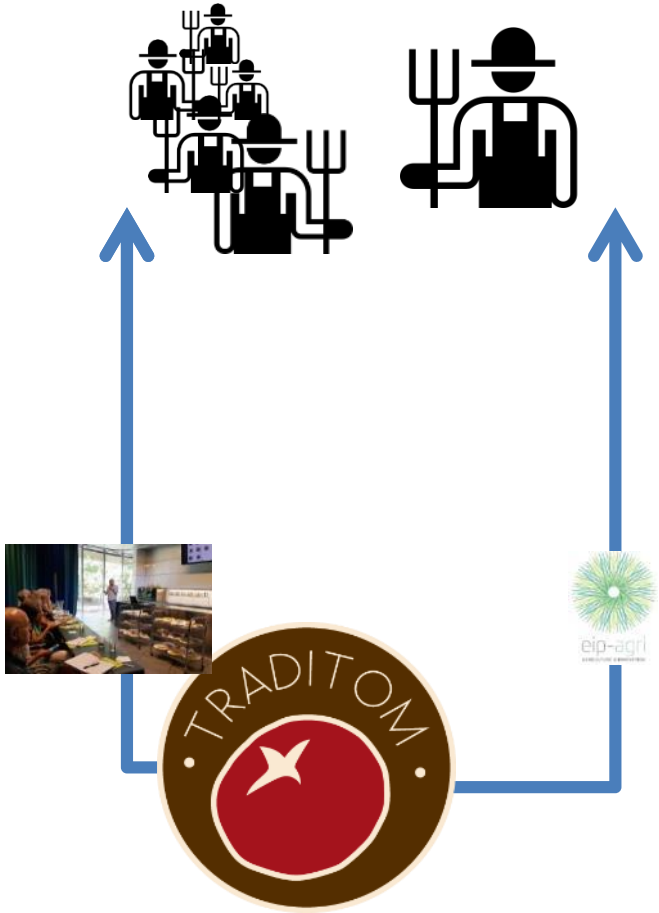

TOM - Tradition
traditom.eu
traditom
G DATA: How biolo...
Comenzar a usar Firefox
Resultado de imagen ...
TRADITOM
en es ca fr it
ABOUT US
PROJECT
REPOSITORY
HISTORY
PUBLICATIONS
NEWS+EVENTS
https://traditom.upv.es
HOME
SEARCH
LOGIN
GOURMETOM
FARMATOM
PROCETOM
Traditom project database
Tradition
tices
Tomato is the second
source of many nutrie

How TRADITOM is increasing Outreach and Communication by engaging local media



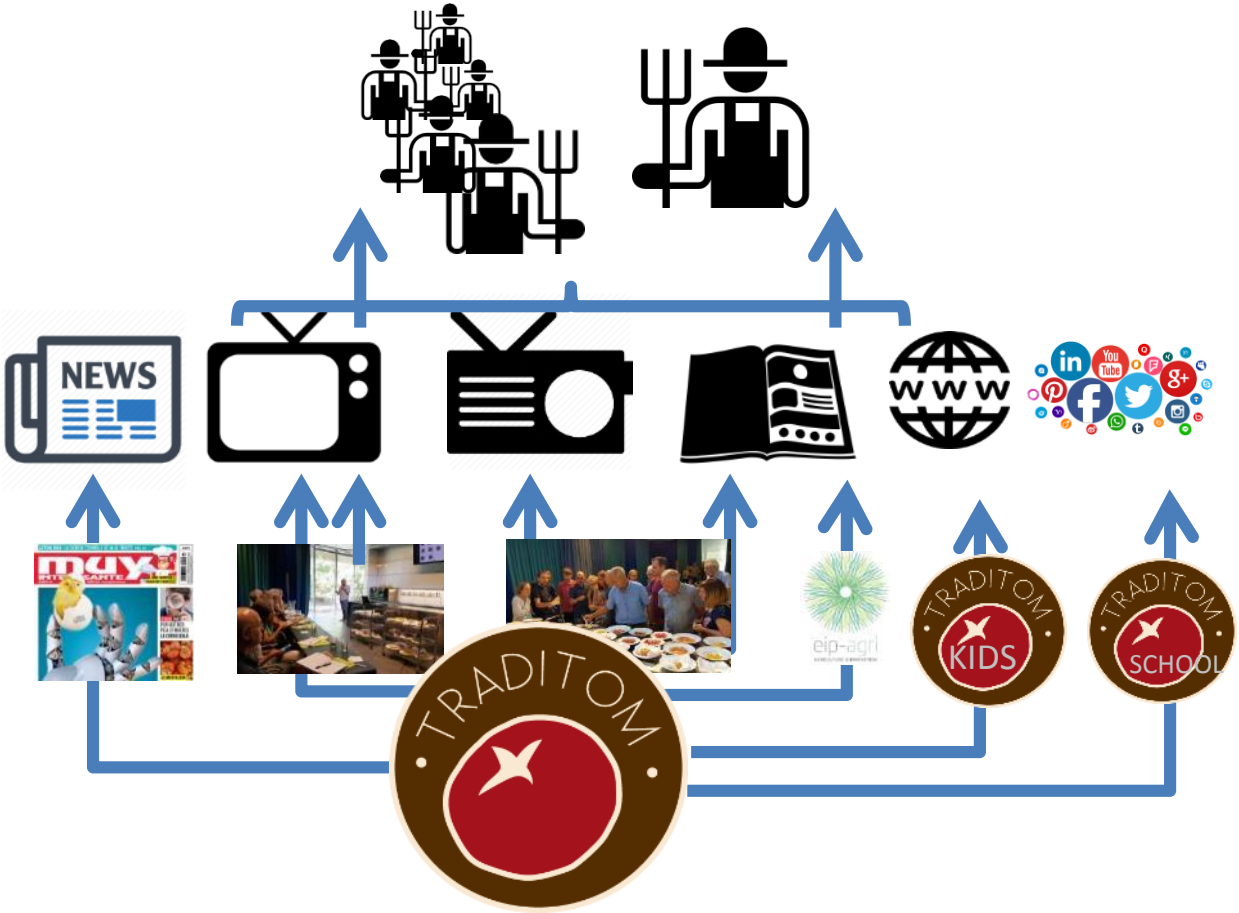
through media coverage of the project

How TRADITOM is increasing Outreach and Communication by engaging local media



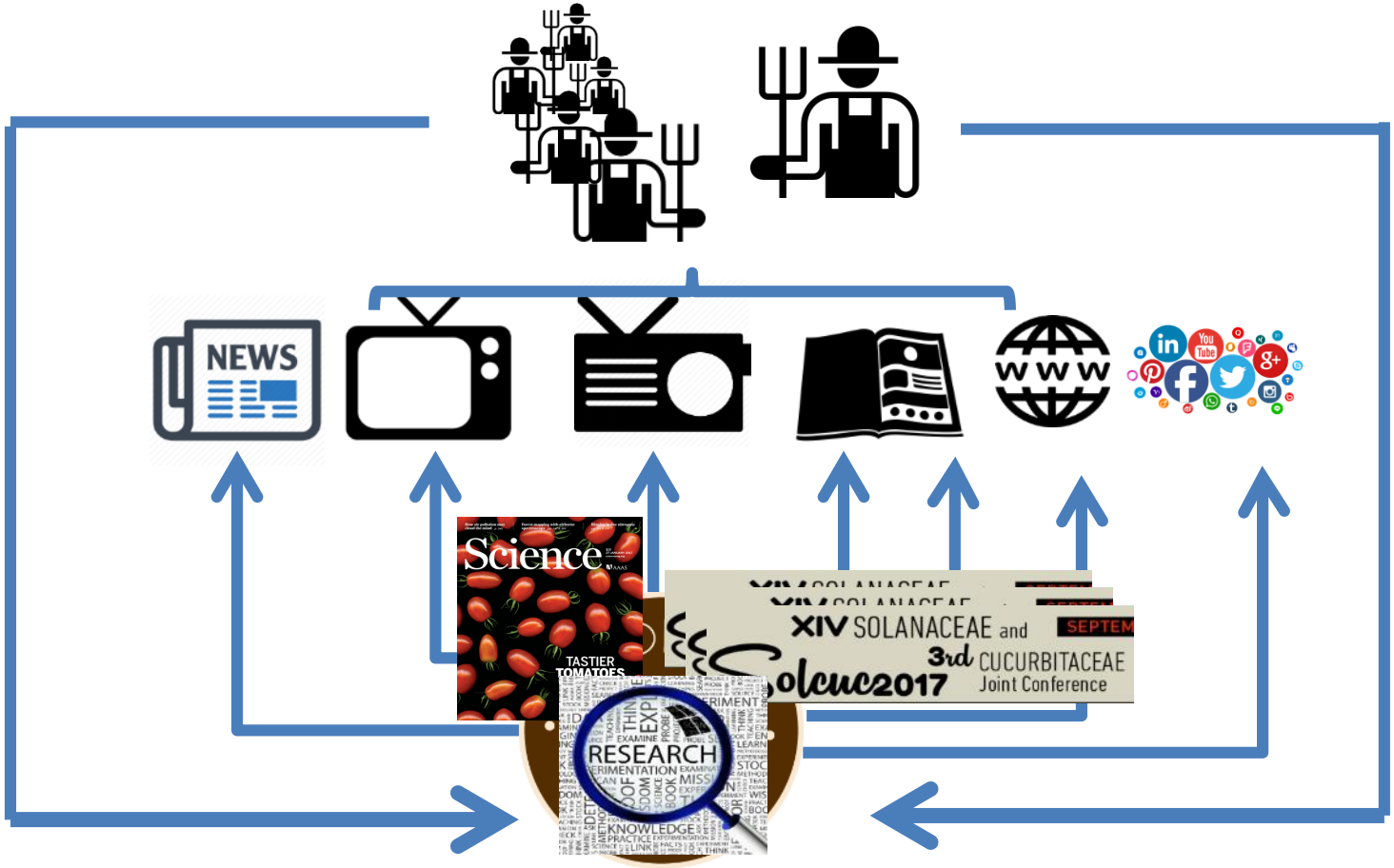
Direct actions: organization / participation in dedicated workshops, Training courses, meetings, open doors days at the EU, Fascination Day CSIC open doors, INRA open doors , etc.

How TRADITOM is increasing Outreach and Communication by engaging local media



Indirect actions: through media coverage of organization / participation in dedicated workshop, Training courses, meetings, or other results of The project covered by different media

How TRADITOM is increasing Outreach and Communication by engaging local media



Indirect actions: through media coverage of high impact reseach Publication and participation / organization of international congresses by the partner

European Commission

SAME afternoon break-out groups followed by reflections on the day 16:45 – 17:00

Research Executive Agency

Reflections on the day……