NEFERTITI

Building a demo farm network to showcase IoT solutions and other innovations in agriculture
Quick Facts about NEFERTITI Project

- 4 years: from **01/01/2018** to **31/12/2021**
- Includes **32 partners** from **17 countries**
- Coordinated by ACTA (Adrien Guichaoua)
  Head of Network of the French Agricultural Technical Institutes
- Budget: **7M€**
10 NEFERTITI Networks & 45 Demo Hubs

Grassland & carbon sequestration

Data driven decisions for dairy farmers

Robust organic livestock systems

Optimal soil quality in arable crops

Arable resensing & variable rate applications

Increasing productivity & quality in organic arable crops

Improve nutrient use efficiency in horticulture

Water efficiency in horticulture

Reducing pesticides use in the production of grapes, fruits & vegetables

Farm attractiveness
Concept and objectives

- Innovation uptake
- Networking Hubs & people
- Dissemination Communication
- Policy Dialogue
- Monitoring & Evaluation

3 Annual Demonstration Campaigns
Demonstration embedded in AKIS: enabling ecosystem

AKIS: Agriculture Knowledge & Innovation Systems
What farmers want/need? How farmers learn?

- TRUST
- BELIEVE...TIME...
- EVIDENCE
- TO SEE...
- MINIMISE
- RISK
- SECURE
- INCOMES...
- PEER TO PEER
- DEMONSTRATION
- TAILORED SUPPORTS & ADVISES
- INCENTIVES
DEMONSTRATION TRAINING KIT

DESIGN GUIDE FOR ON-FARM DEMONSTRATIONS
DEMONSTRATION TRAINING KIT

DESIGN YOUR ON-FARM DEMONSTRATION EVENT IN 6 STEPS

1. Demo objectives and target groups
   - State clear objectives
   - Target your farming audience in line with your objectives
   - Invite other actors to increase the impact

2. Demonstration farm
   - Select your host farm in line with your objectives
   - Go for a credible and innovative host farmer
   - Ensure access by good location and facilities

3. Demo set-up
   - Compose a balanced organisation team in line with your objectives
   - Provide enough time for interaction and networking
   - Consider trade-offs when selecting a suitable time
   - Compensate the host farmers
DEMONSTRATION TRAINING KIT

4  Promotion
- State your key messages in line with your objectives
- Adapt the jargon to your target audience
- Go for a clear and appealing invitation
- Use multiple communication channels

5  Learning and facilitation methods
- Relate learning content to farming practice
- Engage participants in active knowledge exchange
- Use a variety of learning methods
- Split up larger groups

6  Evaluation and follow-up
- Evaluate if your objectives have been met
- Use and implement the results of your evaluation
- Organise follow-up activities for both participants and non-participants
WHAT FARM DEMO OFFER?

Search & Download

FarmDemo Platform
- Create profile
- Showcase your farm & events

10 Thematic Networks

45 Regional Hubs

3 Annual Demo campaigns

FarmDemo Networks

Video & virtual demonstration

FarmDemo Training Kit

Tips & Tricks

Online tools & Tutorials

Nefertiti FarmDemo
Social medias and contacts

farmdemo

YouTube channel

www.nefertiti-h2020.eu

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Thank you for your attention