



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT N. 772705



NEFERTITI

**Building a demo farm network to showcase IoT
solutions and other innovations in agriculture**



Quick Facts about NEFERTITI Project



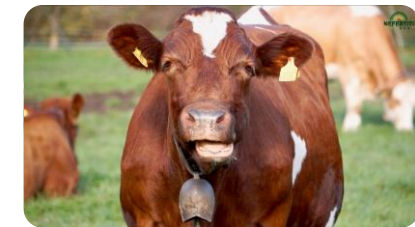
⏻ 4 years: from **01/01/2018** to **31/12/2021**

⏻ 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 precision farming & variable rate applications



Increasing productivity & quality in organic arable crops



Improving nutrient use efficiency in horticulture



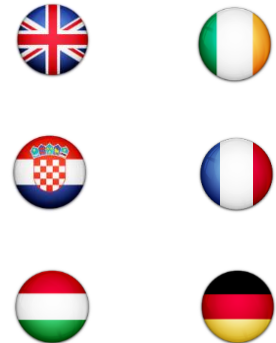
Water efficiency in horticulture



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



Farm attractiveness



Concept and objectives

**Innovation
uptake**



**Platform
to connect
people**



3 Annual Demonstration Campaigns



**Monitoring
& Evaluation**



**Policy
Dialogue**



**Networking
Hubs & people**

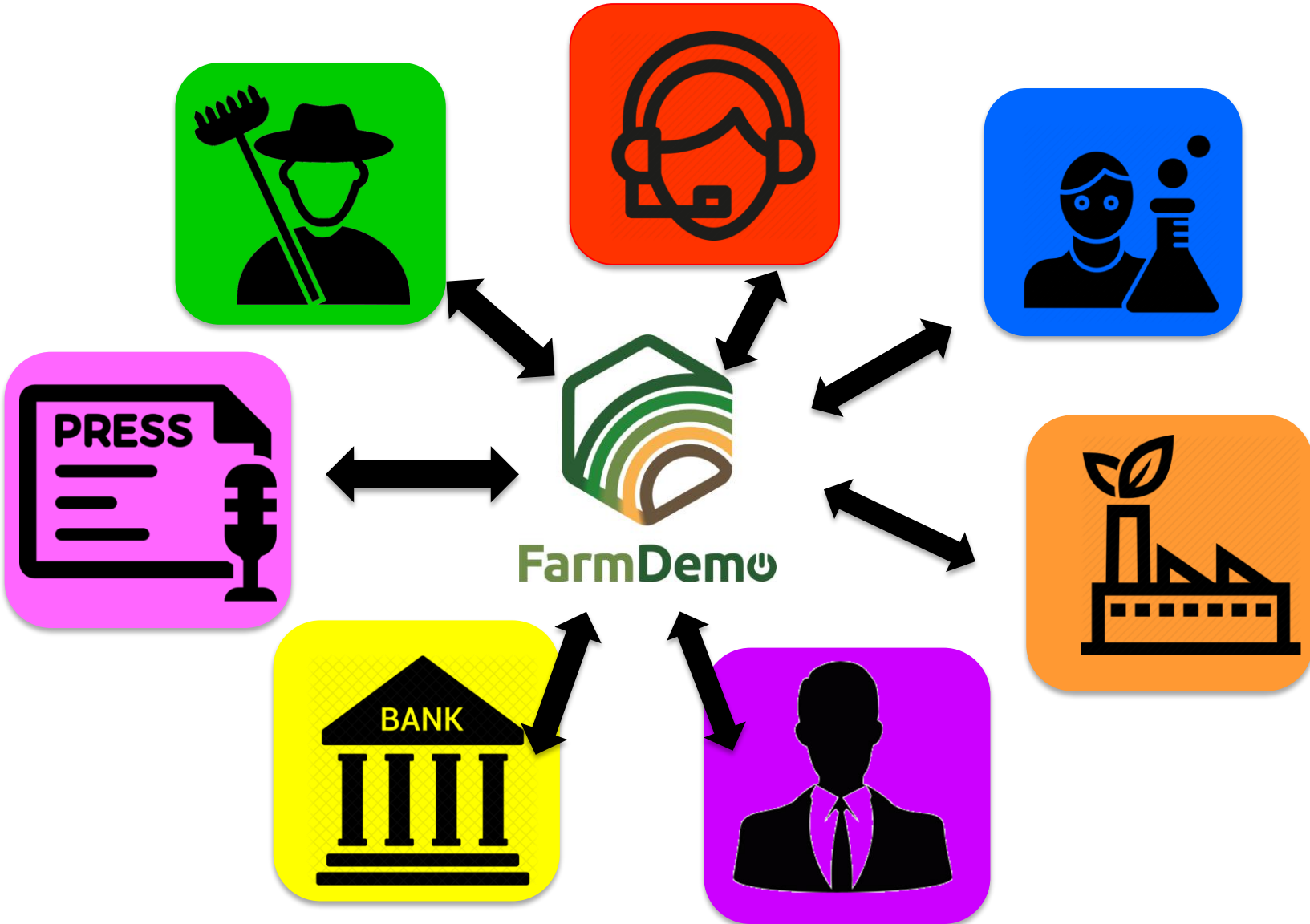


**Dissemination
Communication**

Demonstration embedded in AKIS: enabling ecosystem



AKIS: Agriculture Knowledge & Innovation Systems



What farmers want/need? How farmers learn?

**TRUST
BELIEVE...TIME...**

PEER TO PEER

**EVIDENCE
TO SEE...**

DEMONSTRATION

**MINIMISE
RISK**

**TAILORED SUPPORTS
& ADVISES**

**SECURE
INCOMES...**

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



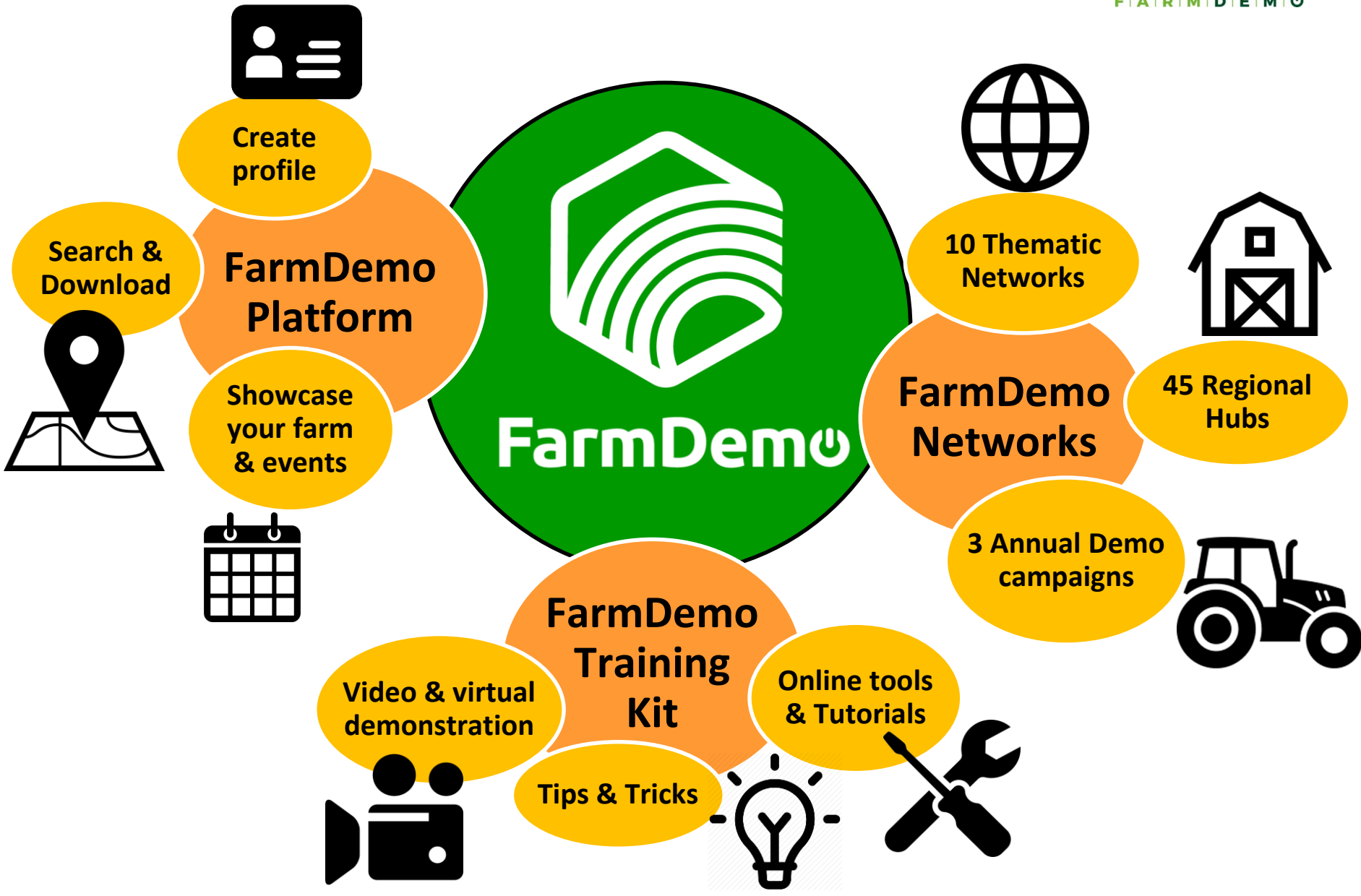
- Relate learning content to farming practice
- Engage participants in active knowledge exchange
- Use a variety of learning methods
- Split up larger groups

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 ?



Social medias and contacts



FarmDemo  YouTube channel



www.nefertiti-h2020.eu



[NEFERTITI.EU](https://www.facebook.com/NEFERTITI.EU)



[NEFERTITI](https://www.linkedin.com/company/NEFERTITI)



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Thank you for your attention



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NEFERTITI PARTNERS

