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# **Improve your activities!**

## **Monitor and evaluate demonstrations**

Herman Schoorlemmer,  
Anne-Charlotte Dockes,  
Mikelis Grivins

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# This Workshop



- Welcome
- In small groups: a successful farm demo
- Presentation of 3 tools for Monitoring & Evaluation
- Improve this demo:
  - ‘Organic livestock production in Normandy’
- Share results
- Close



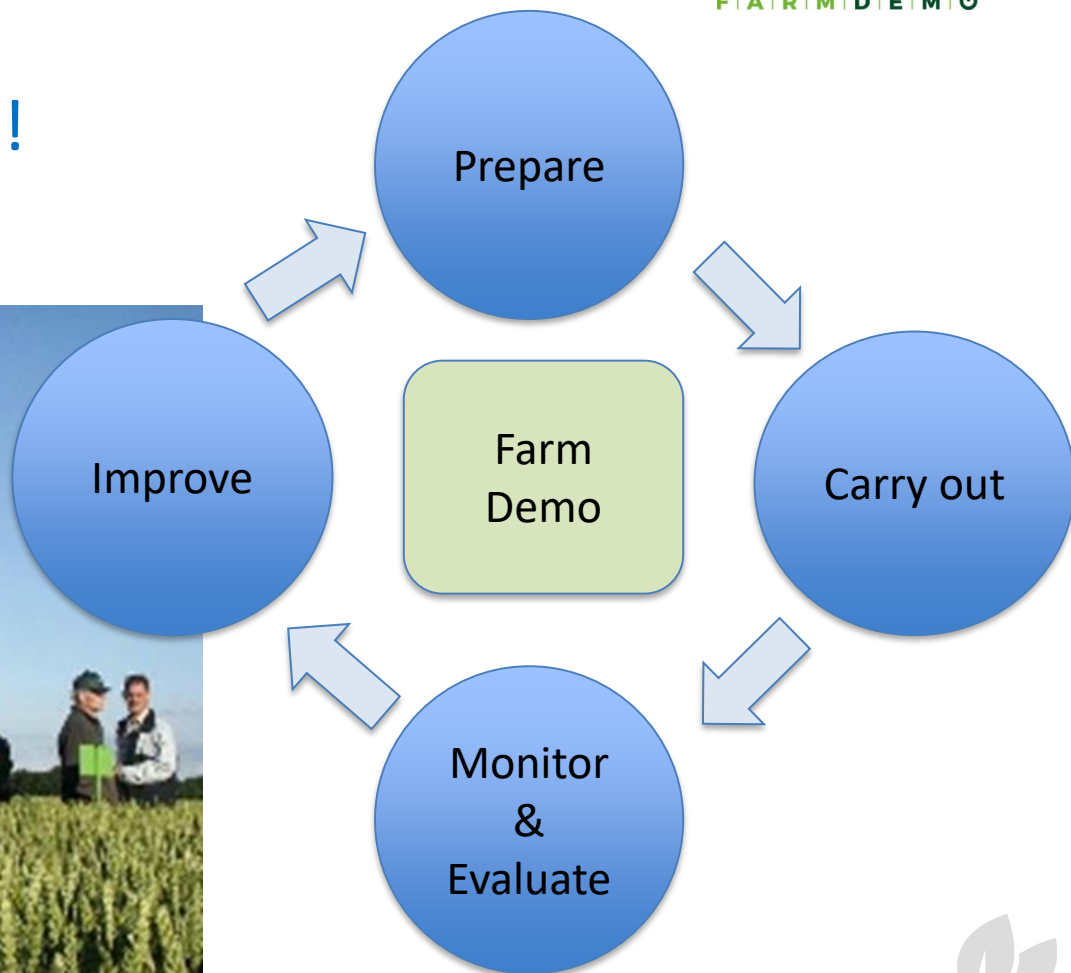
## A successful farm demo

- Sit together with 2-3 persons (your neighbours)
- Think about a very successful farm demo that you have visited
- Explain to each other **why** it was a success for you
- Summarize the factors of success of your group in 2-3 key words



# How to organize an excellent Farm Demo?

It's a learning process!!!



# Monitoring & evaluation of Farm Demonstrations

Providing inputs for a process of self-assessment :

- observe what happens at demo events
- collect, report, analyse data on what happened and what is learned
- draw lessons aiming improvement in next activities





# Doing M&E



- Preparing M&E:
  - Who will take the role of the monitor?
  - Which tools do you use?
  - How do you organise reflection?
- Observe demonstrations (tools '**Checklist for demo events**' and '**exit poll for demo events**')
- Reflect with the organising team on lessons learned and improvements (tool '**Team reflection**')



# Tool 1: Checklist for organizing a Demo



Guiding questions to monitor the organisation of a demonstration event:

- Demo objective
- Demo preparation
- Demo event
- Demo impact

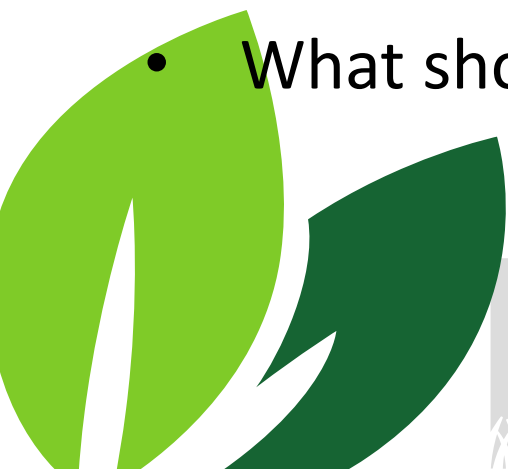


## Tool 2: team reflection procedure



Questions to evaluation a specific demo

- Was the recruitment successful? Why or why not?
- How was the demo event organised? What was most interesting?
- Are there indications that the participants will apply what they witnessed?
- What went well? What's still useful for the next time?
- What should we change next time?



## Tool 3: Exit poll for Demo events



- 9 questions to collect feedback from visitors
- Translate /adapt questions to your own language and situation
- Interview a number of visitors at the end of the demo
- Note on the questionnaire-sheet on a clipboard



## Case:

# Farm demo Organic Livestock Production



- 3 groups
- Read the Hub Journal (M&E report)
- What's your first reaction
- Brainstorm about potential improvements for the next demo
- Share best ideas

