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EU-FarmBook

Deliverable 6.6

Report of the kick-off meetings

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List of abbreviations

AKIS	Agricultural Knowledge and Innovation System
C, D & E	Communication, Dissemination & Exploitation
CG	Collaborative Groups
CAP	Common Agricultural Policy
CoP	Community of Practice
DoA	Description of Action
EC	European Commission
EIP-AGRI	Agricultural European Innovation Partnership
EU-FB	EU-FarmBook
FAIR	Findable, Accessible, Interoperable, and Reusable
GA	Grant Agreement
GCo	General Coordinator
KO	Knowledge Object
KoM	Kick-off meeting
OG	Operational Group
PCMT	Project Coordination and Management Team
PM	Person-Month
PO	Project Officer
REA	European Research Executive Agency
SAB	Strategic Advisory Board
SCo	Scientific Coordinator
SG	Support Group
StCo	Strategic Coordinator
WP	Work Package
WPL	Work Package Leader

1. Introduction

This deliverable describes the two kick-off meetings (KoMs) of the EU-FarmBook project:

i) The online KoM was held on 2 September 2022, and is reported in part A of this document. Fifty-eight (58) partners and 2 representatives of the European Commission (EC) were present at the meeting **(Annex A-1**). The Project Coordination and Management Team (PCMT) was introduced along with the Project Officer (PO), followed by insights on the 6 work packages (WPs) of the EU-FarmBook project. During the afternoon session, break-out rooms were organised for consortium partners to meet each other online. To conclude, the current state of play of the digital EU-FarmBook platform was presented.

ii) The in-person KoM was held in Florence, from 19 October 2022 starting at 13:30 until 21 October, ending at 12:00, and is reported in part B of this document.

The meeting was organized by Patrizia Proietti, Simona Cristiano, and their colleagues at CREA. Fifty-eight (58) partners and 4 EC representatives were attending the meeting (**Annex B-1**). On day 1, the policy background of EU-FarmBook and its positioning in the AKIS ecosystem was explained, followed by an interactive session on the lessons learnt from EURAKNOS, EUREKA, and other projects during the afternoon.

Inge Van Oost (DG AGRI, Pieter Spanoghe & Philip Verbist (UGent),

Peter Rakers (ESSET), Pieter Spanoghe (UGent)

Day 2 started with the General Assembly and presentation of the management handbook, followed by an inspiring talk about design thinking and a team-building exercise about building together a Lego tower. During the morning sessions of days 2 and 3, WP teams were given time to discuss and write their roadmaps for the first 18 months. There was an opportunity to meet the other WP teams and to receive inputs on their needs and requirements.

Céline Choquer (REA), Noenja Joos & Anne-Marie Vangeenberghe (ISP)

Rui Almeida & Joacquim Cabral (CONSULAI)

The penultimate presentation on day 3 came from WP5 communication & dissemination (C&D) and its importance during all phases of the EU-FarmBook project. The scientific coordinator gave the final presentation about WP6 as a team and its coordination and management tasks, impact assessment, and social design. The meeting was closed by the general coordinator.

All participants on day 2 of the kick-off meeting in Florence – ''EU-FarmCook'' on the aprons to focus on the practice-oriented need of knowledge objects uploaded in the EU-FarmBook platform, comparable with cookbooks.

2. Part A: Report of the online kick-off meeting

2.1. Goals of the online meeting

- Raising awareness of the start of the EU-FarmBook project, since 1 August 2022. The essence of the online meeting is ''Yes, I am in! Let's start with exploring the content of this challenging project'';
- Acquaintance of the partners: get to know each other, even online and with 29 partner organizations represented in the consortium;
- Introduction of the EU-FarmBook project by the presentation of the EU-FarmBook platform and its functionalities as it is today;

The program can be consulted in **Annex A-2**.

2.2. Information by the PCMT and PO[1]

This kick-off meeting started with a welcome address from prof. Pieter Spanoghe, General Coordinator (GCo; UGENT), telling the history of book printing in the UK. The switch of written language to the printing press started in England 550 years ago. It faced issues similar to the contemporary switch of the printing press to a digital repository today. The translation into English native language was insufficient, resulting in the preservation of French words in the English language. The book printer William Caxton who was trained in Flanders also transferred Flemish writing habits. Spanoghe is a good example of that. The 'g' in the English language is written like in Flanders: Ghost, Ghent University. William Caxton complained in his writing about the difficulty to make standardized English clear. As conclusion it is important to remark that similar to the issues popping up during the transition to book printing, the Consortium will not be able to please everyone.

[1] Annex A-3

Inge De Bo, Scientific Coordinator (SCo; UGENT), shared her first weeks of working on the EU-FarmBook project, as her initial experiences in the EU-project landscape can help starting partners. She tried to visualize the huge project with several illustrations. The most satisfying visualization is an Open House, with EU-FarmBook partners being regular visitors, always welcome to work in the nice rooms, alone or with other WP partners. They should come very often as the 'baby', born in March 2022 (which is the pilot version of the platform launch date), and should be raised into a well-educated, multi-lingual, independent adult. Inge as the SCo sees three tasks. First task: she should be in the house so she can listen, help, support, answer questions and reverse, she can ask questions, challenge the partners, and be a test person/critical thinker. She will try to keep an overview of the project and want to celebrate our success stories. Second task: she communicates with PO and EC as a bridge person between PO/EC and the consortium. She will monitor and review the technical progress (deliverables & milestones) and will follow up on improvements and amendments. Third task: she will be an ambassador of the EU-FarmBook platform.

To avoid confusion between the General Coordinator Pieter Spanoghe and Peter Rakers, Strategic Coordinator (StCo; ESSET) it was proposed to call Peter Rakers, Pete, and continue to call Pieter Spanoghe by his first name Pieter. Pete will chair the Community of Practice (CoP), a visionary group within the consortium with members of the different WPs. From time to time this CoP will also invite third parties to help plan the route of the project. Pete also called for international experts to join the Strategic Advisory Board (SAB).

Céline Choquer, Project Officer (PO) from the European Research and Executive Agency (REA), presented the wider context of Horizon Europe, where the EU-FarmBook project sits under the Cluster 6 work programme: Food, Bio economy, Natural Resources, Agriculture and Environment. She introduced the key contact persons and invited the consortium for close cooperation. Ms. Choquer will not only be the consortium's monitor of good performance but will be the person of contact to turn to for help and guide when facing difficulties. Ms. Choquer presented the guidelines of the EC regarding the EU project's progress. For instance, delays in deliverables will have to be corrected with an amendment. She also said that the EC is watching the consortium and wants it also to be quite ambitious. Inserting the knowledge of 90% of all EU projects is even better than the 50% of the projects that are now foreseen in the Description of Action (DoA). Working in synergy with the EIP-AGRI is important for reaching the CD&E targets.

Els Vermeulen, Project Manager (UGENT), presented the project management tools for excellent internal working & communicating together, and for internal reporting on SharePoint and reporting to the PO via the EU portal. She provided additional information to the presentation of the PO, as a support to all practical requirements. The main message is to keep records of everything and fill in time sheets of the daily work for EU-FarmBook. She helps and follows up on the project timeline and financial reporting. All management tools and guidelines will be reported in the Project Management Handbook (deliverable D6.1; due date: month 6).

The mission of the PCMT is to co-coordinate tasks and solve issues that pop up regarding the project content and progress. The PCMT wants to help all EU-FarmBook colleagues, so they can work in a perfect environment, deliver quality on time, and enjoy their involvement in this challenging project. The PO's role in the project is not only to monitor good performance but also to help and guide the PCMT, and so indirectly the whole consortium. The consortium members all want to be ambitious for this project and are convinced to turn EU-FarmBook together into a great success!

2.3. Presentation of the Work Package goals[2]

- WP1: Data Management and Infrastructure, by Christopher Brewster, MU

Christopher Brewster of WP1 explained that Knowledge Objects (KO) have to be structured, by the provision of metadata and ontology in order to classify data. He stressed that this extra information is needed for each KO! His WP is responsible for all technical issues regarding IT in the back-end of EU-FarmBook. Most of WP1 work will be invisible.

- WP2: EU-FarmBook platform, by Hercules Panoutsopoulos, AUA

AUA, which was represented by Hercules Panoutsopoulos, Panagiotis Stamatelopoulos and Penny Zafiraki, will be in the lead of WP2, namely the WP that is responsible for the development of the front-end of the EU-FarmBook platform: what will users see and how they will interact with the digital platform (multilinguality, help box, chat bot). WP2 will mainly focus on the user experience by forwarding the work already done in the previous projects with respect to the personas and user journeys.

- WP3: Knowledge networking ('The EU-FarmBook Alliance') and feedback on end-user expectations - Mark Redman & Lisa van Dijk, HCC

Mark Redman of WP3 introduced a new term namely ''knowledge networking''. It addresses the connection between organizations and projects generating knowledge and useful data for farmers, foresters, and advisors. They also talked about adaptive networking and double-loop learning. A project of 7 years will reach several moments to look back and forward. WP3 will work with stakeholders: an EU-FarmBook Alliance and a group of Ambassadors will be formed. Consortium members interested to strengthen these groups are invited to join.

- WP4: EU-FarmBook Education and Training, by Patricia Proietti & Simona Cristiano, CREA

Patricia Proietti explained the goal of WP4: to develop approaches, materials and tools to enable all AKIS actors to use EU-FarmBook to strengthen learning environments and support the empowerment and development of individual & collective capacities in a dynamic way, ensuring the effectiveness and circularity of processes of knowledge creation and learning. The priorities are: i) to draw up the strategic action plan, outline the methodology for sampling and engaging 2 collaborative groups (CGs), to set up

[2] Annex A-3

criteria for selecting materials; ii) the screening of running projects, to be selected and validated/improved based on the criteria set in the first task; iii) to set up the Support Group (SG) to run the screening and the CGs.

- WP5: EU-FarmBook measures to maximise impact: Communication, Dissemination & Exploitation, by Rui Almeida, CONSULAI

Rui Almeida of WP5 presented the Strategic Communication Plan: a dynamic approach along the phases of the projects, with the actions to take: 1) Inception: Tools to communicate the project, 2) Building and Engagement: Strengthen the network, 3) Uptake and maintenance: Deepen the relationship and 4) Outreach and Sustainability: Retain and consolidate the network.

- WP6: Coordination of the technical, management, financial and strategic activities of the project, by Pieter Spanoghe, UGENT

Pieter Spanoghe presented all nine tasks among technical, management, financial and strategic activities. He introduced Philip Verbist as an IT expert for the PCMT and explained his 3 tasks, being IT transfer facilitator of all data & the platform to UGent servers, IT translator of work done by WP1+WP2 to the PCMT and IT communicator with the PO and the EC. Pieter paid attention to the internal data management requirements as all documents and process flows should be on SharePoint. He explained the differences between some deliverables, e.g. data transfer agreement & data management plan. The concept of social design was introduced.

2.4. Break-out sessions

Four break-out sessions were foreseen to divide the large group of people in the consortium. The aim was to get to know some of the partners of the big consortium. Members of EU-FarmBook presented themselves in small groups, explained their role in the project, and shared their vision for the future platform. They had to write their answers to the following 2 questions in the chat box: How would you describe the final version of EU-FarmBook today in one sentence? & What challenge (opportunity/issue/risk) would you like to see discussed in general or in your respective WP during the Firenze kick-off? The answers to these questions are listed in **Annex A-4**.

2.5. Demo of the EU-FarmBook platform

Laurens van der Cruyssen (OSMOS) introduced the attendees to the history of the pilot version of the EU-FarmBook platform and showed some key features of the innovating repository. The prototype of the first EU-level “online knowledge reservoir” of its kind was developed in the previous EU Horizon 2020 project EURAKNOS. This focused on a specific type of multi-actor project called Thematic Networks. The follow-up project EUREKA has refined and evolved the platform into the first working version which aimed to capture the outputs of all types of multi-actor projects, resulting in 800 knowledge objects taken up into the platform. The EU-FarmBook “version 1.0” was available in March 2022 for testing with a broad range of users across the EU. Specific features of the EU-FarmBook platform were demonstrated: FAIR data, different types of knowledge objects, community interaction, multiple languages, expert database, …

3. Part B: Report of the kick-off meeting in Florence

3.1. Goals of the in-person meeting

- Define the concrete work plan and roadmaps of the first 18 months for each WP. The essence of the in-person meeting is *"Yes, I am here! Let's work together with my WP partners and connect with the other WPs"*. For the technical team (WP1 + WP2 partners) the in-person meeting means: *''Yes, we can meet in person again and let's continue the technical work, and take the opportunity to get input about the needs and dependencies of other WPs"*
- Acquaintance of the partners: get to know each other, by i) working together in the WP sessions as well as in the intra-WP sessions, ii) networking during coffee breaks, lunches and dinners, and iii) doing group exercises during the inspirational talk and the Lego challenge;
- Detailed overview of the expectations of the EC;
- Lessons learnt from the previous projects EURAKNOS and EUREKA and other projects, resulting in improvement of the project work and the objectives of the EU-FarmBook platform.

Fifty-eight (58) consortium partners and 4 EC representatives were present (see **Annex B-1**).

The program of KoM Florence was set-up to reach all above goals (see **Annex B-2**).

A postal card with QR code was given at the start of the KoM, so the participants could find all information about program, locations of meetings and social activities. In addition, the EU-FarmBook Journal (see **Annex B-3**) was distributed, with interviews of Inge Van Oost (DG-AGRI), Pieter Spanoghe (UGENT, general coordinator) and Patrizia Proietti (CREA, organizer of meeting in Florence together with 4 colleagues of CREA).

The EU-FarmBook Journal

The EU-FarmBook project, funded by the Horizon Europe programme, began last August.

Our intention when deciding to grant this project was to preserve on the longer term the knowledge generated in so many projects

Inge Van Oost, from DG AGRI to the EU-FarmBook journal

Synergies between projects need to be created

Patrizia Proietti, from CREA to the EU-FarmBook Journal

EUFBJ: Florence will host the Kick-Off Meetings of 2 European projects: ATTRACTISS and EU-FarmBook. Does this mean that these projects are 'Better Together'?

Patrizia: EU-FarmBook and ATTRACTISS both aim to contribute to the creation of an innovation ecosystem, fostering

The EU-FarmBook Journal recorded an interview with Pieter Spanoghe, the project coordinator

3.2. Day 1 – Wednesday 19 October[3]

Orsolya Frizon, DG-AGRI Deputy Head of Unit F2 Research and Innovation and Inge Van Oost, DG-AGRI Policy officer Research, Innovation and AKIS knowledge exchange, gave opening presentations to show the EU-FarmBook framework and how this project is connected with AKIS. The lessons learnt and plenary consensus on EU-FarmBook were a second important part of the first day.

Ms. Frizon presented online. The working structure of the CAP (Common Agricultural Policy) and the Horizon Europe projects were explained. Operational Groups (OG) addressing farmers and stakeholders working on a regional scale form part of the CAP. It is expected that EU-FarmBook will connect and enable sharing of knowledge among all AKIS actors. EU-FarmBook is inspiring because next to providing a tool to exchange knowledge, it will work on the communication, education and multilingual aspect of knowledge generation. The multilingual part is a serious added value. It is important that knowledge comes to life in a homogeneous way. The impact of EU-FarmBook will be visible when knowledge sharing is increased, when attention goes to capacity building and when the knowledge reservoir is available EU-wide.

Ms. Van Oost informed the EU-FarmBook consortium regarding the CAP Strategic Plans and the AKIS contribution to the cross-cutting objective related to fostering and sharing knowledge, innovation, and digitalization. She presented AKIS, the Agricultural Knowledge and Innovation System. Historically, agricultural research conducted at universities and research organizations had no immediate impact on the practice in the field. The reason was the *linear flow of knowledge* from the researcher to the end-user, namely the farmer or forester. Both didn't interact which led to a low uptake of the knowledge. Meanwhile, *AKIS* went through a whole evolution. It *stands for the co-creation of knowledge with all actors in the agro- or forestry ecosystem*. It is also important to highlight that the A stands for more than only agriculture, it also refers to the bio-economy and forestry. In many Member States, the knowledge and innovation systems are fragmented and often spread over different governmental departments. EU-FarmBook is important as it provides an answer to the observation that agriculture becomes more and more knowledge-intensive. EU-FarmBook can be compared to the expression the next big thing is a combination of a lot of small things. Today all EU Member States have provided their CAP plans for the coming years, which needed to include how they aim to build a national knowledge reservoir. EU-FarmBook could play an important role in the point of interoperability with these national reservoirs.

EU-FarmBook should become the 'one-stop-shop' platform. The multi-linguality will connect people from one country to another. Under the framework of their CAP plans, Member States will become the future clients of EU-FarmBook to support the capacity building of AKIS and to increase the knowledge of their AKIS actors. EU-FarmBook can be compared to the safe storage of your luggage on a plane. The major message is to keep EU-FarmBook practice-oriented.

[3] Annex B-4

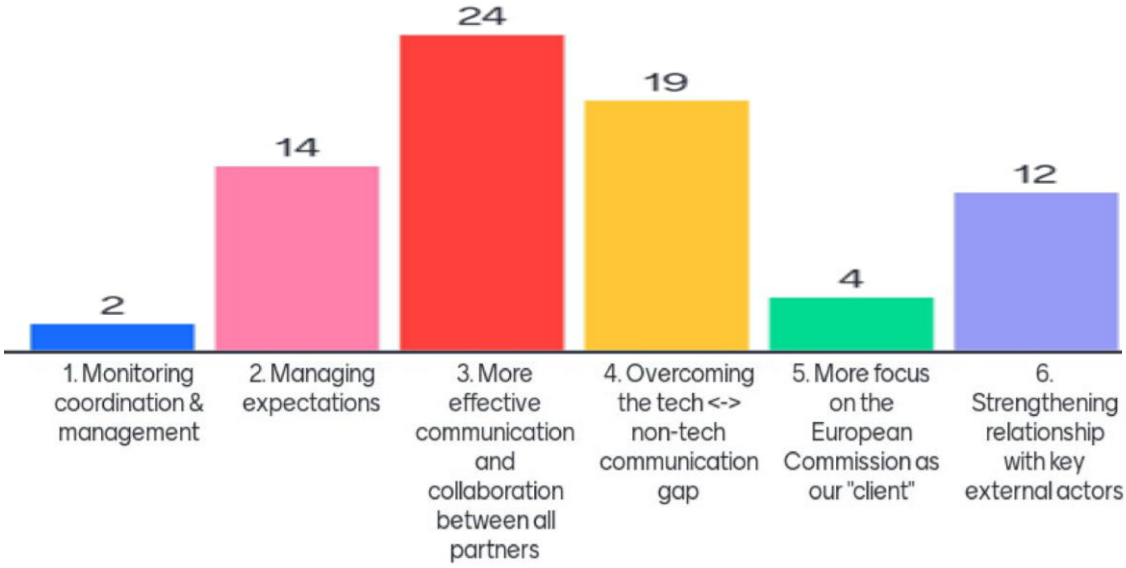
Ms. Van Oost closed her talk with the messages that were also highlighted in the first EU-FarmBook journal, the newsletter given at the start of the consortium meeting. The EU-FarmBook consortium needs to consider exploitation from the onset of the project and ensure that the knowledge that will be highlighted/included is used in practice.

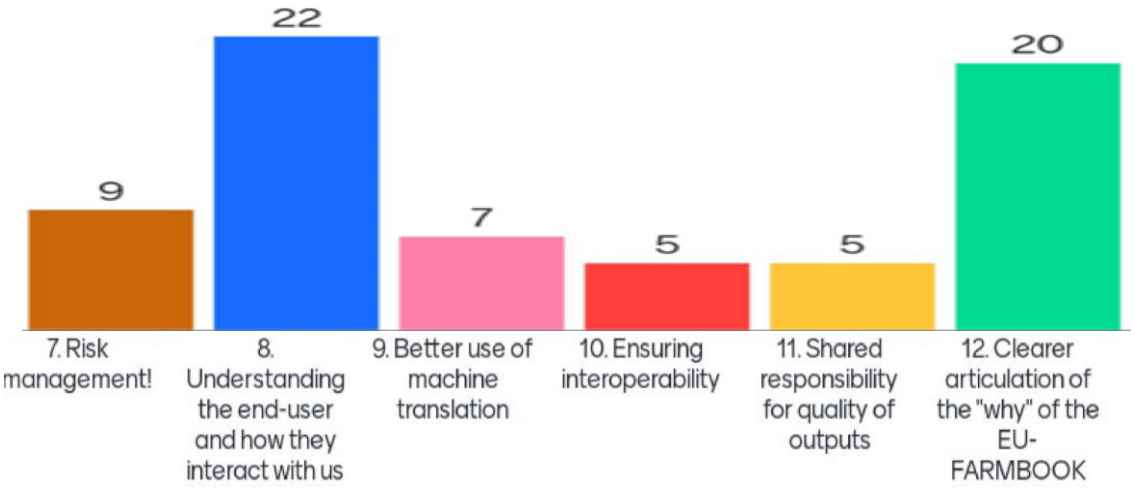
For new consortium partners, or partners not fully operational in agriculture or forestry sector, the presentations of both EC representatives were an eye-opener, and highlighted the ambitions for the EU-FarmBook within the AKIS ecosystem. The specific link to the sister projects modernAKIS and ATTRACTISS was also emphasized.

Lisa van Dijk and Mark Redman (HCC) conducted the lessons learnt session. They focused first on 7 starting points, selected from their own experiences during the previous projects EURAKNOS and EUREKA: 1) a new structure and regular review of the coordination team, 2) management of the expectation in a way EU-FarmBook users are not disappointed, 3) effective communication between consortium partners at all levels of Project/WP/Task management is crucial (need of clear and consistent project vocabulary) 4) communication gap between IT and non-IT colleagues, 5) who and why we are working for in relation to the ambition and vision of the EC, 6) clear view on the role of key actors in the consortium and also outside the consortium, 7) risk management of the project which takes 7 years. The impact of individuals leaving the project should not be underestimated, especially if they are "gate-keepers" to key knowledge or expertise.

During the plenary discussion the following extra points of attention and lessons learnt were added: 8) understanding the end users and how they interact with us, 9) better use of machine translation, 10) ensuring interoperability with existing and known platforms, 11) shared responsibility for quality outputs, and 12) clearer articulation of the ''why'' of the EU-FarmBook platform to other stakeholders.

A voting was conducted to extract the main lessons learnt, supported by a majority of the present partners. The top 3 among lessons learnt are: 1) more effective communication and collaboration between partners, 2) understanding the end-user and how they interact with us, and 3) clearer articulation of the 'why' of the EU-FarmBook.





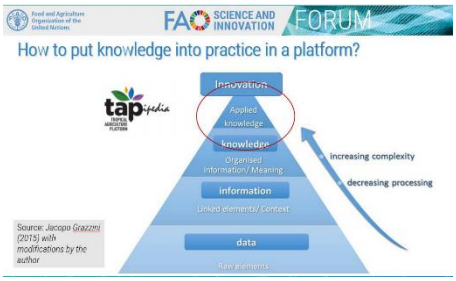
Voting results about the main lessons learnt from EURAKNOS and EUREKA and other projects. The numbers on top of each bar represent the number of participants indicating the specific lesson learnt as very important (49 voters; voting was performed through Mentimeter®).

Pieter Spanoghe (UGENT) presented the TAPipedia or Tropical Agriculture Platform and posts four points of attention when the EU-FarmBook is further developed.

1) What is our strategy for EU-FarmBook, very soon as innovative sharing knowledge platform?

Answer: EU-FarmBook = one-stop-shop platform as it is developed by a Horizon Europe project (DG-AGRI is client) and it is developed for specific target end-users: farmers, foresters & advisors.

2) What are our knowledge objects?

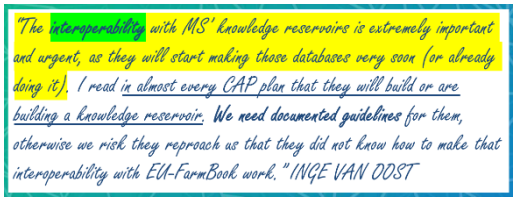


Answer: important to incorporate the high-level knowledge, meaning the data and info are brought together to meaningful and applied knowledge. However, the high-level KOs should be practice-oriented! We should make the translation to practice, and be aware of our scientific/technical vocabulary.

3) What are and how to establish our Quality Criteria?

Answer: next to all quality criteria listed in the slide, the KOs with a cost-benefit approach would be great for farmers, foresters, and advisors.

4) Are we in line with the EC expectations?



Answer: the EU Member States should ensure they use the right IT standards for their database so that they are interoperable with the EU-FarmBook platform. A guideline with the technical requirements should be available soon.

The consortium needs to agree on the basic format of being a 'clearing house', a 'one-stop-shop' or a 'niche platform' where knowledge objects, consisting of mainly raw data, become available as applied knowledge, easy to use for a wide group of stakeholders, providers and (end)users. Therefore, the knowledge needs to be available, accessible, actionable, solution and audience-oriented, localized, co-created, and shared at every level in Europe and beyond. A remark came afterwards on the point that farmers and foresters are in search of solutions for their problems. Careful identification of keywords is important, economical information joining knowledge objects in the system such as cost-benefit is not immediately linked to euros but can be understood as e.g., person-hours to work out the solutions, experts' information is highly valued.

To grasp the essence of EU-FarmBook in one sentence/tagline, the participants were asked to vote (online) for their favorite line which was issued during the online kick-off meeting in September. Although not yet conclusive and because other alternatives were suggested, the voting was prolonged till after the kick-off meeting. CONSULAI will take the most popular votes, check for correct language and make a final decision on the EU-FarmBook tagline (see **Annex B-5**).

3.3. Day 2 – Thursday 20 October[4]

Els Vermeulen (UGENT) presented the General Assembly and the Project Management Handbook. EU-FarmBook will work and store documents on SharePoint. Points of attention are file naming and the deadlines for the next phases in EU-FarmBook. The

[4] Annex B-2 (program of this day), Annex B-6, Annex B-7a&b, Annex B-8 (presentations)

review process was explained as internal reviewers are pointed by the SCo and should not be contacted by the partner writing the specific deliverable.

The **next in-person consortium meeting will be organized from 7 until 9 June, 2023, in Estonia** (Tallinn or the neighbourhood). The hosts are Konstantin Mihhejev and Pille Koorberg (ARC).

Michael Kaethler, professor at San Marino University & European Institute of Design (Italy) was telling the story of ''Everything could be otherwise, and nothing is as it should be'' (see **Annex B-7a**). He did the participants discover ourselves as designers, being able to start changing the social, cultural and physical reality of our world. The project benefits from radical out-of-the-box thinking and given the expertise within the consortium, all that is required is the courage to start engaging with it in a deeper and constructively creative way.

Peter Rakers (ESSET) introduced the expectations of the planned intra- and inter-work package meetings. All WPs had their first separate meeting to set up a draft version of their respective roadmaps based on the following instructions: i) 5 priority action points/to do's, ii) identification of 1 risk factor with highest impact on the WP, iii) deliverables (official or intermediate) in this period, iv) milestones (official or temporary) for this period.

See **Annex B-6** for the outcomes of these inter WP-sessions. All WPLs presented their roadmaps during the closing session of the morning. They showed 'interaction with other WPs' as a priority, demonstrating the need for inter'WP'operability. Follow-up sessions were organized to initiate the first understanding of what those needs were. Especially the discussions between the more technical group of the combined WP1 and 2 with the other less technical WPs such as 'Education & Training' and 'Knowledge Networking' brought more alignment in the bi-directional needs of the respective WPs. A lot of needs seemed to be discussed: a survey coordinator, the concept of ambassadors, a common stakeholder mapping needed for WP3, WP4 and WP5, … The ambassadors of WP3 should be considered on 2 levels: European and national, and are called community managers by the technical team, all with specific expectations.

Peter Rakers (ESSET) facilitated the Lego Challenge, demonstrating the need to collaborate and not fall quickly into the classic trap of competitiveness (see **Annex B-7b**). The game was set up in a way, none of the teams could build the replica without collaborating with the other teams. During the feedback session, none of the teams was aware of that opportunity seen they all concentrated on their own work instead of looking at the broader picture. A lesson in mental priming and the feedback of the consortium partners was unanimous: How could we be so shortsighted? People were talking about the Lego game until the closing of the kick-off, making it quite impactful.

Day 2 was closed by Pieter Spanoghe (UGENT) by wrapping up some key messages of all WP meetings and announcing practical info about the social program (Guided tour in Florence city and Consortium Dinner).

3.4. Day 3 – Friday 21 October[5]

Rui Almeida (CONSULAI) presented some glossary on what is communication and dissemination. Communication is on what we do during EU-FarmBook project. This communication has to be facilitated by the single organizations and the EU network organizations, partners in EU-FarmBook. EU-FarmBook will count on all. Dissemination will be the sharing of the EU-FarmBook platform. As soon as it is ready to use, EU-FarmBook can start up dissemination.

EU-FarmBook is built up of several stages, cf. described on page 9 of WP5-goals during online KoM. CONSULAI will set up a methodology in the communication strategy: AIDAR technology with A -> Awareness – EU-FarmBook will be built with social media (LinkedIn and Twitter started up), I -> Interest – People want to know EU-FarmBook, D -> Desire – People want their knowledge in EU-FarmBook. "I don't need to look on google, I will have the platform", A -> Action – EU-FarmBook in full speed, R -> Retention – EU-FarmBook needs to stay in the business also after the project is finished. More info about the C, D&E presentation & guidelines is in **Annex B-9**.

Katharina Seuser and Aysegül Yasari (BRSU) are members of WP5 team and will play an important role in supporting the project to link with journalists. Their task is to facilitate the contact to journalists, mainly to specialized agricultural journalists, who are important for informing farmers about innovations. In a short presentation, they introduced the European Network of Agricultural Journalists ENAJ to the project partners. ENAJ is an umbrella organization of national representations of agricultural journalists. A key opportunity for the platform will include its attractiveness to journalists. They are always looking for interesting news, and through the EU-FarmBook, they can have access to a wide range of news/stories/information from across the EU. Aysegül will set up a small survey (November 2022) to look at the EU-FarmBook partners and their available materials and possibilities to communicate. An answer from each partner is expected.

Following the coffee break the WP teams could again work together on their roadmaps, taking the input of all other WP-needs into account. They had the opportunity to formulate their next actions to take within the period of 6 months.

Inge De Bo (UGENT) gave a short overview of the WP6 team and the WPLs, and their contributions and support for each WP, expressed as person-months (PM). She explained the new review process, as each deliverable written in the EU-FarmBook project should be comprehensive for all partners and not more than 10 pages, having all detailed and technical/specialized info in the annexes. Partners will be pointed out by her for reviewing deliverables.

She hopes everyone has now a good understanding of their own tasks, within their own WP and in interaction with other tasks of other WPs and even sister projects. She referred to the project proposal, as being the second bible of the project (next to the Project Management Handbook; D6.1), and asked to read this technical description many times as it contains a lot of information! Finally, she wanted to share her pride in being part of this consortium. She shared her fun moments during the preparations of

[5] Annex B-2 (program of this day), Annex B-4, Annex B-6

the KoM with making up figures, hoodies, … and enjoyed staying in the nice Open House of CREA in Florence.

Pieter Spanoghe (UGENT) closed the kick-off meeting by expressing his thanks to Patrizia, Simona, Chiara, and Laura of CREA for the excellent organization and warm hosting. Many thanks to all partners for actively participating in this kick-off meeting and seeing forward to meeting you all very soon!

4. Conclusions

Setting expectations of EU-FarmBook **-** During the kick-off meetings, the expectations of the EU-FarmBook platform needed to be aligned as the project moved from the proposal phase to the execution phase. Not all consortium partners had an equal role in the proposal writing and so, elaboration on expectations was needed. Inge Van Oost made clear that EU-FarmBook platform will become the single EU knowledge reservoir for practitioners in order to preserve, in the longer term, the knowledge generated in past and future projects within the 'bigger A'. Almost all Member States set up databases to collect knowledge in their respective countries. EU-FarmBook will offer free assistance to fill those databases with interesting material across Europe. The use of common IT-standards to manage those databases – the IT-interoperability – is a crucial expectation for EU-FarmBook and a key success factor. On top, thanks to the EU-FarmBook platform, these interoperable databases will also serve education institutes.

Finding common language **-** All partners were immediately challenged on the differences in interpretation of certain EU-FarmBook project and platform jargon such as 'ambassadors', 'knowledge objects', or even common words such as 'end-users'. It was proposed to make a glossary with definitions to avoid misunderstandings.

Multi-linguality **-** Member States have heard too many times that language is the key barrier for practitioners to learn from other EU countries. One of the key roles in WP1 and 2 is the development of an Artificial Intelligence search function smarter than any other database or knowledge reservoir and operable with all EU languages.

Inter Work Package operability or a new EU-FarmBook concept: interWoPerability **-** The awareness of the importance and the first concrete action points of the internal interoperability between the work packages was the absolute priority over the 3-day kick-off. All road maps showed 'interaction with other WPs' as a priority, demonstrating the need for a high level of interdisciplinary collaboration between the WPs.

5. Impact and Key messages

The impact of the online kick-off meeting:

1. A good view on how the huge and long project will be managed
2. Important to be well-informed about the approach, expectations, and global tasks of the consortium
3. The feeling of being part of a great team
4. Anticipation to meet all EU-FarmBook consortium for the physical kick-off meeting in Florence

The impact of the physical meeting:

5. A good overview of the expectations of the European Commission, as the client of the EU-FarmBook platform
6. Being well informed about the do's and don'ts of this new project as lessons learnt from the previous projects were discussed
7. Getting the theoretical determination of the EU-FarmBook platform being a 'one-stop-shop' platform with all high-level knowledge, according to the knowledge pyramid
8. The opportunity to meet all partners in person and expand our professional network
9. The change for learning about the project and platform, resulting in having a better overview of the own tasks in relation to the own work package and in connection with other WPs and other projects
10. The feeling of being part of a great team with a lot of expertise and good vibes to work hard
11. The call to communicate and represent the EU-FarmBook consortium
12. The start-up of the roadmap for each WP

The key messages are:

- Be ambitious
- Keep the focus on practicality and practice-oriented knowledge objects as the platform should mainly serve the farmers, foresters and advisors
- Strive for interoperability with other platforms, databases, and sister projects
- Search for guidelines to identify good quality knowledge objects (KO), as providing all kind of extra info to each KO (so called metadata of KO) and focus on EU and national subsidized project results can help us in the first phases of the project for keeping up the high-quality knowledge in the platform but will not be sufficient for the future platform development
- Spread the word about the EU-FarmBook platform being a reality very soon, although without overpromising and overselling it at this moment
- Work as teams within the consortium over WPs, the so-called interWoPerability, and even with other consortia of the sister projects modernAKIS and ATTRACTTIS. The Lego challenge illustrated not to be competitive but to work as one big team.

6. Annexes

A-1	Online KoM participants
A-2	Online KoM program
A-3	Online KoM ppt presentations
A-4	Online KoM output break-out sessions
B-1	KoM Florence participants
B-2	KoM Florence program
B-3	The EU-FarmBook Journal
B-4	KoM ppt presentations
B-5	KoM search for taglines
B-6	KoM outcomes intra- and interWP sessions of Day 2 & 3
B-7a	KoM inspirational talk by Michael Kaethler
B-7b	KoM Lego challenge by Peter Rakers
B-8	KoM workshop impressions
B-9	EU-FarmBook Communication, Dissemination and Exploitation

EU-FarmBook

Partricipants to the online kick-off – 02/09/2022

	Name	Institution
1	Adrian Vickery Hill	OSMOS
2	Aitor García Pablos	VICOMTECH
3	Alice Minichini	CEJA
4	Anita Dzelme	EUFRAS
5	Anna Patricia Lopez Blanco	EC
6	Anne-Marie Vangeenberghe	ISP
7	Carolina Mendes	Consulai
8	Céline Choquer	REA
9	Christopher Brewster	Maastricht University
10	Daniela Lud	HSRW
11	Diogo Valente	Consulai
12	Dora Miron	LKO
13	Dorleta Garcia	VICOMTECH
14	Dragana Miladinović	EURAGRI
15	Eduard Mauri	EFI
16	Elodie Saucier	IDELE
17	Els Vermeulen	UGent
18	Florence Bedoin	IDELE
19	Giuseppe Tripodi	EFI
20	Hanna Tamsalu	ARC
21	Hans Bosmans	LFG
22	Hercules Panoutsopoulos	AUA
23	Ilsa Phillips	IFOAM
24	Ines Dimi	IDELE
25	Inge De Bo	UGent
26	Iratxe Díez Delgado	MAPA
27	Jakob Wegener	HNEE
28	Joaquim Nogueira Cabral	Consulai
29	Juan Pedro Romero Trueba	MAPA
30	Katharina Seuser	BRSU
31	Konstantin Mihhejev	ARC
32	Laurens Van der Cruyssen	OSMOS
33	Liga Cimermane	EUFRAS
34	Lisa Williams van Dijk	HCC
35	Magda Bou Dagher	EFI
36	Maria Gernert	IFOAM

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37	Marianne Schaaphok	TNO
38	Mario Béjar Fuentes	CEJA
39	Marion Picot	CEJA
40	Mark Redman	HCC
41	Maxime Marois	IDELE
42	Minna Schotten	EFI
43	Montserrat Cuadros Oller	VICOMTECH
44	Naiara Perez	VICOMTECH
45	Panagiotis Stamatelopoulos	AUA
46	Patrizia Proietti	CREA
47	Penny Zafiraki	AUA
48	Peter Paree	ZLTO
49	Peter Rakers	ESSET
50	Philip Verbist	UGent
51	Pieter Spanoghe	UGent
52	Pjotr Dabrowski	CDR BRWINOW
53	Rui Almeida	Consulai
54	Simona Cristiano	CREA
55	Susanne v. Münchhausen	HNEE
56	Szabolcs Vágó	AKI
57	Thomas Sanchez	COPA COGECA
58	Wouter Vandersyppe	LFG
59	Xu Wang	Maastricht University
60	Yaite Cuesta Arenas	ZLTO

EU-FarmBook

Online kick-off – 02/09/2022

9:00	Welcome, Prof. Pieter Spanoghe, Ghent University
9:10	Introduction to the FarmBook project by the coordinators, Inge De Bo (Ghent University & Peter Rakers (Esset Engage) Quick announcement of the assignment for the afternoon
9:30	Grant Management under Horizon Europe by Celine Choquer, Project Officer from the European Research Executive Agency
9:50	EU-FarmBook Project Management, Els Vermeulen, Ghent University
10:10	Presentation of the Work Packages Session 1: Introduction of WP1-2-3 Q&A (15 min) Break **11:10-11:25** Session 2: Introduction of WP4-5-6 Q&A (15 min)
12:25	Closing of the morning session and repetition of the assignment for the consortium partners
12:30	Lunch break
13:30	Presentation by the consortium partners 4 parallel groups Assignment: 1) Present yourself 2) Explain your role in EU-FarmBook. 3) How would you describe the final version of FarmBook today in one sentence? 4) Answer to the question: What challenge (opportunity/issue/risk) would you like to see discussed in general or in your respective WP during the Firenze kick-off?
14:15	Q&A
14:30	Demo of the EU-FarmBook platform, by Laurens van der Cruyssen, Osmos
15:00	General conclusion and closing word

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Welcome

MAKE IT YOURSELF COMFORTABLE

POST YOUR QUESTIONS IN THE CHAT

SWITCH OFF CONCENTRATION KILLERS

BE WELCOME TO REACT

I love to say also something on this question

I share the opinion of what is presented or said

EU-FarmBook

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Spanoghe – Ghent University – Ghost

William Caxton is believed to be the first person to introduce a printing press into England in 1476.

Ref. Aristocratic Fury
@LandsknechtPike

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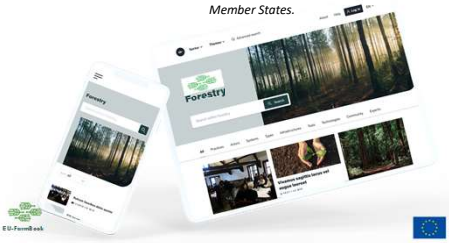
Spanoghe – Ghent University – Ghost

*The **future of innovation** in European agriculture and forestry is based on the improved (digital) **exchange of best practices** between farmers, researchers and advisors from different sectors and Member States.*



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Spanoghe – Ghent University – Ghost

But because he lived in Flanders for 30 years his grasp of English spelling was poor.

He introduced Flemish spelling habits like silent h to English ("ghost" or "Ghent University").

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Spanoghe – Ghent University – Ghost

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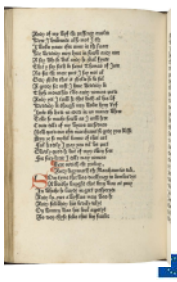
Translation of books

William Caxton is credited with printing as many as 108 books! Many of these books were translations of French books into English. But he was a horrible translator and under pressure to publish as much as possible, he sometimes simply transferred French words into English.



EU-FarmBook

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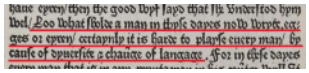
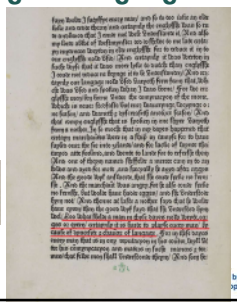
Standardisation of English language

Caxton is credited with helping to standardize English language which consisted of various styles and dialects.

Caxton himself *complained* about *problems of finding a standardized English*. Even simple words like eggs were unknown to some.

"What should a man in these days now write: egges or eyren?





EU-FarmBook

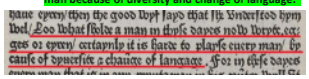
by
pean Union

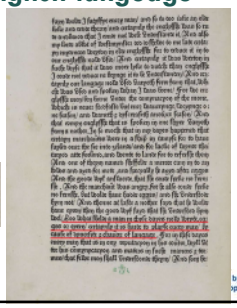
Standardisation of English language

Caxton is credited with helping to standardize English language which consisted of various styles and dialects.

Caxton himself *complained* about *problems of finding a standardized English*. Even simple words like eggs were unknown to some.

"What should a man in these days now write: egges or eyren? Certainly it is hard to please every man because of diversity and change of language."





EU-FarmBook

by
pean Union

EU-FarmBook
SCIENTIFIC COORDINATION
by Inge De Bo
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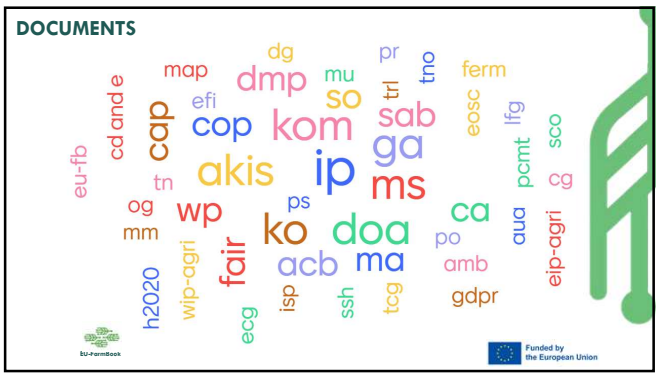
DOCUMENTS
dg
map
dmp
mu
pr
tno
ferm
cd and e
efi
so
trl
eosc
lfg
cap
cop
kom
sab
sco
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wp
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ca
aua
mm
ko
doa
po
eip-agri
fair
acb
ma
amb
wip-agri
h2020
isp
ssh
tcg
gdpr
ecg
EU-FarmBook
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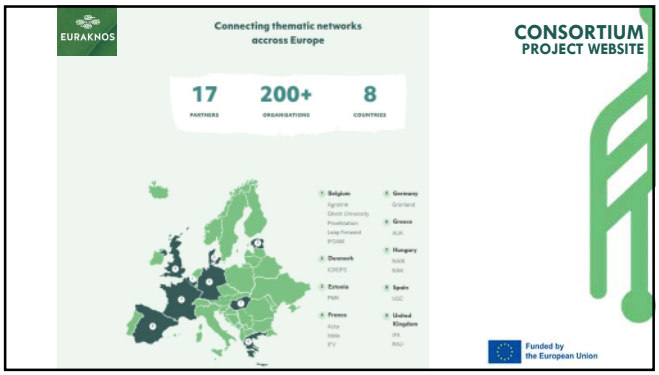
"Life begins after coffee"
NEW ENTRANT COORDINATOR
Inge (De Bo)
HER STORY
SKILLS
TOUCHPOINTS
CHALLENGES
INTEREST
OPPORTUNITIES
EUREKA


EURAKNOS
Connecting thematic networks accross Europe
17
PARTNERS
200+
ORGANISATIONS
8
COUNTRIES
CONSORTIUM
PROJECT WEBSITE
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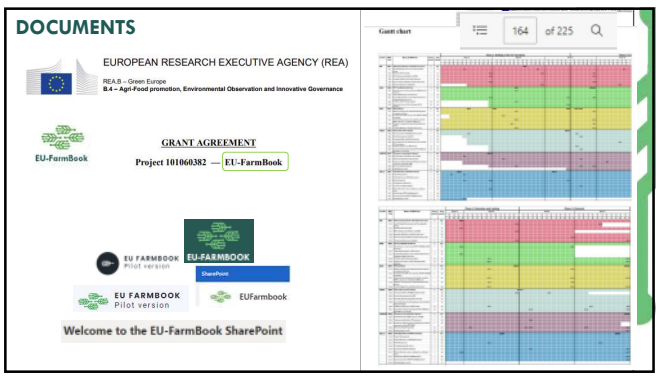
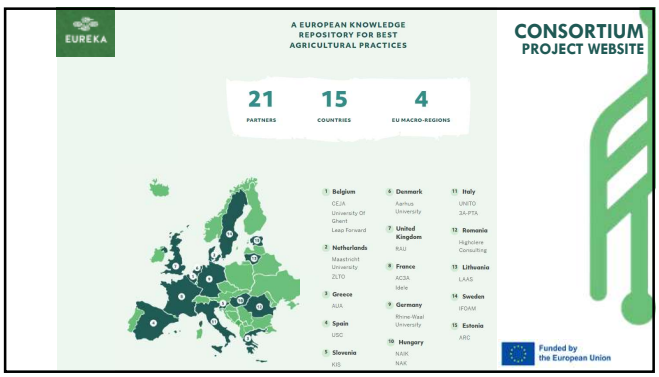

DOCUMENTS
EUROPEAN RESEARCH EXECUTIVE AGENCY (REA)
REA.B – Green Europe
B.4 – Agri-Food promotion, Environmental Observation and Innovative Governance
GRANT AGREEMENT
Project 101060382 — EU-FarmBook
EU-FarmBook
EU FARMBOOK Pilot version
EU-FARMBOOK
SharePoint
EU FARMBOOK Pilot version
EUFarmbook
Welcome to the EU-FarmBook SharePoint
164 of 225


EUREKA
A EUROPEAN KNOWLEDGE REPOSITORY FOR BEST AGRICULTURAL PRACTICES
21
PARTNERS
15
COUNTRIES
4
EU MACRO-REGIONS
CONSORTIUM
PROJECT WEBSITE
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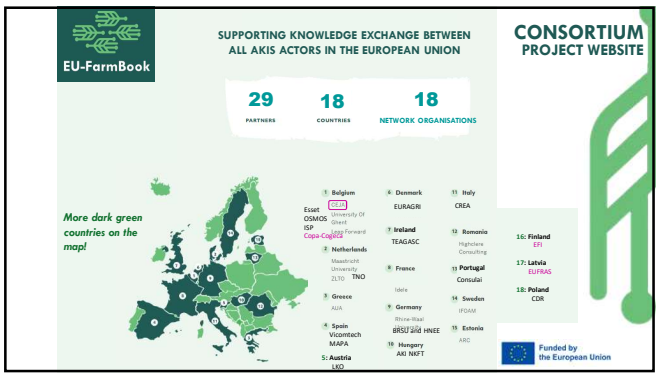
EU-FarmBook
SUPPORTING KNOWLEDGE EXCHANGE BETWEEN ALL AKIS ACTORS IN THE EUROPEAN UNION
CONSORTIUM
PROJECT WEBSITE
29
PARTNERS
18
COUNTRIES
18
NETWORK ORGANISATIONS
More dark green countries on the map!
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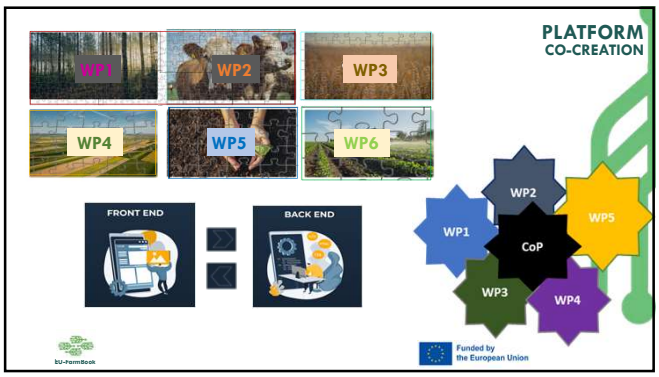
PLATFORM
CO-CREATION
WP1
WP2
WP3
WP4
WP5
WP6
FRONT END
BACK END
CoP
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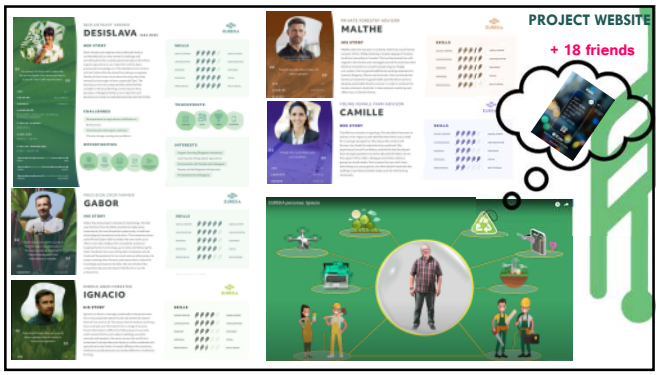
PROJECT WEBSITE
+ 18 friends
DESISLAVA
MALTHE
CAMILLE
GABOR
IGNACIO

U-Bahn-Planungen in Wien
WP = metroline
PLATFORM
CO-CREATION
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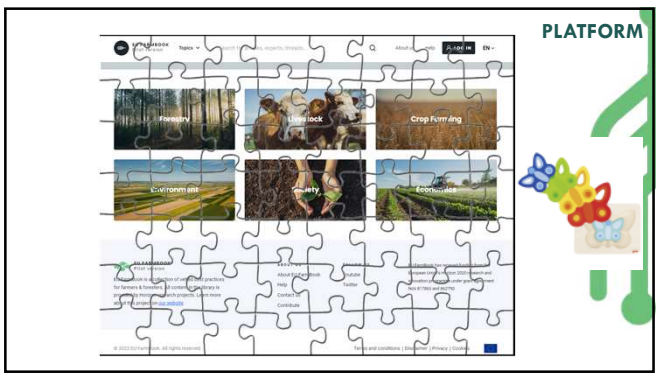
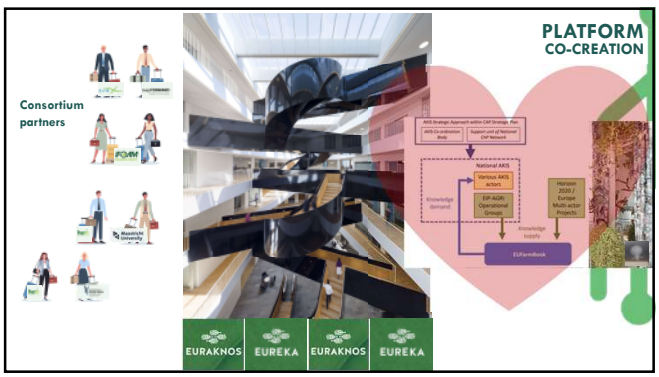

PLATFORM
Forestry
Livestock
Crop Farming


PLATFORM
CO-CREATION
Consortium partners
EURAKNOS
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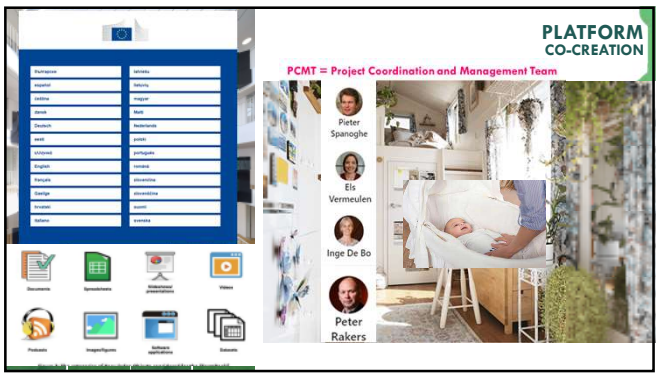
EUREKA


PLATFORM
CO-CREATION
PCMT = Project Coordination and Management Team
Pieter Spanoghe
Els Vermeulen
Inge De Bo
Peter Rakers

EU-FarmBook
Thank you for your attention!
Contact:
Inge De Bo
inge.debo@ugent.be
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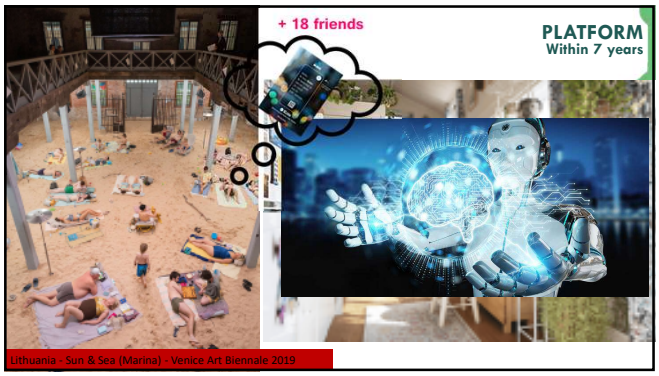
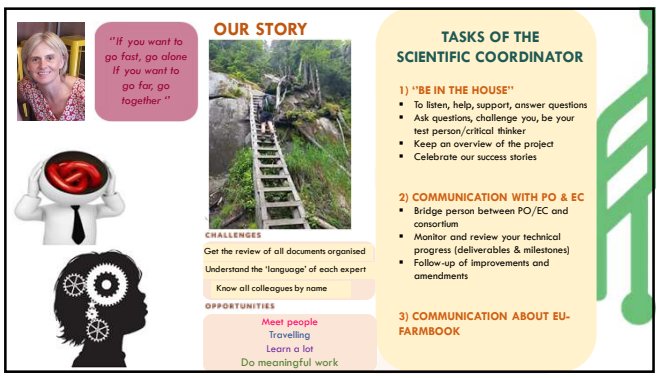

+ 18 friends
PLATFORM
Within 7 years
Lithuania - Sun & Sea (Marina) - Venice Art Biennale 2019


"If you want to go fast, go alone If you want to go far, go together"
OUR STORY
CHALLENGES
Get the review of all documents organised
Understand the 'language' of each expert
Know all colleagues by name
OPPORTUNITIES
Meet people
Travelling
Learn a lot
Do meaningful work
TASKS OF THE SCIENTIFIC COORDINATOR
1) "BE IN THE HOUSE"
To listen, help, support, answer questions
Ask questions, challenge you, be your test person/critical thinker
Keep an overview of the project
Celebrate our success stories
2) COMMUNICATION WITH PO & EC
Bridge person between PO/EC and consortium
Monitor and review your technical progress (deliverables & milestones)
Follow-up of improvements and amendments
3) COMMUNICATION ABOUT EU-FARMBOOK

EU-FarmBook

Introducing strategic coordination in WP6

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Strategic Advisory Board

- **What is it?**
  - (a) Monitor and discuss the operational progress of the project;
  - (b) Guide the direction of exploitation;
  - (c) Link the project results to the lead-users, actors and other stakeholders (farmers, foresters, advisors, funding agencies…)
- **Who's in it?**
  - It will be composed of experts at the EU and international level in the field of innovation in agriculture and forestry (SWG, SCAR, AKIS, FAO, OECD, GODAN, FERM…). **We need** EU strategic thinkers.
- **Workload, estimated 5 workdays per year**
  - Attend strategic (online) workshops in collaboration with the CoP, participate in Delphi panels (online strategic surveys), give advice to the Management Board e.g. during General Assemblies.
- **Candidates? -> send proposal to Inge De Bo**

Robustness in change

6 months | 2 years | 2,5 years | 2 years

Actor uptake & usage EU-FarmBook

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Introducing

Funded by the European Union

Pete(r) Rakers, call me Pete to avoid

confusion with Pieter Spanoghe

Community of Practice

What is it?

The CoP is an **exchange platform for strategic discussions**, where innovation facilitators will map all contextual and operational driving factors which could influence the impact of EU-FarmBook.

Who's in it?

Innovation facilitators from the six EU-FarmBook WPs. If needed with participation of actors from the AKIS and EIP-AGRI community. The CoP will report its findings to the Strategic Advisory Board.

Meeting frequency

The CoP will combine physical and online meetings and activities in a 6-month periodicity.

Candidate? -> Mail Pete(r) Rakers

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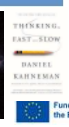
Pete's persona

- Leitmotiv: *Bringing out the best in people*
- Skills: typical all-rounder but passionate about
  - Strategic thinking via foresight methodologies
  - Stakeholder engagement process and design
  - Participatory processes to apply the above
  - Looking from a safe distance how others farm
- Partly independent, partly employed
  - For EU-FarmBook - Strategic Coordinator
  - For Rotterdam School of Management - Student Coach
  - For ILVO - Ethics Advisor ICT AGRI FOOD

Expert@work

Pete(r) Rakers
Cis male
58 years young
Married with Sabine
1 daughter Elke (30)
Lives in Antwerp (BE)



Funded by the European Union

Decision flow

Funded by the European Union

EU-FarmBook
That's all for now
Contacts:
Pete Rakers
peter.rakers@essetengage.com
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EO4EU kick-off meeting

Grant Management under Horizon Europe

Céline CHOQUER
Project Officer, REA.B4
Agri-Food promotion, Environmental Observation and Innovative Governance

Horizon Europe Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and Environment

Commission services involved

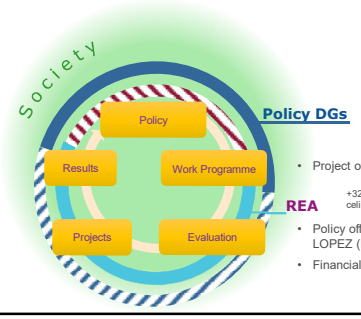
European Research Executive Agency (REA)

Commission General Directorates : Policy | Evaluation and Grant management

Outline

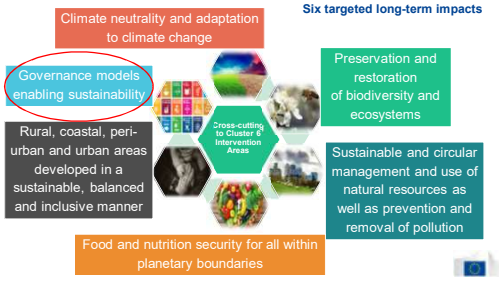
- Your project in the Horizon Europe context
- Horizon Europe Grant Agreement (GA)
  - Reporting & reviews
  - Financial aspects
  - Amendments
  - …
- Outreach – Communication, Dissemination & Exploitation
- Overview of discussion points during GA preparation

From project to results: key contacts



- Project officer: Céline CHOQUER (REA)
  +32 2 299 17 99
  celine.choquer@ec.europa.eu
- Policy officer: Natalia Brzezina / Patricia LOPEZ (DG AGRI)
- Financial officer: PONT Charlotte (REA)

Horizon Europe Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and Environment



What is our role?

- Provide support and advice
- Follow-up implementation, assess reports and deliverables
- Launch interims and final payments
- Facilitate use of project outputs for policy making
- Provide access to communication, dissemination and Exploitation support services

Communication through the coordinator (portal and e-mail)

Every 3 to 6 months short telco to discuss project implementation (planning, deviations, feedback from relevant events)

Horizon Europe grant agreement

Core part

- **Datasheet** – a summary of the specific data of the grant agreement
  - **1.** General Data
  - **2.** Participant
  - **3.** Grant
  - **4.** Reporting, payment and recoveries
  - **5.** Consequences of non-compliance, applicable law and dispute settlement forum
  - **6.** Specific rules Annex 5 & Standard time-limits after project end
- **Articles** grouped in six chapters
  - **Chapter 1** – General (Articles 1-2)
  - **Chapter 2** – Action (Articles 3-4)
  - **Chapter 3** – Grant (Articles 5-6)
  - **Chapter 4** – Grant Implementation (Articles 7-26)
  - **Chapter 5** – Consequences of non-compliance (Articles 27-35)
  - **Chapter 6** – Final provisions (Articles 36-44)

EU FARMBOOK in the Horizon Europe context

- **CL6-GOVERNANCE-01-24**: Supporting knowledge exchange between all AKIS actors in the Member States by means of an EU-wide interactive knowledge reservoir

Budget: 15 MEUR

Cross-cutting priority: Multi-actor approach

Type of Action: Research and Innovation Action

1 proposal submitted and selected for funding

Horizon Europe grant agreement

Annexes

See Horizon Europe Annotated Grant Agreement

- **Annex 1 Description of Action**
- **Annex 2 Estimated budget** – Annex 2a – Additional information on unit costs and contribution
- **Annex 3 Access forms for beneficiaries** – Annex 3a – Declaration on joint and several liability of Affiliated Entities
- **Annex 4 Model for the financial statements**
- **Annex 5 Specific rules** (for Horizon Europe)
  - **Security** (Article 13)
  - **Ethics** (i.e. research integrity) (Article 14)
  - **Values** (i.e. gender mainstreaming) (Article 14)
  - **IPR** (Article 16)
  - **Communication, Dissemination, Open Science and Visibility** (Article 17)
  - **Specific rules for carrying out the action** (Article 18)

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Project participants

Beneficiary
- Signs the grant agreement
- Has all rights & obligations

Affiliated entity
- With a legal or capital link to beneficiary
- Does work and may declare costs

Third party providing in-kind contributions
- Does not work just gives in-kind contributions
- The beneficiary may declare the costs of the contributions

Associated partner
- Does work, but cannot declare costs

Subcontractor
- Does work and invoices the beneficiary
- The beneficiary may declare invoices

Reporting (Article 21)

Keep adequate records & supporting documentation
- can be requested from each beneficary up to five years after the balance is paid.
- Audits untill two years after the balance is paid.

- **Continuous reporting to the F&T portal**
- Submission of deliverables, milestones, etc.
- **Continuous reporting** to the Project Officer: 3 to 6 months progress telco, after an important meeting (such as a General Assembly…), each time there is an important info/results Throughout the action
- **Let us know about progress – results – breaking news**

- **Periodic and final reporting/ Review processes**
- Technical report (Part A & Part B)
- Financial report
- 5 reporting periods (M18, M36, M54, M72, M84)
- More info

Roles in project management

ALL PARTNERS – provide information to Coordinator

Financial Statement: insert data
Technical Report: insert data

SIGN + SUBMIT to Coordinator

COORDINATOR – contact point for reporting

Financial Statements: check data
Technical Report: insert data

SIGN + SUBMIT to REA

Reviews (Article 25)

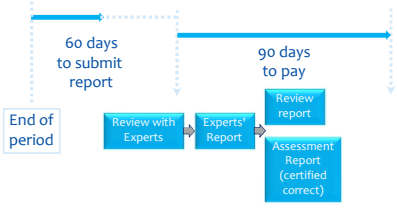
- Held at the end of each reporting period
- Carried out by REA with the support of independent experts
- Meeting organised by the consortium in collaboration with the project officer (Either online or presential with a project meeting such as a General Assembly).
- Presentation of work & results; discussions & clarifications; conclusions and the next steps in project implementation
- The opinion of the Experts taken into consideration by the Project Officer to provide the "certified correct" related to the payment associated to the reporting period in question.

Amendment (Article 39)

- **Amendments may not result in changes that — if known before awarding the grant — would have had an impact on the decision to award the project**
- Consult us informally as soon as possible
- Prepared the amendment electronically and group changes (but request is agreed or rejected as a whole)
- **Explain the situation (justification letter): Keep it simple – straight to the point!**
- Agreement of the consortium
- An amendment enters into force from the moment the parties have signed and changes take effect from that date or if needed a specified agreed date

To be discussed with your Project Officer:
- Internal changes in the budget
- Changes in Subcontracting may need amendment
- Delays in deliverables, with proper justification

Project reporting and monitoring- Project Review process



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Deliverables and milestones

- Public deliverables ('PU') will be published on Cordis (when accepted by the PA):
  https://cordis.europa.eu/projects/en
- Hence excellent quality is expected (also writing style).
- Don't use 'PU' deliverables when you intend to publish in a science journal → possible issues with copyright agreement.
- (Preferable) No deliverables in the last months, except updates & reports.

Open science (Annex 5)

***"Open science"** means **an approach** to the scientific process based on open cooperative work, tools and diffusing knowledge*

(Horizon Europe Regulation and Model Grant Agreement)

1. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results / Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.
2. The beneficiaries must manage the digital research data generated in line with the FAIR principles ("Findable", "Accessible", "Interoperable", Reusable") / Establish + regularly update a data management plan / deposit the data in a trusted repository

See Horizon Europe Programme Guide

Subcontracts (article 6.2)

- For the purposes of the GA, a '**subcontract**' means the purchase of goods, works or services that are identified in Annex 1 as action tasks*.
- Best value for money
- Subcontracts not anticipated in the DoA require amendment
- **You cannot subcontract another beneficiary or affiliated entity**.
- EU FARMBOOK → subcontract foreseen for beneficiary 1 in WP 6 Farmers, foresters and advisors will be invited as consultants/experts to workshops and meetings.

Ethics (Article 14 & Annex 5)

- Obligation to comply with:
  - ethical principles (including the highest standards of research integrity) and
  - applicable EU, international and national law, including the EU Charter of Fundamental Rights and the European Convention for the Protection of Human Rights and Fundamental Freedoms and its Supplementary Protocols.
- No funding can be granted, within or outside the EU, for activities that are prohibited in all Member States.
- The beneficiaries must ensure that the activities under the action have an exclusive focus on civil applications.

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Financial aspects

- Keep **records and supporting documents** (Article 20).
- **Costs** must be **actually incurred** by the beneficiary: i.e. only what is in the beneficiaries (or affiliated partner) books and related to the project is eligible.
- Records for personnel costs – **Timesheets**! (except for staff working full time for the project)
- Webinar with FO on details can be provided.

Communication, Dissemination, Exploitation

Communication:

About the project and results

Multiple audiences
Beyond the project's own community
(include the media and the public)

Inform and reach out to society, show the benefits of research

Dissemination:

About results only

Audiences that may use the results in their own work

e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers

Enable use and uptake of results

Exploitation:

Actual use of the results for scientific, societal, economic purposes or for policy making

All results generated during the project lifetime but also after its end

Horizon Results Platform (based on results, not on projects):
https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform

Visibility of EU funding (Article 17 & Annex 5)

- Beneficiaries of EU funding must display the EU flag and funding statement ("Funded by the European Union" or "Co-funded by the European Union") in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major results funded by the grant.
- The EU flag and funding statement are available in the Grant Agreement and on the Europa website

Outline

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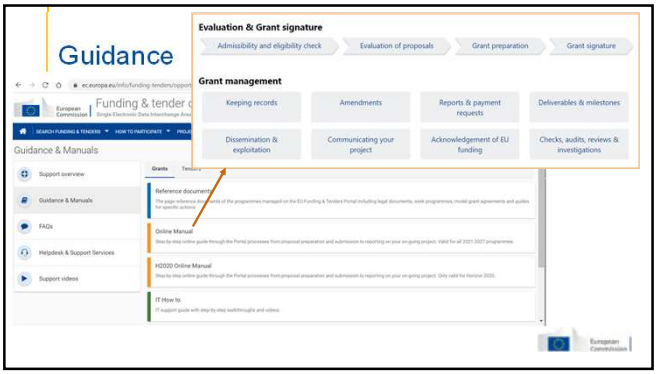
Guidance



Discussion points from GA preparation

- **Establishment of targets for specific objectives:**
- More precise, more ambitious:
- "Collect as many relevant agriculture and forestry practice-oriented materials ('knowledge objects') as possible…" →"Collect relevant agriculture and forestry practice-oriented materials ('knowledge objects') from **50%** of the multi-actor (MA) Horizon 2020, Horizon Europe and EIP Operational Group (OG) projects.". Remark : EC asked for 90 %.

Conclusions:

→ EU FARMBOOK needs the EC support.

→ Let's be ambitious!

CDE support services

@REA_research
@EUgreenresearch

https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

CORDIS

Articles and short videos on **successful projects, projects achievements or results,** projects can also share their news

https://cordis.europa.eu/

Thematic articles and short clips about thought-provoking science and innovative projects

https://horizon-magazine.eu/

HORIZON RESULTS BOOSTER

European IP Helpdesk

Support services to improve dissemination and exploitation of project results and provide guidance on IP issues

https://www.horizonresultsbooster.eu/
http://www.iprhelpdesk.eu/

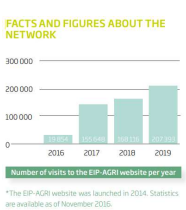
Discussion points from GA preparation

- **Targets fixed for CD&E measures**

- EU-FarmBook platform target: initially 3000 now around 100 000 visitors expected on the platform.
- Other targets discussed (for instance the frequency of the newsletter)

Conclusion:

→importance to work in **synergy with the EIP-AGRI** and to take profit of their developed network. Example: a "section" in the EIP-AGRI newsletter that is produced every month with the most interesting results (new knowledge and innovations) of MAA or other projects included in the EU-FarmBook ?



Eip-agri_achievements_report_7_years_of_innovation_2020.pdf

Discussion points from GA preparation

- Intellectual Property Rights issues concerning “data objects” with two extra deliverables (D6.12 Data Transfer Agreement) and (D6.13-15 Management of legal issues and rights of intellectual outputs).
- Capitalization exercise on EUREKA and EURAKNOS: An extra task and deliverable have been added: T6.9 + D6.16 Outcome of the Capitalization exercise (M6).

Last suggestions

- **Be as green as possible**
  - In the way you manage your project (virtual meetings versus face to face…)
    - Minimise travels and opt for sustainable means of commuting/mobility
  - In the communication support material: reduce printing
- **Promote gender balance** for instance among the speakers when you organise conferences; also in your Advisory Board!
- **Be an ambassador for EU research and innovation**

Thank you!

Work as an expert (europa.eu)

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Register as an Expert

- Evaluation of proposals
- Monitoring of projects
- Evaluation of programmes

Interested? Please join the database of external experts!

Register as expert

As new expert, you will be first requested to create your EU login account and register your profile.

Registered experts can update the profile via the My Expert Area after **login**.

EU-FarmBook

PROJECT MANAGEMENT

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BUDGET & PAYMENTS

- Maximum grant amount: €15.002.554
- Prefinancing payment (32%): € 4.800.817
  - minus 5% 'Guarantee Fund'= **€ 4.050.689**
  - transferred to other beneficiaries without unjustified delay
- Interim payments
  - claimed costs in reporting period, after each periodic report
  - prefinancing + interim payment < 85 % of maximum grant amount
- Payment of the balance
  - after final report
  - balance + 5% guarantee fund

FACT SHEET

Start: 1 August 2022

84 months (7 years)

€15,002,553.75

29 partners

6 work packages

94 deliverables

19 milestones

WORK PACKAGES

- WP01 - Data Management and Infrastructure (MU)
- WP02 – EU-FarmBook Platform (AUA)
- WP03 – Knowledge Networking (HCC)
- WP04 – Eduction and Training (CREA)
- WP05 – Impact: C, D & E (CONSULAI)
- WP06 - Coordination and Management (UGent)

STATUS OF THE FORMAL PROCEDURES

Grant Agreement

- signed by the EC and coordinator
- accessions forms: signed by all beneficiaries

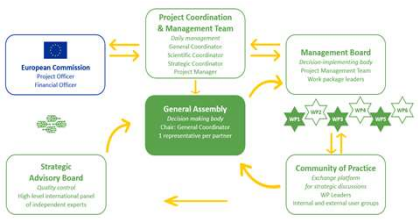
Consortium Agreement

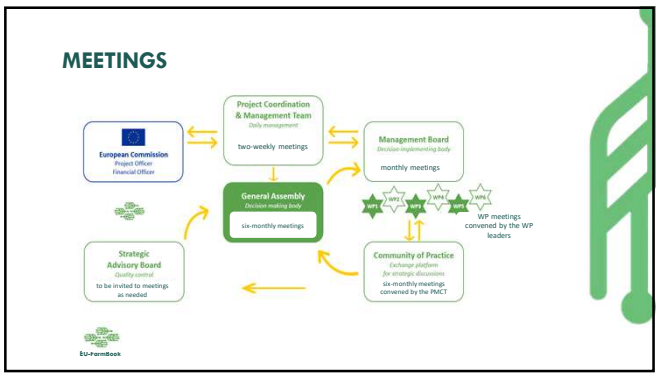
- final version agreed by all partners
- signature procedure ongoing

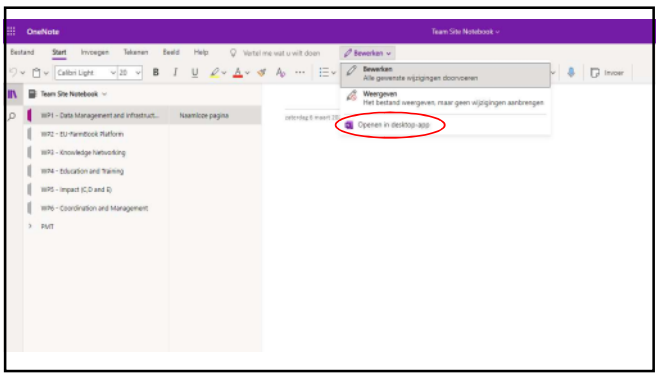
Prefinancing

- received by the coordinator
- in the process of being transferred to the beneficiaries

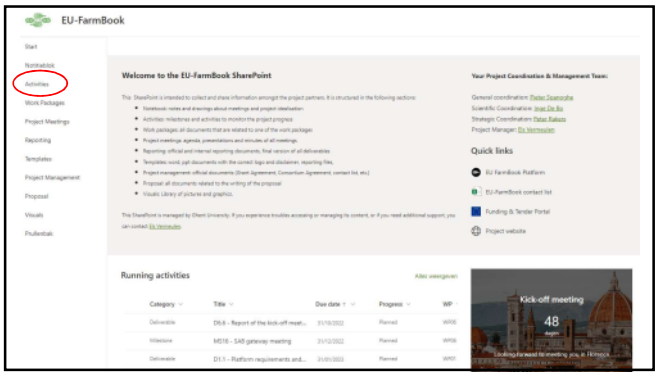
MANAGEMENT STRUCTURE

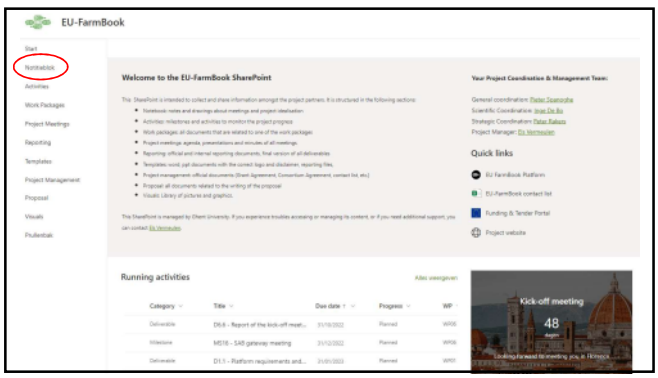



MEETINGS
European Commission
Project Officer
Financial Officer
Project Coordination & Management Team
Daily management
two-weekly meetings
Management Board
Decision-implementing body
monthly meetings
General Assembly
Decision-making body
six-monthly meetings
WP1
WP2
WP3
WP4
WP5
WP meetings convened by the WP leaders
Strategic Advisory Board
Quality control
to be invited to meetings as needed
Community of Practice
Exchange platform for strategic discussions
six-monthly meetings convened by the PMCT
EU-FarmBook


OneNote
Team Site Notebook
Bestand
Start
Invoegen
Tekenen
Beeld
Help
Bewerken
Alle gewenste wijzigingen doorvoeren
Weergeven
Het bestand weergeven, maar geen wijzigingen aanbrengen
Openen in desktop-app
WP1 - Data Management and infrastruct...
Naamloze pagina
WP2 - EU-FarmBook Platform
WP3 - Knowledge Networking
WP4 - Education and Training
WP5 - Impact (C,D and E)
WP6 - Coordination and Management
PMT

PROJECT MANAGEMENT TOOLS
Project Management Handbook:
Deliverable (M6)
Your Holy Bible
More about this at the physical kick-off meeting
SharePoint
https://ugentbe.sharepoint.com/sites/PR202100092
The Holy Bible
EU-FarmBook


EU-FarmBook
Welcome to the EU-FarmBook SharePoint
Your Project Coordination & Management Team:
Quick links
Running activities
Kick-off meeting
48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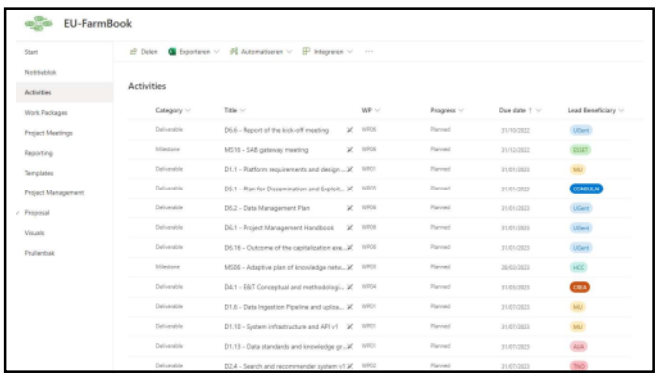
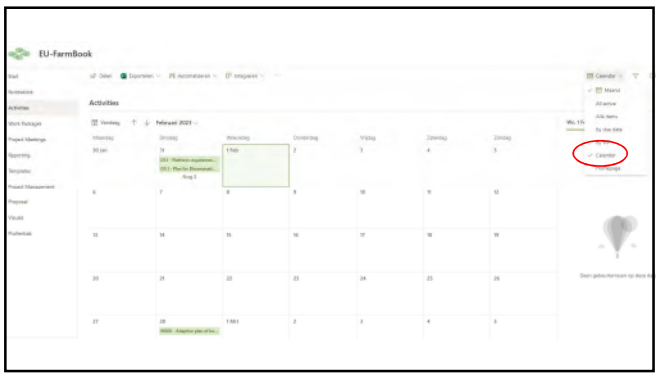
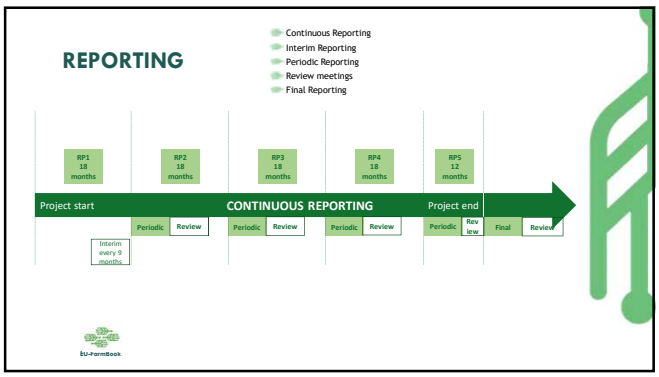
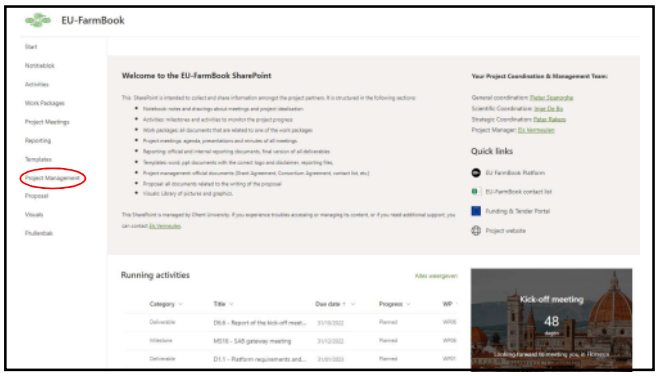

EU-FarmBook
Activities

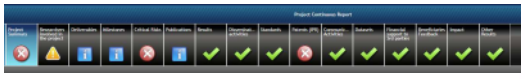


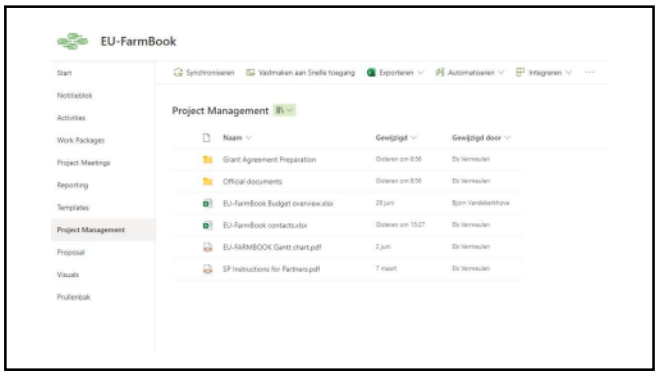




CONTINUOUS REPORTING

- Template: Continuous reporting table (excel document)
- Continuous reporting (F&T Portal)





INTERIM REPORTING

- Internal
- Every 9 months
- Templates:
  - Financial progress report (budget & PM spent)
  - Technical progress report per WP

PERIODIC REPORTING

- 5 reporting periods (RP)

Reporting period	from	to	Report due on
RP1	M1	M18	31/03/2024
RP2	M19	M36	30/09/2025
RP3	M37	M54	31/03/2027
RP4	M55	M72	30/09/2028
RP5	M73	M84	30/09/2029 final report

- Must be submitted within 60 days after the end of each RP
  - Technical report: based on continuous & interim reporting
  - Financial statement (each partner via the F&T portal)

PERSONNEL COSTS

Personnel Costs = Daily rate ✖ Days worked in the project

Daily rate = Actual annual personnel costs for the person / 215

22

RECORD KEEPING

Keep proof of expenses and supporting documentation

- Salary slips
- Timesheets
- Contracts
- Invoices
- Proofs of payment
- Depreciation method
- Tender procedure

PERSONNEL COSTS

Daily rate calculation:

- per calendar year (from January to December)
- except for the months running from the end of the last calendar year until the end of the reporting period.

  For those months, you must calculate a separate partial daily rate as follows:
  {actual personnel costs of the person incurred over those months divided by
  [215 / 12 (months) x number of months from the January until the end of the reporting period]}

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FINANCIAL ASPECTS

Direct costs

- personnel costs
- subcontracting
- purchase costs:
  - travel & subsistence
  - equipment
  - other goods, works & services

Indirect costs

- overhead
- 25% of the eligible direct costs
- not on subcontracting
- automatically

Non-eligible costs

Examples:
outside the project period
no connection with the project
non identifiable or verifiable
deductable VAT

PERSONNEL COSTS

Time sheets:

- use reliable time records (time sheets) either on paper or in a computer-based time recording system

or

- sign a monthly declaration on days spent for the action (EC template)

- fulltime and per work package

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TRAVEL & SUBSISTENCE

- Part of 'Purchase costs'
- Related to the project
- Actual expenses of the beneficiary: actual travel costs or per diems
- In line with the institution's usual practices on travel

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EU-FarmBook

Thank you for your attention

Els Vermeulen
Project Manager
Els.Vermeulen@ugent.be

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EQUIPMENT

- Only depreciation during the project lifetime
- In accordance with international accounting standards & usual accounting practices
- If not exclusively used for the project: only the use for the project can be charged to the project. This percentage needs to be auditable.
- Costs for renting or leasing equipment: eligible as long as they do not exceed the depreciation costs of similar items.

26

REMEMBER THIS

- Follow the procurement rules
- All financial statements must be drafted in euro
- Laptop: standard office equipment
  - not eligible
  - must be payed from indirect costs
- Keep records!

27

EU-FarmBook

Work Package 1 – Data Management and Infrastructure

EU-FarmBook virtual kick-off meeting
Friday 02 September, 2022

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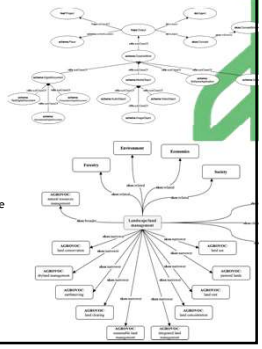
Tasks and Partners

- Task 1.4 Ingestion Guidelines and Quality Assurance
  - Partners: AUA, Ugent, HCC
  - Lasts from M1 to M84
  - … guidelines for third parties to provide input data and knowledge objects, both manually and automated
- Task 1.5 Data standards, modelling and knowledge graph
  - Partners: AUA, UM, IDELE, Ugent
  - Lasts from M1 to M84
  - … update the EU-FarmBook data model (ontology) at suitable intervals, machine readable re-use licenses
- Task 1.6 System Maintenance and Updates
  - Partners: UM, AUA
  - Lasts M12 to M84
  - … maintenance of the-EU-FarmBook's back-end, updating infrastructure where needed



EU-FARMBOOK

WP1: OBJECTIVES

- To provide the back-end of the EU-FarmBook and associated tools
  - enable the ingestion of data (knowledge objects)
  - enable the appropriate labelling of knowledge objects with relevant FAIR metadata
  - update of the EU- FarmBook ontology
- Other specific objectives include:
  - Provide the data management tools and infrastructure for the EU-FarmBook
  - Build on the existing modules and components from EUREKA
  - Improve FAIRness of the ingested data.
  - Update/extend the EUREKA Data Model (Ontology) (both for KO types and topics) & build the EU-FarmBook Knowledge Graph.
  - Maintain the EU-FarmBook infrastructure through the life of the project.

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Immediate Priorities (first 6 months)

- Define the requirements (again) - ensuring this is really reflective of combined expertise of the Project partners
- (Re) build the core backend database
- Ensure VERY easy manual ingestion of knowledge opbjects (very high priority for PR reasons), and provide (semi-) automated ingestion asap.
  - Update guidelines and manual from Eureka state
- Liaise with WP2 to ensure API and interaction is highly optimised (performs well)
- Review current state of Farmbook Ontology, update if needed
- Have fun …

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WP1: Tasks and Partners

- Task 1.1 Core Platform Requirement and Functionality Design
  - Partners: MU, ESSET, AUA, LFG, UGent, Osmos, IDELE, CDR, LKO, TNO, and all WP leaders
  - Lasts from M1 - M72
  - … Will define in collaboration with T3.5 and the CoP (T6.3) the requirements of the back-end, infrastructure, and front-end,
- Task 1.2 Automated Data Ingestion
  - Partners: UM, AUA, Vicom
  - Last from M1 to M72
  - … Will create a data pipeline, upload interfaces, and **build the EU Farmbook knowledge graph**
- Task 1.3 API and Improved Platform Scalability
  - Partners: UM, AUA, Ugent
  - Lasts from M1 to M72
  - … providing the API for interaction with the front-end as well as improving back-end scalability

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EU-FarmBook

Thank you for your attention!

Christopher Brewster
Christopher.Brewster@maastrichtuniversity.nl

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WP2: EU-FarmBook platform

EU-FarmBook virtual kick-off meeting
Friday 02 September, 2022

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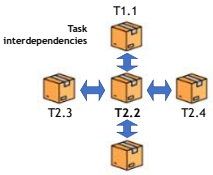
T2.2: Cross-platform front-end interfaces

- Front-end interface design enabling an improved user experience and interactivity.
- Adoption a user-centric approach in the design interface.
- Search-engine optimisation and the exposure of knowledge object-related metadata to ensure findability of both the platform and its individual items.
- Use of analytics to collect feedback on the design and functionality.
- Smooth integration of the chatbot and voice functionalities.



Task results

D2.1 – D2.3
User centred interface design and user modelling (M18, 48, 72)

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WP2 at a glance

- **Task 2.1**: Improving user experience of the FarmBook and its interface
  - Leader: **LFG** Task participants: **AUA, MU, TNO, Osmos** Task duration: **M01** to **M72**
- **Task 2.2**: Cross-platform front-end interfaces
  - Leader: **LFG** Task participants: **TNO, AUA** Task duration: **M01** to **M72**
- **Task 2.3**: Personalized and interactive information delivery chatbot and voice interface
  - Leader: **TNO** Task participants: **MU, Vicom** Task duration: **M01** to **M72**
- **Task 2.4**: Facilitate multi-language support
  - Leader: **AUA** Task participants: **MU** Task duration: **M12** to **M84**
- **Task 2.5**: Continued end-user technical support of the platform
  - Leader: **AUA** Task participants: **LFG, TNO, UGent** Task duration: **M12** to **M84**

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T2.3: Personalized and interactive information delivery chatbot and voice interface

Retrieval engine

Resolution of user queries and delivery of **semantically enriched** search results

Recommender

Recommend items of interest

Conversational interface

GUI-, speech- and text-based access to the EU-FarmBook data

Aims to provide
Personalised,
Interactive
Socially inclusive
information delivery

Task interdependencies

Task results

D2.4 - D2.5 Search and recommender system (M12, 36)
D2.6 - D2.7 Chatbot and voice interface (M30, 48)

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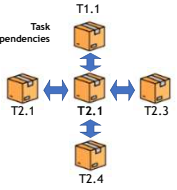
T2.1: Improving user experience of the FarmBook and its interface

- Implementation of a wider and more in-depth user needs analysis for a broader range of actor types.
- Enhanced user modelling to improve the interface design and UX of the EU-FarmBook.
- Iterative user testing to capture shifting user needs and make improvements throughout the project's lifespan.
- Enhanced search search capabilities.
- Further consideration and integration of multi-linguality aspects.



Task results

D2.1 – D2.3
User centred interface design and user modelling (M18, 48, 72)

Funded by the European Union

T2.4: Facilitate multi-language support

- Multilingual access in 24 EU-languages to make the system accessible in the 27 EU MS.
- Search facilities in 24 EU language.
- Availability of alternative original versions of knowledge objects (e.g., videos) will be
- Knowledge objects will be made available using external services (where this is technically feasible), at least in six languages (top 6 of the most spoken languages).
- Metadata multilinguality.

Task interdependencies

Task results

D2.8 Multilingual functionalities (M18)

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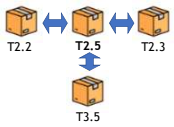
T2.5: Continued end-user technical support of the platform

User interface updates
- User feedback
- User behavior analytics

End-user technical support
- Support user queries
- Training support (User guides)

Task interdependencies



Task results

D2.1 Revised interface and updated personas (M27, 51, 84)

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Prioroties and challenges

- Follow-up and update the user personas journeys
- EU FarmBook recommendation system
- Multi-linguality capabilities (user interface - metadata - knowledge object content)

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EU-FarmBook

Thank you for your attention!

Contacts:
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Panagiotis Stamatelopoulos - pstamatel@aua.gr
Hercules Panoutsopoulos - hpanoutsopoulos@aua.gr

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EU-FARMBOOK

WP3: *Knowledge networking (the 'EU-FarmBook Alliance') and feedback on end-user expectations*

Mark & Lisa, Highclere Consulting

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'Adaptive networking'

EC has very high ambition for using research and innovation (CCO) to enable ALL nine specific objectives of the post-2020 CAP

*-> the EU FarmBook is a key element of DG AGRI's proposed "**strategic approach** for strengthening knowledge flows" from science to practice*

But…there are **huge differences** in the connectivity & functionality of existing national / sectoral AKISs

-> and the **pathways of their further development** during the next seven (7!!) years

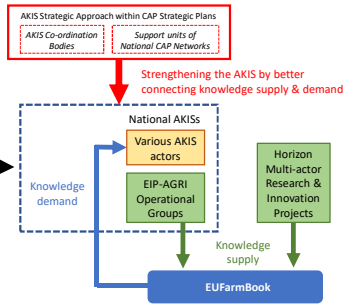
---

Understanding WP3 from the perspective of the 'bigger picture'

The **EU-FARMBOOK** is a **"policy tool"** operating in a specific **"policy context"** for 2021-2027 and beyond

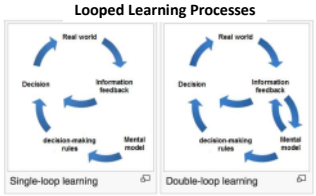
CAP / Horizon R&I >>> AKIS / EIP-AGRI

DG AGRI (June 2021)



How to navigate this complexity?

Looped Learning Processes

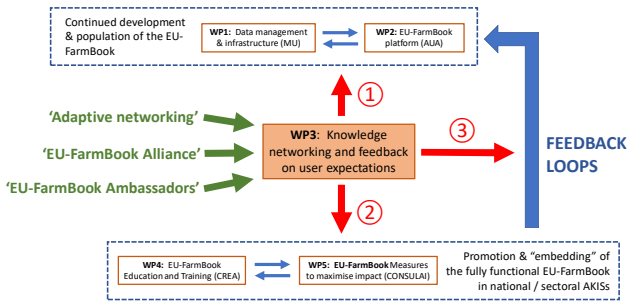


Phases of the Project

- need repeated assessment of key indicators to **understand the 'evolving AKIS ecosystem'** in all MS and sectors
- need **adaptive planning / prioritisation of actions** to respond to the 'evolving AKIS ecosystem' in all MS and sectors
- many tasks over 7 years will need to be **iterative** *(repeated in cycles within the various phases of the project)*
- number of iterations **will vary** depending upon the MS and sector

---

Understanding WP3 from the perspective of the other work packages



'EU-FarmBook Alliance'

a **network** of **institutional AKIS actors** that **connects** the EU FarmBook with

a) the **national AKISs** of all **individual MS:** Coordination Bodies and/or national CAP Network support units
b) selected **key 'sectors' of the CAP:** sectoral AKIS
c) the **community of multi-actor projects** funded by H2020, Cluster 6 of Horizon Europe and the CAP-funded EIP-AGRI OGs

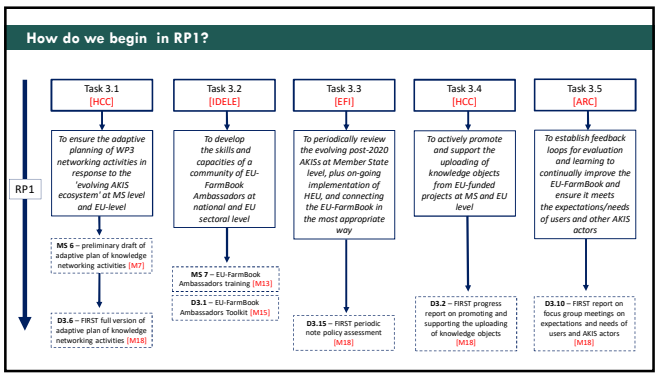
in consultation with the **EIP-AGRI Support Facility**

Partnership agreements

'EU-FarmBook Ambassadors'

18 consortium partners nominated as Ambassadors with **geographical** and/or **sectoral** responsibility covering all 27 MSs to **facilitate, analyse, support, promote,** and **create feedback loops**

Ambassadors Toolkit


How do we begin in RP1?
RP1
Task 3.1 [HCC]
To ensure the adoptive planning of WP3 networking activities in response to the 'evolving AKIS ecosystem' at MS level and EU-level
MS 6 – preliminary draft of adaptive plan of knowledge networking activities [M7]
D3.6 – FIRST full version of adaptive plan of knowledge networking activities [M18]
Task 3.2 [IDELE]
To develop the skills and capacities of a community of EU-FarmBook Ambassadors at national and EU sectoral level
MS 7 – EU-FarmBook Ambassadors training [M13]
D3.1 – EU-FarmBook Ambassadors Toolkit [M15]
Task 3.3 [EFI]
To periodically review the evolving post-2020 AKISs at Member State level, plus on-going implementation of HEU, and connecting the EU-FarmBook in the most appropriate way
D3.15 – FIRST periodic note policy assessment [M18]
Task 3.4 [HCC]
To actively promote and support the uploading of knowledge objects from EU-funded projects at MS and EU level
D3.2 – FIRST progress report on promoting and supporting the uploading of knowledge objects [M18]
Task 3.5 [ARC]
To establish feedback loops for evaluation and learning to continually improve the EU-FarmBook and ensure it meets the expectations/needs of users and other AKIS actors
D3.10 – FIRST report on focus group meetings on expectations and needs of users and AKIS actors [M18]

EU-FARMBOOK
Thank you for your attention!
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lisa@highclere-consulting.com
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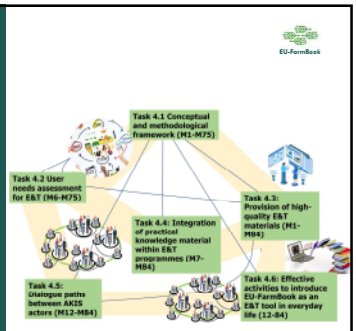
WP4 EU-FarmBook Education and Training



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TASKS

Task 4.3: Provision of high-quality E&T materials (M1-M84)

Gather high-quality E&T materials to enrich EU-FarmBook.
- screening of running projects (M2-24)
- exchanges with new EU/national funded projects (via the WP3 network) (M24-84).

Guidelines for the drafting of high quality and ready to use E&T to be shared within the Horizon programme and other EU-funded research/education programmes.

Support Group to run the screening and to operate as a helpdesk
20 members (WP4 consortium + AUA, HSRW, ZLTO, TEAGASC), 6 experts engaged by rotation within ongoing EU projects. 3 FarmBook Ambassadors (WP3)

WHO? IDELE ARC, CREA, HNEE, EFI, UGent, AUA, HSRW, ZLTO, TEAGASC, IFOAM EU, CDR

Task 4.4: Integration of practical knowledge material within E&T programmes (M7-M84)

Approaches and methods for integrating EU-FarmBook materials within E&T programmes

experiential participatory approach involvement of the collaborative groups

Co-design of new E&T curricula for universities, secondary schools, advisors, farmers and demo farms.

Memoranda of Understanding with at least 1 target entity per MSs

3 narrative videos to share the experiential use of the EU-FarmBook for designing impactful tailor-made E&T programmes

at least 40 educators and trainers empowered

WHO? HNEE CONSULAI, ARC, CREA, EFI, ISP, UGent, IFOAM EU, CDR

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WP4 Goals and partners

To develop approaches, materials and tools to enable all AKIS actors to use EU-FarmBook to strengthen learning environments and support the empowerment and development of individual & collective capacities in a dynamic way, ensuring the effectiveness and circularity of processes of knowledge creation and learning.

WP4	Training and Education						
Participant	UGENT	ESSET	AUA	OSMOS	EFI	CEJA	IFOAM EU
Person/month	31	1	5	20	10	15	10
Participant	CONSULAI	HSRW	HNEE	ZLTO	ISP	TEAGASC	CREA
Person/month	10	5	20	5	20	5	36
Participant	IDELE	ARC	CDR	MAPA	DACC	LKO	AKI
Person/month	20	10	10	3	7	1	5

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Task 4.5: Dialogue paths between AKIS actors (M12-M84)

TASKS

Training materials on current policy issues addressed to a wide range of AKIS actors, including the network of ModernAKIS and ATTRACTISS.

WHO? ISP HCC, CONSULAI, ARC, MAPA, CREA, IDELE, EFI, ISP, UGent, IFOAM EU, AKI, CDR, LKO

Webinars and workshops (Phase 3) to trigger public awareness on policy objectives and increase capacity in creating an enabling environment for interactive innovation.

National workshop (phase 3), in each Member State, aimed **to better link AKIS actors to available knowledge** and support them in pursuing innovative ideas (synergy with the EU-FarmBook Alliance)

Task 4.6: Effective activities to introduce EU-FarmBook as an E&T tool in everyday life (12-84)

Development of impactful activities during (phase 2 & 3) to introduce EUFarmBook as E&T tool for practitioners and civil society

National level / national languages
EU-FarmBook Alliance and cooperation with EU/national projects

The "FarmBook Happy Hour"

Demonstration days

Master classes for farmer-to-farmer E&T

Yearly online thematic workshops for cross-border knowledge exchange

WHO? CREA CONSULAI, DACC, CEJA, ISP, UGent, IFOAM EU, CDR

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TASKS

Task 4.1 Conceptual and methodological framework (M1-M75)

Strategic action plan (M12) to ensure a harmonized development of activities throughout the different tasks and smooth communication with the other WPs

WHO? CREA ESSET, WP4 partners, WP leaders

METHODOLOGY for sampling and engaging 2 collaborative groups (CGs) of targeted users from the EUFarmBook user community (E&T CGs), to discuss E&T needs and creative desig (T4.2 and T4.4).

"EU-FarmBook navigation tool" consisting of guidelines for navigating through the knowledge reservoir, 1 video-tutorial and, if possible, a chatbot (to be created by WP1 and WP2) to assist EU-FarmBook users in their exploration.

Task 4.2 User needs assessment for E&T (M6-M75)

Needs assessment of E&T providers and final recipients (interviews, surveys, etc.) to understand needs in terms of new educational/training materials and of effective use of EUFarmBook,
Identification of content and approaches that will enable the EU-FarmBook to foster lifelong learning pathways.

WHO? Osmos EFI, ARC, CREA, HNEE, UGent, AKI, IFOAM EU, CDR, MAPA

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PRIORITIES

1. Draw up the **strategic action plan** (M12), outline the **methodology for sampling and engaging 2 collaborative groups (CGs)**, set up **criteria for selecting materials**
2. **Screening of running projects**, to be selected and validated/improved basing on criteria set-up in T4.1 (M2-24)
3. Set up the **Support Group** ((WP4 consortium + AUA, HSRW, ZLTO, TEAGASC, 6 experts from other projects) to run the screening and the **collaborative groups (CGs)**

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EU-FarmBook

Work Package 5

EU-FarmBook measures to maximise Impact: Communication, Dissemination & Exploitation

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1. BUILDING AND ENGAGEMENT

STRENGTHEN THE NETWORK

WHAT WILL WE DO?	
• CD&E Plan	• Events targeting OG/H2020/Horizon Europe
• Website	• News and Highlights (Website)
• Social Media Strategy	• Articles (Media)
• Editorial and Content Plan	• Newsletters
• Hybrid Workshops	• Public Relations Workshops
• FarmCafes	• Social Media Posts

WORK PACKAGE ORGANIC

LEADER

CONSULAI

PARTICIPANTS

Ugent | ESSET | MU | TNO | AUA | Vicom | LFG | HCC | Osmos | EFI
CEJA | Copa-Cogeca | IFOAM EU | EUFRAS | EURAGRI | HSRW | HNEE
ZLTO | ISP | TEAGASC | CREA | IDELE | ARC | CDR | MAPA | LKO | AKI Nkft | BRSU

SCHEDULE

2. UPTAKE AND MAINTENANCE

DEEPEN THE RELATIONSHIP

WHAT WILL WE DO?	
• Training Materials for Media Relations	• FarmCafes
• Factsheets	• Events targeting OG/H2020/Horizon Europe
• Webcasts	• News and Highlights (Website)
• One-Minute News Flashes	• Articles (Media)
• Short Videos	• Newsletters
• Social Media Posts	• Public Relations Workshops
• Hybrid Workshops	

0. INCEPTION

PROVIDE TOOLS TO COMMUNICATE THE PROJECT

WHAT WILL WE DO?
• Visual Identity/Communication Guidelines
• Document Templates and Institutional Presentation
• Flyers
• Twittter and LinkedIn. First Social Media Posts

3. OUTREACH AND SUSTAINABILITY

RETAIN AND CONSOLIDATE THE NETWORK

WHAT WILL WE DO?	
• Practice Abstracts	• Articles (Media)
• Final Seminar	• Newsletters
• Google Ads	• Public Relations Workshops
• Storytelling Videos	• Factsheets
• Feedback Loops	• Webcasts
• Social Media Posts	• One-Minute News Flashes
• News and Highlights (Website)	• Short Videos

MAIN KEY MESSAGES (INCEPTION)
EU-FarmBook project is working at Regional and European level, to build an online reservoir platform, gathering agriculture and forestry knowledge.
Based on a co-creation approach and built on EURAKNOS and EUREKA vision, EU-FarmBook will soon be a reality.
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Thank you for your attention!
Rui Almeida
ralmeida@consulai.com
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EU-FarmBook

WP6: COORDINATION OF THE TECHNICAL, MANAGEMENT, FINANCIAL AND STRATEGIC ACTIVITIES OF THE PROJECT

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Task 6.2 – Internal risk assessment

What is it?

- Risk assessment and mitigation via the WP leaders if needed
- Report risks and their status into a risk register on the collaborative platform of the project, accessible to all partners.
- Check the correct application of the Project Management Handbook
- Performance vs commitment vs budget vs resources vs …
- Conflict management in case of …

Feel a disturbance in the force? -> **Contact Pete(r)**

Lead: Peter Rakers

Others: All partners

Period: M1- M84

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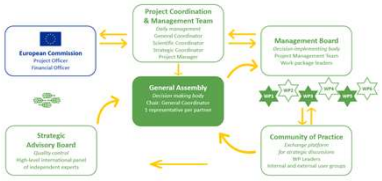
Task 6.1 – Overall project management



Lead: GHENT UNIVERSITY

Others: All partners

Period: M1 - M84

D6.6 Report of the kick-off meeting (M3)
D6.1 Project Management Handbook (M6) + updates

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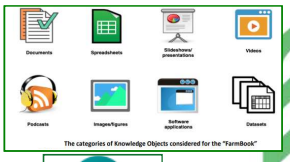
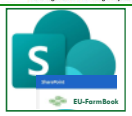
Task 6.3 – Project data management



Close interactions with WP2, WP3, WP4
WP5-WP6: Management of IP



Lead: GHENT UNIVERSITY

Others: All partners

Period: M1 - M84

D6.2 (Project) Data Management Plan (DMP; M6) + updates

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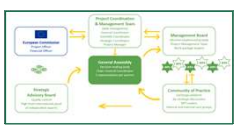
Task 6.2 – Quality assurance & Risk assessment

PCMT

Lead: GHENT UNIVERSITY

Others: Peter Rakers, ossot



General management by **PCMT = Project Coordination and Management Team**:
- Administrative & financial forms
- Internal communication procedures
- Internal review procedures of deliverables & milestones

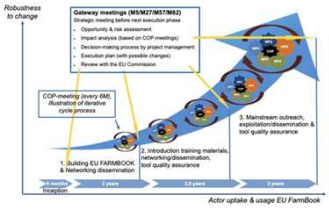
Under subcontraction: **IT expert Philip Verbist** for:
- IT transfer of data-platform to UGent servers
- IT 'translation' of WP1+WP2 to PCMT
- IT communication with Project Officer (PO) and European Commission (EC)

Please inform us about your vacancies related to EU-FarmBook project

Period: M1 - M84

D6.7 Report of consortium and SAB meeting (M33) + updates

Task 6.4 – Community of Practice (CoP)
Task 6.5 – Strategic Advisory Board (SAB)



Lead: ossot, Peter Rakers

Others: All partners

Period: M1 - M84

D6.7 Reports of consortium & advisory board meetings (M33) + updates
MS16 SAB gateway meeting (M5) + **MS17**(M27)/**MS18**(M57)/**MS19**(M82)

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Task 6.6 – Ethical, diversity, science & society, and legal issues

- Intellectual property rights (IPR)
- Privacy (GDPR)
- Memorandum of Understanding (MoU)
- Data Transfer Agreement
- Terms & Conditions

Lead: Ghent University – Pieter Spanoghe, Els Vermeulen, Inge De Bo

Others: All partners

Period: M1 - M84

D6.12 Data Transfer Agreement (M6)
D6.13 Management legal issues and rights of intellectual outputs (M12) + updates

Funded by the European Union

Task 6.9 – Capitalization exercise

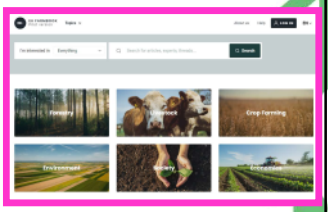
Lead: Ghent University – Pieter Spanoghe, Els Vermeulen, Inge De Bo

Others: All partners

Period: M1 – M6

EURAKNOS EUREKA

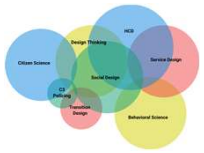
RESEARCH PRACTICE

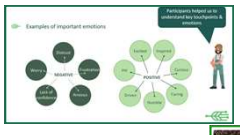


D6.16 Outcome of the capitalization exercise (M6)
Lessons learned from EURAKNOS & EUREKA

Funded by the European Union

Task 6.7 – Social design





Lead: OS///OS – Osmos Network – Laurens van der Cruyssen

Others: All partners

Period: M1 - M84

D6.4 Social design in the EU-FarmBook project (M84)

Funded by the European Union

EU-FarmBook

Thank you for your attention!

Contacts for WP6:
Pieter Spanoghe , Els Vermeulen & Inge De Bo
Pieter.Spanoghe@UGent.be; Els.Vermeulen@UGent.be; Inge.DeBo@UGent.be

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Task 6.8 – Impact assessment

Participative impact assessment of the EU-FarmBook project at two levels:

- Project impact assessment with consortium partners
- Impact co-creation assessment with CoP members

Lead: Ghent University – Daniela Lud

Others: All partners

Period: M1 - M84

D6.11 Impact assessment of the EU-FarmBook (M84)

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Break-out sessions – afternoon online KoM

1. Introduction

Afternoon session

- 4 groups are made randomly for first encounter, new opportunity to meet will be Firenze
- You were invited via a separate link but they also will appear in the chatbox

ASSIGNMENT for the parallel groups

Part A per person orally, one after the other 1 min

1. Present yourself
2. Explain briefly your role in EU-FarmBook

Part B in group, answers written in the chatbox 25 min

3. How would you describe the final version of FarmBook today in one sentence?
4. What challenge (opportunity/issue/risk) would you like to see discussed in general or in your respective WP during the Firenze kick-off?

-> the moderator will handpick a few answers to discuss

-> all inputs are reported and serve as preparatory work for Firenze

EU-FarmBook

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2. Answers on the 2 questions of part B

2.1. All answers gathered in word clouds

All answers on question 3 are processed in the word cloud below:

All answers on question 4 are processed in the word cloud below:

All answers on both questions 3 & 4 are processed in the word cloud below:

2.2. All original answers listed

Question 3 - How would you describe the final version of FarmBook today in one sentence?

3. Opportunity to give visibility to/build capacity on agricultural innovation at EU, national and local level

3. A not to miss and handy resource community, the place to go when in need

3. Intuitive, interactive and high-speed Zenodo with less pdf-s and more automatically translatable KO-s

3. FarmBook is going to be a very important platform in helping new research and will effectively bring many benefits in the visibility of certain topics.

3. I see EU-FarmBook as an unavoidable platform of agricultural and forestry Knowledge due to its usability, quality and exhaustivity of contents (I was referring to end user point of view, seeing everyone else answer seems I missed the precise question, sorry)

3. I think is a good demo version but it’s succeed depends on the stakeholders participation.

3. interconnective communication tool about agri/forestry knowledge on an easy-to-understand base

3. a continuously updating platform that provides personalized and interactive advice on relevant content to a variety of users looking for information on agriculture.

3. EU FarmBook could be a very easy platform that could be accessible for a large panel of end-users. To aim this goal, we must be careful about the quality of date available into the FarmBook.

3. EU-FarmBook will be the catalyst for knowledge exchange and an inspiration for the development in co-creation of new and impactful products, processes and services in the agriculture and forestry sector in Europe

3: FarmBook is a knowledge-supported intelligence system which could help people in agriculture domain (search what they want and recommend what they need)

3. FarmBook: The Wikipedia of agricultural knowledge

3. challenging, making it truly utilized

3. A fully user friendly and intuitive inventory of agricultural knowledge objects that I'd like to see it more as an effective search engine (UI-wise) with extra capabilities.

3. Challenge: simple use of UI; needs-centered delivery of content

3. A marriage of Facebook and Zenodo. (the good part of Facebook, not its "dark side")

3. Knowledge and communication for farm innovators

3. I am sure that EU-FarmBook will achieve its goal of creating a large reservoir of knowledge about agriculture, but my hopes and strengths will be that, both in the process and in the usefulness of this reservoir, farmers will be involved, that this project will have a real-life impact for them

3. Knowledge for resilience - Platform that would enable farmers access to up-to-date knowledge and best practices.

3. A website which contains a wide range of agriculture and forestry related result materials of EU research and innovation programs in a well-structured and easily searchable form to provide knowledge to farmers, foresters and other players of agriculture, with the possibility to make direct contacts among users to share their views...

3. At the end of the project a platform will be ... A platform that provides digital material to the AKIS community with possibilities for easy and fast access to the user's language

3. The final FarmBook will be according to me... A platform showing an example of how sometimes complex information and learnings can be shared on a very easy, accessible, and low-level way. Not only providing for farmers, but also helping researchers to think differently about deliverables and the people they are reaching with their research.

3. A babel fish for human sustenance.

3. ... the answer to long term storage and EU wide spread of agricultural innovation and knowledge.

3. interactive and educative for the multiple users, including actors from the organic sector and facilitates a (practical) knowledge exchange (between the organic and conventional sectors (see differences, similarities etc.))

3. A way with up-to-date content easily to find

3. A consistent and flexible Graph with easy-to-use API and GraphQL endpoint.

3. A platform well designed to translate projects' results into practical tools and learning material at the benefit of several groups

Question 4- QWhat challenge (opportunity/issue/risk) would you like to see discussed in general or in your respective WP during the Firenze kick-off?

4. Communication organization, regular meetings, cross-meetings with other WP-tasks. Not only in leading level. There are many connections between tasks, which could not be overlooked.

4. WP3 common criteria di select the Ambassadors? How to avoid their drop out during 7 years?

4. The AKIS Governance in Spain and the way to involve farmers and foresters in our AKIS Coordination Body using this platform.

4. Multilingual capabilities

4. WP1 Dimensioning of the platform. Collection of user needs. Update of the back end

4. How to achieve participation by end users and interaction with scientific community (how to make rewarding the system for both). And what Hanna said on knowledge levels: specific guidelines on what papers/ documents we are going to upload to the platform and /or translate.

4. challenge: since it is a long project, I guess change of staff inside the participating organizations and how to better deal with that

4. Multilingualism and Search functionality complexity.

4. How to perform the meta-dating of the enormous amount of data with least effort to be able to conversate? How to collect realistic user data for the conversations? How to structurally include users in the different parts of the project?

4. understand what can really determine the success of EU Farmbook, involve users, understand their real needs

4. How to create lasting and value-added relationships and networks for end users.

4. How to meet the current very high expectations for the EU-FarmBook platform, with each target group having its own … (including project partners)

Challenge: the double functions of the EU-FarmBook ambassadors: 1) promote the platform among the EU projects community to provide some KOs 2) know very well the EU-FarmBook features to promote the platform to AKIS (key influencers to potential end-users)

4. create synergies (not overlapping) with other projects

4. Challenge: 1) know user's need (easy way to find what they want)
2) from data to knowledge (we all like FAIR data, but how we deal with no-FAIR data)

4. make people with the knowledge (objects) to upload it in the platform, and users to use it.

4. The challenge this consortium is faced to… The multilingualism of our continent. This brings big technical challenges in translating, indexing, and ordering information. Also, the distributed infrastructure (Different partners + IT systems of the EC) Might bring a lot of complexity that hopefully will never have an impact on the experience of our end-users.

4. The challenge is to collect proper and relevant data and keep them up-do date. Another one is to make the platform user-friendly, as someone mentioned this morning, without need for a manual

4. in case of an ambassador leaves during the project somebody else can be trained to replace?

4. As every consortium, work together taking into account cultural differences and different work methods

4. goals of the platform and how to create some processes so that we can take input from users and incorporate it into our work in an efficient way

4. … the farmers who are not on the digital highway. But, to they have tech-savvy advisers? They could convey this info to them.

4. Getting lost down the rabbit hole > how can we find ways that the platform can create community and better forms of agriculture and forestry without it suffering from the same consequences as many social media platforms?

4. Risk: how to have same communication about EU-FarmBook to the external users?

4. how would that look like in practice on the platform? (Knowledge for organic farmers/advisors and for conventional) with different colors? logos? or no distinction?

4. A complete understanding of the role of each participant, the synergies between all of us, etc

4. The role and importance of the FarmBook Ambassador - how to ensure that the message is heard and understood within countries with different backgrounds and priorities

4. I would like to discuss impact pathways at Firenze, are the pathways described complete, is there anything which needs to be added, where can we take learnings from previous projects into account (especially LIAISÓN, EURAKNOS, EUREKA)?

4. "Needs & Benefits" addressed by the potential users are still not acknowledged by the same.

4. The specific type of content that the platform can provide

4. How to receive from EU EIP-operational groups practical results that might be interesting for FarmBook and end-users

4. Have a clear view of the data flow, from where the "information" is gathered, and how it will be "served".

4. The way EU-FarmBook will deliver useful material strongly depends on others' deliverables.

4. I understand that there is a lot of efforts in making it a well-designed platform with good functionalities, but I am very much in doubt about the content: Who/when/how will we select the relevant content? I got a bit worried in the morning with the idea of putting a lot from many EU projects on the platform but very often the production from those projects is not written for partitioners. I think it is important that we have good content before we "sell" the platform because otherwise people will try it once and never come back again. (I was not in Eureka, but I was quite disappointed when I looked at the articles which are on the demo version)

4. The data is crucial. Sonrisa door mcuadros@vicomtech.org

4. Challenge1: Platform will not be of the quality that fits with what I would expect from it as a project coordinator but instead coordinators will see as another contractual burden. Challenge 2: We spend too much time with us internally (e.g., persona development) instead of working on the fit for purpose platform. Challenge 3: national and other project platforms are promoted at the same time, which will be “competing” with FarmBook

4. Targets groups will be addressed and engaged in other interactive projects, and they also have their own life and duties.
Agree with Florence: how to ensure readable and meaningful material when we do not engage when there is no editing work done in the project.

WP4 will work on it based on active cooperation with other projects and common design about good contents. But yes I believe this is really challenging.

Annex B-1

EU-FarmBook

Participants to the Kick-off meeting

Firenze, 19-21 October 2022

First name	Last name	Institution
Adrian	Hill	Osmos
Aitor	García	Vicomtech
Alice	Minichini	The European Council of Young Farmers (CEJA)
Anita	Dzelme	EUFRAS
Anna	Hermsen	Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek (TNO)
Anna	Pietruczuk	Centrum Doradztwa Rolniczego w Brwinowie (CDR)
Anne-Marie	Vangeenberghe	Innovatiesteunpunt voor landbouw en platteland (ISP)
Aysegül	Yasari	Hochschule Bonn-Rhein-Sieg (BRSU)
Branwen	Miles	Copa-Cogeca
Céline	Choquer	REA (European Commission)
Chiara	Salerno	CREA
Clio	Pype	Leap Forward (LFG)
Daniela	Lud	Hochschule Rhein-Waal, Rhein-Waal University of Applied Sciences
Diogo	Valente	Consulai
Eduard	Mauri	European Forest Institute (EFI)
Elena-Teodora	Miron	LK Österreich
Els	Vermeulen	Ghent University
Florence	Bedoin	Idele / French Livestock Institute
Hans	Bosmans	Leap Forward (LFG)
Hercules	Panoutsopoulos	Agricultural University of Athens (AUA)
Ilsa	Phillips	IFOAM OE
Inge	Van Oost	DG AGRI (European Commission)
Inge	De Bo	Ghent University
Joachim	de Greeff	Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek (TNO)
Joaquim	Cabral	Consulai
Juan Pedro	Romero Trueba	MAPA (Ministry of Agriculture, Fisheries and Food), SPAIN
Katharina	Seuser	Hochschule Bonn-Rhein-Sieg BRSU
Konstantin	Mihhejev	Agricultural Research Centre (ARC)
Lance	O'Brien	EURAGRI
Laurens	van der Cruyssen	Osmos
Leszek	Zukowski	Centrum Doradztwa Rolniczego w Brwinowie (CDR)
Līga	Cimermane	EUFRAS
Lisa	Van Dijk	Highclere Consulting (HCC)
Louis	Powell	Maastricht University
Lúcio	Roque do Rosário	Consulai

Marc	Gibson	Teagasc
Marianne	Schaaphok	Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek (TNO)
Mark	Redman	Highclere Consulting (HCC)
Montse	Cuadros	Vicomtech
Noenja	Joos	Boerenbond
Panagiotis	Stamatelopoulos	Agricultural University of Athens (AUA)
Peter	Rakers	Esset Engage
Peter	Paree	Zuidelijke Land- en Tuinbouworganisatie (ZLTO)
Philip	Verbist	Ghent University
Pieter	Spanoghe	Ghent University
Pille	Koorberg	Agricultural Research Centre (ARC)
Piotr	Dąbrowski	Centrum Doradztwa Rolniczego w Brwinowie (CDR)
Rui	Almeida	Consulai
Saskia	Vandamme	Ghent University
Simona	Cristiano	CREA - PB
Spyros	Fountas	Agricultural University of Athens (AUA)
Susanne	von Münchhausen	Eberswalde University for Sustainable Development (HNEE)
Thomas	Sanchez	Copa-Cogeca
Szabolcs	Vágó	AKI
Wouter	Vandersyppe	Leap Forward (LFG)
Xu	Wang	Maastricht University
Yaite	Cuesta Arenas	Zuidelijke Land- en Tuinbouworganisatie (ZLTO)

Online guests (19/10):

First name	Last name	Institution
Ana Patricia	Lopez Blanco	European Commission
Dora	Miron	LKO
Marco	Sagliocco	European Commission
Maxime	Marois	IDELE
Orsolya	Frizon	European Commission

EU-FarmBook

Agenda kick-off meeting

Firenze, 19-21 October 2022

Day one - 19 October 2022 – CREA Sala Borgioli* - also online & recorded

Meeting link (MS Teams)

TIME	AGENDA	TASKS
12:45	Lunch with the ATTRACTISS partners	Els Vermeulen
Start 13:30 13:45	Social media opening Official welcome Presentation: Policy Background Presentation: EU-FarmBook in the context of AKIS	CONSULAI-team Pieter Spanoghe Orsolya Frizon, DG AGRI - Deputy head of Unit F2 Research and Innovation Inge Van Oost, DG-AGRI - Policy officer research, innovation and AKIS knowledge exchange
14:45	Lessons learnt from EURAKNOS/EUREKA and other projects (part 1) Plenary: Discussing the status of the EUREKA-project as starting point of EU-FarmBook	Session leader: Mark Redman Facilitator: Peter Rakers
15:25	Coffee break	
15:50	Lessons learnt from EURAKNOS/EUREKA and other projects (part 2) Plenary: Lessons learnt from other related projects	Session leader: Mark Redman Facilitator: Peter Rakers
16:40	Plenary consensus on EU-FarmBook What are the expectations of EU-FarmBook according to the EC? What should it be, according to us? What is the gap between the two and how do we close that?	Session leader: Pieter Spanoghe Facilitator: Peter Rakers
End 17:30	Closing of day 1	Session leader: Pieter Spanoghe
19:30	Dinner at own expense (drinks from 18:30) Trattoria Zà Zà, Piazza del Mercato Centrale, 26r	All

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EU-FarmBook

Day two - 20 October 2022 – Starhotel Michelangelo, room Leonardo**

Morning session

TIME	AGENDA	TASKS
08:30	Arrival and accreditations	Inge De Bo
Start 09:00	General Assembly The Project Management Handbook	Session leaders: Els Vermeulen & Pieter Spanoghe
09:30	Interactive speech: "Everything could be otherwise and nothing is as it should be"	Guest speaker: Michael Kaethler
10:30	Intra-WP exploration (break out per work package) State of the art approach on start project Are there intra-WP items that need further clarification? What input do we need from other WP's today Output Draft roadmap and outlook priorities for first 18 months • 5 priority action points/to do's • Identification of 1 risk factor with highest impact on WP • Deliverables (official or intermediate) in this period • Milestones (official or temporary) for this period Free coffee breaks according to WP-program	Session leaders: Laurens Van der Cruyssen & Peter Rakers
12:00	First feedback on the road maps	Facilitator: Peter Rakers
12:30	Lunch	

Link to OneNote for reporting

Annex B-2

EU-FarmBook

Day two - 20 October 2022 – Starhotel Michelangelo, room Leonardo**

Afternoon session

TIME	AGENDA	TASKS
13:30	The Challenge	Facilitator: Peter Rakers
14:30	Inter-WP break outs – Parallel session A 1) WP1+2 meet with WP5 and 3 WP1 and 2 present their execution priorities to WP5 and ask for comments/input/help 2) WP4 meet with WP6 in parallel WP4 presents their execution priorities to WP6 and ask for comments/input/help	Session leaders: Els Vermeulen Peter Rakers
15:00	Coffee break	
15:15	Inter-WP break outs – Parallel session B 3) WP1+2 meet with WP4 WP and 2 present their execution priorities to WP4 and ask for comments/input/help 4) WP5 and 3 meet with WP6 in parallel WP3 presents their execution priorities to WP5 and 6 and ask for comments/input/help	Session leaders: Rui Almeida Peter Rakers
15:45	Session C - Parallel subgroup break out 3 specific topics to be discussed by subgroups Topics tbd according to discussions so far	Session leaders tbd
16:30	Plenary feedback on session C	Facilitator: Peter Rakers
End 17:00	Closing of the day	Session leader: Pieter Spanoghe
18:00	Guided tour through the historical city	All
20:00	Dinner at own expense, Francesco Vini, Borgo dei Greci, 7/r	All

Link to OneNote for reporting

EU-FarmBook

Day three - 21 October 2022 – CREA Sala Borgioli*

TIME	AGENDA	TASKS
08:30	Arrival and accreditations	Els Vermeulen
Start 09:00	Guidance to Communication & Dissemination (WP5)	Session leader: Rui Almeida
10:00	Review of the roadmaps with integration of other WP inputs	Session leaders: WP-leaders
10:45	Presentation of the roadmaps of each WP (10 min/) WP1+2 30 min together WP3, 4 and 6 10 min each	Session leaders: WP leaders Facilitator: Peter Rakers
11:45	Wrap-up & take-home messages	Session leader: Pieter Spanoghe
End 12:00	Closing & goodbye	All

* CREA Offices: Consorzio di Bonifica 3 Medio Valdarno, Viale della Toscana, 21 - Firenze
** Starhotel Michelangelo: Viale Fratelli Rosselli, 2 - Firenze

Link to OneNote for reporting

Annex B-3

October 2022 | Florence | Italy

The EU-FarmBook Journal

The EU-FarmBook project, funded by the Horizon Europe programme, began last August.

The EU-FarmBook project, will build an online reservoir platform, gathering agriculture and forestry knowledge. The project started last August and brings together 29 partners, who are now meeting for the first time in person, in the city of Florence, Italy.

Synergies between projects need to be created

Patrizia Proietti, from CREA to the EU-FarmBook Journal

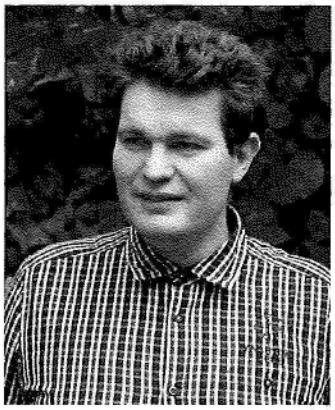
EUFBJ: Florence will host the Kick-Off Meetings of 2 European projects: ATTRACTISS and EU-FarmBook. Does this mean that these projects are 'Better Together'?

Patrizia: EU-FarmBook and ATTRACTISS both aim to contribute to the creation of an innovation ecosystem, fostering knowledge flows and relations between relevant actors, activities, tools, and institutions, for the production of innovative solutions.

Furthermore, EU-FarmBook and ATTRACTISS, together with ModernAKIS, address the same actors and, therefore, synergies between projects need to be created in order not to cause pressure and confusion in the target groups of our actions.

EUFBJ: CREA is also involved in other projects that will have a relevant impact in the European context and in EU-FarmBook. What are their goals?

Patrizia: CREA is currently involved in 401 projects. Some of them have a very relevant impact in the European context and in EU-FarmBook (MODERNAKIS, ATTRACTISS, I2CONNECT or PREMIERE are some examples).



The EU-FarmBook Journal recorded an interview with Pieter Spanoghe, the project coordinator

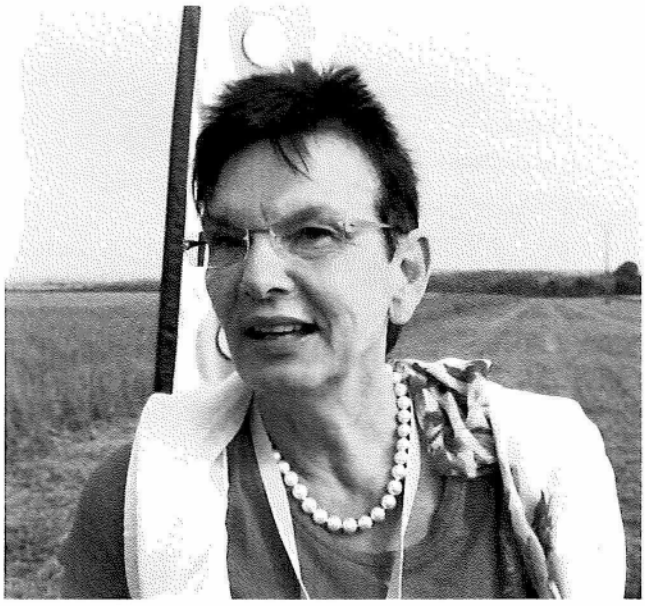
The conversation between the EU-FarmBook Journal and the EU-FarmBook project coordinator, Pieter Spanoghe, from Ghent University, opened with the question: what is the main purpose of this meeting? Pieter answered that all the Work Packages will be able to write their roadmaps, detailing what will be their next steps in the project.

Due to the fact that we will meet in person, that goal will be more achievable.

We invite you to watch the full interview with Pieter Spanoghe, by reading the QRCode.

Our intention when deciding to grant this project was to preserve on the longer term the knowledge generated in so many projects

Inge Van Oost, from DG AGRI to the EU-FarmBook Journal



EUFBJ: What is your expectation of EU-FarmBook?

Inge: Our intention when deciding to grant this project was to preserve on the longer term the knowledge generated in so many projects, be it Horizon multi-actor projects funded under the European Research Policy, or EIP Operational Group innovative projects funded under the Common Agricultural Policy. Most often, such projects produce a lot of material, videos, leaflets, reports, photos, fiches, etc. That information is ready to apply in practice for farmers and foresters. Unfortunately often this material and knowledge disappears shortly after the project ends. This is a huge waste of investment and budget. Therefore we decided to fund one single EU knowledge reservoir for practice. All actors in the Agricultural Knowledge and Innovation System can then use it for as long as possible.

Not only farmers and advisors will profit, but all actors engaged in whatever farming, forestry and rural activities automatically relate to, such as people involved in environment, water, climate, biodiversity and landscape. Not to forget: consumers and citizens, food and non-food systems and including transformation and distribution chains, etc. We notice that even policy makers are interested to learn about the good practices produced by the projects.

EUFBJ: What is according to you most challenging during the EU-FarmBook project?

Inge: We have many projects who have already done efforts to set up databases, for instance on demonstration farms, or on listing advisors from the various MS, or on collecting best practices to reduce pesticide use. The recurring problem is always how to keep these sometimes very useful databases alive after the project ends.

We hope that a good collaboration will grow between the many projects and this unique EU knowledge reservoir for practice: EU-FarmBook. Therefore, project owners should be willing to share their results as widely as possible by means of this single EU database for practitioners. We see this as the duty of all project owners. After all, their projects were all financed with public funding, and thus should serve any taxpayer. The resulting knowledge should stay public and reach as many people as possible (...).

EUFBJ: How would you see AKIS evolve as an exchange system in the future and how can EU-FarmBook play a role in this?

Inge: Under the new CAP rules, Member States are obliged to improve the functioning of their AKIS. Their innovation and knowledge ecosystems should increase knowledge flows between the many actors. Almost all Member States intend now to make databases to collect knowledge in their country and share it. EU-FarmBook can - for free - help to fill those databases with a huge amount of interesting material coming from all over Europe. Countries should of course ensure they use the right IT standards for their database, so that they are interoperable with EU-FarmBook, which can save them a lot of money. And vice versa, EU-FarmBook can broadcast national outcomes on a wider scale. (...)

EUFBJ: What role could DG Agri play in supporting EU-FarmBook?

Inge: We hope EU-FarmBook partners do a good job. We are confident that the translation of practical information in all 23 EU languages will be key to reach all practitioners and AKIS actors across the EU. We heard so many times that language is the key barrier for practitioners to learn from other EU countries. We also see that the Artificial Intelligence search function will become smarter than any other database or knowledge reservoir. (...) We will help EU-FarmBook to connect with all AKIS coordination bodies in the Member States, to promote the material for use in their country. Hopefully we, as DG AGRI, will be able to use it in the next CAP period. It will be an excellent tool to expand our knowledge exchange and innovation services under the European CAP network and give stimulus to implement all that knowledge into practice.

What is the plan for the next days?

Know the Agenda of the EU-FarmBook Kick-Off Meeting.

19/10 | CREA Sala Borgioli

12:45 Lunch with the ATTRACTISS partners

13:30 Social Media Opening
CONSULAI Team

13:45 Official welcome
Pieter Spanoghe
Presentation: Policy Background
Orsolya Frizon, DG AGRI - Deputy head of Unit F2 Research and Innovation
Presentation: EU-FarmBook in the context of AKIS
Inge Van Oost, DG-AGRI - Policy officer research, innovation and AKIS knowledge exchange

14:45 Lessons learnt from EURAKNOS/EUREKA and other projects (Part 1)
Session Leader: Mark Redman, Facilitator: Peter Rakers

Plenary: Discussing the status of the EUREKA-project as starting point of EU-FarmBook
Session Leader: Mark Redman, Facilitator: Peter Rakers

15:25 Coffee Break

15:50 Lessons learnt from EURAKNOS/EUREKA and other projects (Part 2)
Session Leader: Mark Redman, Facilitator: Peter Rakers

Plenary: Lessons learnt from other related projects
Session Leader: Mark Redman, Facilitator: Peter Rakers

16:40 Plenary consensus on EU-FarmBook:
What are the expectations of EU-FarmBook according to the EC? What should it be, according to us? What is the gap between the two and how do we close that?
Session Leader: Pieter Spanoghe, Facilitator: Peter Rakers

17:30 Closing of day 1
Session Leader: Pieter Spanoghe

20:00 Dinner
At own expense. Drinks from 18:30. Trattoria Zà Zà, Piazza del Mercato Centrale, 26r

20/10 | Starhotel Michelangelo, Room Leonardo

08:30 Arrival and accreditations
Inge De Bo

09:00 General Assembly
The Project Management Handbook
Session Leaders: Els Vermeulen & Pieter Spanoghe

09:30 Interactive speech: "Everything could be otherwise and nothing is as it should be"
Guest Speaker: Michael Kaethler

10:30 Intra-WP exploration (break out per Work Package)*
Output: Draft roadmap and outlook priorities for first 18 months*
Session Leaders: Laurens Van der Cruyssen & Peter Rakers

12:00 First feedback on the roadmaps
Facilitator: Peter Rakers

12:30 Lunch

13:30 The Challenge
Facilitator: Peter Rakers

14:30 Inter-WP break outs – Parallel session A*
Session Leaders: Els Vermeulen & Peter Rakers

15:00 Coffee Break

15:15 Inter-WP break outs – Parallel session B*
Session Leaders: Rui Almeida & Peter Rakers

15:45 Session C - Parallel subgroup break out 3 specific topics to be discussed by subgroups
Topics to be decided according to discussions

16:30 Plenary feedback on session C
Facilitator: Peter Rakers

17:00 Closing of the day
Session Leader: Pieter Spanoghe

18:00 Guided tour through the historical city

20:00 Dinner
At own expense. Francesco Vini, Borgo dei Greci, 7/r

21/10 | CREA Sala Borgioli

08:30 Arrival and accreditations
Els Vermeulen

09:00 Guidance to Communication & Dissemination (WP5)
Rui Almeida

10:00 Review of the roadmaps
With integration of other WP inputs. Session Leaders: WP Leaders

10:45 Presentation of the roadmaps of each WP (10 min)*
Session Leaders: WP Leaders Facilitator: Peter Rakers

11:45 Wrap-up & take-home messages
Session leader: Pieter Spanoghe

October 2022 | Florence | Italy

Weather

Wednesday, 19 October 2022
Florence, Italy
Maximum: 27°
Minimum: 11°

Thursday, 20 October 2022
Florence, Italy
Maximum: 27°
Minimum: 12°

Friday, 21 October 2022
Florence, Italy
Maximum: 24°
Minimum: 16°

Spot the differences

Correct Version

EU-FarmBook

EuFARMBooK

Crossword Puzzle

Horizontal

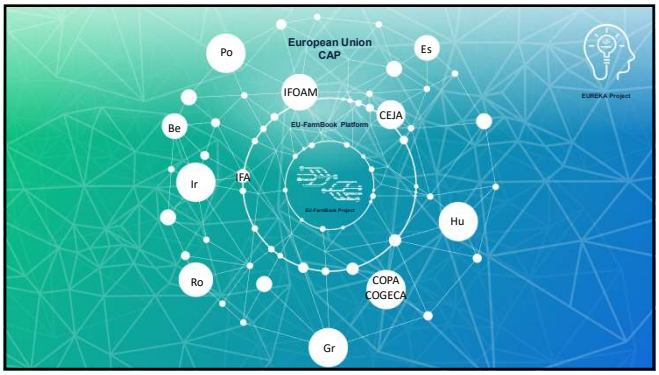
1. Number of partners
4. Work Package 4 will enable all...actors to use the EU-FarmBook to strengthen learning environments and support the empowerment and development of individual and collective capacities in a dynamic way
6. Work Package 2 will focus on the development of the overall...and end-user interface, which will be available in both desktop and mobile versions
8. Work Package 5 will carry out dissemination, exploitation, and...activities at multiple levels to ensure the desired reach and impact of the project
9. Name of the beautiful city where we are
10. Organization hosting EU-FarmBook KoM

Vertical

2. Work Package 3 will form the bridge between the building of the EU-FarmBook in Work Packages 1 and 2, and dissemination and...in Work Packages 4 and 5
3. Work Package 1 will provide the database/IT "back-end" of the EU-... and associated tools
5. In Work Package 6, we will mitigate risks and maximise the...by facilitating and strengthening the Community of Practice (CoP) throughout the phases of the project
7. In EU-FarmBook we are better...

EU-FarmBook

Welcome to EU-FarmBook



Pope Marcellus II

Pope Marcellus II

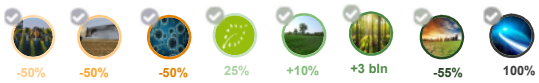
Marcello Cervini degli Spannochi

EU-Farmbook
Kick off meeting
Policy background

19th October 2022

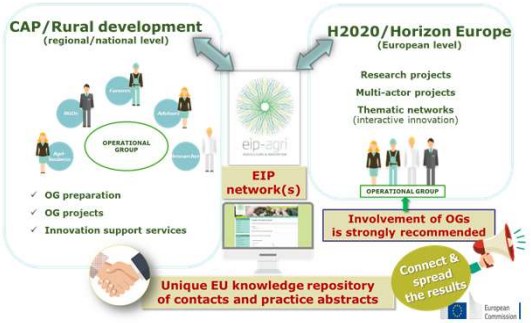
Orsolya FRIZON
Deputy Head of Unit
DG Agriculture and Rural Development
Unit F2 Research and Innovation

R&I are key enablers…



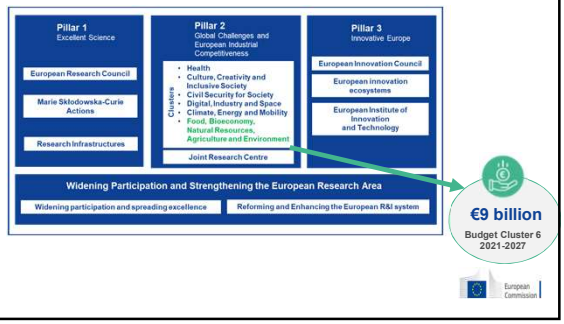
The European Green Deal

How research knowledge connects with farmers?



CAP post 2020

Horizon Europe: structure



Horizon Europe Cluster 6: Governance

Horizon Europe – EU Research Framework Programme 2021-2027

Strategic Plan 2021-2024:

'Key research areas include Agricultural Knowledge and Innovation Systems in in accelerating the transition to sustainable, low ecological footprint, healthy and inclusive food systems.'

Work Programme 2021-2022:

Destination 7 – Innovative governance, environmental observations and digital solutions in support of the Green Deal: Strengthening agricultural knowledge and innovation systems

- Broaden EIP Operational Group outcomes across borders
- **Supporting knowledge exchange between all AKIS actors in the Member States**
- Improving national AKIS organization in a co-creative process across the EU
- Deepening the functioning of innovation support
- Developing EU advisory networks on consumer-producer chains
- Thematic networks to compile and share knowledge ready for practice

Link with other projects

Project developing models and standards…

EURAKNOS

EUREKA

EIP-AGRI operational groups

Horizon Europe and Horizon 2020 MAA projects

ModernAKIS

Attractiss

Topic: Improving preparation of multi-actor projects

…as many relevant as possible …

Scope of the topic: Supporting knowledge exchange between all AKIS actors in the Member States

- **Knowledge tool:** Create the open source knowledge tool to serve knowledge interactions withing the EIP-AGRI network and MSs AKISs, also to help **emergence of cross-border connections for collaboration** on knowledge and innovation
- **Communication:** Develop interactive communication activities on the outcomes of projects in the reservoir, so that the **knowledge comes to life through workshops and encounters between AKIS actors**
- **Education:** Use the collected material to develop **educational material** and for encouraging **on-farm demonstrations,** exploited across Europe through **real live, group and one-to-one**, as well as through virtual activities.
- **Multilingual:** explore the possibilities for **translation into (all) EU languages** and run for 7 years
- **Multi actor project**

Thank you for your attention!

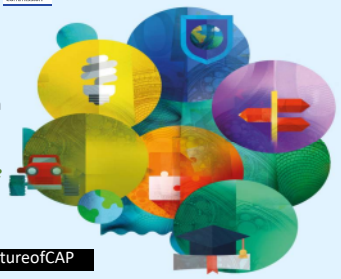
Expected outcomes of the topic: Supporting knowledge exchange between all AKIS actors in the Member States

- ✓ **Knowledge** sharing is increased, innovation and digitalisation in agriculture and rural areas is fostered their uptake is encouraged
- ✓ **Capacity building** through sharing of practical innovative know-how and develop a well-functioning AKIs is increased
- ✓ A digital **EU WIDE knowledge reservoir** for practice interoperable with the EIP AGRI and national/regional AKIs practice databases is created

COMMON AGRICULTURAL POLICY
2023-2027

European knowledge and innovation knowledge sharing for practice

EU FARMBOOK in the context of the CAP AKIS Strategic approach

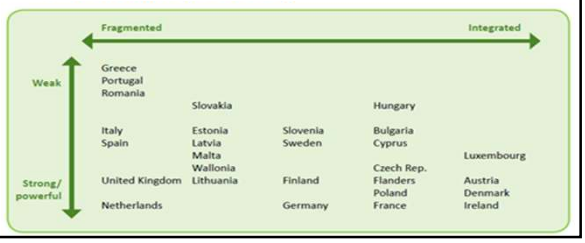


Inge Van Oost - DG AGRI
European Commission
Kick-off Meeting Florence
19 October 2022

#FutureofCAP

PROAKIS study: Characterising MS' AKIS

An overview shows the huge diversity, thus flexibility needed



The AKIS at the heart of the agricultural innovation ecosystem

What is an Agricultural Knowledge and Innovation System (AKIS)?

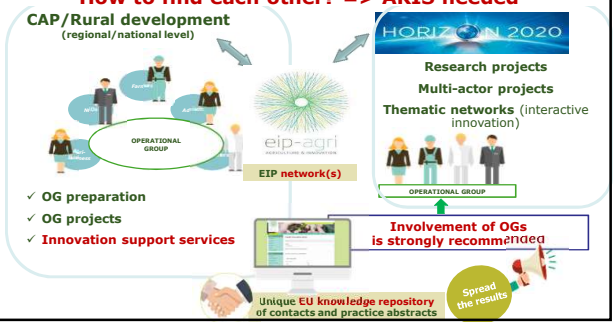
What: *AKIS is the organisation and interaction of persons, organisations and institutions who* ***use*** *and* ***produce knowledge and innovation*** *for agriculture and* ***interrelated fields. (def)***

Who: *The main players of the AKIS are: farmers/foresters, advisors, researchers, (farmer) organisations, NGOs, networks, retailers, media, services, various ministries…: they all produce and need knowledge!*

Why: *The aim is to create a* ***regional/national*** *innovation ecosystem by enhancing knowledge flows between the AKIS players as well as strengthening links between research and practice.*

Brief "What is AKIS": https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/key_policies/documents/building-stronger-akis_en.pdf

Connecting policies: the bigger EIP picture: How to find each other? => AKIS needed



AKIS at the heart of the agricultural innovation ecosystem => Cross-cutting CAP support to Systematically share Knowledge and Innovation in Agriculture and rural areas

including in whatever farming and rural activities automatically relate to (= environment, climate, biodiversity, landscape, consumers and citizens, food and non-food systems including transformation and distribution chains, etc)

Where does the AKIS policy come from?

In their 2008 declaration, the researchers of the Standing Committee of Agricultural Research (SCAR) stated that the ***classical linear research model does not function anymore*** *to have real impact in the field. The current CAP AKIS policy and potential interventions can make use of the current formats and experiences from MS. Experts from about 24 MS from the SCAR Strategic Working Group collected this in the AKIS4 report, and based it on their discussions and own practical experiences. In the report much about AKIS in all its aspects is explained and a long series of possible types of interventions and concrete examples given. The report is available on the Europa "Future CAP" website and is called "Report: preparing for future AKIS in Europe". You can download it here:* https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/future-cap#innovation *or ask to you a paper copy*

The EIP-AGRI in short: same principles in AKIS

- The EIP-AGRI applies an overarching *"Open innovation"* concept based on the **interactive innovation model** (applied in RD Operational Groups and H2020 Multi-Actor projects):

> Collaboration between various actors to make **best use of complementary types of knowledge** (scientific, practical, organisational, etc) in view of **co-creation** and **quick spreading** of solutions/opportunities **ready to implement in practice**.

- **EU wide EIP network** linking actors: communication, partnering, dissemination, knowledge flows and collecting practice needs *(Open science)*

European Commission

"I not only use all the brains that I have, but all that I can borrow"

Woodrow Wilson –
President of the USA, 1913-1921

Agriculture will be more and more knowledge-intensive

EIP-AGRI – What did we achieve?

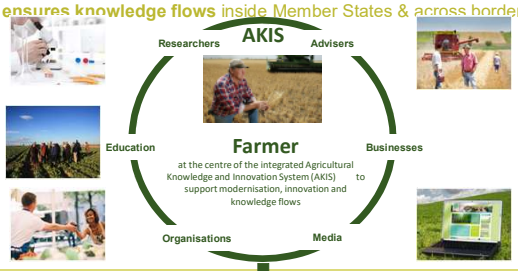
- ✓ *26(27) Member States, 98 rural development programmes implementing EIP Operational Group "innovative projects"*
- ✓ *in 2014-2022 (7 years) more than 2500-3000 OGs running or finished (still 3,2 years to go) – **1 bio €***
- ✓ ***Next CAP draft plans: 6500 OGs for only 5 years***
- ✓ *190 multi-actor projects under Horizon 2014-2020 (two thirds of total projects) for **1 bio Euro** – again many more to come….=> A growing and thriving network:*

An increasing volume of practice-oriented knowledge to be managed!

www.eip-agri.eu

European Commission

WHY focus on AKIS? A reinforced AKIS integrates all AKIS actors and ensures knowledge flows inside Member States & across borders

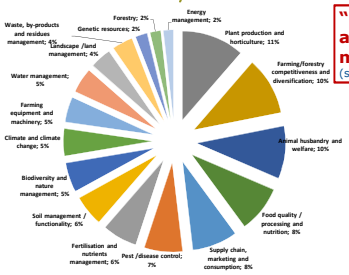


A good AKIS strategy will bring actors together on a structured and regular basis, creating continuous interaction to speed up knowledge exchange, knowledge flows, innovation and most of all: implementation in practice

A wide variety of OG project subjects:

Green Deal 'avant la lettre': already about 65% of OGs on environmental-climate issues

"EIP" OG projects even act as a test bed for CAP measures
(see IE example - EIP seminar Sep 2021)



Focus on environment & climate (65%)

- ❑ Sustainable pest/disease control
- ❑ Smart fertilisation / Soil quality
- ❑ Animal and plant health
- ❑ Supply chain innovation
- ❑ Biodiversity management
- ❑ Organic farming productivity
- ❑ Digital-based solutions
- ❑ *…and more*

Source: European Commission – official data in SFC (May 2021)
Note: dissemination obligation only after the project finished, so not all running projects are included

From EIP-AGRI 2014-2020 to AKIS Strategic Plans post 2020 & Green Deal relevance: We need continuation + change….

European Commission

"The next big thing will be a lot of small things"

21 September 2016
(Thomas Lommee)

Provisions on modernisation in the CAP Strategic Plan Regulation 2023-2027

Funding innovative projects…..

…..will now be supported by a whole innovation ecosystem systematically interlinking people and projects (AKIS)

European Commission

Farm advice organised within the AKIS structures in CAP Strategic plans (art 78 & 15)

- ✓ *Advising farmers and other beneficiaries of CAP support to be included in the CAP plans*
- ✓ ***All advisors shall be integrated within the AKIS** in an inclusive way, to be able to cover **economic, environmental and social dimensions** and to **deliver up-to-date technological and scientific information** developed by R&I ("**qualifying**" advisors) – useful for KR*
- ✓ *Advisors must be **impartial** and be able to provide **Innovation support**, **in particular for preparing and implementing Operational Group projects of the EIP AGRI** – making use of EU/national KR*
- ✓ ***Obligatory training for advisors** - making use of EU/national KR*

European Commission

CAP plans post 2020 – main new AKIS issues

- The CAP Strategic Plans regulation provides **many new or improved tools for AKIS** under the Cross-Cutting Objective:

-**Farm advice**: MS must have impartial advisors integrated within the AKIS covering all sustainability fields with up-to-date K&I, **obligatory training**

-Support for **knowledge exchange** and information events, including for advice, demo and training, **thematic and cross-sectorial events**

-Obligation to provide **innovation support for OGs - from grassroots ideas**

-**CAP networks** (Art. 113): will connect **existing OGs to collaborate** & interact with **Horizon Europe NCPs** (seminar June 2021 on EIP website, seminar AKIS autumn 2022)

-EIP Operational Groups (Art. 114): **80% cofinancing instead of 43%**

-**100% support for non-productive investments for OGs**

-**Advance payments up to 50%** for OGs

-**State Aid derogation till 350.000 Euro project for OGs**

AKIS in CAP Strategic Plans (Art.114)

The CAP Strategic Plans shall contain:

1. Their contribution to the cross-cutting objective related to fostering and sharing of knowledge, innovation and digitalisation, notably by describing:
   - **The** (future) **organisational set-up** of the **AKIS:** *which organisational improvements are needed? (based on a SWOT)*
   - How **advisors**, **researchers** and **CAP networks** **will work together within the framework of the** (*future*) **AKIS**, e.g. developing knowledge reservoirs
   - **How advice and innovation support are provided**
2. A description of the strategy for the development of **digital technologies** in agriculture and rural areas

Actions related to AKIS Strategic Approach: KNOWLEDGE FLOWS

1. Enhancing knowledge flows and strengthening links between research and practice: incentivise researchers for their impact beyond academia, e.g. in their careers, by making practice ready outputs, meet practitioners frequently/thematic events, organise on-farm demonstrations where farmers and researchers meet and talk, education for researchers on interactive innovation approaches etc
2. Strengthening farm advisory services within MS' AKISs: capturing and sharing farmers' needs, acting as innovation brokers/facilitators, participating in and sharing knowledge from OG innovative projects, advisors' training and thematic events to update knowledge, cross-visits (learning peer-to-peer), spend time with researchers,…
3. Incentivising interactive innovation projects (OGs, H2020 MA): help connecting actors, facilitating cross-border and transnational calls/knowledge exchange, establish innovation support services to develop projects and capture farmers' foresters needs and innovative ideas, support intergenerational renewal by experts' collaboration…
4. Support digital transition in agriculture: EIP OGs on digital innovation, build, interlink and make use of knowledge reservoirs for practice, digital skills development,…

How can CAP networks help strengthening innovation and knowledge exchange on all 9 CAP objectives?

1. **Collect and share outcomes** of 3200+ EIP OGs from current CAP, and of 190 H2020 multi-actor projects + future Horizon Europe MA proj. (+ filtering & translating)
2. Make use of the EIP website + **knowledge reservoirs** being prepared under H2020
3. **Connect OGs with Horizon** projects = great added value. The Horizon 2020/Horizon Europe (HE) dimension of the EIP-AGRI induces the need for intensifying CAP innovation networking and **regular and efficient interaction** with Horizon Europe National Contact Points. **Keep the inventory of OGs and advisors up to date!**
4. All this **material provides great input for local AKIS actors** (farmers, advisors, education, trainers, media, businesses, researchers,..): **training** for farmers and for advisors, peer-to-peer events, **demonstrations**, **website**, **e-learning, education, Innovation Support** (link to ATTRACTISS), …
5. **Organising events to link and network AKIS actors** for future cooperation

Main AKIS action points post 2020 CAP plans at MS level:

CAP networks, impartial advisors and researchers at MS level to improve collaboration within the AKIS for increased innovation and knowledge flows:

1. MS' CAP networks tasks and objectives:

- Provide for more **learning (=filtering, translating, summarizing**) from all 3000 EU OGs and MA projects on EU EIP website => knowledge exchange **among MS**
- Organize a variety of knowledge **events** between in your country between AKIS actors **including all** in the knowledge-exchange and knowledge-building process
- Be more active on **linkages between OGs and the Horizon Europe projects:** capture the results and added value of the policy at European level (HE NCPs)
- **Foster innovation: support to OGs within the MS and across borders**

2. Researchers more closely involved in the AKIS: (inter)acting on farmers' needs/opportunities, and rewarded to do so. Researchers to join specific "multi-actor" activities and **publish for practice** and advisors' back-offices too. "Partnership agreement" of Agri Ministries in particular with research and innovation ministries.

Interaction within the Horizon 2020/Horizon Europe (HE) dimension of the EIP-AGRI by the CAP networks

1. The synergies organized between Horizon projects and EIP Operational Groups induces the need for intensifying innovation networking with Horizon Europe National Contact Points: a monthly encounter could be useful
2. Promote and make OGs visible: **database** with all OGs in the MS + contacts + thematic categorisation
3. Follow the yearly Horizon Europe calls and be pro-active: present the topics to your OGs, make a brokering event with your OGs, advisors and researchers, think about cross-border events around specific topics in the call where OGs could join. Horizon consortia mostly do not find the OGs they would like to have in their project
4. Also when Horizon projects are running, OGs or their partners may still be invited to events of their interest: give them support

European Commission

Main AKIS action points post 2020 CAP at MS level:

3. More, more frequent and more diverse EIP Operational Group calls because EIP now covers all 9 CAP specific objectives: mixing bottom-up calls with thematic calls to have a "**family of EIP calls**" (e.g. OGs on bottom-up grassroots ideas + on specific environmental challenges, on piloting digital tools & measures, on social innovation). Also initiate cross-sectorial and **transnational OGs** and the possibility for collaboration between OGs within the MS (national CAP network task in coordination with the Man. Authority).

4. Advisors to become **more competent** on economic, environmental and social issues & **up-to-date knowledge and innovation**. **Simplification** of the administrative system for advisors: no more rules on certification or public procurement, **transparency** via public website on the advisors available, vouchers. MS must have **impartial** advisors and **innovation support services + provide training to advisors**. **The AKIS system must integrate all** advisors, public and private: no more silos or separated FAS (Farm Advisory System). Holistic and interactive advice, **mobility** budget for advisors.

2 main linked instruments for AKIS:

1. **Innovation support service – "Innovation hub" Art 13(4)**
2. **Back-office for advisors – "knowledge hub" Art 114(a)**

section 4.2 of the SCAR AKIS 4 report

More info:

- An animated infographic on innovation support services: https://www.youtube.com/watch?v=pTV6kLH0ykg
- A practical example of an innovation support service on page of the SWG SCAR AKIS report **page 105-106**: https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/key_policies/documents/report-preparing-for-future-akis-in-europe_en.pdf
- Brochure on innovation support services: https://ec.europa.eu/eip/agriculture/en/publications/eip-agri-brochure-innovation-support-services

Main AKIS action points post 2020 CAP at MS level:

5. **A financial envelope** is needed in a globally more commercialized, world full of public good related challenges, **to protect public knowledge & knowledge flows, and incentivize publicly shared innovation** => AKIS.
   - **emerging knowledge reservoirs at national level, national thematic networks**
   - **public back-offices ("knowledge hubs") with specialist advisors** closely interacting with field advisors, research and CAP networks
   - National and Horizon **EU advisory networks**
   - **Public digital advisory tools** reducing maintenance costs: H2020 project Fairshare
   - Face-to-face multi-actor thematic events, on-farm demonstrations etc.
   - **Soft ways** also improve knowledge flows e.g. **co-location of research, advice and networks** (+education, farmers' organization, food cluster, etc.): co-location is cheap, efficient and informal
   - An **AKIS coordination body**, (inter)acting as the **spider in the AKIS web of the country**, **interconnecting all key AKIS influencers**

AKIS Knowledge flows: Horizon Europe Cluster 6 9 bio € for 7 years, half are MAA projects with synergies with EIP OG innovation projects

AKIS & EIP-AGRI – preparing for EU knowledge reservoir(s) for practice serving advisors' back-offices for innovation support and advice

- ✓ *MS already creating **dbases (EIP-AGRI** in DE, FR, NL, back-office and ISS in LT etc) interoperable within EU*
- ✓ ***EURAKNOS** project (Thematic Network of Thematic Networks, midterm Jan 2020)*
- ✓ ***EUREKA** project (feasibility EU knowledge reservoir for practice, kick-off Jan 2020)*

=> Making at EU level an increasing volume of practice-oriented knowledge easy accessible and searchable, multilingual, interactive and attractive!

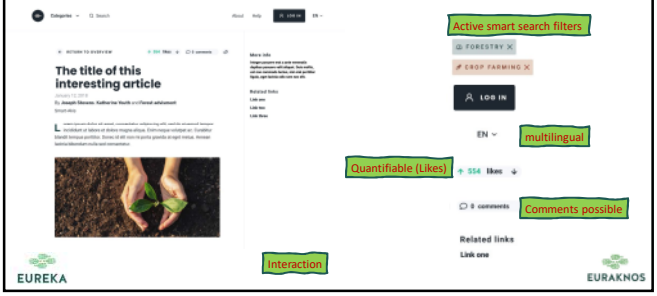
2021-2022 budget Horizon Europe: half are Multi-Actor topics => to find competent non-scientific actors is essential (adv. dbase =>visibility⇧)

Number of topics

Budget for MAA projects

	Number of MAA topics	MAA Topic share	Total number of topics	Budget MAA topics (mio Euro)	MAA Budget share	Total budget (mio Euro)
2021	35	34%	104	383,5	37%	1035,3
2022	41	53%	78	403,5	45%	890,64
Total	76	42%	182	787	41%	1925,94

EURAKNOS & EUREKA: The 'FarmBook'



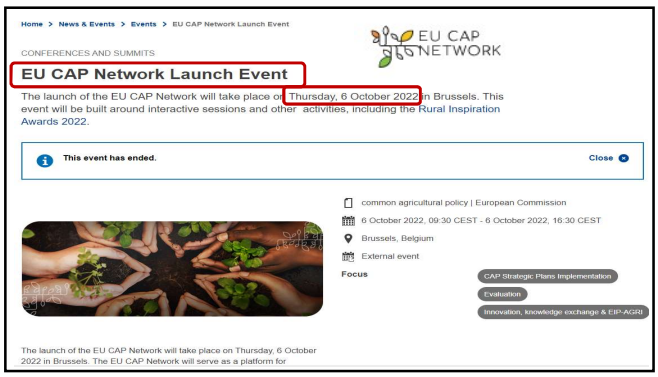
AKIS & EIP-AGRI – prepare an EU knowledge reservoir for practice which will help the advisors' back-offices for innovation support and more competent advice

- ✓ ***FARMBOOK:** (2022-2029) MS plan or already have **knowledge databases**, we need to ensure they become interoperable worden, to save costs and avoid duplication through cooperation!*
- ✓ ***MODERNAKIS** project (2022-2029): helps MS learn from each other how to build a **well-functioning AKIS** and what are good AKIS interventions (exchanging experiences and train new actors)*
- ✓ ***ATTRACTISS** project (2022-2027) helps the building of **innovation support services** across the EU and shares the related knowledge*
- ✓ ***EU advisory networks**, EU **thematic networks**, EU **thematic networks built on at least 5 OGs** from 3 MS*

Cooperation between those projects is essential

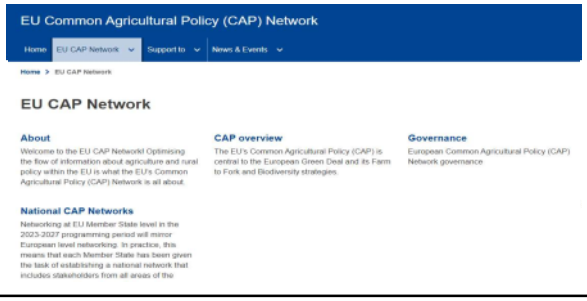
European Commission

EU 'FarmBook': how to manage so many information? Which choices to make? Focus on practice application and easy to understand texts, ready to apply – make it attractive – videos, photos, ….



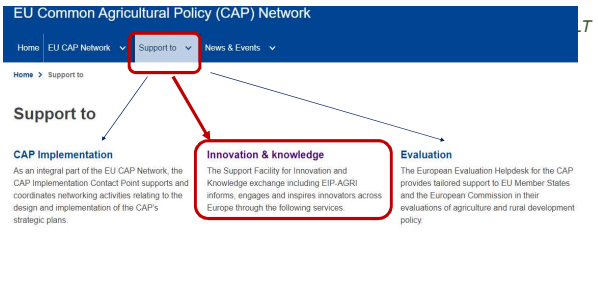
Cap networks: current situation after CAP network launch (3)

Cap networks: current situation after CAP network launch (1)



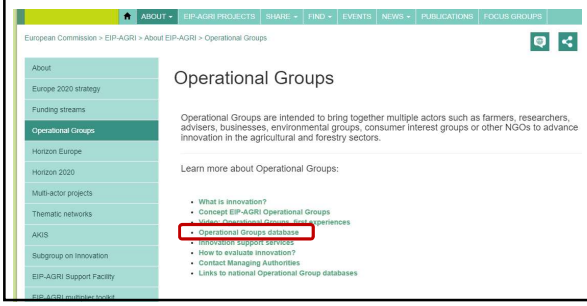
EIP/AKIS: current situation after CAP network launch (4)

Cap networks: current situation after CAP network launch (2)



EIP/AKIS: current situation after CAP network launch (5)

EIP/AKIS: current situation after CAP network launch (6)



1. EU 'FarmBook': What does DG AGRI expect of EU-FarmBook?

- *Our intention when deciding to grant this project was to **preserve on the longer term the knowledge generated in so many projects**, be it Horizon multi-actor projects funded under the European Research Policy, or EIP Operational Group innovative projects funded under the Common Agricultural Policy. Most often, such projects **produce a lot of material**, videos, leaflets, reports, photos, fiches, etc. That information is ready to apply in practice for farmers and foresters. Unfortunately often this material and knowledge disappears shortly after the project ends. This is a **huge waste of investment and budget**. Therefore we decided **to fund one single EU knowledge reservoir for practice.** All actors in the Agricultural Knowledge and Innovation System can then use it for as long as possible.*
- *Mind you, the "A" of AKIS stands for a very wide range of subjects, not just for "narrow" agriculture. The "AKIS" abbreviation stems from 2008. Although we want to keep it to avoid confusion, in reality, meanwhile AKIS has broadened its remit very much. That means that not only farmers and advisors will profit, but **all actors engaged in whatever farming, forestry and rural activities automatically relate to, such as people involved in environment, water, climate, biodiversity and landscape, consumers and citizens, food and non-food systems and including transformation and distribution chains**, etc. We notice that even policy makers are interested to learn about the good practices produced by the projects. They want to use that information for funding of for instance eco-schemes or agri-environmental climate measures.*
- *BUT: **KEEP IT PRACTICE ORIENTATED !***

EIP/AKIS: current situation after CAP network launch (7)

2. What is most challenging during the EU-FarmBook project?

- *We have seen many projects who have already done efforts to set up databases, for instance on demonstration farms, or on listing advisors from the various MS, or on collecting best practices to reduce pesticide use. **The recurring problem is always how to keep these sometimes very useful databases alive after the project ends**.*
- ***We hope that a good collaboration will grow between the many projects and this unique EU knowledge reservoir for practice**, EU Farmbook. Therefore, project owners should be willing to **share their results** as widely as possible by means of this single EU database for practitioners. We see this as the duty of all project owners. After all, their projects were all financed with public funding, and thus should serve any taxpayer. The **resulting knowledge should stay public** and **reach as many people as possible, through the one-stop-shop EU Farmbook will become.***
- *A last challenge I see, is to **keep the content of the Farmbook user-friendly and really oriented to practical applications, ready to use and nice to read**. So many knowledge databases are not used because they stick too much to pure research outcomes, instead of focusing on real impact on the ground.*

EU 'FarmBook': What does DG AGRI expect?

History:

- ✓ ***EURAKNOS** project (Thematic Network of Thematic Networks, midterm Jan 2020)*
- ✓ ***EUREKA** project (feasibility EU knowledge reservoir for practice, kick-off Jan 2020)*

✓ *MS already creating **dbases (EIP-AGRI** in DE, FR, NL, back-office and ISS in LT etc): **interoperable** within EU*

✓ *NEW: advisor involvement in back-offices and knowledge hubs*

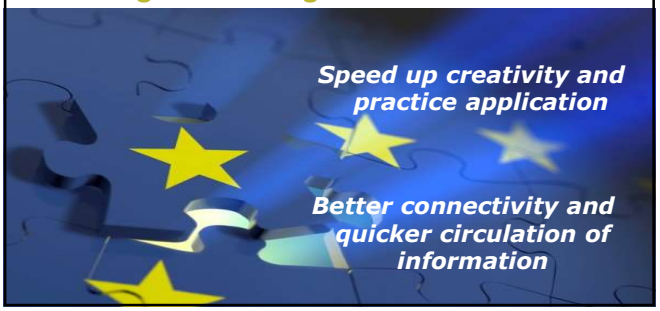
3. How would you see AKIS evolve as an exchange system in the future and how can EU-FarmBook play a role in this?

- *Under the new CAP rules, Member States are obliged to improve the functioning of their AKIS. Their innovation and knowledge ecosystems should increase knowledge flows between the many actors. **Almost all Member States intend now to make databases to collect knowledge** in their country and share it. EU **Farmbook can - for free - help to fill those databases with a huge amount of interesting material coming from all over Europe**. Countries should of course ensure they use the right IT standards for their database, so that they **are interoperable with EU Farmbook**, which can save them a lot of money. And vice versa, Farmbook can broadcast national outcomes on a wider scale. Thus, everybody will be able to learn from everybody and this will bring huge knowledge sharing into action.*
- *Moreover, the **Farmbook material will connect many AKIS actors** who did not know they were working on similar issues. They can learn from each other and use each other material. Well-functioning AKIS are also meant to **provide training material and input to the advisors** which now must be integrated into the AKIS to become more competent. **The material can also serve education institutes**, from secondary schools up to universities. Farmbook again has a huge role to play here.*

4. What role could DG Agri play in supporting EU-FarmBook?

- *We hope Farmbook partners do a good job. It will also be your pride to be part of such an important initiative for the EU.*
- *We are confident that **the translation of practical information in all 23 EU languages will be key to reach all practitioners** and AKIS actors across the EU. We heard so many times that language is the key barrier for practitioners to learn from other EU countries.*
- *We also see that the **Artificial Intelligence search function will become smarter** than any other database or knowledge reservoir. That will be key as in the next period we will have many more EIP projects under Horizon and under the CAP, and the practice oriented material is exploding.*
- ***We will help Farmbook to connect with all AKIS coordination bodies in the Member States,** to promote the material for use in their country. Hopefully we, as DG AGRI, will be able to use it in the next CAP period.*
- *It will be an excellent tool to **expand our knowledge exchange and innovation services under the European CAP network** and give stimulus to implement all that knowledge into practice. We are under high expectations, this should be the first and only….*

Building and linking AKISs across the EU



YOUR TASK =
"Having potential innovative knowledge is one thing, turning it into reality is another."

"The value of an idea lies in the using of it."

Thomas Alva Edison – inventor of the light bulb

Speeding up knowledge exchange and innovation

Thanks for your attention

Inge Van Oost – European Commission DG AGRI – Inge.Van-Oost@ec.europa.eu
https://eu-cap-network.ec.europa.eu/support_en

What post 2020 ?

Jean Monnet
Father of Europe
12/05/1954

"Ce qui nous arrête, c'est la peur du changement. Et pourtant, c'est du changement que dépend notre salut"

"What stops us is the fear of change. And nevertheless, it is on change that our salvation depends"

Questions?

More info available in next slides…..

Info: EIP Seminar on AKIS strategies in CAP Strategic Plans

16-18 September 2020 (the full seminar was recorded and can be seen again)

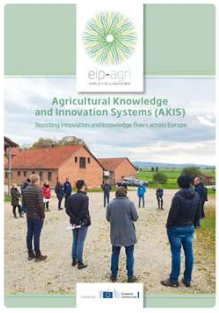
https://ec.europa.eu/eip/agriculture/en/event/eip-agri-seminar-cap-strategic-plans-key-role-akis

- ***Inspiration from an experienced innovation support service**, followed by a **panel discussion on AKIS policy.***
- *Opening speeches from **Commissioner** Polish **Ministers** of Agr., one very inspiring and **Rural Inspiration Award OG** + an overview on the **basic elements of AKIS +** Q&A.*
- ***Section on advice: intro + 3 diverse examples of advisory services***
- *Section on role of the **national CAP network for innovation**, again with good examples*
- ***Online discussions** which happened in the weeks before the seminar (on advisory services, on CAP networks and on the CAP plans), summarised by **Mark Gibson***
- ***10 good examples** of **nice AKIS interventions***
- ***4 Member States presenting their CAP plans,** already full of content*
- *after the breakout sessions, **our Director General Burtscher** closed with a very nice summary on the interactive discussions and expresses how he sees the future & AKIS.*

https://ec.europa.eu/eip/agriculture/en/event/preparing-cap-strategic-plans-role-innovation

EIP-AGRI communications

- A **Thematic webpage on AKIS + new AKIS brochure** is created: https://ec.europa.eu/eip/agriculture/en/about/akis-eip-agri-spotlight
- **Press article on advisory Back-Office in Slovenia feeding into Innovation support and the whole AKIS:** https://ec.europa.eu/eip/agriculture/en/news-events/press-media/press-release/slovenia-integrates-advisors-its-national



Use Communication material from the EIP-AGRI at EU level: filter, translate, and spread knowledge from abroad

- Use the Database of OGs to connect OGs etc within and beyond the country/region
- AKIS animated infographic: https://ec.europa.eu/eip/agriculture/en/news/new-animated-video-akis-building-effective
- Updated overview of the Focus Groups: https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/focus_groups_state_of_play_november_2020_update.pdf
- List of EIP-AGRI Events 2013-2020: https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip-agri_factsheet_overview_eip-agri_events_2020_en.pdf
- Animated infographics: Innovation Support Services, Soil Salinisation, Focus Groups , etc
- Agrinnovation magazine on soil – Sept. 2020
- Monthly newsletter, press articles, Brochure on climate-smart agriculture, Thematic campaigns (social media, newsletter): animal welfare, soil, forestry, Operational Groups and new farmers

Tool on AKIS

CAP tool on CCO: content on AKIS strategic approach and interventions

8.1_tool_for_modernisation_-_akis_and_digital_technologies_-_on_circabc_7_oct_2021.pdf (europa.eu)

- Legal references and their interaction
- Why do we need well-functioning AKIS?
- How to shape an AKIS fit for the future?
- Strengthen knowledge flows and links between research and practice
- Fostering all farm advisors' knowledge and strengthen their interconnections within the AKIS
- Enhancing cross-thematic and cross-border interactive innovation
- Making effective use of information and communication technologies to improve knowledge sharing

Further info:

SWG SCAR AKIS 4 report: Documents (scar-europe.org)

See in particular sections 1.2 What is AKIS?, 1.3 Multi-actor projects, 1.4 national thematic networks, 1.5 possible actions for CAP AKIS Strategic Plans) and chapter 4 (Advisors and advisory instruments and functions)

AKIS animated infographic (3 min):

https://ec.europa.eu/eip/agriculture/en/news/new-animated-video-akis-building-effective

June 2021 webinars on EIP-AGRI website **https://ec.europa.eu/eip/agriculture/en**

14-15 June 2023: next AKIS seminar

Tool on AKIS

CAP tool on CCO: AKIS

- Main new elements in the post 2022 CAP related to AKIS and EIP
  - Obligations
  - Opportunities
- **Cornerstones for an AKIS fit for the future**
  - EIP-AGRI Operational Group (OG) innovative projects - Art. 71 and 114
  - CAP networking for innovation post 2022 - Art. 113 and Art. 102(a)
  - New and more interactive functions for advisors, innovation support
- How reflect the AKIS Strategic Approach in the CAP plan?

Tool on AKIS

CAP tool on CCO: AKIS + Annexes

8.1_tool_for_modernisation_-_akis_and_digital_technologies_-_on_circabc_7_oct_2021.pdf (europa.eu)

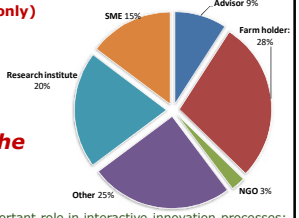
- AKIS related impact, result and output indicators
  - Impact indicator (Article 7, Annex I of the SPR)
  - Output indicators (Article 7, Annex I of the SPR)
  - Main Result indicator (Articles 7, 97 and Annex I of the SPR)
- Guidance questions for the assessment of the AKIS strategic approach
- **Annexes – very useful !!!**

I. Background information on AKIS
II. Why do we need well-functioning AKIS?
III. Basics on EIP Operational Groups
IV. **Innovation related CAP networking elements** to be brought to the MS' attention when developing their CAP plan
V. **Good practices to integrate advisors in the AKIS**
VI. Links to Horizon 2020 and Horizon Europe projects
VII. Common format for the output of EIP OG projects

Outcome of study on innovation support for OGs

Advisors and innovation support services (ISS) should be more involved: now often missing in EIP OGs **(9% advisors only)**

Number of partners per category (% on total number of OGs):



Be aware that advisors are the best multipliers

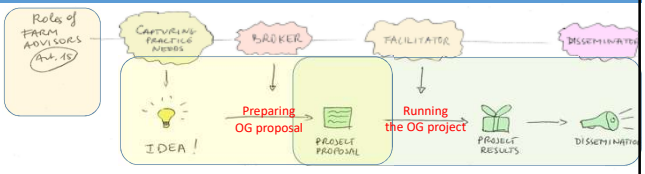
Advisors and ISS (= inn. facilitators) can have an important role in interactive innovation processes:
- Capture practice needs
- Broker to set up OG's interactive innovation projects (obligation post 2020)
- Facilitate interactive innovation projects (obligation post 2020)
- Disseminate newly generated knowledge already during the project
- Make bridges between CAP and Horizon programmes as innovation support service

Integrating advisors within the AKIS: some examples…(1)

CAP networks can help providing info or organising events for many of these interventions/tasks

- ✓ *Advisor giving **holistic on-farm one-to-one advice** on economic, environmental and social dimensions, capable of delivering up-to-date technological and scientific information developed by R&I (very broad scope)*
- ✓ ***Specialist advisor** on a certain theme, on-farm or off-farm **("back-offices")***
- ✓ *Provide **individual innovation support**: capture grassroots innovative ideas and accompany the preparation and implementation of an EIP OG (CAP networks can bring innovation brokers together to learn from each other)*
- ✓ ***(Obligatory yearly) training of advisors** on themes, or learning new approaches and skills (eg social farming, digital, short chains, …)*
- ✓ ***Advisors can provide training** farmers, farm workers etc (eg IPM)*

New roles for farm advisors in interactive innovation projects



Farm advisors/ innovation support services' role in interactive innovation processes:
- Capture practice needs
- Broker to set up interactive innovation projects
- Facilitate interactive innovation projects
- Disseminate newly generated knowledge
- + ……

Integrating advisors within the AKIS: some examples…(2)

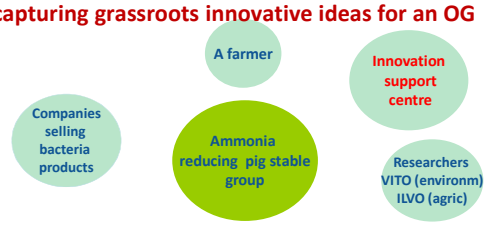
- ✓ *Advisors **joining/organising knowledge exchange events** with researchers, farmers etc, making workprogrammes, exchanging practical needs, Advisors writing in agricultural journals, websites, social media, newsletter, EIP event coordinator*
- ✓ *Advisors leading a **multi-actor thematic network** (e.g. RMT) at national/regional level*
- ✓ *Advisor **organizing a farm demonstration**, a fair, another type of event*
- ✓ *Advisor as **partner in** an EIP OG, research project, communication event,…*
- ✓ *Advisor going abroad to learn and come back to train and disseminate new knowledge ("**advisor mobility budget**")*

=> Result: advisors are integrated within the AKIS system (in a fully integrated manner, serving and making use of all kind of interventions)

Innovation brokering function - How to capture ideas?

- **Capturing bottom-up ideas from the grass-roots level**
- **Getting an innovation project ready to start** by acting as a go-between: helping single actors which might have difficulties in finding the adequate partners.
- A close connection with and **understanding of agriculture is important**.
- A **cross-cutting approach** beyond existing sectors, regions, initiative and institutes brings added value
- **Helping to formulate Practice abstracts and web tools/pages**
- Different approaches may be useful e.g. vouchers etc ("**simplified cost")** for easier use and reduction of administrative burden – Art 77

Art 15(4) = OBLIGATORY : one to one innovation brokering: illustration of the "relevant actors" when capturing grassroots innovative ideas for an OG



Project objective: develop a pig stable reducing ammonia emissions by 50 % in a more cost-efficient way than existing stable systems (idea from a farmer, brokered by the Innovation Support Centre)

SOME LESSONS LEARNED: feeding forward from EUREKA/EURAKNOS to the EU-FARMBOOK

1. New Project Co-ordination and Management (PCM) structure and procedures are VERY welcome -> but they must be **regularly reviewed and continually improved**.
2. Great care must be taken (at all levels of project implementation) to **manage expectations** very carefully – both internally and externally.
3. The establishment and maintenance of **effective communication between partners at all levels** of Project / WP / Task management is crucial -> but we need a **clear and consistent project vocabulary**
4. A **very specific communication gap** exists between the technical (platform development) and non-technical teams. Technical issues that may impact upon other project activities must therefore be flagged sooner
5. The consortium should be clearer regarding WHO it is working for and WHY. We aim to develop a product that fulfils a **very specific ambition** of the European Commission.
6. The project's **working relationship with key external actors needs strengthening** (in multiple dimensions) -> this includes EC services (and sub-contractors), the project reviewers and the MA project community
7. **Risk management**! We must not underestimate the impact of key individuals leaving the project, especially if they are "gate-keepers" to key knowledge or expertise

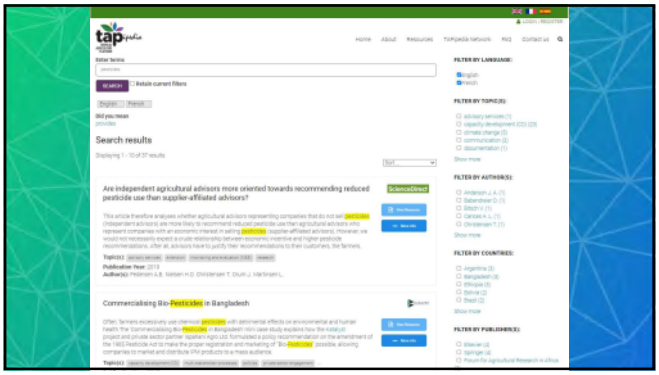
EU-FarmBook

Plenary consensus on EU-FarmBook

SESSION Inspired by FAO Tropical Agricultural Platform: TAPipedia

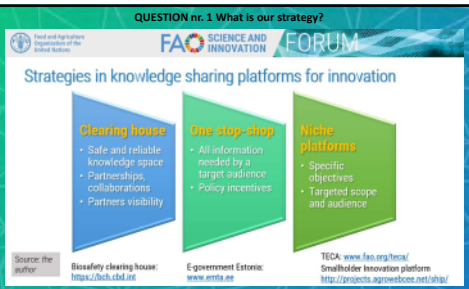
TAPipedia: Fostering knowledge sharing in support of agricultural innovation 15:45h

https://fao.zoom.us/rec/play/fPGjD_WS3nQ8XuEPAhXBJVWW37XLWIvTfgWxYdrzI3XdbV-fYV83Uv-Xr53ZNW1-AKhrgPjbXzB-ObS.rJ6_JndU7OtxvieF?continueMode=true&_x_zm_rtaid=aAsF2dJJQS5pZaIPQLpxjA.1666080788242.0009a6319b49d6a00bdd7e35d78a6d8c&_x_zm_rhtaid=159



https://www.youtube.com/watch?v=OA98fTN39yA

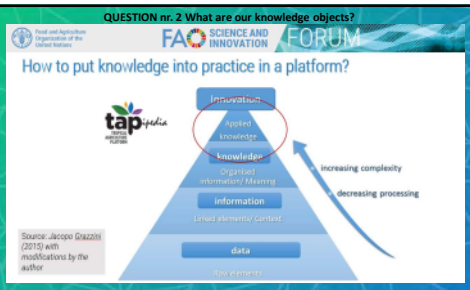
QUESTION nr. 1 What is our strategy?



TAPipedia: Fostering knowledge sharing in support of agricultural innovation 15:45h

https://fao.zoom.us/rec/play/fPGjD_WS3nQ8XuEPAhXBJVWW37XLWIvTfgWxYdrzI3XdbV-fYV83Uv-Xr53ZNW1-AKhrgPjbXzB-ObS.rJ6_JndU7OtxvieF?continueMode=true&_x_zm_rtaid=aAsF2dJJQS5pZaIPQLpxjA.1666080788242.0009a6319b49d6a00bdd7e35d78a6d8c&_x_zm_rhtaid=159

QUESTION nr. 2 What are our knowledge objects?



TAPipedia: Fostering knowledge sharing in support of agricultural innovation 15:45h

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QUESTION nr. 3 What are and how to establish our Quality Criteria?

TAPipedia: Fostering knowledge sharing in support of agricultural innovation 15:45h

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QUESTION nr. 4 Are we in line with the Expectations of the EC?

"The interoperability with MS' knowledge reservoirs is extremely important and urgent, as they will start making those databases very soon (or already doing it). I read in almost every CAP plan that they will build or are building a knowledge reservoir. ***We need documented guidelines*** *for them, otherwise we risk they reproach us that they did not know how to make that interoperability with EU-FarmBook work." INGE VAN OOST*

EU-FarmBook

20/10/2022 - Firenze

GENERAL ASSEMBLY

Funded by the European Union

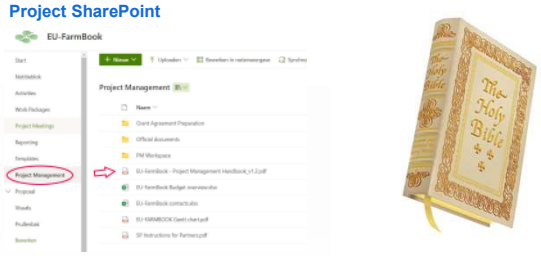
October 2022

DB11
DB12

EU-FarmBook

2 Project Management Handbook

Project SharePoint



IDB6
IDB7
IDB8

EU-FarmBook

1 General Assembly

What?

- overall decision-making body of the project
- one representative per beneficiary
- meets very 6 months
- detailed in the Consortium Agreement

Decisions

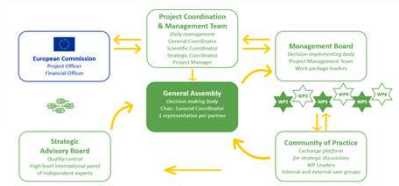
- initiate proposals and take decisions in the interest of the project (changes in the content, finances or IP)
- adaptations of the Consortium Agreement
- requests for amendments
- approval of changes to the workplan proposed by the Management Board.

EU-FarmBook

2 Project Management Handbook

Project governance

- Management structure & decision-making *(presented at the online kick-off)*



DB9

EU-FarmBook

1 General Assembly

Agenda 20/10/2022

- Approval of the Project Management Handbook
- Strategic Advisory Board: composition
- Organization of the next consortium meetings
- Other

DB10

EU-FarmBook

2 Project Management Handbook

Collaboration & internal communication

- Contact list: available on SharePoint
- Frequency of meetings *(presented at the online kick-off)*
- File naming conventions:

  ✓ Deliverable documents:
  [ACRONYM_Dx.y_Title_v0.1]
  Example: EU-FarmBook_D1.1_Project Handbook_v0.1

  ✓ Meeting documents:
  [ACRONYM_YYYYMMDD(date meeting)_Type of Meeting_Location_Type of Doc_v0.1]
  Example: EU-FarmBook _20221012_Managementboard_Ghent__Agenda_v0.1 Conference

  ✓ Presentations:
  [ACRONYM_YYYYMMDD (date event)_Event_Location_Initials/Organisation_v0.1]
  Example: EU-FarmBook_20221012_ANR2021_Amsterdam_SvdB_v1.0

DB10

EU-FarmBook

2 Project Management Handbook

Collaboration & internal communication

EU-FARMBOOK

✓ EU-FarmBook

EU-FarmBook

2 Project Management Handbook

Financial matters

- Financial matters
  - ✓ All partners have signed the Consortium Agreement
  - ✓ Prefinancing payment is on its way

Audits & documentation

- Keep records!

Communication & dissemination

- Communication & Dissemination
  - Obligations towards the EC
  - Guidelines for publications & Open Access

Funded by the European Union

EU-FarmBook

2 Project Management Handbook

Reporting

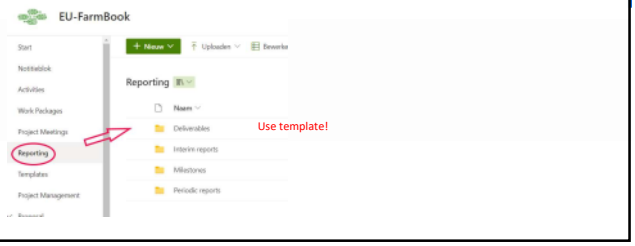
- *Presented at the online kick-off*
- Reporting of deliverables
  - ✓ review by consortium partners, indicated and addressed by the Scientific Coordinator
  - ✓ the Sco chooses partners outside your WP so that deliverable/milestone text is understandable and forms a logical whole

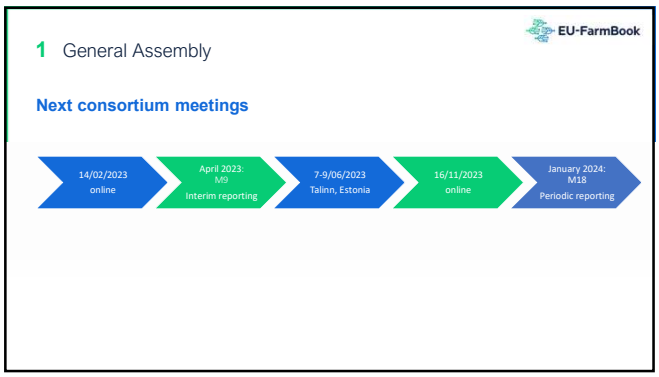
Deadline	Action
> 31 days before submission date	The SCo indicates and addresses the internal expert (consortium member) who will be asked to review the first draft of the deliverable.
31 days before submission date	The author sends the first draft version of the deliverable to the WPL / Task Leader (first reader), the internal expert (second reader), the SCo and the PM for revision.
14 days before submission date	The WPL, Task Leader and the internal expert review the deliverable separately and send their comments to the Author. The Author adjusts the deliverable where necessary.
9 days before submission date	Author sends the second draft version of the deliverable to the SCo and the PM.
7 days before submission date	The SCo does a final check.
Submission date (at the latest)	The PM uploads the final document to the F&T Portal and the SharePoint site.

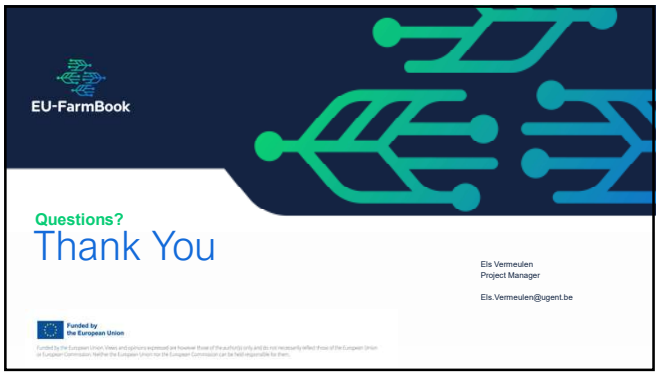
EU-FarmBook

2 Project Management Handbook

Reporting of deliverables




EU-FarmBook
1 General Assembly
Next consortium meetings
14/02/2023 online
April 2023: M9 Interim reporting
7-9/06/2023 Talinn, Estonia
16/11/2023 online
January 2024: M18 Periodic reporting


EU-FarmBook
Questions?
Thank You
Els Vermeulen
Project Manager
Els.Vermeulen@ugent.be
Funded by the European Union

EU-FarmBook

Peter Rakers
Strategic Coordinator

Funded by the European Union

October 2022

EU-FarmBook

Issues to address in Firenze

2 trends:

CONSORTIUM - How will we operate as a group?

CONTENT - Knowledge input -> data process -> knowledge output

- Many connections between tasks, clear roles and the search for synergies
- Drop-outs during 7 years of key people, ambassadors, SAB-members,...
- National AKIS governance
- **Multilingual capabilities of the platform**
- Participation by end users and interactions with scientific community
- Change of staff (also lesson learnt)
- Uniformity of communication

EU-FarmBook

Online kick-off quotes

Quotes for explaining the EU-FarmBook platform in one sentence are extracted from the list.
According to the PCMT: knowledge, data, … should be replaced by **agriculture and forestry knowledge**

- **EU-FarmBook, online reservoir platform, gathering agriculture and forestry knowledge**
- **EU-FarmBook platform, the place to go when in need of agriculture and forestry knowledge**
- **EU-FarmBook platform, the intuitive and interactive highway to agriculture and forestry knowledge**
- **EU-FarmBook platform, your catalyst for agriculture and forestry knowledge exchange**
- **EU-FarmBook platform, needs-centered home for agriculture and forestry knowledge exchange**
- **EU-FarmBook platform, the EU wide spread of agriculture and forestry knowledge reservoir**
- **EU-FarmBook, the platform to share and gain agriculture and forestry knowledge**
- **EU-FarmBook, your first aid for agriculture and forestry knowledge**

EU-FarmBook

Issues to address in Firenze

2 trends:

CONSORTIUM - How will we operate as a group?

CONTENT - Knowledge input -> data process -> knowledge output

- Search functionality for users, no need for manual user-friendliness
- Managing expectations of every sub target group
- Competing platform
- Fit for purpose design
- Translation and editing efforts
- How to process results from the EIP-operational groups

EU-FarmBook

Online kick-off quotes

Quotes for explaining the EU-FarmBook platform in one sentence are extracted from the list.
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- **EU-FarmBook platform, the intuitive and interactive highway to agriculture and forestry knowledge**

=> an interactive *hub* for agriculture and forestry knowledge

- **EU-FarmBook platform, your catalyst for agriculture and forestry knowledge exchange**
- **EU-FarmBook platform, needs-centered home for agriculture and forestry knowledge exchange**
- **EU-FarmBook platform, the EU wide spread of agriculture and forestry knowledge reservoir**
- **EU-FarmBook, the platform to share and gain agriculture and forestry knowledge**
- **EU-FarmBook, your first aid for agriculture and forestry knowledge**

EU-FarmBook

Intra-WP sessions

State of the art approach on start project
Are there intra-WP items that need further clarification?
What input do we need from other WP's today?

Output after this session = 2 or 3 papers to present

Draft roadmap and outlook priorities for first 18 months

- 5 priority action points/to do's on big post-its on separate flip (1)
  -> WP1 and 2 may double the outputs
  -> key words only, readable writing. Elaboration during plenary sessions
- Identification of at least 1 risk factor with highest impact on WP/project
- Deliverables (official or internal) in this period
- Milestones (official or temporary) for this period

EU-FarmBook

The Challenge

A model of the new UGent university tower is ready to be built by your construction team.

The reference/construction plan is a prototype of the tower.

Your team has different responsibilities which will need to be respected fully throughout the game.

A breach in responsibilities will lead to immediate disqualification.

The instructions are the same for everyone. I cannot answer questions before of during the game

You have 20 minutes to build an EXACT replica of the prototype.

EU-FarmBook

WP6

Quality Assurance and (internal) Risk Assessment

What is it?

To ensure project execution of the highest quality, a variety of standardized procedures, templates and instructions related to the EU-FarmBook management will be established and documented in the Project Management Handbook.
Internal risks will constantly be assessed, evaluated, and mitigated throughout the project life cycle.
An overview of all risks, their status and potential mitigation measures will be entered into a risk register on the collaborative platform of the project, accessible to all partners.
The identification of unforeseen risks and/or suboptimal execution will play at WP level and will be discussed with the WP leaders.

EU-FarmBook

WP6

Strategic Advisory Board

What is it?

The tasks of the SAB are to
(a) Monitor and discuss the operational progress of the project;
(b) Guide the direction of exploitation;
(c) Link the project results to the lead-users, actors and other stakeholders (farmers, foresters, advisors, funding agencies, etc.).

The SAB will also provide for the project management and the WP-leaders a framework of **contextual opportunities and/or risks** which were not foreseen in the original (proposal) execution plan.

Who's in it?

It is composed of **experts at the EU and international level in the field of innovation in agriculture and forestry** (SWG, SCAR, AKIS, FAO, OECD, GODAN, FERM, etc.). The SAB has also a standing invitation to attend the GA meetings, and each member will be present in at least one physical project event.

Meeting frequency

At least at the General Assemblies e.g. M27, M57 and M82.

EU-FarmBook

WP6 induction and mentoring programme

Lisa's approach

1. General project induction
   - 'ready made' and available to access through Sharepoint
   - To be provided by the WP leaders (This could be the same for the ambassadors in their toolkit)
2. Guidance to WP leaders on providing a WP specific induction to newcomers
3. Mentoring of the new WP team member by the WP leader and their direct colleague
   - e.g. where there is more than one member of the same organisation involved in a WP
4. Slack space for newcomers to engage with each other newcomers and ask specific questions
5. Regular monitoring by PCMT for effectively implementation.

EU-FarmBook

WP6

Community of Practice

What is it?

The CoP is an **exchange platform for strategic discussions**, where innovation facilitators will map all contextual and operational driving factors which could influence the impact of EU-FarmBook. The CoP will identify and analyze contextual driving forces in all WPs to review retrospectively and prospectively the potential impact on EU-FarmBook, facilitate mutual learning via iterative cycles and review opportunities & risks.

Who's in it?

Innovation facilitators from the six EU-FarmBook WPs. If needed with participation of actors from the AKIS and EIP-AGRI community. The CoP will report its findings to the Strategic Advisory Board in preparation of the General Assembly.

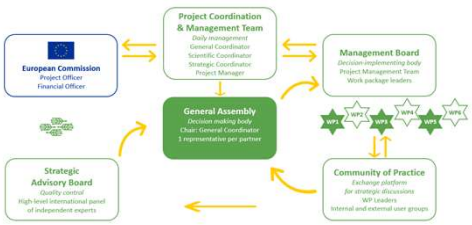
Meeting frequency

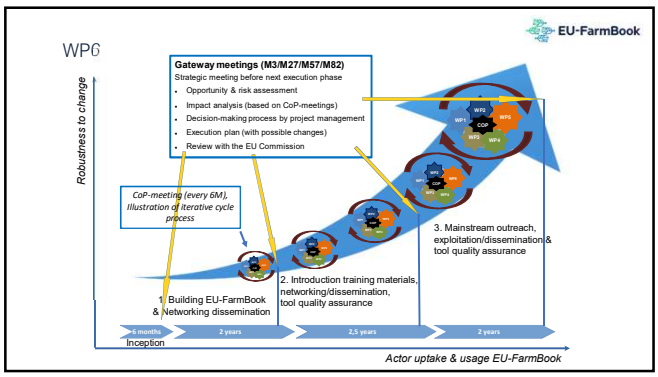
The CoP will combine physical and online meetings and activities in a 6-month periodicity.

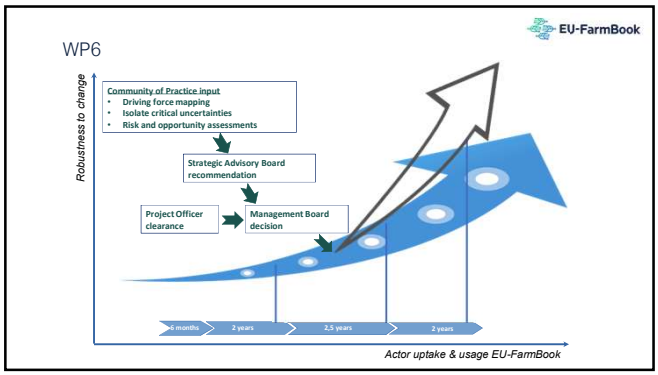
EU-FarmBook

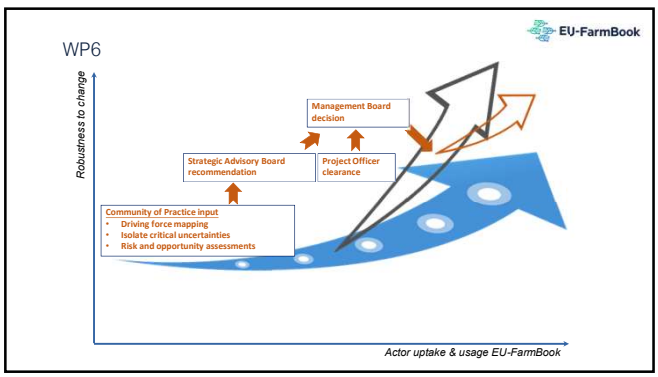
WP6

Project governance




EU-FarmBook
WP6
Gateway meetings (M3/M27/M57/M82)
Strategic meeting before next execution phase
Opportunity & risk assessment
Impact analysis (based on CoP-meetings)
Decision-making process by project management
Execution plan (with possible changes)
Review with the EU Commission
CoP-meeting (every 6M), Illustration of iterative cycle process
1. Building EU-FarmBook & Networking dissemination
2. Introduction training materials, networking/dissemination, tool quality assurance
3. Mainstream outreach, exploitation/dissemination & tool quality assurance
Robustness to change
Actor uptake & usage EU-FarmBook
6 months
2 years
2,5 years
2 years
Inception


EU-FarmBook
WP6
Community of Practice input
Driving force mapping
Isolate critical uncertainties
Risk and opportunity assessments
Strategic Advisory Board recommendation
Project Officer clearance
Management Board decision
Robustness to change
Actor uptake & usage EU-FarmBook
6 months
2 years
2,5 years
2 years


EU-FarmBook
WP6
Management Board decision
Strategic Advisory Board recommendation
Project Officer clearance
Community of Practice input
Driving force mapping
Isolate critical uncertainties
Risk and opportunity assessments
Robustness to change
Actor uptake & usage EU-FarmBook

EU-FarmBook

Guidance to Communication & Dissemination

WP5

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October 2022

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01 Communication, Dissemination & Exploitation

EU-FarmBook

Easy-Peasy?

---

02 Be aware...

EU-FarmBook

Communication

- **Promote our action and results – inform** and **communicate** activities and results during the project;
- **When to start? -** Right from **beginning**;
- **How to do it? -** Having a **well-designed strategy**;
- **Why is it importante to communicate? - Engage** with **end-users** and **stakeholders**;

---

03 Be aware...

EU-FarmBook

Dissemination

Make the knowledge and results available for others to use

- **How to do it? – Sharing** widely the platform;
- **When to start? - As soon as** the platform is **ready to use**;
- **Why is it important to disseminate? - Maximize** results' impact;
- **Why is it important to communicate? - Engage** with **end-users** and **stakeholders**;

Communication and **Dissemination** are legal **obligations** of these **typology of projects!!**

---

04 Communication, Dissemination & Exploitation

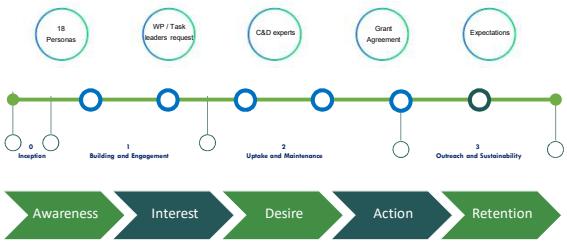
EU-FarmBook

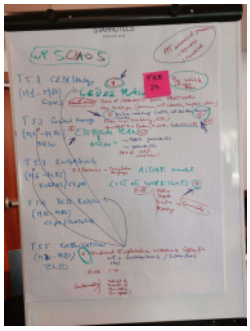
Remember Easy-Peasy?

---

05 Remember Easy-Peasy?

EU-FarmBook





06 Roadmap

EU-FarmBook

Roadmap

1 – Survey

2 – Online Workshop

3 – C, D &E Plan

4 – Editorial Plan Action Plan

5 – Workshops

6 – Internal Exploitation Working Group

7

07 Institutional identity guidelines

EU-FarmBook

Logo

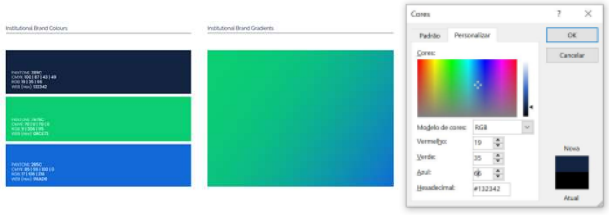
EU-FarmBook

8

08 Institutional identity guidelines

EU-FarmBook

Pantone



9

09 Institutional identity guidelines

EU-FarmBook

10

10 Institutional identity guidelines

EU-FarmBook

Typography

Helvetica - should be used in plain and/or short text, numbers, frames, charts and subtitles.

Aa

abcdefghijklmnopqrstuvxz
ABCDEFGHIJKLMNOPQRSTUVXZ
1234567890%&@'*(,.;:#!?)

11

11 Institutional identity guidelines

EU-FarmBook

Photographic Backgrounds

Applications on photographic backgrounds should always provide the **greatest possible contrast**. This way, EU-FarmBook **institutional brand** can only be used in its **institutional colours** in lighter areas, or in white when applied over darker areas.

12

12 Institutional identity guidelines

EU-FarmBook

Incorrect Applications

13

13 Institutional identity guidelines

EU-FarmBook

Institutional Brand Version

Horizontal Version

Vertical Version

14

14 Institutional identity guidelines

EU-FarmBook

Horizontal Version

Vertical Version

Maximum approximation between the Symbol and the Logo.

15

15 Institutional identity guidelines

EU-FarmBook

Safety Margins and Reductions

Horizontal Version

Vertical Version

Maximum Vertical Reduction

Maximum Horizontal Reduction

16

16 Competition Results

EU-FarmBook

Social Media Competition

Linkedin vs Twitter

Linkedin came out the winner of this competition with:

- 68 followers
- 11 Mentions
- 9 Share
- 4 Hashtags

Twitter lost with:

- 13 followers
- 8 Mentions
- 15 Share
- 2 Hashtag

17

EU-FarmBook

Open the floor for discussion…

18

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WP6
EU-FARMBOOK COORDINATION AND MANAGEMENT

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October 2022

EU-FarmBook

Laurens van der Cruyssen
Adrian Hill

03 OSMOS

Social design

EU-FarmBook

Pieter Spanoghe
Els Vermeulen
Philip Verbist
Saskia Vandamme
Inge De Bo

01 UGent

Overal project management - Data management – Quality assurance and Risk assessment - Ethical, diversity, science and society, and legal issues

EU-FarmBook

Daniela Lud

04 HSRW

Impact assesment

EU-FarmBook

Peter Rakers (Pete)

02 ESSET

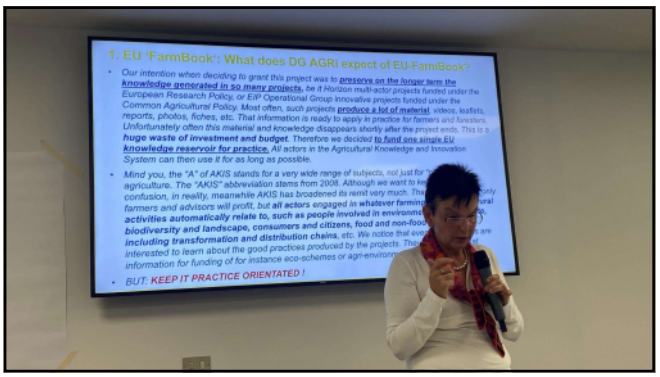
Quality assurance and Risk assessment - Community of Practice (CoP) – Strategic Advisory Board (SAB)

EU-FarmBook

WP LEADERS

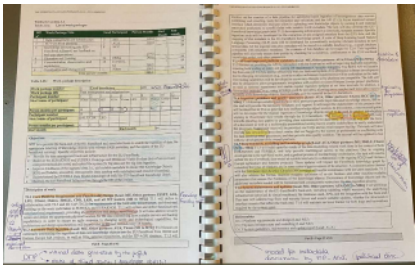
1 Louis Powell, Christopher Brewster
2 Hercules Panoutsopoulos
3 Mark Redman, Lisa Van Dijk
4 Patrizia Proietti, Simona Cristiano
5 Rui Almeida
6 Inge De Bo

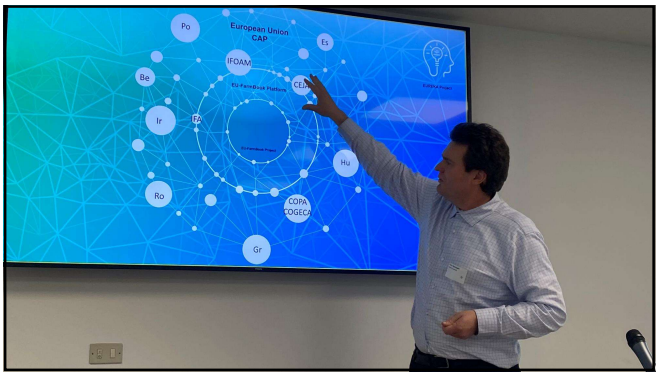
#	Short name	Person Months WP1	WP2	WP3	WP4	WP5	WP6	Total
1	**UGent (WP6)**	10	10	7	31	31	82	171
2	ESSET	1	0	0	1	1	33	36
3	**MU (WP1)**	77	52	0	0	7	7	143
4	TNO	0	50	0	0	1	4	55
5	**AUA (WP2)**	68	78	4	5	6	7	168
6	Vicomtech	45	20	0	0	1	4	70
7	LFG	7	80	0	0	6	4	97
8	**HCC (WP3)**	7	0	50	0	6	7	70
9	Osmos	4	10	4	20	1	30	69
10	EFI	0	0	18	10	6	4	38
11	CEJA	0	0	8	15	12	4	39
12	Copa-Cogeca	0	0	8	0	4	4	15
13	IFOAM EU	0	0	8	10	12	4	34
14	EUFRAS	0	0	12	0	18	4	34
15	EURAGRI	0	0	8	0	4	4	15
16	**Consulai (WP5)**	7	0	4	10	75	4	100
17	HSRW	0	0	0	5	1	12	18
18	HNEE	0	0	12	20	4	4	39



EU-FarmBook

Project proposal – technical description
Description of Action (DoA)



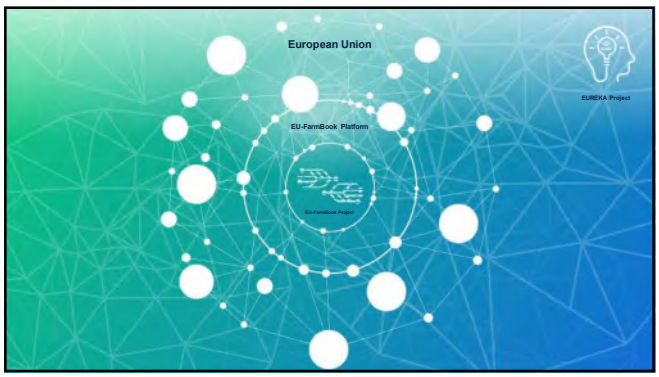


EU-FarmBook

Deliverables – internal review

- Reporting of deliverables
  - ✓ review by consortium partners, indicated and addressed by the Scientific Coordinator
  - ✓ deliverables of max 10 pages
  - ✓ detailed information in annex
  - ✓ the Sco chooses partners outside your WP so that deliverable/milestone text is understandable and forms a logical whole
  - ✓ First Deliverable: M3: Minutes of KoM
  - ✓ Thanks for your small reports of sessions on Thursday in the OneNote
  - ✓ IDELE will review

Deadline	Action
> 31 days before submission date	The SCo indicates and addresses the internal expert (consortium member) who will be asked to review the first draft of the deliverable.
31 days before submission date	The author sends the first draft version of the deliverable to the WPL / Task Leader (first reader), the internal expert (second reader), the SCo and the PM for revision.
14 days before submission date	The WPL, Task Leader and the internal expert review the deliverable separately and send their comments to the Author. The Author adjusts the deliverable where necessary.
9 days before submission date	Author sends the second draft version of the deliverable to the SCo and the PM.
7 days before submission date	The SCo does a final check.
Submission date (at the latest)	The PM uploads the final document to the F&T Portal and the SharePoint site.



EU-FarmBook

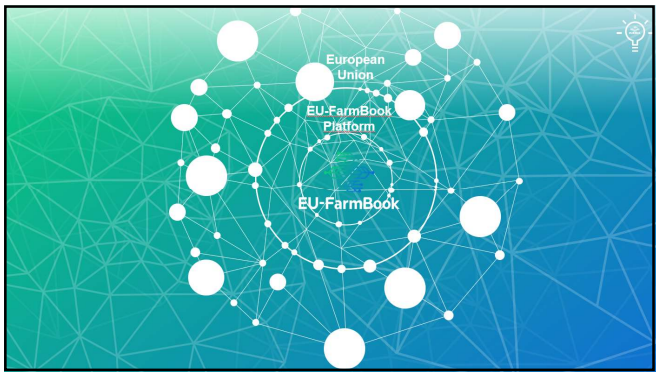
Data?
Knowledge?
Knowledge object?

WP1+2 = data input
WP3, WP4, WP5 = data use

Find the structure and connections

Project with interaction with the world
Consortium with internal communication
Who are the users?

16



Remember

EU-FarmBook

Key message 1
Work together
Learn from others
Communicate within your team

Key message 2
Read the proposal
Read it again
Read it again

Key message 3
Keep the focus on
PRACTICE

17

EU-FarmBook

Proudly say

Thank You!

Nam Inge De Bo
Email inge.debo@ugent.be

Name
Email

https://welcome.eufarmbook.eu/

Funded by the European Union

18

EU-FarmCook

Search for a good tagline, explaining the EU-FarmBook platform in one sentence

1. Introduction

Draft taglines for explaining the EU-FarmBook platform in one sentence, were 'extracted' from the list of answers to two questions and discussion points during afternoon session of Online kick-off meeting (2 September 2022).

According to the Project Coordination & Management Team (PCMT): knowledge, data, … should be replaced by **agriculture and forestry knowledge.**

2. Organization during kick-off meeting in Florence

All consortium partners can vote on their favorite tagline quote and can send in new taglines.

> Tagline-1: EU knowledge reservoir for practice
> Tagline-1(bis): EU knowledge reservoir of agriculture and forestry for practice

> Tagline-2: EU-FarmBook, online reservoir platform, gathering agriculture and forestry knowledge

Output of online KoM – Answers on Question 3: How would you describe the final version of FarmBook today in one sentence?

3. Opportunity to give visibility to/build capacity on agricultural innovation at EU, national and local level

3. A not to miss and handy resource community, the place to go when in need

> Tagline-3: EU-FarmBook platform, the place to go when in need of agriculture and forestry knowledge

3. Intuitive, interactive and high-speed Zenodo with less pdf-s and more automatically translatable KO-s

> Tagline-4: EU-FarmBook platform, the intuitive and interactive *highway* to agriculture and forestry knowledge

> Tagline-5: EU-FarmBook platform, the intuitive and interactive *hub* for agriculture and forestry knowledge

3. FarmBook is going to be a very important platform in helping new research and will effectively bring many benefits in the visibility of certain topics.

3. I see EU-FarmBook as an unavoidable platform of agricultural and forestry Knowledge due to its usability, quality and exhaustivity of contents (I was referring to end user point of view, seeing everyone else answer seems I missed the precise question, sorry)

3. I think is a good demo version but it's succeed depends on the stakeholders participation.

3. interconnective communication tool about agri/forestry knowledge on an easy-to-understand base

3. a continuously updating platform that provides personalized and interactive advice on relevant content to a variety of users looking for information on agriculture.

3. EU FarmBook could be a very easy platform that could be accessible for a large panel of end-users. To aim this goal, we must be careful about the quality of date available into the FarmBook.

3. EU-FarmBook will be the catalyst for knowledge exchange and an inspiration for the development in co-creation of new and impactful products, processes and services in the agriculture and forestry sector in Europe

> Tagline-6: EU-FarmBook platform, your catalyst for agriculture and forestry knowledge exchange

3: FarmBook is a knowledge-supported intelligence system which could help people in agriculture domain (search what they want and recommend what they need)

3. FarmBook: The Wikipedia of agricultural knowledge

3. challenging, making it truly utilized

3. A fully user friendly and intuitive inventory of agricultural knowledge objects that I'd like to see it more as an effective search engine (UI-wise) with extra capabilities.

3. Challenge: simple use of UI; needs-centered delivery of content

> Tagline-7: EU-FarmBook platform, needs-centered home for agriculture and forestry knowledge exchange

3. A marriage of Facebook and Zenodo. (the good part of Facebook, not its "dark side")

3. Knowledge and communication for farm innovators

3. I am sure that EU-FarmBook will achieve its goal of creating a large reservoir of knowledge about agriculture, but my hopes and strengths will be that, both in the process and in the usefulness of this reservoir, farmers will be involved, that this project will have a real-life impact for them

3. Knowledge for resilience - Platform that would enable farmers access to up-to-date knowledge and best practices.

3. A website which contains a wide range of agriculture and forestry related result materials of EU research and innovation programs in a well-structured and easily searchable form to provide knowledge to farmers, foresters and other players of agriculture, with the possibility to make direct contacts among users to share their views...

3. At the end of the project a platform will be ... A platform that provides digital material to the AKIS community with possibilities for easy and fast access to the user's language

3. The final FarmBook will be according to me... A platform showing an example of how sometimes complex information and learnings can be shared on a very easy, accessible, and low-level way. Not only providing for farmers, but also helping researchers to think differently about deliverables and the people they are reaching with their research.

3. A babel fish for human sustenance.

3. ... the answer to long term storage and EU wide spread of agricultural innovation and knowledge.

> Tagline-8: EU-FarmBook platform, the EU wide spread of agriculture and forestry knowledge

3. interactive and educative for the multiple users, including actors from the organic sector and facilitates a (practical) knowledge exchange (between the organic and conventional sectors (see differences, similarities etc.))

3. A way with up-to-date content easily to find

3. A consistent and flexible Graph with easy-to-use API and GraphQL endpoint.

3. A platform well designed to translate projects' results into practical tools and learning material at the benefit of several groups

Output of online KoM - Discussion points in the group of Pieter were:

- The platform has to be that simple that there is no need for guidelines on how to use it. The language should be understandable.
- The challenge of EU-FarmBook will be the wide diversity in knowledge items. Complex objects will be presented next to easy ones. Perhaps there will be a need of experts to judge the quality of KO.
- The challenge of EU-FarmBook is also the target of different skilled people with different backgrounds. Next to the diversity in knowledge objects is there a wide diversity in users. The activities and characteristics of foresters completely differ from the activities of farmers. The use of persona's should provide certain answers.
- Is the researcher a target group of creators of academic work and or user of the platfrom. Research papers may have to be translated into an accessible form for farmers and foresters.
- Eu-FarmBook needs to be also the Facebook of the farmers and foresters. It needs to connect people EU-wide. The social element can't be neglected the coming years.

Output of online KoM - Break-out session of Inge:

- A platform to share and gain knowledge

> Tagline-9: EU-FarmBook, a platform to share and gain agriculture and forestry knowledge

- THE open central online platform for knowledge exchange, multilingual, easy facilitated upload, iwith networking possibilities for practitioners and researchers
- First aid kit to farmers/advisors/foresters etc.

> Tagline-10: EU-FarmBook, your first aid for agriculture and forestry *knowledge*

> Tagline-11: EU-FarmBook, your first aid for agriculture and forestry knowledge *exchange*

- understand that there is a lot of efforts in making it a well-designed platform with good functionalities, but I am very much in doubt about the content : who/when/how will we select the relevant content? I got a bit worried in the morning with the idea of putting a lot from many EU projects on the platform but very often the production from those projects is not written for practitioners. I think it is important that we have good content before we "sell" the platform because otherwise people will try it once and never come back again. (I was not in Eureka but I was quite disappointed when I looked at the articles which are on the demo version)

3. Voting results

39 consortium partners were rating the 11 'draft' taglines.
The draft- taglines with a rate > 3.0 (see following pages for rates of all slogans):

- ✓ The place to go when in need of agriculture and forestry knowledge
- ✓ A platform to share and gain agriculture and forestry knowledge

New proposals of consortium partners:

- Your platform for agriculture and forestry knowledge (Aysegül Yasari)
- The European (digital) platform supporting farming and forestry (Adrian Hill)
- Digital support for European farming and forestry (Adrian Hill)
- EU-FarmBook – Your highway to agriculture and forestry knowledge (Susanne von Münchhausen)
- EU-FarmBook – Your track to knowledge in agriculture and forestry (Susanne von Münchhausen)

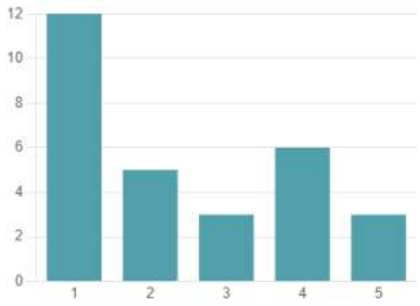
- Your farm and forestry knowledge hub (Mark Redman)
- The farm and forestry knowledge hub (Mark Redman)
- Online highway to agriculture and forestry knowledge (Anne-Marie Vangeenberghe)

The WP5 team will use this input for further discussion in the search for the definitive tagline. It is important that the tagline can be translated into the serval languages of the member States of the European Union. Farmers, foresters and advisors will be more engaged when they are informed by the EU-FarmBook platform in their own language.

1. **EU knowledge reservoir for practice**

More Details Insights

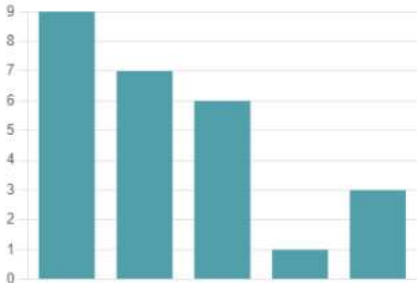
2.41
Average Rating



2. **An online reservoir platform, gathering agriculture and forestry knowledge**

More Details Insights

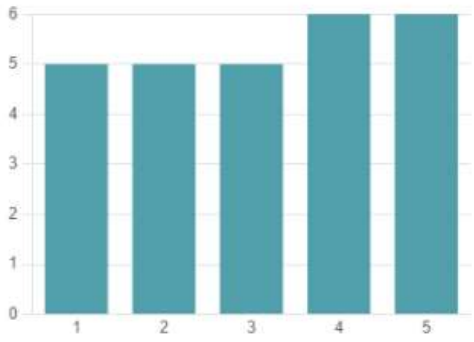
2.31
Average Rating



3. **The place to go when in need of agriculture and forestry knowledge**

More Details Insights

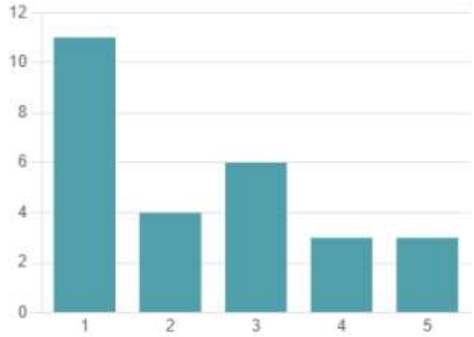
3.11
Average Rating



4. **The intuitive and interactive *highway* to agriculture and forestry knowledge**

More Details Insights

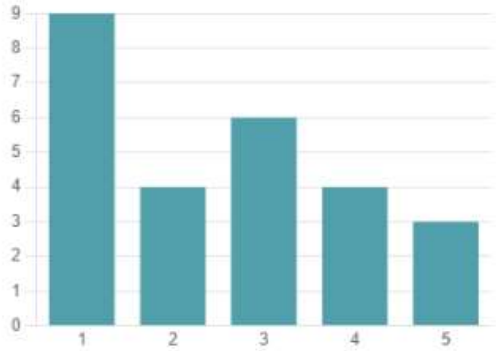
2.37
Average Rating



5. **The intuitive and interactive *hub* for agriculture and forestry knowledge**

More Details Insights

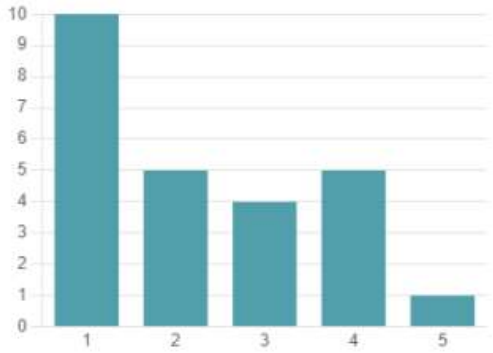
2.54
Average Rating



6. **Your catalyst for agriculture and forestry knowledge exchange**

More Details Insights

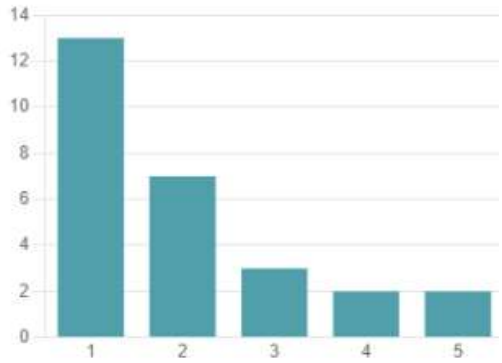
2.28
Average Rating



7. **A needs-centered home for agriculture and forestry knowledge exchange**

More Details Insights

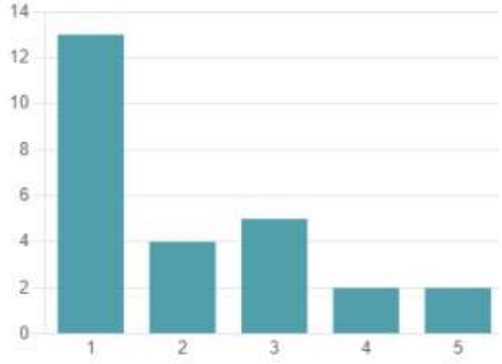
2.00
Average Rating



8. **The EU wide spread of agriculture and forestry knowledge reservoir**

More Details Insights

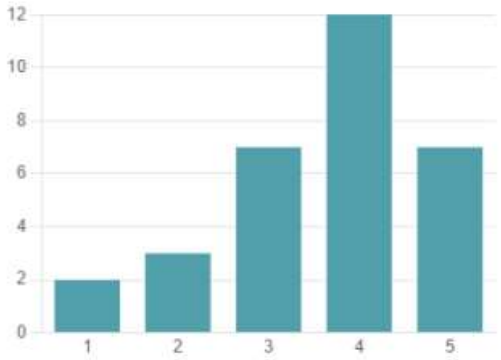
2.08
Average Rating



9. **A platform to share and gain agriculture and forestry knowledge**

More Details Insights

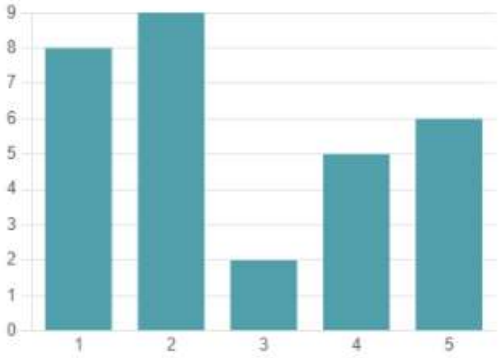
3.61
Average Rating



10. **Your first aid for agriculture and forestry knowledge**

More Details Insights

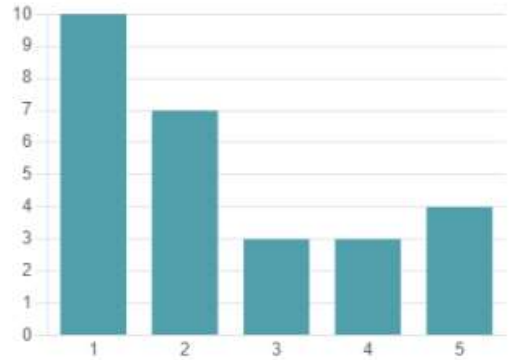
2.73
Average Rating



11. **Your first aid for agriculture and forestry knowledge *exchange***

More Details Insights

2.41
Average Rating



EU-FarmBook outcomes intra- and inter-Work Package sessions EU-FarmBook

Notes & reporting of WP1+2 sessions

Action points WP1+2

vrijdag 21 oktober 2022 10:59

The input that has been collected by the partners involved in WPs 1 and 2 with respect to the action points to focus upon, within the first 18 months of the project, are listed below:

- Metadata FAIR: Understand upload (action point with some research)
- User activities and stories
- Timeline for knowledge object input from external partners (kicked-off projects)
- Old project Knowledge Objects (who is responsible for the Knowledge Object search and upload?)
- Amount of Knowledge Objects and type
- Incremental solution towards MVP
- Decide how much effort to dedicate to build core AI
- Completion and validation of user requirements
- Testing with WP and external users
- Gather input of other WPs that impact our roadmap and activities
- Complete requirements
- Define technical features and service infrastructure
- Agreements on the type of Knowledge Objects and metadata
- Agreements on user stories/categorization of personas
- MVP logic (What is MVP 1 and when?)
- Target audience
- Who decides features
- Agree on the scope of the MVP: Roadmap/Backlog
- Who decides features
- Agree on the scope of the MVP: Roadmap/Backlog
- Agree on the architecture, setup, and data contracts
- See how we can involve other WPs in testing and validation
- Clarify the target users for the MVP version to be released (by the end M12-M14)
- Identify and clear out which stakeholders we need to receive input/feedback from
- Develop a systematic concept for the gathering of requirements in Oct/Nov
- Involve all actors who want in this requirement gathering (November/early December)
- Roundtable with other platforms for interoperability and requirement definition
- Architecture design and specification
- Early component
- Continuous Improvement/Continuous Development
- Setup structural collaboration with other WPs
- Definition of done
- Which objects to be gathered?
- Who/which uploads data (project coordinator or EU FarmBook people)?
- Collect all requirements and expectations of EU-FarmBook and document centrally including priorities
- Add priorities on the list of user stories (detailed → expectation management) in collaboration with WPs 3, 4, 5 (feasibility should be considered by the technical teams).

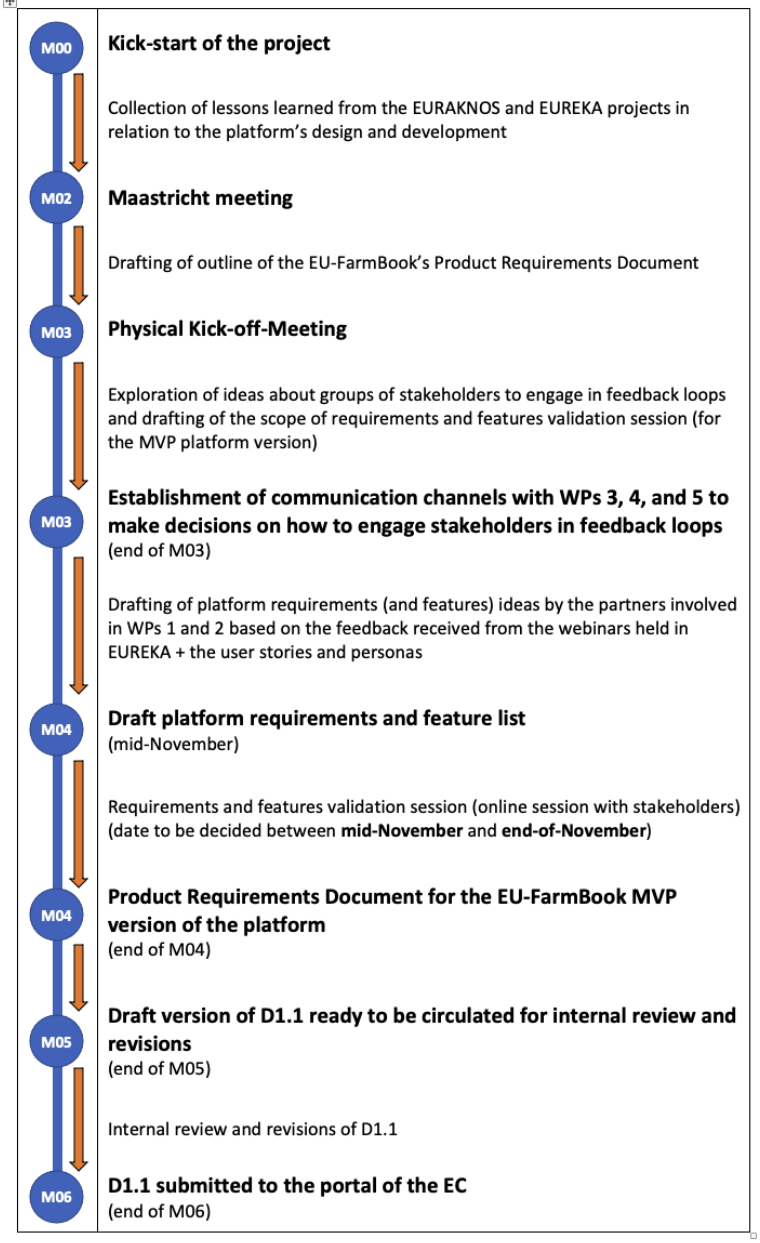
Based on the above, the following **priorities** have been decided:

- Identification of our "clients"
- Requirements collection and prioritization
- Collaboration with other WPs
- Structure the input collection for requirements
- MVP release
- Testing

Risks

- When the other WPs expect functional results from us might be unaligned.
- Time feasibility
- Will we have a well-working MVP by the end of M16-17 to tested in order to increase our confidence and ensure that we are not moving towards the wrong direction?
- UX research
- WP interoperability
- Single points of failure and people leaving the project

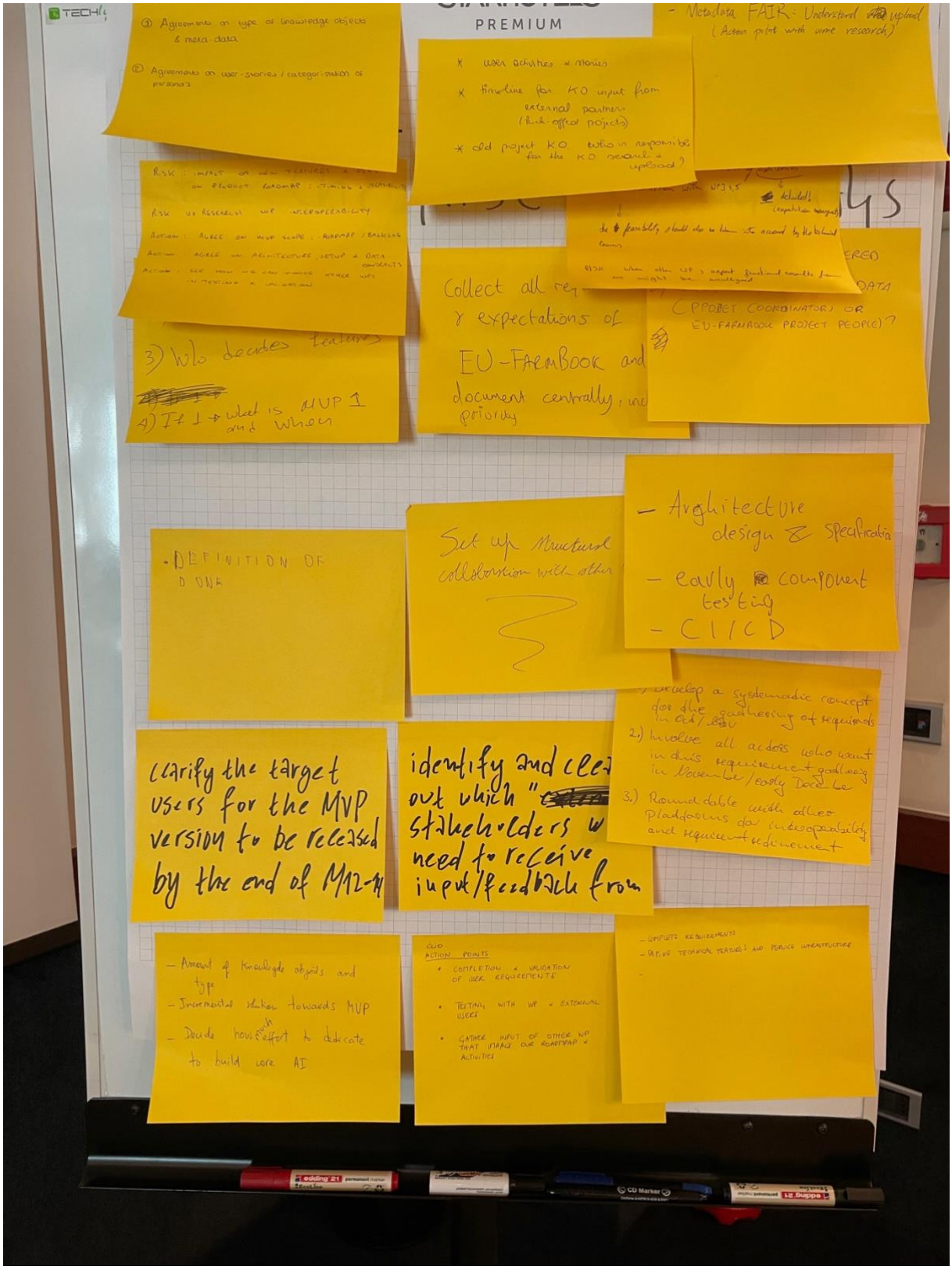
WP1 and 2 Roadmap till M06

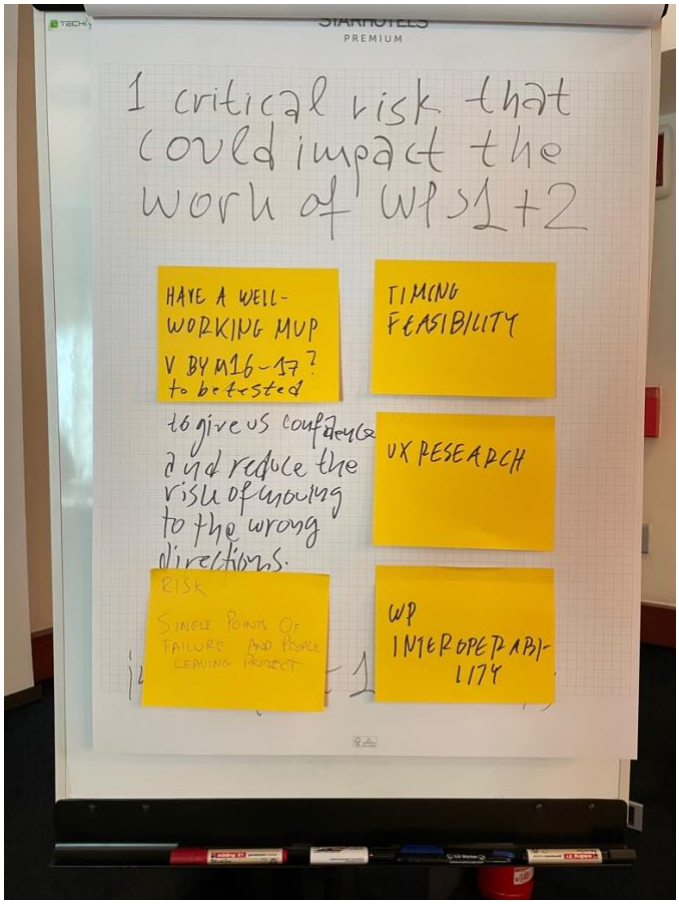


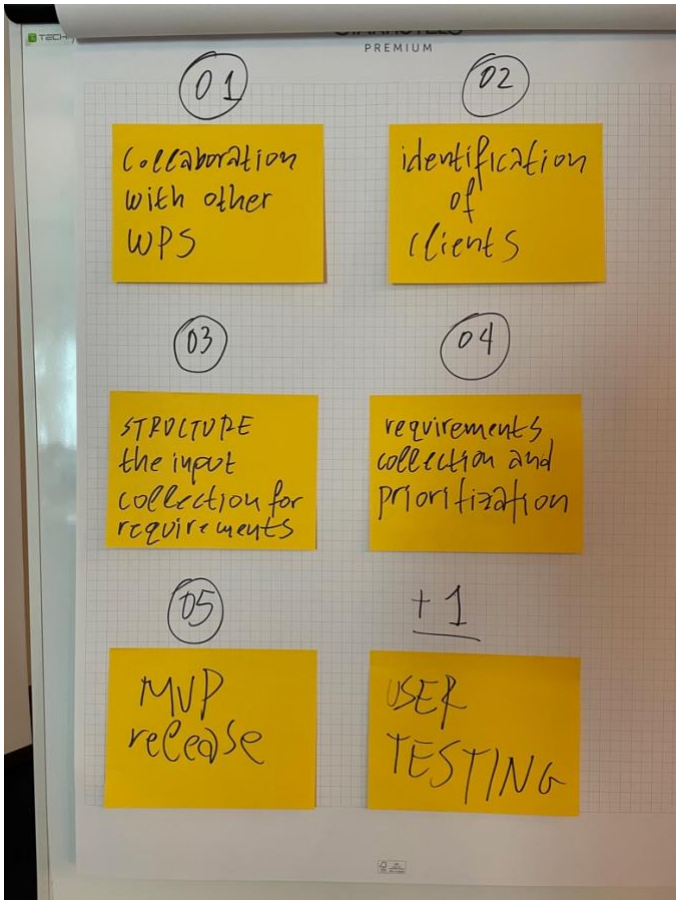
Notes for WP1 & WP2 Meeting Oct 20th @Florence (10:50 – Afternoon)

zaterdag 6 maart 2021 10:20

- Louis gives a presentation
  - Traslation from requirement to Techinical deliverable
  - Tech goals:
    - Gathering and storing: KO (Knowledge Object) and FAIR metadata
    - State of art for technology: why to use this technology
    - Plateform for konwledge exchange
  - How to reach Tech goals.
  - 5 Key concepts
  - 4 Users for Plateform
    - Contributers: create and upload KO
    - Consumers: end users
    - Stakeholders: analyse KO
    - Conmunity and Content
  - User activity and Stories: How users work/contrubute to the platform
  - Features (for documents, to be dicusssed):
    - Benefit Hypothesis
    - Added value
    - Description
    - Acceptance Criteria
  - Tech roadmap
- Action points (Priority MVP pionts):
  - Collaboration with other WPs
  - Identification of clients
  - Structure the impact collection for requirements
  - Requirements collection and prioritization
  - MVP release
  - User Testing
- Risk of impact
  - Have a well working MVP section in M16-M17 to be tested.
- Discussion:
  - Gitlab? Github? Lesson from previous project: always missing documents
  - Sharepoint is intergrated with Github
  - Not everything should be published online (need check)
- Plan until M6:
  - Goal: Initial Product Requirement doc
  - M3-M6 plan:
    - Decide how to connect and work together with other WPs (DDL: end of M3)
    - Initial Requirement list -> list of requirements for the MVP version of the platform (due: end of Nov)
      - Communicate Cwith platform for list of MVPs
    - M5 Peer review for requirement doc draft (due: December 20th)
    - Discussion
      - Initial user story + feedback of tests (between M3 and M4)
      - Mid of Nov to have the draft list of requirement and check (Monday meeting)
      - Story need to communicate with WP5
  - Platform day (onsite)
    - What?
    - How?
    - When? Before April (Dec? Jan?)
    - With whom?
    - Expected outcomes
  - Topics for other WPs
    - What do they expect from our side?
      - What is communication and how to communicate? feedback is always needed. Feedback to update/create features of platform.
      - Suggestion for platform: For users, easy to understand or use. Information retrieval, results ranking. (Future suggestion) Clear to display. Not to look at results deep. Easy to know which is best result.
      - In platform: Profile linking? Profile upload?
      - Create roadmap (easy to understand for non-tech person) to join the feedback loop.
      - Quick Tutorial for Platform: users ease to study during using platform.
    - Establishment of a set of guidelines to let other WPs know what
  - Topics from other WPs
    - First feedback loop
    - Platform learning

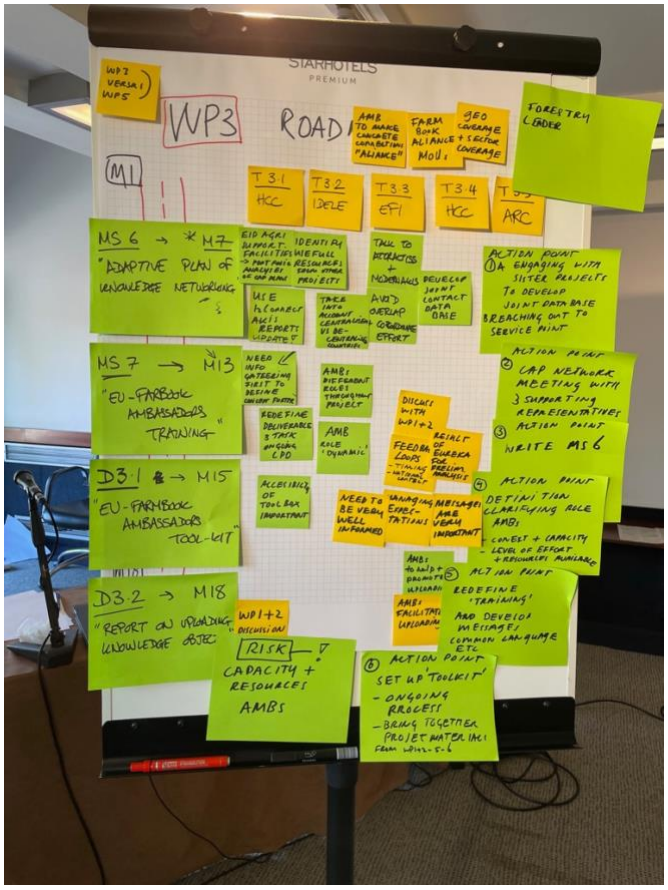

PREMIUM
① Agreements on type of knowledge objects & meta-data
② Agreements on user-stories / categorisation of personas
* user activities & stories
* timeline for KO input from external partners (kick-offed projects)
* old project KO who is responsible for the KO search & upload?
- Metadata FAIR: Understand upload (Action pilot with some research)
3) Who decides features
4) If 1 → what is MVP 1 and when
Collect all re
& expectations of
EU-FARMBOOK and
document centrally, inc
priority
(PROJECT COORDINATOR) OR EU-FARMBOOK PROJECT PEOPLE)?
- Architecture design & specification
- early component testing
- CI/CD
- DEFINITION OF DONE
Set up structural collaboration with other
2.) Involve all actors who want in this requirement gathering in November/early December
3.) Round table with other Platforms for interoperability and requirement refinement
clarify the target users for the MVP version to be released by the end of M12-14
identify and clea
out which "
stakeholders w
need to receive input/feedback from
- Amount of knowledge objects and type
- Incremental solution towards MVP
- Decide how much effort to dedicate to build core AI
CLIO ACTION POINTS
• COMPLETION & VALIDATION OF USER REQUIREMENTS
• TESTING WITH WP & EXTERNAL USERS
• GATHER INPUT OF OTHER WP THAT IMPACT OUR ROADMAP & ACTIVITIES
- COMPLETE REQUIREMENTS
- DEFINE TECHNICAL FEATURES AND SERVICE INFRASTRUCTURE

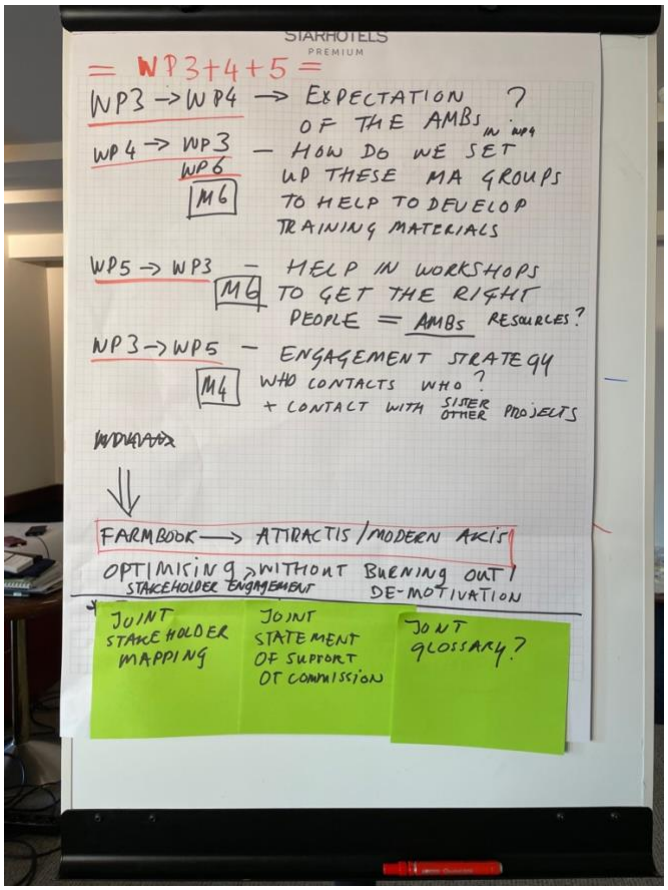

PREMIUM
1 critical risk that could impact the work of WPs 1+2
HAVE A WELL-WORKING MVP V BY M16-17? to be tested
TIMING FEASIBILITY
to give us confidence and reduce the risk of moving to the wrong directions.
UX RESEARCH
RISK
SINGLE POINTS OF FAILURE AND PEOPLE LEAVING PROJECT
WP INTEROPERABILITY


PREMIUM
01
Collaboration with other WPS
02
identification of clients
03
STRUCTURE the input collection for requirements
04
requirements collection and prioritization
05
MVP release
+1
USER TESTING

Notes & reporting of WP3 sessions

- Need for a survey coordinator
  - Manage the overview of the different surveys planned
  - Manage the quality and style of the surveys
  - Manage the release of the surveys
  - Prevent survey burn-out
  - Prevent the situation of presenting the similar questions to similar participants
  - Prevent long surveys (which can impact the response rate of subsequent surveys)
  - Integrate surveys in the communication strategy of the projet
- Need for a network workshop with different partner projects
  - See similarities and overlap between different projects
  - Increase the collaboration towards a common goal/meaning through these projects
  - Clearly agree on the framework in which each project will operate
  - Increase efficiency in communication and leverage the general network of knowledge created by different projects
  - Could be done in the framework of T6.7 to kick-off the task of increasing social impact and generate meaning
- Need for an increased collaboration between WP3 and T6.7
  - Leverage the ambassadors to increase the social impact of the EU-FarmBook
  - Explore the partner projects involved in:
    - The historic 'gap' between east and west with regard to reaching end users and involving them more in the co-creation interventions -> LIASON & PREMIERE (inequality of access to knowledge, valorisation of high-quality agriculture and forest-management outputs, the impact of climate change)
    - The role of female farmers in the agricultural context related to work-life balance -> ILVO? (ntergenerational renewal of practitioners and incorporation of new entrants)
    - The mental health of agriculture -> FarmWell project (ntergenerational renewal of practitioners and incorporation of new entrants)
    - The need of role models for young farmers -> CEJA (ntergenerational renewal of practitioners and incorporation of new entrants)


WP3
ROAD
M1
MS 6 → M7
"ADAPTIVE PLAN OF KNOWLEDGE NETWORKING"
MS 7 → M13
"EU-FARMBOOK AMBASSADORS TRAINING"
D3.1 → M15
"EU-FARMBOOK AMBASSADORS TOOL-KIT"
D3.2 → M18
"REPORT ON UPSCALING KNOWLEDGE OBJECT"
RISK
CAPACITY + RESOURCES AMBS
T3.1 HCC
T3.2 IDELE
T3.3 EFI
T3.4 HCC
FORESTRY LEADER
ACTION POINT
CAP NETWORK MEETING WITH 3 SUPPORTING REPRESENTATIVES
ACTION POINT
WRITE MS 6
ACTION POINT
DEFINITION CLARIFYING ROLE AMBS
ACTION POINT
REDEFINE 'TRAINING'
AND DEVISE MESSAGES, COMMON LANGUAGE ETC
ACTION POINT
SET UP 'TOOLKIT'
- ONGOING PROGRESS
- BRING TOGETHER PROJECT MATERIALS


= WP3+4+5 =
WP3 → WP4 → EXPECTATION ? OF THE AMBS IN WP4
WP4 → WP3 — HOW DO WE SET UP THESE MA GROUPS TO HELP TO DEVELOP TRAINING MATERIALS
WP6
M6
WP5 → WP3 — HELP IN WORKSHOPS TO GET THE RIGHT PEOPLE = AMBS RESOURCES?
M6
WP3 → WP5 — ENGAGEMENT STRATEGY
M4
WHO CONTACTS WHO ?
+ CONTACT WITH SISTER OTHER PROJECTS
FARMBOOK → ATTRACTIS / MODERN AKIS
OPTIMISING > WITHOUT BURNING OUT / DE-MOTIVATION
STAKEHOLDER ENGAGEMENT
JOINT STAKEHOLDER MAPPING
JOINT STATEMENT OF SUPPORT OF COMMISSION
JOINT GLOSSARY?

Notes & reporting of WP4 sessions

Write here for WP4

Priorities:

-framework by April

-creative groups

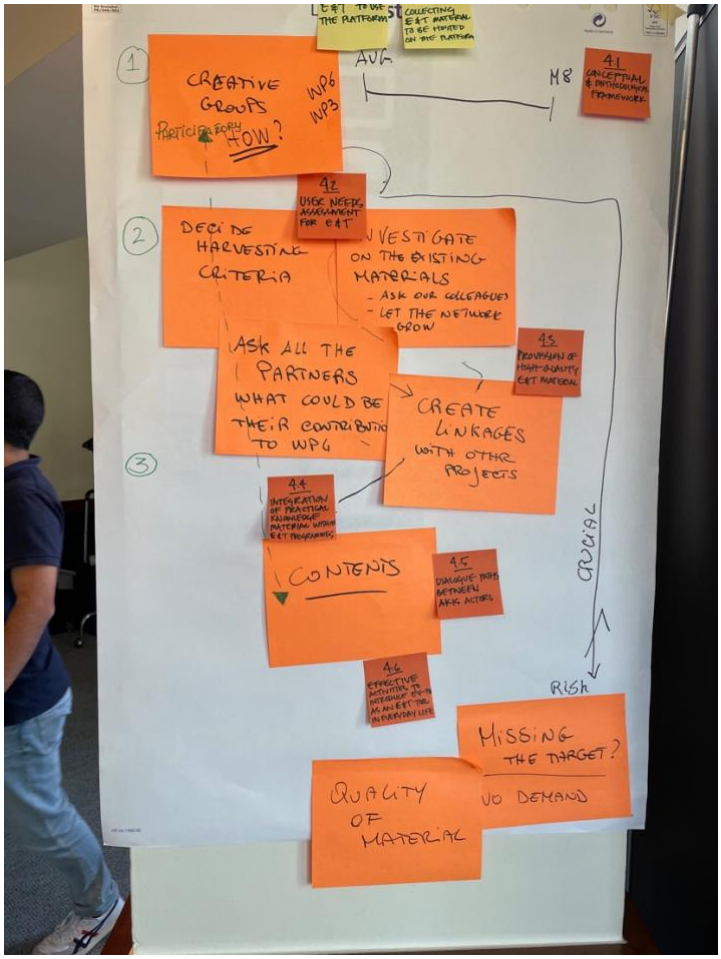
-harvesting criteria

-investigate existing materials

-links to other WPs

Risks: missing targets, risk that the material will not be accepted and will not enter the curricula.

- Need to map the dependencies between tasks over workpackages
- The needs assessment task can properly start when the first overview of the network of partners to consult and approach is ready, in order to prevent an inefficient recruitment
- Start a parallel track of requirements analysis for exploitation to provide input to WP1 and WP2 after the MVP has been launched
- Increase the practicality of content
  - What is the status of the policy to rework the format of the practice abstract?
  - How will we approach content providers whose output doesn't meet up to practicality standards?
  - What are the practicality standards?
  - Is there a need for user testing content in order to define practicality standards?
  - Is there a need for a policy recommendation based on the collected findings from user testing content?
  - How will we increase the practicality of content from projects which have ended?
  - Is there a need for a project to increase the practicality of outdated content from ended projects?

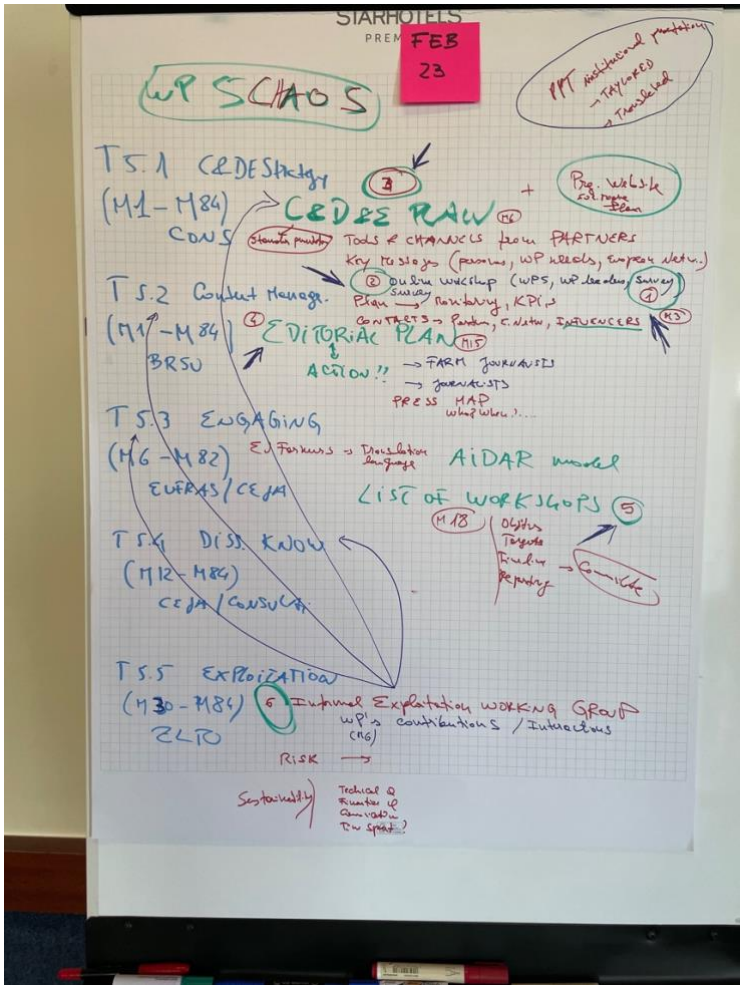


Notes & reporting of WP5 sessions

Notes on WP5 Kick-off Meeting Florence 19102022

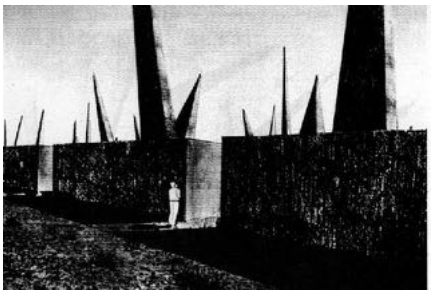
vrijdag 26 maart 2021 13:56

- Need for workshop to develop key messages for different target groups
- Identify the various communication channels, including strengths and weaknesses
- Monitor and record activities on the various communication channels, including development of KPIs
- Circulate list of interested people/groups classsified in various ways
- Develop editorial plan covering kind of information to be published, the channels to be used and responsible people
- Make farmers aware during year 1 that the platform is being built and continue to create awareness and desire to be involved
- Draw
- Standardize presentations for general use
- Create several targeted presentations for different groups in a PPP with some standard slides common to all presentations
- Take steps to set up an informal exploitation working group and ensure that it has connection points with all of the WPs
- Six key actions:
  - Conduct survey among all project partners
  - Organise online workshop involving WP5 team and all WP leaders with the aim of building an 18-month communication plan
  - Deliver C&DE plan and project website in month six
  - Develop editorial plan: who?, when?, how?
  - List of workshops to engage with different EU networks
  - Organise informal exploitation working group
- Main risk stems from the very large number of potential project messages and the number and variety of potential target groups.



No notes & reporting of WP6 as they were not keeping separate WP sessions during the KoM in Florence

everything could be otherwise, and nothing is as it should be



Michael Kaethler

University of San Marino/ European Institute of Design

Presenter: Michael Kaethler, Professor of design at Universita degli studi di San Marino
Contact: m.kaethler@unirsm.sm/ +39 3713921397
Date: 20/10/2022
Location: Florence, Italy
Host: EU-FarmBook

Introduction and aim of the presentation

Too often we experience the world as if it is a stage for us to act our parts. We do not question the shape, height or features of the stage or the various props that we can use to express ourselves, change scenography or interact with others. As such, we tend to view the world as static, fixed and immutable. When we think about change, it occurs at an immaterial level, such as for 'policy makers', 'legal experts' or 'inventors'. Instead, this presentation seeks to show the opposite view of the world: that the stage upon which we live and the props which guide our interactions (our material reality) are extremely malleable-- we live in a world that is fluid in its relationality, materialized through objects that are in a constant state of 'becoming' and we have an incredible capacity to act upon and with these.

The presentation brings the participants into a dizzying world of design, showing how design is used in all matter of scenarios, from shaking hands to growing our own clothes. In doing so, it encourages participants to begin questioning their own relationships with materiality and to what extent they can transform this according to their own needs or desires. Moreover, the presentation challenges the participants to begin thinking not only about their own contexts but more importantly about the EU-FarmBook project in light of their interests and how it can be an object of design, which they have the agency to influence and change. The underlying question of the presentation is: how can the EU-FarmBook be not only

functional but also meaningful and transformative? And to what extent can this project go beyond the usual policy field to have a greater impact on its intended user group and the broader agricultural and forestry field in general?

Exercises

In groups of 2 or 3, you have five minutes to come up with prototypes (sketches):

1. Remove an element that changes how we understand/ interpret the hand
2. Add an element that changes how we understand/ interpret the hand
3. Alter the hierarchy of elements of how we understand/ interpret the hand
4. Alter the material of the hand in a way that changes how we understand/ interpret the hand

The presentation included two specific group exercises:

1. Complex problem solving: Groups were asked to develop solutions for a civilizational problem of preserving nuclear waste sites for 10,000 years in the future. This exercise is used to encourage participants to see design as more than object-creation to include social, linguistic, scientific and cultural elements.
2. Defamiliarization: Groups were encouraged to defamiliarize themselves with their hands through the act of design. The task was to add, subtract, re-arrange the

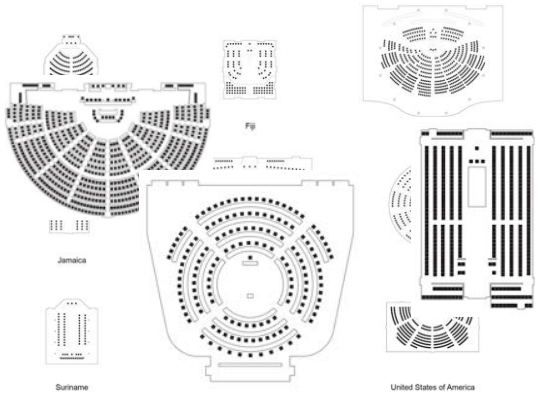
hierarchy and change the materiality of the human hand. In the process, the hand begins to look and feel different to participants as they begin to question how they use it, how it could be used and how its various constitutive elements merge to give us the current experience we have of hands. The overall objective was to demonstrate that even the hand, something we know so well, can be re-designed and considered an object for design. What else do we take for granted that needs to be re-designed?

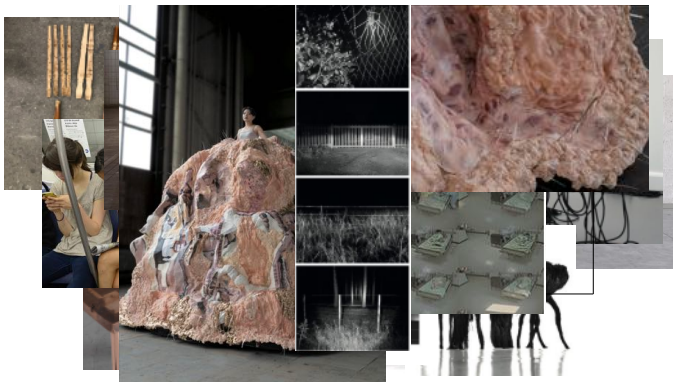
Main Messages

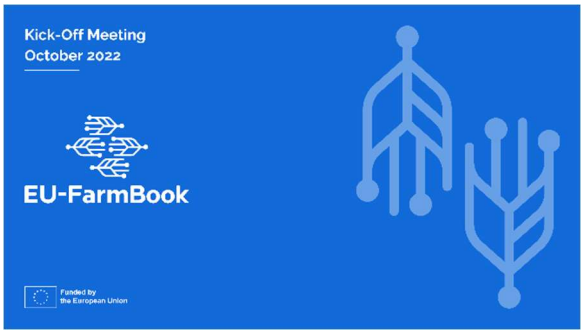
1. The world is not static, but rather a series of materiality that is waiting to be changed and influenced
2. We all have the capacity and agency to influence the materiality of the world and with that we can begin to make serious and profound changes to the social, cultural and physical reality of our world.
3. The EU-FarmBook project benefits from radical out-of-the-box thinking and given the level of expertise within the consortium, all that is required is the courage to start engaging with it on a deeper and constructively creative way.

Conclusion and Impact for the Consortium

The presentation went well and the participants offered up insightful, creative and innovative ideas to the design problems that were presented. The group appears more than capable to engage with complex socio-material contexts. It is my hope that the spirit of the presentation and some of its design references will remain with the participants as they endeavour into this substantial 7-year project, pushing them to not accept the status quo but to question how to make the EU-FarmBook as meaningful and transformative as possible.







Lego Challenge

By Peter Rakers (Esset Engage)

Set-up

Random teams were formed around 8 tables and the mission was to construct an exact replica of a tower built in Lego blocks. But only one person of the team, the architect, could see the prototype that was hidden in front of the meeting room. Only oral description was possible, so the architect had to run up and down to explain, piece by piece, how the prototype looked like.

At the table, the rest of the team tried to construct the tower based on the architect's instructions. Although the facilitator specifically asked for 'a' replica (and not 8), all teams entered into competition and started to build, on their own, 8 separate replicas.

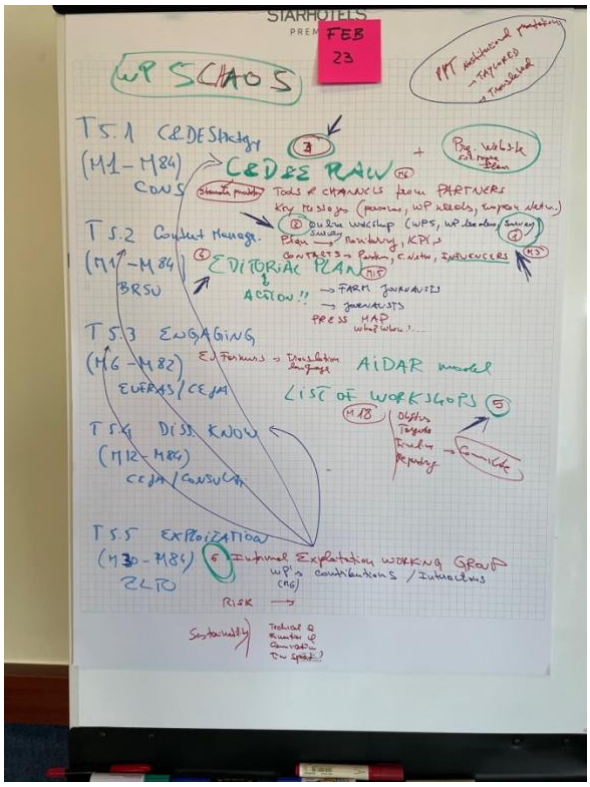
The game was set up in a way, none of the teams could build the replica without collaborating with the other teams.

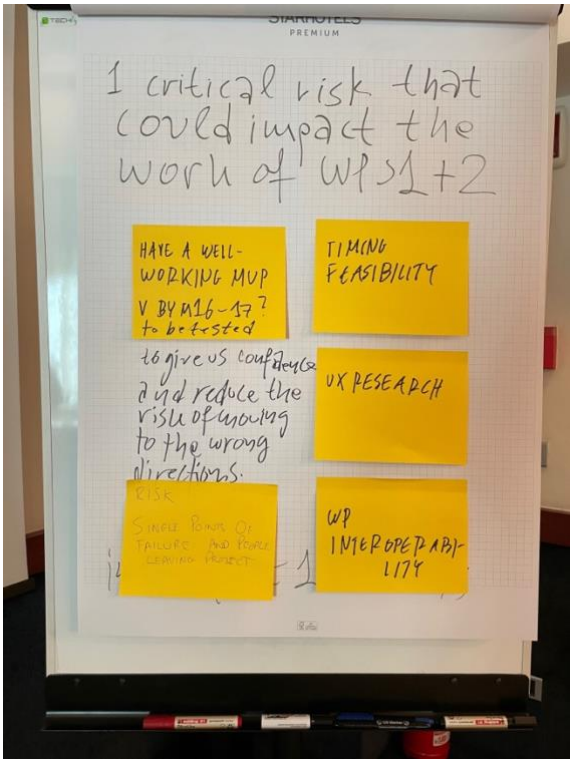
Feedback

During the feedback session, none of the teams was aware of that opportunity seen they all were concentrated on their own work instead of looking at the broader picture. A lesson in mental priming and the feedback of the consortium partners was unanimous: How could we be so shortsighted?' People were talking about the Lego game until the closing of the kick-off, making it quite impactful.

EU-FarmBook

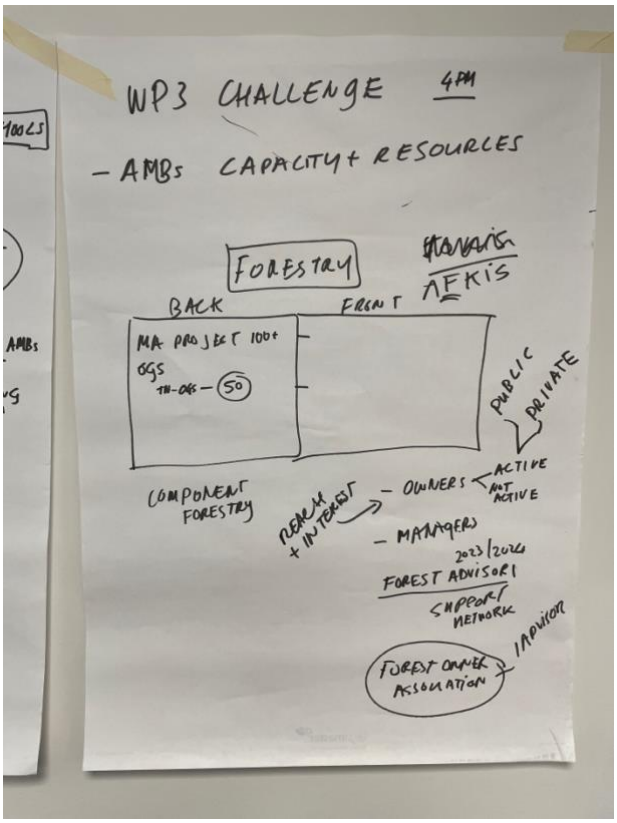
Annex B – 8 Workshop impressions during day 1, 2 and 3

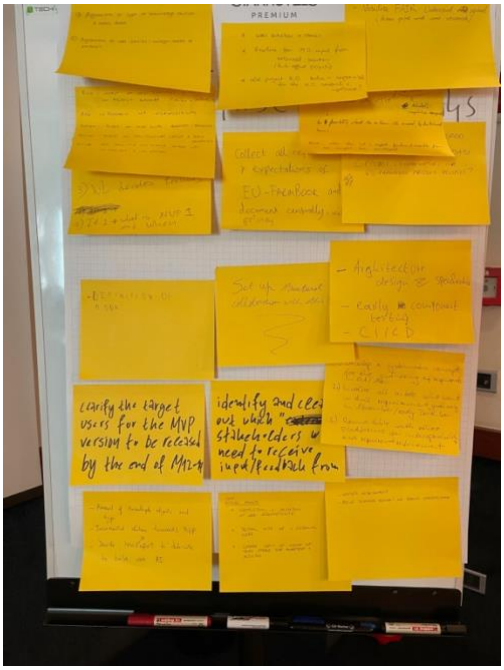


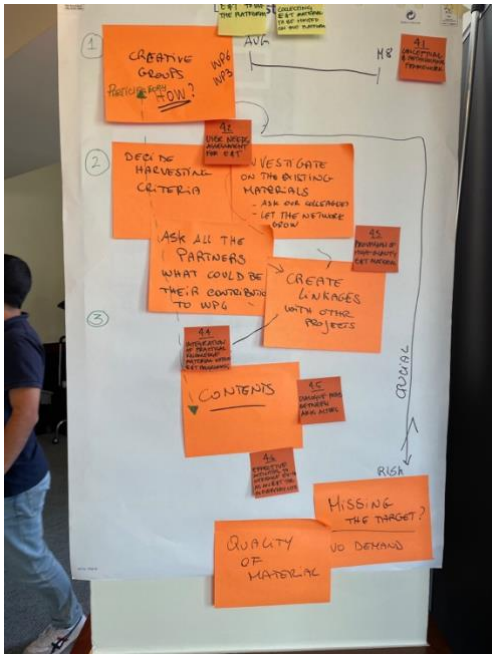


EU-FarmBook

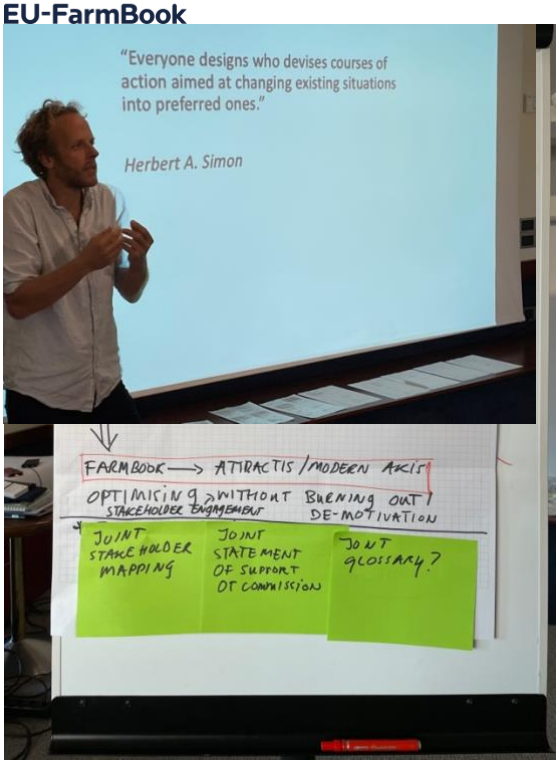
WP3
ROAD
MS 6 → M7
"ADAPTIVE PLAN OF KNOWLEDGE NETWORKING"
MS 7 → M13
"EU-FARMBOOK AMBASSADORS TRAINING"
D3.1 → M15
"EU-FARMBOOK AMBASSADORS TOOL-KIT"
D3.2 → M18
"REPORT ON UPLOADING KNOWLEDGE OBJECT"
RISK
CAPACITY + RESOURCES
AMBS

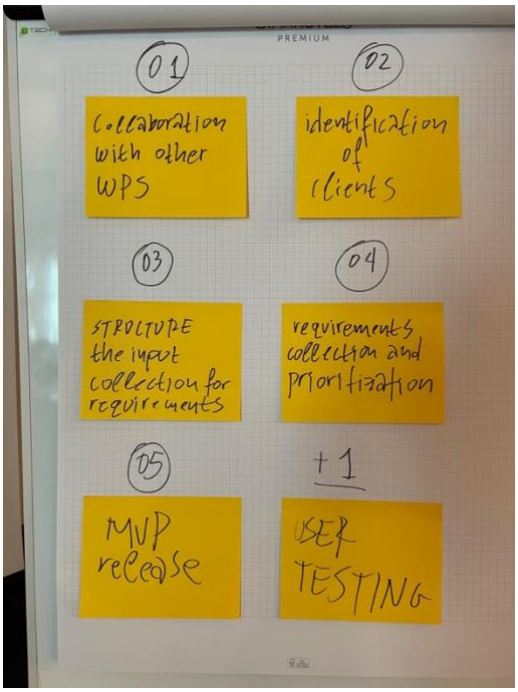

WP3 CHALLENGE
4PM
- AMBs CAPACITY + RESOURCES
FORESTRY
BACK
FRONT
AFKIS
MA PROJECT 100+
OGS
TH-OGS — 50
PUBLIC
PRIVATE
COMPONENT FORESTRY
REACH + INTEREST
- OWNERS
ACTIVE
NOT ACTIVE
- MANAGERS
2023/2024
FOREST ADVISORI
SUPPORT NETWORK
FOREST OWNER ASSOCIATION
ADVISOR

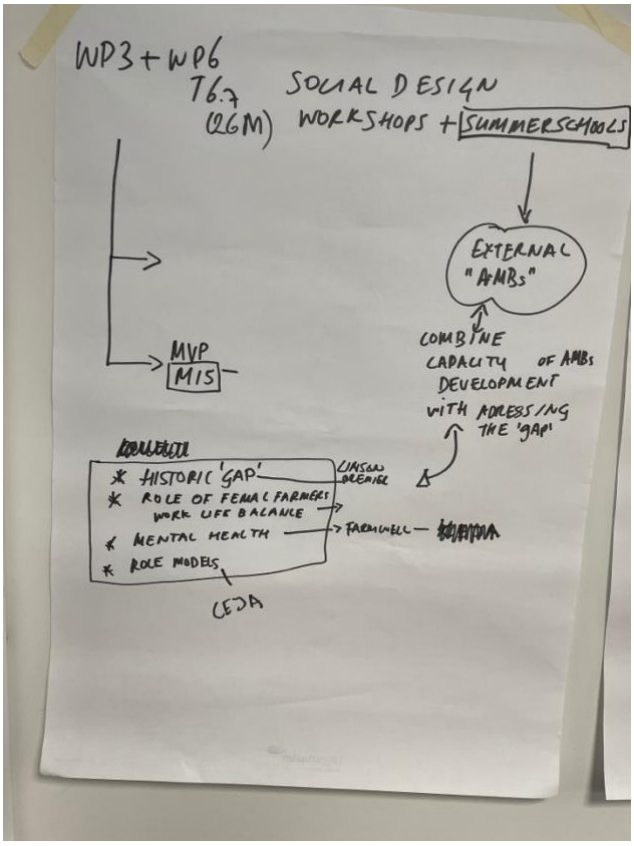

PREMIUM
clarify the target users for the MVP version to be released by the end of M12-14
identify and clear out which "stakeholders" need to receive input/feedback from

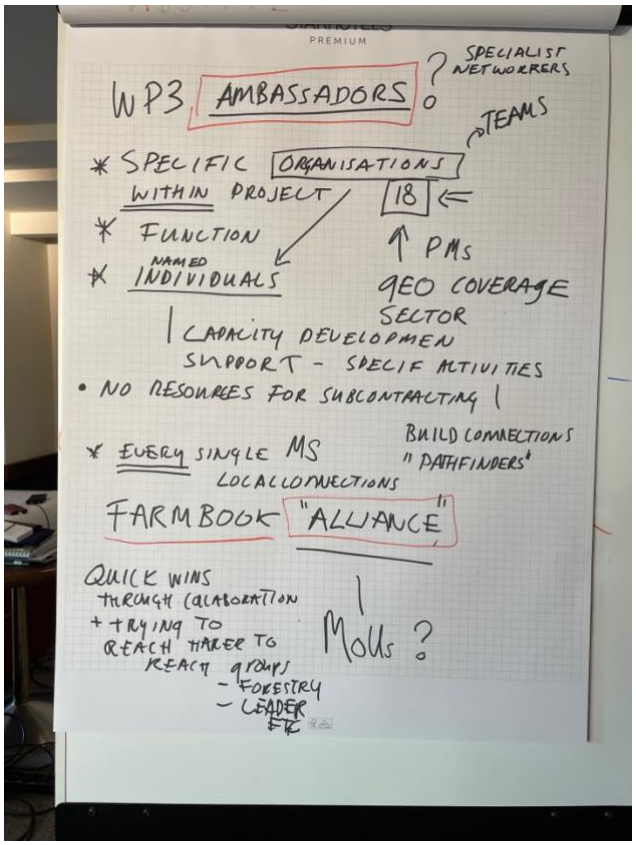

CREATIVE GROUPS
HOW?
WP6
WP3
AVG
M8
DECIDE HARVESTING CRITERIA
INVESTIGATE ON THE EXISTING MATERIALS
ASK ALL THE PARTNERS WHAT COULD BE THEIR CONTRIBUTION TO WP6
CREATE LINKAGES WITH OTHER PROJECTS
CONTENTS
CRUCIAL
RISK
MISSING THE TARGET?
QUALITY OF MATERIAL
NO DEMAND

EU-FarmBook


"Everyone designs who devises courses of action aimed at changing existing situations into preferred ones."
Herbert A. Simon
FARMBOOK → ATTRACTIS / MODERN AKIS
OPTIMISING → WITHOUT BURNING OUT / DE-MOTIVATION
STAKEHOLDER ENGAGEMENT
JOINT STAKE HOLDER MAPPING
JOINT STATEMENT OF SUPPORT OF COMMISSION
JOINT GLOSSARY?

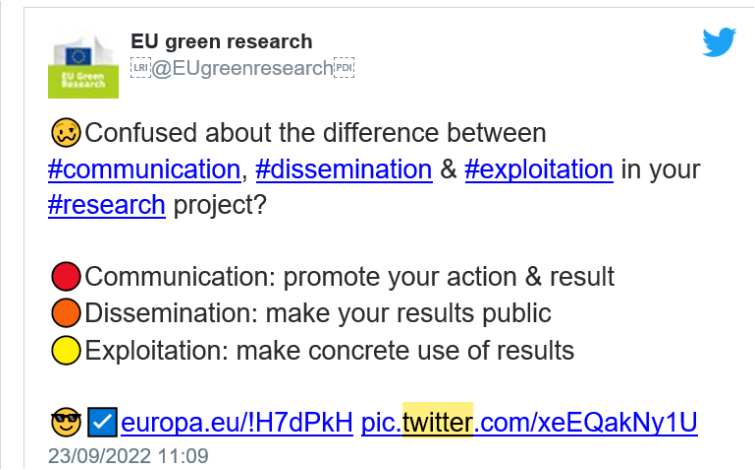

PREMIUM
01
Collaboration with other WPS
02
identification of clients
03
STRUCTURE the input collection for requirements
04
requirements collection and prioritization
05
MVP release
+1
USER TESTING


WP3 + WP6
T6.7
(26M)
SOCIAL DESIGN WORKSHOPS + SUMMERSCHOOLS
EXTERNAL "AMBS"
COMBINE CAPACITY OF AMBS DEVELOPMENT WITH ADRESSING THE 'GAP'
MVP
MIS
COLLECTIVE
HISTORIC 'GAP'
ROLE OF FEMALE FARMERS WORK LIFE BALANCE
MENTAL HEALTH
ROLE MODELS
LIAISON BROKER
FARMWELL
CEJA


PREMIUM
WP3 AMBASSADORS
SPECIALIST NETWORKERS
TEAMS
* SPECIFIC ORGANISATIONS WITHIN PROJECT
18
* FUNCTION
* NAMED INDIVIDUALS
PMs
GEO COVERAGE
SECTOR
CAPACITY DEVELOPMEN
SUPPORT - SPECIF ACTIVITIES
• NO RESOURCES FOR SUBCONTRACTING
* EVERY SINGLE MS
BUILD CONNECTIONS
" PATHFINDERS"
LOCAL CONNECTIONS
FARMBOOK "ALLIANCE"
QUICK WINS THROUGH COLABORATION
+ TRYING TO REACH HARDER TO REACH groups
- FORESTRY
- LEADER ETC
MOUs ?

Communication, Dissemination and Exploitation by CONSULAI

1. C,D&E: What?



2. Report of presentation of Consulai about C,D&E for EU-FarmBook

EU-FarmBook needs consistent, standardised and fancy communication. Communication (C), Dissemination (D) and Exploitation (E) is not an easy-peasy. Consulai is not an marketeer and EU-FarmBook will have to count on all partners. How to reach impact is a challenge, difficult to do it and prove it.

Rui Almeida (CONSULAI) presented some glossary on what is communication and dissemination. Communication is on what we do during EU-FarmBook project. This communication has to be facilitated by the single organisations and the EU network organisations, partners in EU-FarmBook. EU-FarmBook will count on all. Dissemination will be the sharing of the EU-FarmBook platform. As soon it is ready to use EU-FarmBook can start up dissemination.

- ⇨ Important seems to me that we can already start with dissemination of the metadata/ontology to standardise knowledge objects on farming and forestry to fulfill the request of interoperability.

EU-FarmBook is built up of several stages: see slide below.

CONSULAI will set up the AIDAR technology in the communication strategy:

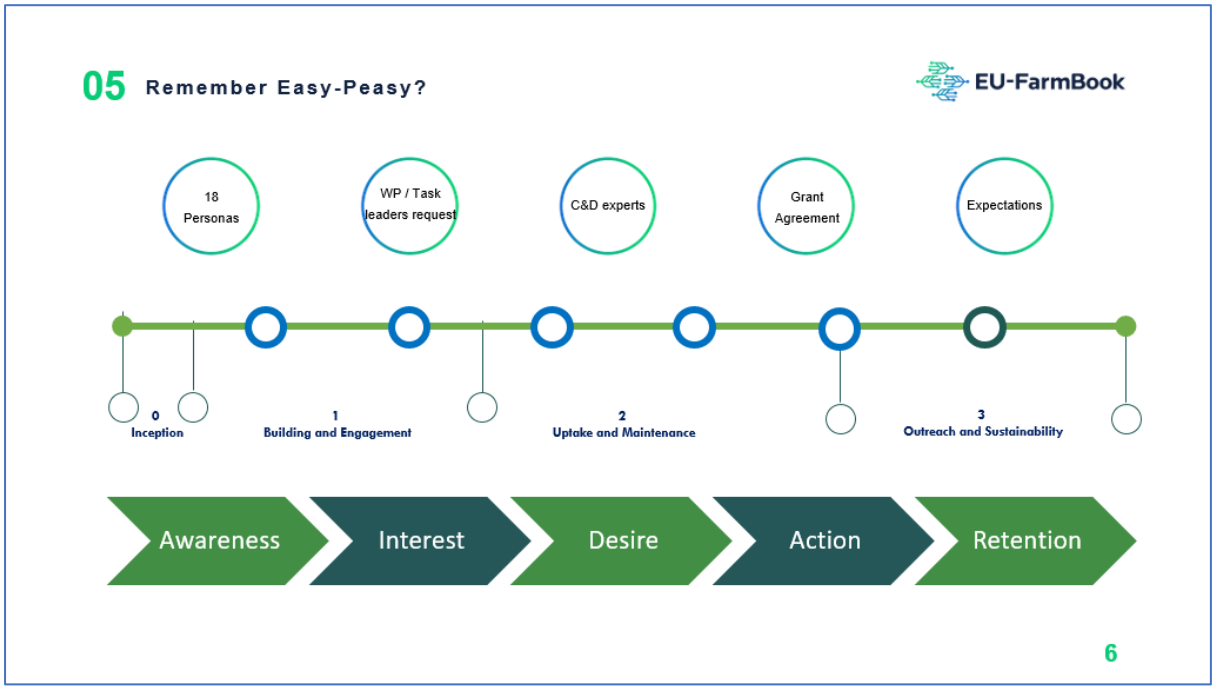
A -> Awareness – EU-FarmBook will be built with social media (LinkedIn and Twitter started up)

I -> Interest – People want to know EU-FarmBook

D -> Desire – People want their knowledge in EU-FarmBook. “I don’t need to look on google, I will have the platform”

A -> Action – EU-FarmBook in full speed

R -> Retention – EU-FarmBook needs to stay in the business also after the project is finished.



EU-FarmBook has persona’s, it has different type of partners, Consulai can serve all, but asks the consortium members to be patient when specific needs are identified.

The WP5 roadmap is briefly described:

1. Survey of journalists on the needs,
2. Online workshop of all communication WP5 contributors and WP leaders,
3. C, D, E plan,
4. Editorial plan,
5. Workshops,
6. Internal exploitation working group when people start using the platform.

Katharina and Aishigui (BRSU) are journalists. They report on new technology and innovations for farmers. They are specific for farmers but also write for the full media. Agricultural journalists inform farmers on relevant topics. They are supposed to report independently, they need a broad view of all new developments. Journalists are looking for interesting news. With EU-FarmBook, they can look over the borders for news/stories/information. They will set up a small survey (Nov.) to look at the EU-FB partners and their available materials and possibilities to communicate. An answer from each partner is expected.

A presentation of the logo and the official EU-FarmBook colors was given. The font is Helvetica. It is stressed that the wrong presentation of the logo is not acceptable. Templates of powerpoint and deliverables will become available on SharePoint. A couple of versions will be foreseen. This is to adapt

presentations or documents to specific audiences. Take attention to the EU flag. New rules accept new ways of presentation. More details on this can also be found in the Management Handbook.

On newsletters you say that EU-FarmBook is funded by the EC. Social media: LinkedIn and twitter use hashtags and @.

The outcome of the first introduction of EU-FarmBook and Twitter after two days online is: 68 followers on LinkedIn and 13 new followers on Twitter. Google ads will be used later on in the project to further increase the visibility of EU-FarmBook to the broad public. For the moment this outcome after two days is good, not great, and not bad. Important is that the Twitter account is taken over from the Eureka project. CONSULAI will focus the following weeks on the smooth transition of Euraknos, Eureka to EU-FarmBook. A project website will be set up next to the project platform. The website will provide news about who we are. The project website will disappear after 7 years, it is the aim that the project platform will last until infinity.

The following questions were posed.

1. Will CONSULAI provide the right hashtags of EU-FarmBook and the ones of the EC?
2. Will CONSULAI set-up a library of photos that can be used for different purposes in the project? It is said that CONSULAI nowadays had access to the photos that it pays for. When collecting photos the GDPR rules should be respected. The GDPR check can be worked out.