



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



# NEFERTITI

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



# Quick Facts about NEFERTITI Project



🕒 4 years: from 01/01/2018 to 31/12/2021

🌐 Includes 32 partners from 17 countries

👤 Coordinated by ACTA (Adrien Guichaoua)  
Head of Network of the French Agricultural Technical Institutes



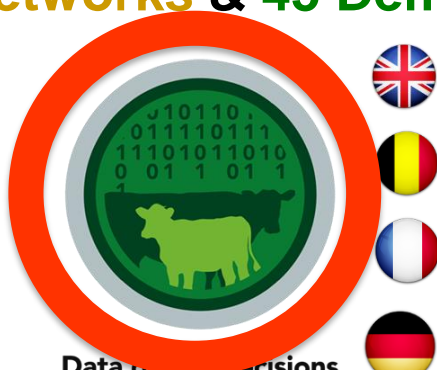
💰 Budget: 7M€



# 10 NEFERTITI Networks & 45 Demo Hubs



Grassland carbon sequestration



Data driven decisions for dairy farmers



Robust organic livestock systems



Optimal soil quality in arable crops



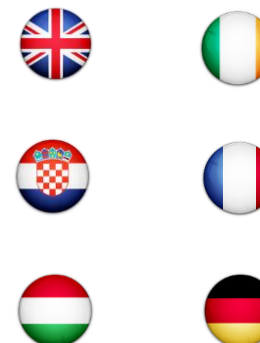
Arable precision farming & variable rate applications



Increasing productivity & quality in organic arable crops



Farm attractiveness



Improved nutrient use efficiency in horticulture



Water use efficiency in horticulture



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





# Concept and objectives

Innovation uptake



Networking Hubs & people



3 Annual Demonstration Campaigns

Platform to connect people



Dissemination Communication

Policy Dialogue

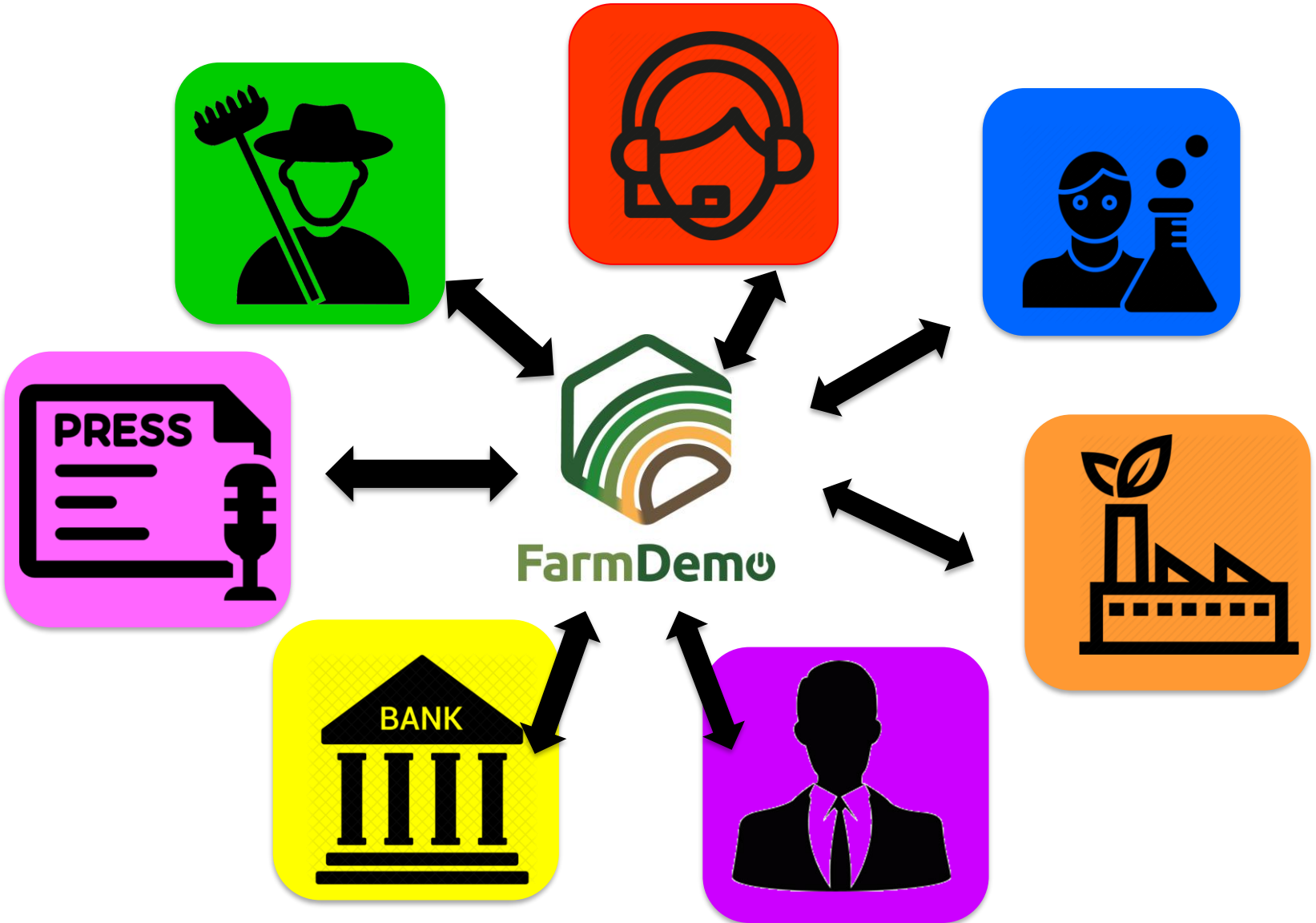


Monitoring & Evaluation

# Demonstration embedded in AKIS: enabling ecosystem



AKIS: Agriculture Knowledge & Innovation Systems



# What farmers want/need? How farmers learn?

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

**PEER TO PEER**

**EVIDENCE  
TO SEE...**

**DEMONSTRATION**

**MINIMISE  
RISK**

**TAILORED SUPPORTS  
& ADVISES**

**SECURE  
INCOMES...**

**INCENTIVES**



# DEMONSTRATION TRAINING KIT



**DESIGN GUIDE  
FOR ON-FARM  
DEMONSTRATIONS**



# DEMONSTRATION TRAINING KIT



## DESIGN YOUR ON-FARM DEMONSTRATION EVENT IN 6 STEPS

1

### Demo objectives and target groups



- State clear objectives
- Target your farming audience in line with your objectives
- Invite other actors to increase the impact

2

### Demonstration farm



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

3

### Demo set-up



- Compose a balanced organisation team in line with your objectives
- Provide enough time for interaction and networking
- Consider trade-offs when selecting a suitable time
- Compensate the host farmers



## 4 Promotion



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

## 5 Learning and facilitation methods



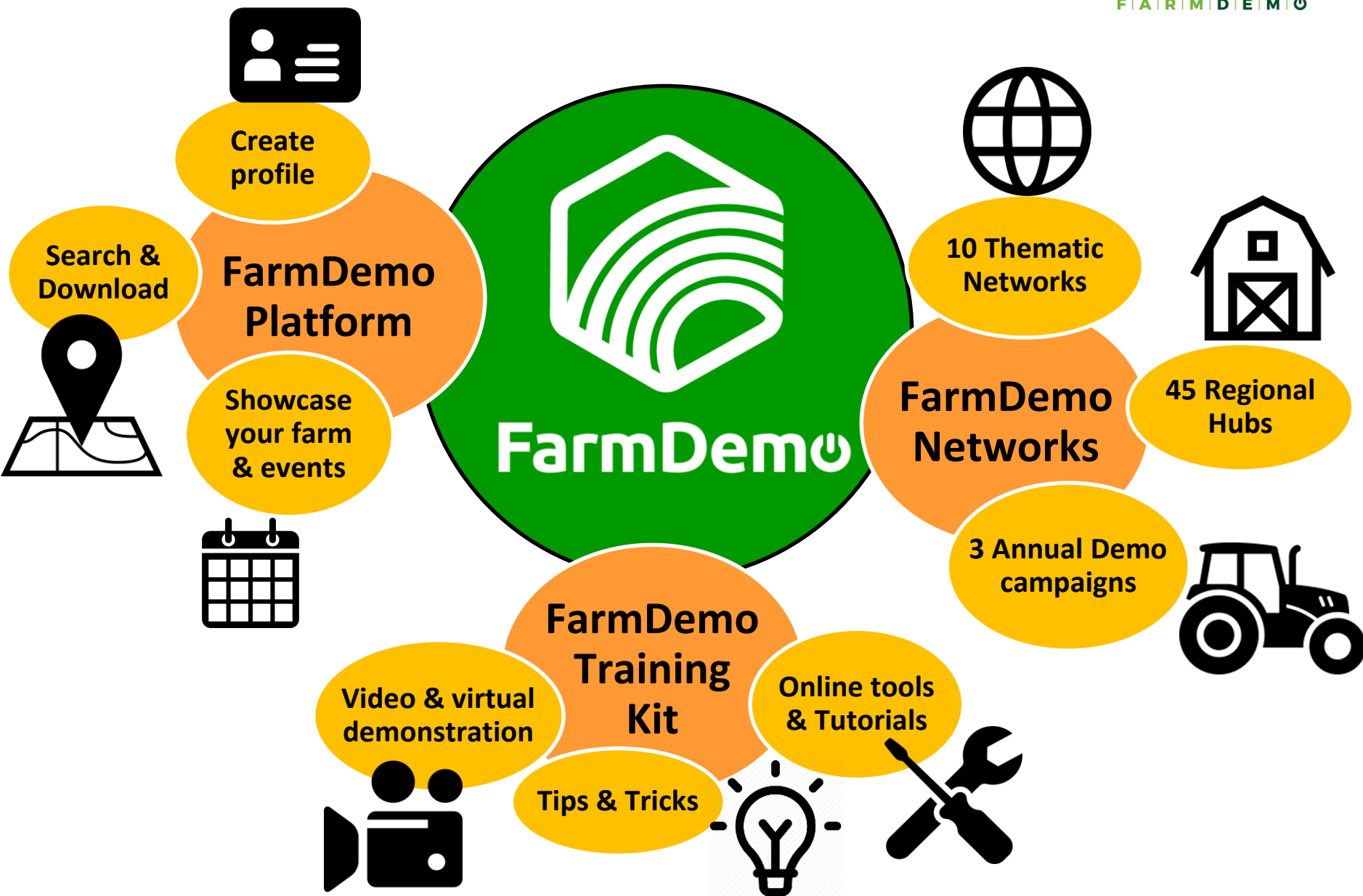
- Relate learning content to farming practice
- Engage participants in active knowledge exchange
- Use a variety of learning methods
- Split up larger groups

## 6 Evaluation and follow-up



- Evaluate if your objectives have been met
- Use and implement the results of your evaluation
- Organise follow-up activities for both participants and non-participants

# WHAT FARM DEMO OFFER ?



# Social medias and contacts



FarmDemo  YouTube channel



[www.nefertiti-h2020.eu](http://www.nefertiti-h2020.eu)



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



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



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# Thank you for your attention



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## NEFERTITI PARTNERS

