

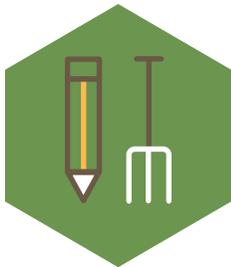


FarmDemo

CROSS VISIT GUIDELINES TO ON-FARM DEMONSTRATIONS

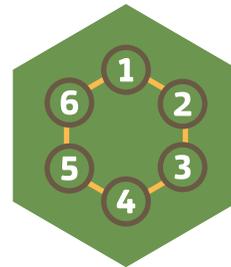
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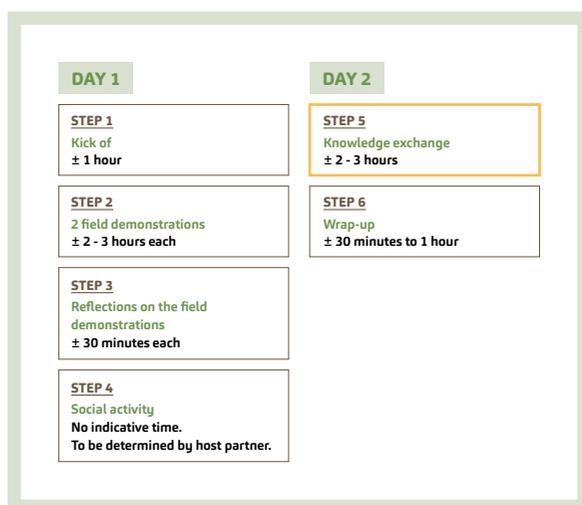
Preparing a Cross Visit

1.1. KEY PERSONS FOR ORGANIZING THE CROSS VISITS

- Hub coach of host farmer(s)
- Host farmer(s)
- Network leader of organising Network
- Monitor (who takes care of the step 3: reflection on the demo visits and step5: knowledge exchange)

1.2. OVERALL STRUCTURE OF THE CROSS VISITS

- Not longer than 2 days
- 6 steps
- 1 half-day for knowledge exchange and common reflection on the DAP (see further).



1.3. DECIDING ON THE (FARM) DEMOS AND VISITS

- Aim for 2 farm demos taking into account the preferences of different participants (e.g. advisors, different types of farmers, ...). Include the participants in this process. Hosting hubs should consider their network and make suggestions of what could be attractive for the different participant types in their network.
- When 2 or more farm demos are visited a minimum of 2 full days of cross visit should be considered.
- Preferably existing demos are visited (so preferably not demos that are organised solely for the sake of the cross visit). If not possible to find an existing demo suitable for your network topic, organise the demo yourself, but make sure there are local actors invited.
- The agenda can be extended with a non-obligatory additional visits in agreement with the cross visit participants. For example: farm visits, visits of institutes, inviting guest speakers for story telling. These are also eligible costs, as long as they fit the purpose of the cross visit.



HOW TO IMPROVE THE QUALITY OF THE VISITED DEMOS?

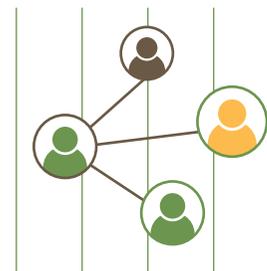
Organise a pre-test of the demo with local farmers.

Send a survey before to find out expectations and needs from (the cross visit) participants, and share them with the demo organisers.

Provide guidelines to the demonstrators on how to improve their demos (e.g., use the FarmDemo training kit). Explain them that this is the aim of the NEFERTITI project and that you can help them in improving their demo.

1.4. INVITING ACTORS ON THE CROSS VISIT

- Required participants:
 - Hub members (a variety of actors) as a first priority with a clear focus on farmers
 - All Hub coaches of a given network
 - At least one demo farmer per hub
 - Policy makers to showcase the added value of demonstrations
- Invite other interesting local stakeholders who are familiar with demos or the core topic of the cross visit (financial institutions, processing industry, ...) to meet the foreign participants.
- Engage the cross visit participants in the month prior the cross visit, by keeping them posted on the organisation of the event, asking them their questions and knowledge needs, asking them to register, asking them to confirm lunch, asking them when they will arrive ... In this way you keep them warm, and it will be more likely that they are present.



TIPS ON HOW TO INVITE POLICY MAKERS

Invite more than 1 politician from concurring parties (so they will both be pushed to come).

Invite them on behalf of the European Commission .

Give them a role during the cross visit (ask them to give a speech, their opinion or an introduction on agriculture in a specific region)

Invite them early: approximately ½ year before.

Send them several reminders of the invitation.

TIPS AND TRICKS FOR THE ORGANIZATION OF A CROSS VISIT

Involve your participants in the organisation of the cross visit, to already engage them in the drafting of the agenda and the decision on the farm visits.

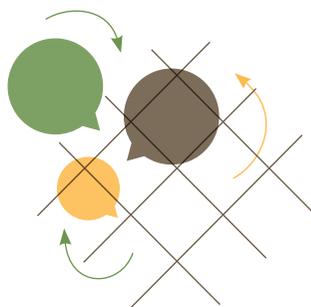
Making an agenda with sufficient time for socializing and interaction amongst the participants.

Use a registration form for participants to register before. You can use it during the Kick off of the cross visit to present the participants and their farms if the group is big.

Send a travel description before to the participants (see annex).

1.5. DEALING WITH THE LANGUAGE BARRIER

- Translate documents and presentations used and distributed during the demo and cross visits before.
- Make sure somebody is appointed to take care of translation (one for each language).
- Find good English speaking farmers.
- Find a demonstrator who speaks English (this is not common, and is not a priority, but if you know one it is beneficial for the knowledge exchange).



1.6. PREPARE AS A PARTICIPANT

Things to do before you go for a NEFERTITI cross visit

Consider the following questions

- What are you most curious for?
- What kind of answers would you like to take home after this visit?
- How would you like to use these answers for your own work in your hub and in your network?
- What specific experience or knowledge would you like to share?

Read before the cross visit

- This manual
- Story(ies) from the hosting NEFERTITI-hub partners
- Websites of the hosting NEFERTITI-hub partners

Bring along

- Small presents from your own hub or region, as gifts to the farmers and other actors you might be visiting (if the host chooses to ask you).
- For the hub coaches: your own hub journal
- For the network leaders: the dynamic action plan (DAP) of your network.
- For the host: printed observation cards and templates in the annexes of this manual, post-its, markers.





2

Carry Out the Cross Visit in 6 Steps

DAY 1

STEP 1

Kick of
± 1 hour

STEP 2

2 field demonstrations
± 2 - 3 hours each

STEP 3

Reflections on the field
demonstrations
± 30 minutes each

STEP 4

Social activity
No indicative time.
To be determined by host partner.

DAY 2

STEP 5

Knowledge exchange
± 2 - 3 hours

STEP 6

Wrap-up
± 30 minutes to 1 hour

Please note that all timeslots presented are only indicative and that there are several options to divide the activities over the available days. These should be adapted by the host partner, considering the specificities of the cross visit.

STEP 1 KICK OFF

What for:

- **Getting acquainted**

Make or renew contact with each other.
Focus on what participants are curious for.

- **Getting oriented**

Hub coach and/or host present:

- an overview of the current situation in the hub of the agricultural sector in the region
- the activities of the hosting partner

- **Getting updated**

Reminder of the purpose of the cross visits and other interesting news of the project

- **Getting organised**

Overview of methods to be used.
Choosing observation cards.

TIPS FROM YOUR PEERS FOR THE KICK OFF

Introduce the topic of the cross visit.

Dedicate sufficient time to ice breaking and social activities. Funny icebreakers can be found here: www.icebreakers.ws; or for large groups: www.icebreakers.ws/large-group

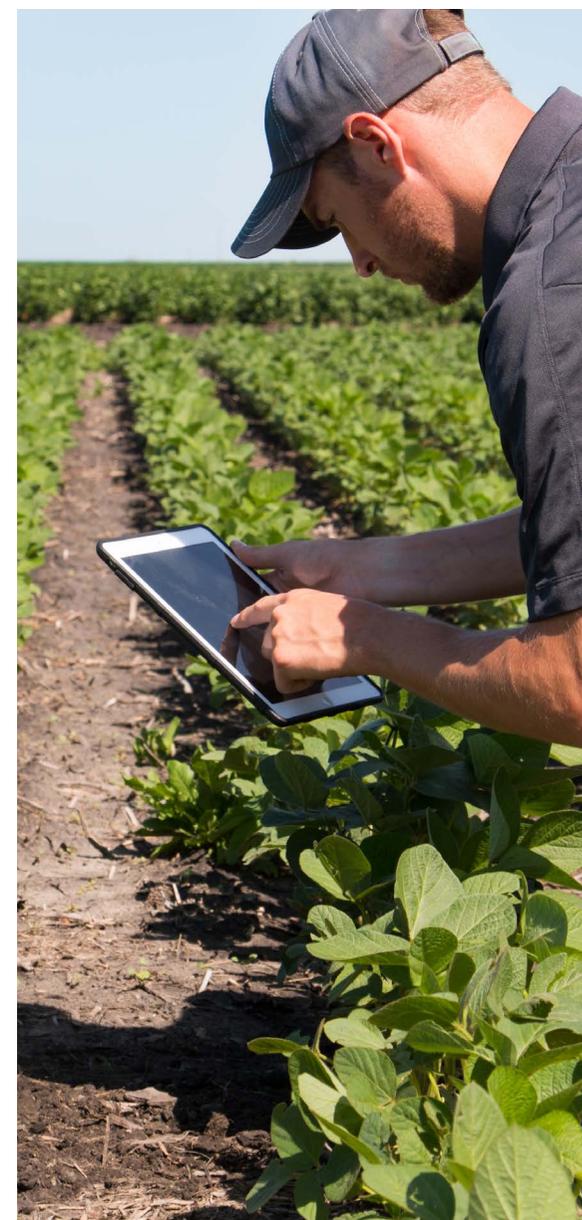
Let farmers introduce themselves and their concerns.

Introduce participants and farms at the start or even before the cross visit, so people get to know each other.

Provide an introduction on the local AKIS.

Provide sufficient background information on the region and the topic.

Provide documentation on the cross visit topic and local context to the participants.





STEP 2 FARM DEMONSTRATIONS

During the farm demonstrations:

- The hosts introduce shortly what the farm demo is about, and what can be seen during the demo.
- The participants make sure they give conscious attention to the aspects on the observation cards (see step 3) they received at the start of the visit.
- A small present could be given by the visitors at the end of the visit as sign of appreciation.

Visits to 2 demonstrations can be organised in various ways:

- The team splits up and visits two demo-events enterprises/organisations in parallel (option1) or together one after the other (option2)
- The team can visit 1 or 2 demo events, where other key actors are invited too (advisor, colleague, neighbor, agents from marketing, funding, etc.) according the needs of the hub-coaches.

TIPS FROM YOUR PEERS FOR THE FARM DEMONSTRATIONS

Make some time for the CV group to get understanding of the host farm.

Bring together the demonstrator with the CV participants before or after the demonstration.

Make some small groups and offer them free time to walk around.

Increase time for knowledge exchange instead of merely knowledge transfer.

Make sure the demos are interactive.

Provide documentation on the visited demos to the cross visit participants.

Summarize the information for the participants after the demo visit if the language was an issue, so the key messages are clear to them.

Visit more and different farms to enable comparison and to meet the various interests of the participants.

STEP 3 REFLECTION ON THE FIELD DEMONSTRATIONS

Objective: Reflect on the field visits with the team, by translating observations into lessons learned on farm-demos

Step 3.1: Observing during the demo

Facilitator: Monitor

Each participant chooses 2 observation cards (one orange and one green) with specific topics to monitor during the demo.

Observation cards are made for the different topics. Translate them in advance in the language(s) of your participants if they don't master the English well. Adapt the questions to the demo or your network needs.

Step 3.2: Reflecting after the demo

Facilitator: Hub Coaches

Hub coaches and demo farmers complete the hub journal (tab cross visits) as preparation for the knowledge exchange in step 5.



For **observation cards**, please see ANNEX I.



Blind wine tasting in Bordeaux (NW9)



Jersey Bingo in North-Germany (NW1+2)

STEP 4 SOCIAL ACTIVITY

A social activity can be filled in the way the host likes.

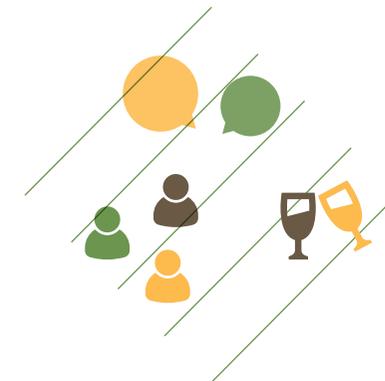
Preferably informal, creative and pleasant.

TIPS FROM YOUR PEERS FOR THE SOCIAL ACTIVITY

Dedicate sufficient time to ice breaking and social activities.

Invite demo farmers for the social activity.

Provide sufficient time for socializing and interaction.



STEP 5 KNOWLEDGE EXCHANGE

Objective: To exchange ready to practice knowledge among hub coaches and demo farmers on the innovation and demonstration practices for the network

TIPS FROM YOUR PEERS FOR THE KNOWLEDGE EXCHANGE

Don't organise this session at the end of the day because everybody will be tired.

Share conclusions of knowledge exchange sessions with the host farmer/ demonstrator afterwards instead of involving them during the knowledge exchange session. Because when the demonstrator is present during the discussion, participants will not feel free to talk.

Choose before what you will discuss, when you visited multiple demonstrations.

Step 5.1:

Reflection on what was demonstrated (topic)

Facilitator: Monitor // Duration: 1- 1,5 h

A **topic canvas** is made to facilitate the discussion (See Annex 3)

1. All participants bring together their observations (based on the topic observation cards) and complete the left side of the topic canvas.
2. After the discussion the group chooses 3 pearls (what they liked most), 3 puzzles (on which they have most doubts, questions or critics) and 3 proposals (what could be done to improve the demo). These can be completed on the right-hand side of the canvas.

TAKE A BREAK

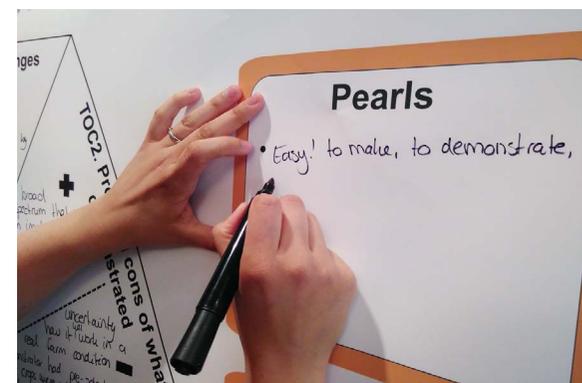
Step 5.2:

Reflection on how the demonstration was organised

Facilitator: Monitor // Duration: 1- 1,5 h

A **demonstration canvas** is made to facilitate the discussion (See Annex 3)

1. All participants bring together their observations (based on the demonstration observation cards) and complete the right side of the demonstration canvas.
2. After the discussion the group chooses 3 pearls (what they liked most), 3 puzzles (on which they have most doubts, questions or critics) and 3 proposals (what could be done to improve the demo). These can be completed on the right-hand side of the canvas.



For the **topic and demonstration canvasses**, please see ANNEX III.



STEP 6 WRAP-UP

Wrap up

Facilitators: monitor + network leader

1. What did we learn from this cross visit on what and how it was demonstrated?
2. Which lessons will we take home to our own hub and network and how will we put them into action?
3. What are suggestions for improving the NEFERTITI-project tools, manuals and meetings?
4. Take pictures of the canvasses, templates and the cross visit participants

Discussion format

You can use whatever discussion format you like. In ANNEX IV, you can find a [template](#) to capture the conclusions of the cross visit.

TIP

Invite policy makers and other important actors for the wrap up session.



Time for reflection and working on the DAP and the project

- Hub coaches
- Network leaders
- Farmers



For the [template of the wrap up](#), please see ANNEX IV.



3

Follow-Up After the Cross Visit

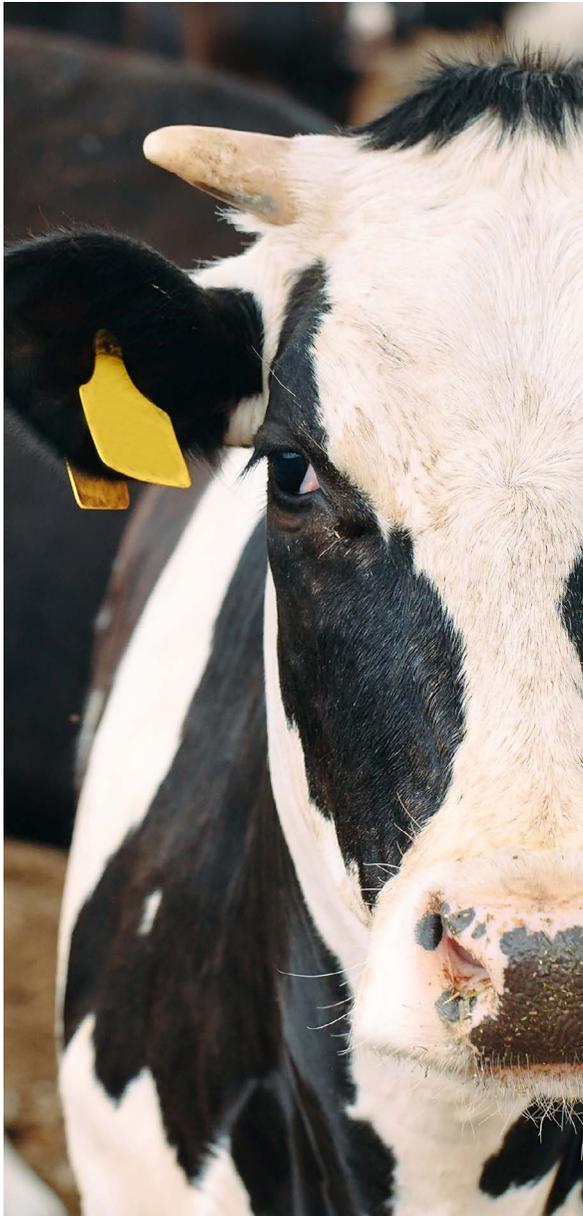
ACTIVITIES TO DO AFTER THE CROSS VISITS

- **Ask your participants to complete an evaluation from**
Facilitator: hosting hub
- **Capture the interesting information shared during the cross visit**
Facilitator: network leader // hub coaches

Learn from the organisation of the cross visit and on aspects to focus on next year, by asking participants to complete an evaluation from afterwards.

During the knowledge exchange sessions, wrap up and informal talks lots of interesting ideas and knowledge is shared. Make sure you capture it and make it available for your network members.

ANNEX I: Observation Cards



1. INTRODUCTION

Before the demonstrations of the cross visit start, every participant is asked to pick 2 observation cards. These cards will be used to monitor the demos and to evaluate the demos afterwards.

We distinguish between two types of cards:

- Topic Observation Cards (TOC): **yellow cards** related to aspects of what is demonstrated
- Demonstration Observation Cards (DOC): **green cards** related to aspects of how it is demonstrated

Each observation card focusses on a different aspect of the topic or demonstration.

Each participant is asked to take one card related to the topic and one card related to the demonstration.

This document contains all observation cards. On each card, some guiding questions are provided. These are just suggestions. Would you find other questions or topics more suitable for your network, please don't hesitate to change questions or create new observation cards.

Topic Observation Cards (TOC)

- TOC1: Description of what is demonstrated
- TOC2: Evaluation of what is demonstrated
- TOC3: (Potential) impact on the host farm
- TOC4: (Potential) impact on the host region
- TOC5: Stimuli and barriers for wider use
- TOC6: Use for my/other hub region(s)?

Demonstration Observation Cards (DOC)

- DOC1: Demo objective and set-up
- DOC2: Host farm and demonstrator
- DOC3: Participants and other actors
- DOC4: Knowledge exchange
- DOC5: Learning outcomes
- DOC6: Use in my/other hub region(s)?

2. TOPIC OBSERVATION CARDS

TOC 1

DESCRIPTION OF THE TOPIC

Which (agricultural) challenges are addressed during the demonstration?

What is new about what is demonstrated?

TOC 2

EVALUATION OF WHAT IS DEMONSTRATED

What are overall positive aspects of what is demonstrated?

What are overall negative aspects of what is demonstrated?

What are possible side effects?

TOC 3

(POTENTIAL) IMPACT ON THE HOST FARM

What are the benefits of what is demonstrated for the host farm(er)?

What are disadvantages of what is demonstrated for the host farm(er)?

TOC 4

(POTENTIAL) IMPACT ON THE HOST REGION

What is the potential impact of what is demonstrated for the host region?

Who benefits or could benefit from what is demonstrated?

Who could experience a negative impact from what is demonstrated?

TOC 5

STIMULI AND BARRIERS FOR WIDER USE

What are stimuli for wider use of what is demonstrated?

What are barriers for wider use of what is demonstrated?

What is needed to foster wider use?

TOC 6

USE IN MY/OTHER HUB REGION(S)

What is useful for my/other hub region(s)?

What would not work in my/other hub region(s)?

Which actions would be needed to introduce what is demonstrated in my/other hub region(s)?

3. DEMONSTRATION OBSERVATION CARDS

DOC 1

DEMO OBJECTIVE AND SET-UP

What is the main objective of this demo?

What are positive and negative aspects of the set up?

How can the demo set up be improved?

DOC 2

HOST FARMER AND DEMONSTRATOR

Is the demonstrator doing a good job?
Why?

How does the demonstrator involve participants in the demonstration?

How can the demonstrator improve what s/he does?

What is the role of the host farmer?

DOC 3

PARTICIPANTS AND OTHER ACTORS

What is the role of the participants in the demo?

Which other actors are present and what is their role?

Is someone missing that might have increased the quality/effectiveness of the demo?

DOC 4

KNOWLEDGE EXCHANGE

Which techniques and activities are used to stimulate knowledge exchange?

Is knowledge exchange between the demonstrator and the participants effective?

Is peer-to-peer learning between farmers stimulated? How?

DOC 5

LEARNING OUTCOMES

Which facts, skills, methods did you learn during this demo?

Are you able to understand the full impact of what was demonstrated on the region and the farm?

What did you miss that you would have liked to learn?

DOC 6

USE IN MY/OTHER HUB(S)

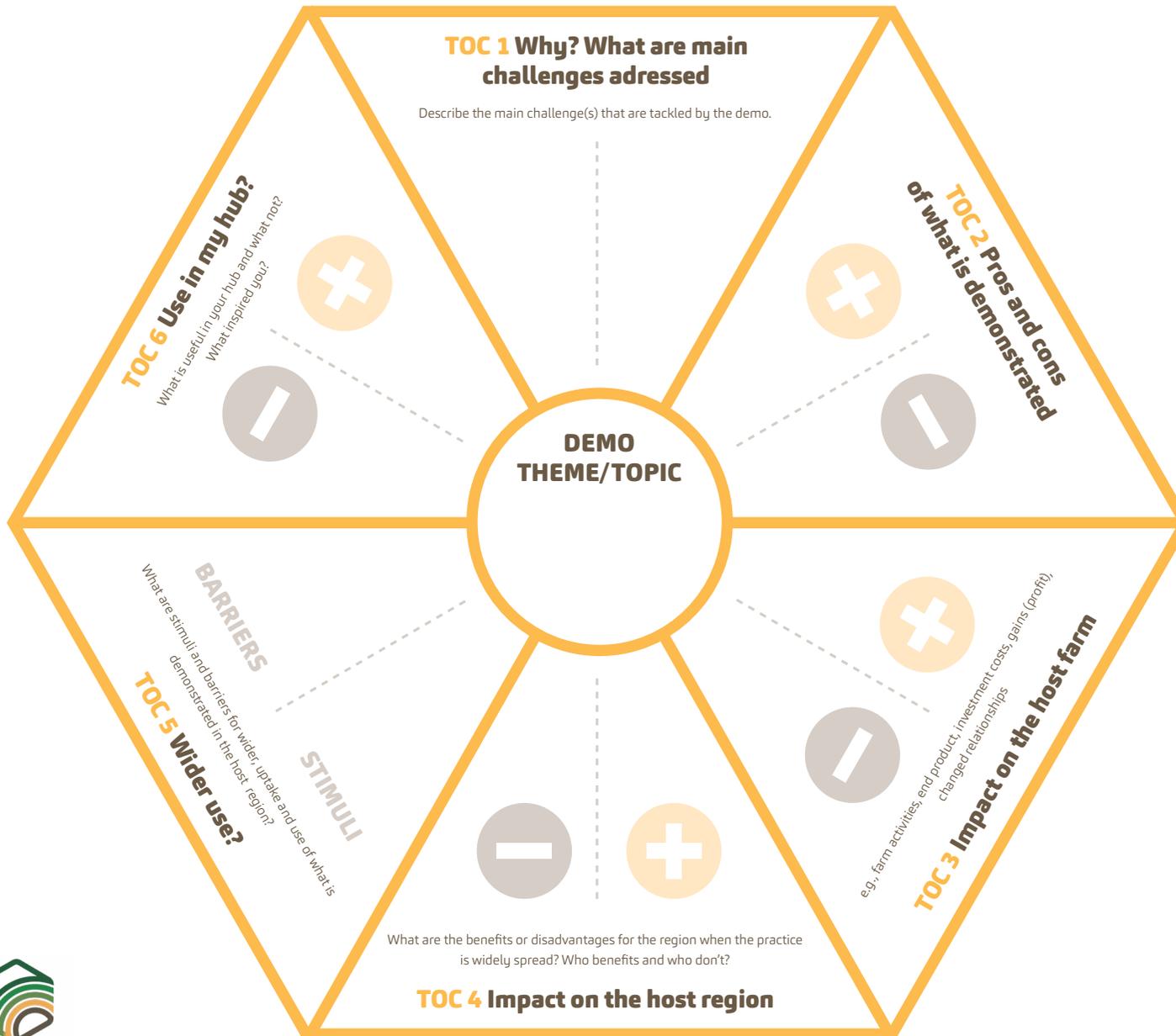
Did you find this demo inspiring to reflect on your own situation?

What is useful for my/other hub region(s)?

What would not work in my/other hub region(s)? Why?

ANNEX II: Topic Canvas

Plot this canvas on A0-format and write directly on it or use post-its



Pearls

-
-
-

Puzzels

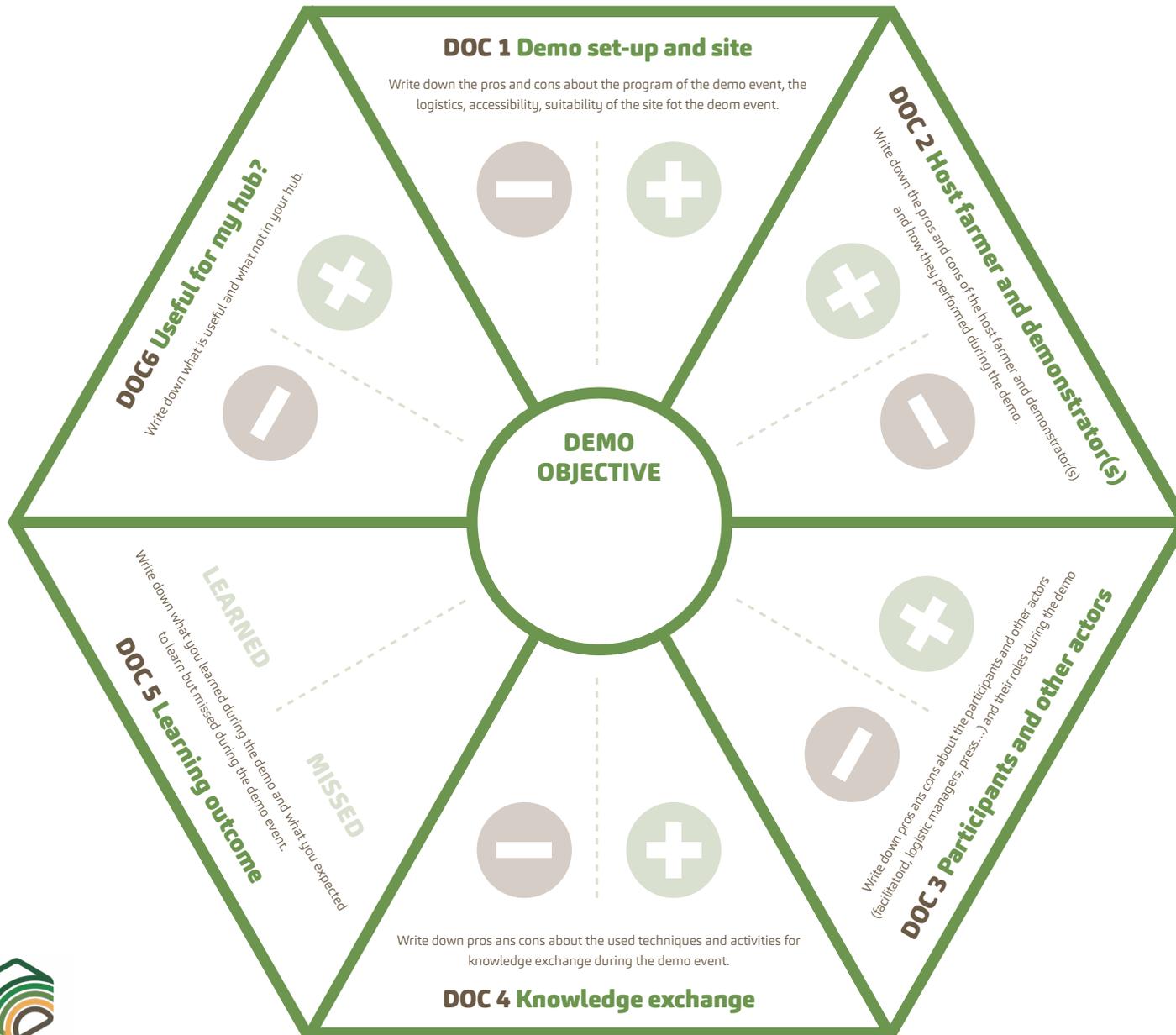
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Proposals

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ANNEX III: Demonstration Canvas

Plot this canvas on A0 –format and write directly on it or use post-its



Pearls

-
-
-

Puzzles

-
-
-

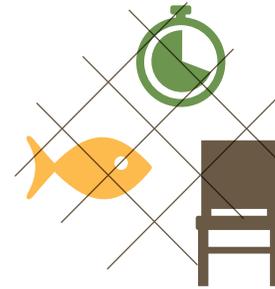
Proposals

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ANNEX IV: Wrap up



POTENTIAL DISCUSSION FORMATS



1. Post-its

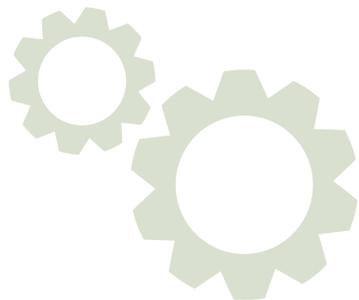
- Give the participants 3 post-its and give them 5 minutes to write down one aspect they learned, one aspect they will take home and one aspect they would like to improve to the project. Let them note only one message per post-it.
- After the 5 minutes, let everybody one-by-one explain what they wrote down and let them stick their post-it on the template. The others respond to this.

2. Fish bowl (usefull for bigger groups)

- Put 4 chairs in the middle of a big circle of participants and let 3 participants take place on 3 of the 4 central chairs to start the discussion. One chair should stay free.
- When somebody of the bigger circle wants to join or add something to the discussion, he/she takes place on the free chair in the centre.
- One of the other three participants then leaves the discussion and takes place in the bigger circle again. And so on...
- The template can be completed during the discussion by the facilitator or at the end of the discussion by the whole group.

WE LEARNED ...

Which lessons will you take home to your own hub and network and how will you put them in practice?



WE TAKE HOME ...

What did you learn from this cross visit on what and how it was demonstrated?



WE SUGGEST ...

What are suggestions for improving the cross visits and other NEFERTITI tools, manuals and meetings?





NEFERTITI PARTNERS



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MORE TOOLS ON

trainingkit.farmdemo.eu