



FARMDemo



PLAID



AGRIDemo



INCREASE THE ACCESS TO YOUR DEMO!



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FARMDemo.EU



**ACCESS TO
DEMONSTRATION**

Potential barriers of demonstration:

● GEOGRAPHICAL

- e.g. demos located too far from the visitors farm**

● PHYSICAL

- e.g. poor quality roads, lack of public transport, infrastructure unsuited for people with physical disabilities**

● ECONOMICAL

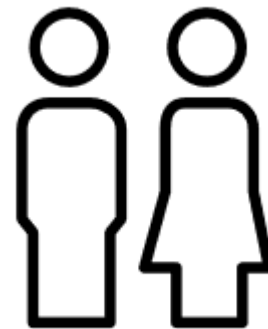
- e.g. participation fee, high travel costs, predominance of investment-intensive demo objects**

● SOCIAL

- e.g. events by invitation only, social norms/attitudes holding back certain groups of potential visitors**

FINDINGS FROM NATIONAL INVENTORIES (1)

- **Clear gender distinctions in participants across Europe:**
 - **Norther and Southern Europe: events are typically male-dominated**
 - **Eastern Europe: more egalitarian**
- **Topic influences gender balance:**
 - **Men: demos on technology and machinery**
 - **Women: farm diversification, processing of farm produce, direct marketing**
- **Sectoral differences with regard to gender**
- **Participants over the age of 40 (but typically somewhat younger than average age of farmers)**
- **More highly educated farmers**



FINDINGS FROM NATIONAL INVENTORIES (2)

- **Regional differences → density of farming**
- **More likely to have on-farm demo activities:**
 - Centrally located areas
 - More highly populated areas
 - Areas that are well serviced by demonstration providers
- **Demos are less common (but well attended):**
 - More remote areas
 - Areas that have primarily small-scale farms
 - Areas that have issues relating to access



ACCESS TO DEMONSTRATION

Key messages from national inventories:

- **Need for new strategies to reach currently under-represented groups**
- **Demo as desirable output from research projects, Thematic Networks and OGs**
- **Use of technologies and new digital platforms to supplement access to innovation**

- young farmers
- women
- farmers in remote regions
- farmers involved in highly specialized production



**PREPARATION OF
THE DEMO EVENT**

6 STEPS

1
DEMO OBJECTIVES AND
TARGET GROUPS



2
DEMONSTRATION
FARM



3
DEMO
SET-UP



4
PROMOTION



5
LEARNING AND
FACILITATING



6
EVALUATION AND
FOLLOW-UP



A person wearing a green short-sleeved shirt is holding a large, fresh green cabbage with both hands. The background is a blurred green field. The image is overlaid with a semi-transparent green filter.

DEMO OBJECTIVES AND TARGET GROUPS



“What do you want to achieve with the demo?”

→ Rarely made explicit, BUT...
determines preparation and performance of the demo:

- **Set-up**
- **Actors to involve**
- **Evaluation of effectiveness**



Why?
What?
Who?
How?

WHY?



“Take regional agricultural developments and challenges into account to attract farmers and to increase your impact.”

WHAT?



“The choice of the topic can be made top-down or bottom-up. Either way, a thorough consideration beforehand is necessary to select a good, interesting, inspiring and relevant topic.”

“The characteristics of the topic influence which target groups can be reached.”

WHO?



“The presence of the male and female host farmers encourages the participation of both male and female participants.”





DEMO FARM

CHOOSE A HOST LOCATION



- **Influence on accessibility of the demo:**
 - **Geographic (location, travel time, good and easy access)**
 - **Social (facilities, comfort & security for the visitors)**
- **“Can farmers identify with the host farm?”**
- **“Is the host a ‘good farmer’, recognised as being credible and ‘wise’ as well as innovative and productive?”**

CHOOSE A HOST LOCATION



“To reach a wider group of participants, you might want to organise the same demo at different locations and on different farms within your region.”

“Increase accessibility of more remote host farms by organising group transport.”



Impact on access:

- **Online video for people who could not participate in the ‘real life’ demo activity**
- **New digital platforms (like the PLAID ‘Virtual Farm’) are important to supplement access to innovation**

“Providing an attractive video online after the demo event might also attract other farmers to participate in future demo events.”



DEMO SET-UP



“Involve organisations that share your interest to better reach target group(s).”

“Involve regulative authorities sensibly:
appropriate will attract farmers,
inappropriate will repel farmers.”

CHOOSE A SUITABLE DATE



- Season (during the year) and timing (during the day/week)
- Key factor for the attendance rate
- Often trade-off between e.g. “a lot to see on the field” and “a lot of work on the farms”

“For recurrent demos, choose a fixed date (e.g. last weekend September, every 6 months to show seasonal variation)”

“Include target groups in the decision process”

“Take other events into account”





“Provide toilets.”



“Where possible, provide wheelchair access.”



“The available budget can have a big impact on the set-up and size of the demo and might define some decisions, e.g. regarding the target group size, whether participants have to pay an entrance fee, or the demonstrators that are invited.”



PROMOTION



● Influence on accessibility of the demo:

“Which people get to hear about the demo taking place?”

“Send personal invitations.”



“Where appropriate, send the invitation to the whole family.”

“Use a stepwise combination of communication channels in time.”

“Make special efforts for hard-to-mobilize farmers!”

A close-up photograph of a person's hands holding several brown eggs. The person is wearing a plaid shirt and a green apron. The image is partially obscured by a large green hexagonal graphic on the right side. The text 'DESIGN EXERCISE' is written in white, bold, uppercase letters inside the hexagon.

**DESIGN
EXERCISE**

EXERCISE

- **Small groups (4-5 people):**
 - **Select 1 or more events to prepare during the session**
 - **Design exercise on PREPARING (30 min.) focusing on ACCESS**
 - **Tools: key characteristics sheets and exercise templates**
 - **Define the goal and the audience**
 - **Share your experiences, good (and maybe bad) experiences, tips, ... on increasing access to on-farm demonstrations**
 - **Plenary feedback (5 min)**



FARMDEMO