



How can I make project dissemination a success? By defining end-user types and their needs

“Map your end-users and their specific needs”



Successful dissemination depends on addressing your audience - that is, the persons or groups that apply the information, outcomes or tools that are produced, evaluated, or shared by your project.

It is crucial to map your end-users and their specific needs. Evaluate your end-users by following these steps:

1. Identify end-user types that your project targets, e.g. farmers.
2. Define categories to profile these end-user types, e.g. farmers: age group, gender, farming system, organisation/ management, geographic location, size.
3. Identify the knowledge needs of your end-users through a literature review and/or surveys with representative end-users. Compare and complete your findings with information from your project:
 - Regarding the type of knowledge, farmers need up-to-date knowledge that is easily accessible and understandable, concrete, practical, and context-specific.
 - Content that is most relevant to farmers is tailored advice that is adapted to their context and needs, as well as specific technical knowledge necessary for the farm.
 - Content/formats that are useful for farmers include online information such as practice abstracts, videos, and factsheets.

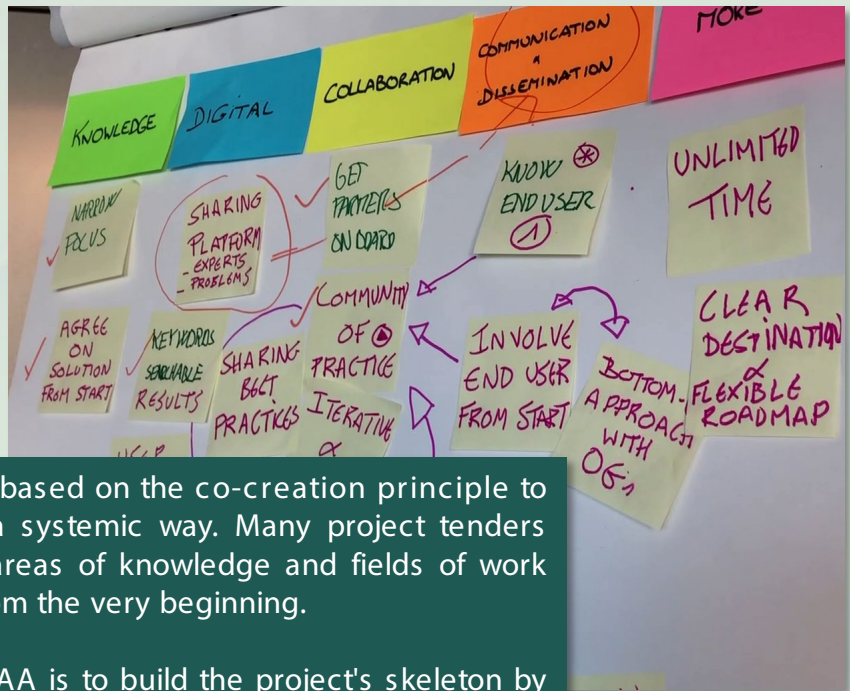
To successfully disseminate the results of your project to end-users and maximise the uptake, tailor your information or tools to the key audience target groups by identifying end-user types and needs, and create a bundled package of information with the correct information infrastructure using the right channel (e.g. social media, newspaper, cross visit in the form of presentation, text, video or podcast)

“Tailor your information and tools to the target audience”



Multi-actor-approach at its start - Conceptual phase as the foundation of your project! What is to be considered?

Engage key actors in all project phases



The multi-actor approach (MAA) is based on the co-creation principle to achieve agricultural innovation in a systemic way. Many project tenders require that actors from different areas of knowledge and fields of work participate actively in the project from the very beginning.

The main framework to set up a MAA is to build the project's skeleton by including and interlinking specific actors and their needs. In the conceptual phase of your project, the cornerstones for the later success or failure of your project are set. Thus, the first step is to identify relevant key actors according to the theme, topic, and activities of your project.

- What agriculture or forestry challenge and legal framework conditions are your project dealing with?
- Who are the key actors?
 - Who has political responsibility, authority, financial resources (public and private funds)?
 - Who has the skill and expertise in the topic and related domains? Who is part of the value chain?
 - Who will use the results?
- Who are the intermediaries? (e.g. farmers' associations, chambers of agriculture, NGOs, innovation brokers, facilitators, media, etc.)
- What is the scope and geographical coverage of the project? By setting the system boundaries, you will identify representative actors for your project theme/challenge, e.g. local authorities, local end-user groups.

In all project phases: conceptualisation, initiation, and execution, representative actors connected with your challenge must be engaged. If they are not part of the consortium they can be involved through an advisory board or participatory activities such as workshops.

The persona method: an efficient tool to define the future users of a digital platform

Use the persona method to select a panel of test users



To define target users, the personas method is effective. It involves creating fictitious characters whose characteristics (social and psychological) must be clearly defined beforehand.

This method serves: to personify the targets, to put ourselves into the shoes of the end-users, and to establish their habits of accessing knowledge.

To build the fictitious persona, it is assigned a series of attributes that enrich its profile to better express the characteristics of the target group. Thanks to these attributes, it then becomes possible to design scenarios for the use of a knowledge platform. The basic description of a persona includes name, gender, age, positioning profiles to digital tools, a lifestyle, and possibly other attributes depending on the field studied.

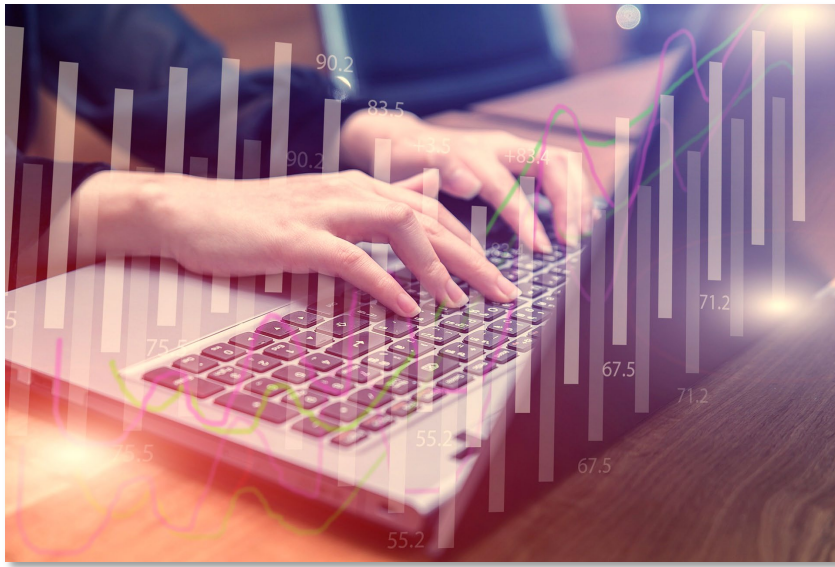
The persona method can be used to select a panel of users who will be involved as test users throughout the process of creating the platform. In the case of EURAKNOS, the different categories of profiles sought are farmers, foresters, advisers, and teachers. Using these test users has the advantage of regularly collecting their opinions, suggestions, and needs to be considered in the platform development process.

This multi-actor approach should make it possible to build a tool that considers the needs of end-users to the extent possible and thus develop a tool that is used, recognized, and sustainable.

Regularly collect their opinions, suggestions, and needs to be considered in the platform development process



Key steps in the process of designing a digital knowledge platform



To set up an effective digital knowledge platform, consider the following critical aspects:

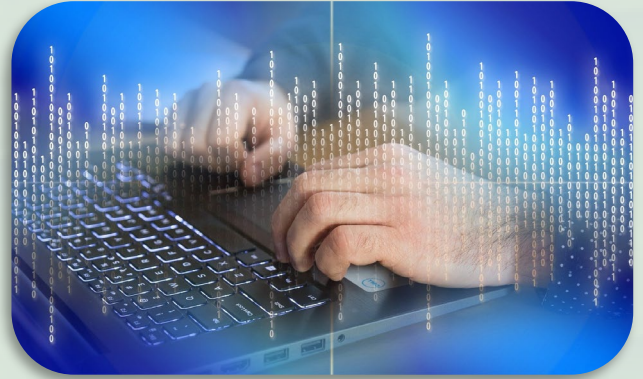
1. During the value creation process:
 - What is the purpose of creating the platform?
 - What is the innovation compared to the existing one?
 - Who are the targets, the future end-users?
 - What service is proposed?
 - What are the expectations of potential users?
 - What resources can be mobilised (human, financial, time)?
 - Whom should the platform serve? For what purposes?
2. During the design process:
 - Who will create the platform? And how? Following which steps?
 - What are the detailed specifications expected from the future platform?
3. During the business modelling:
 - What is the budget allocated for development?
 - What is the budget allocated for operation and future maintenance?
 - Who produces the tool: in-house expertise or an external service provider?
 - i. What level of service is needed?
 - ii. Within what timeframe?
 - iii. What type of collaboration is needed?
 - iv. What are the costs?
 - Who ensures that deadlines are met?
4. During the deployment process (some perspectives for the EUREKA project):
 - Who manages the platform?
 - Does it require special training?
 - How to promote the platform?
 - What maintenance is required?

Following these steps will ensure a successful digital knowledge platform is created.





How to set up an effective digital knowledge reservoir platform?



To set up a digital platform that makes your project results and knowledge widely available, start with clearly defining the context, objectives, and users to be reached.

During the design process, pay attention to the following points:

- **Content:** To be of high impact in terms of uptake of results by the users, make sure the knowledge stored on the platform is of high relevance, easily accessible, and understandable. Ensure a quality review of the content. Content and presentation should match.
- **Multi-actor approach:** A user-friendly interface should at best be co-designed with the endusers. Develop a prototype that can be presented to users with different profiles. Collect feedback through surveys and tests and use them to improve the platform.
- **FAIR data principles:** Make both data and metadata (that is, data that provide a structured description of the data on the platform) findable, accessible, interoperable, and reusable. A complete, detailed, and coherent metadata structure is the basis for an effective and user-friendly search function and supports users in their navigation.
- **Additional channels:** Focus on those communication channels that are most frequented by the users (e.g. newsletter, contact info).
- **Monitoring:** Use specific quantitative and qualitative indicators to evaluate the success and impact of your project results, such as the number of interactions on the platform, downloads, and comments on the content.
- **Self-supporting system:** Make sure resources to maintain the platform are available beyond the project lifespan.

Later, you can add new functionalities, such as a login function with personalisation and user recommendations, a contributor community with guidelines, or specific (thematic) user communities.



Why and how a Thematic Network should use Twitter

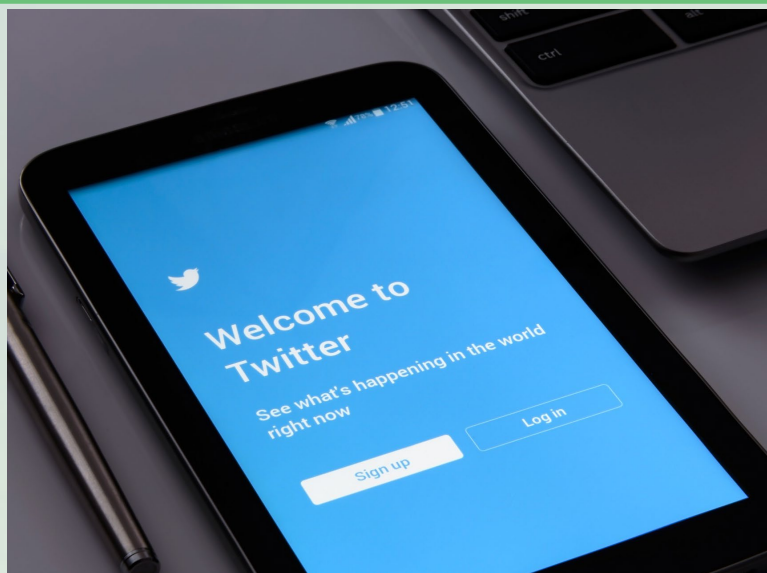
Communication and dissemination activities are a mandatory part of European Commission funded projects and are specifically relevant for Thematic Networks for disseminating ready-for-practice knowledge. The specific challenge is to reach the TN targeted audience.

Today's audience is shifting towards online sources of information and interactive channels such as social networks. Twitter is most used by Thematic Networks to share best practices and outputs. The Twitter platform enables a constant supply of useful information, including news, events, and research outputs. It is important to understand how Twitter works and how to maximize its impact.

To help you get started:

- Create your professional profile with a short bio/CV.
- Follow relevant people and organizations from your sector - no specific permission is required and once followed; you can see the tweets of the person/organization. Nobody will receive a notification if you decide to unfollow.
- Share your favourite tweets and react with likes and comments
- When tweeting, do not forget to mention people/organizations with @ and to use # for keywords/specific terms and related topics - these two symbols will be helpful to increase your visibility and enable future online engagement.
- Your tweet can only contain 280 characters - hashtags can be used to reduce sentences while highlighting the major topic/issue.

Twitter is a reactive social network, but the information is lost in few hours/days. It requires regular engagement and updating. Many projects have a Twitter account and use it to share their news. You can address your tweet to a specific audience according to the content, the keywords, and mentions.





How to make an attractive presentation

The main objective of a Thematic Network is to disseminate its collected knowledge and best practices to its end users. Many tools are used for that, including online platforms or presentations at different levels:

1. at international, national, or local events
2. at multi-actor or practitioners' workshops
3. during on-field events/demonstration days
4. online webinars

These kinds of dynamic exchange activities are advised to effectively spread the knowledge. Here are some recommendations to realize an impactful presentation towards practitioners:

- The language must be straightforward and simple. Scientific words must be translated into practice-based language to not lose the audience's attention.
- Visual materials such as videos and images should be used to explain some practices concretely.
- Do not use long sentences on a presentation but rather insert infographics and icons to express an idea. It makes it more attractive, with a continuous flow.
- One idea per slide should be developed to be as clear as possible.
- The design should follow the project layout, follow the colours and typography for the graphic presentation.
- An interactive poll can be included in the presentation, to make the audience react and express themselves.
- In the demonstration/on-field presentation, the public is looking for practical answers more than scientific knowledge, so a large part should be dedicated to open questions.
- Links to other relevant initiatives, projects, and/or practices can be included at the end of the presentation, so the end-users will be able to search for more details.





Face to face meetings with farmers



The main challenge related to the implementation of a multi-actor approach in innovative agricultural projects is to engage the end-users. Farmers and foresters are very outcome-oriented, their direct involvement in projects is limited due to lack of time, low interest at first sight for the project, lack of trust in the initiative, or in the ability of the project to deliver results which could help their daily business.

Therefore, it is necessary to ensure that farmers' costs for not being able to work on the fields are compensated, by providing useful knowledge. Provide study trips which aim to introduce farmers to the latest developments and new technologies being used by other farmers or developed at research institutes, or to activities being implemented by other organisations. Set up field days/fairs/study days; contact them directly (e.g. phone them); provide them feedback during the project's progress; be direct in brief communications; adopt understandable language; and involve them in small peer groups.

Good dissemination to end-users is crucial to stimulate uptake of project results:

- allow participants to access concrete examples and experiences: "good practices" must be interpretable as practical and possible to adopt
- use a variety of methods to support interaction: practical videos and web-based communication (e.g. Mentimeter)
- hold workshops in inspiring places where best examples or practices are taking place, or where practices or technologies were elaborated or developed;
- promote main information channels that were created by the Network among the attending farmers (e.g. newsletter, YouTube channel) as most subscribers usually come after face-to-face events.



Impact evaluation of a Multi-actor project

In many projects, there is a need to demonstrate the impact in comparison of the resources used and as information for the public.

In Horizon2020, impact is defined as a measurement of an objective to be achieved, a mobilised resource, an effect achieved, or a context variable. The best way to assess impact is to use indicators. Impact indicators represent what the successful outcome should be in terms of impact on the economy/society beyond those directly affected by the intervention.

During the evaluation of current practices and methodologies of existing TNs, impact indicators for the following categories were identified and have been formulated for:

- Knowledge collected and shared
- Design of knowledge reservoirs
- Dissemination, communication, and information strategies
- Multi-actor approach.

The use of impact indicators can be quite simple, for example, when it comes to the quantitative assessment of the MAA. One indicator to quantitatively evaluate the TN structure is the 'equal distribution in the consortium between partners from different European regions', specified by the number of partners in the consortium per European region.

Evaluation with output indicators can be more difficult. If the content of a TN is to be evaluated by its quality, then "output relevant and practically applicable for users" should be consulted. However, to do this, one must consider the users' needs for practical solutions.

See also the report: "Summary on current practices and methodologies of Thematic Networks" found here: <https://euraknos.eu/deliverables>.

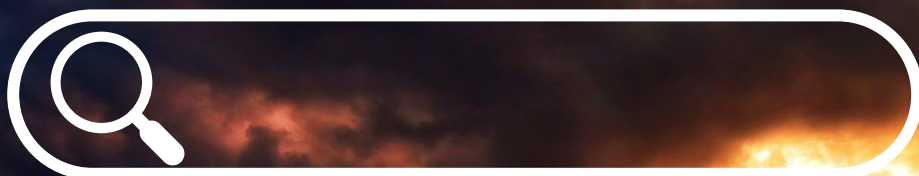




Improving visibility of project websites using key search-terms

Thematic Networks often use their websites as their main communication tool and as the central point of information, so it is important to consider how to direct potential users to the project website. End-users are likely to be interested in - or have a question about - a topic but may not be aware of your specific project. To find answers and resources, they will probably use a search engine. The first page of a search result receives 95% of web traffic so it is important for the visibility of your project website to feature among the top search results. Search engine optimisation is complicated, but it is possible to improve the ranking and visibility of your website by:

- Harnessing the power of searchable keywords, ensuring they are specific to the aims, sector(s) and scope of the project. Think what questions potential end-users will be asking or have answered by your material.
- Regularly updating the website with relevant, quality content.
- Choosing a single, specific keyword phrase for each page of the website.
- Using this specific keyword phrase in the page url, title, headings and subheadings, and main text wherever possible whilst avoiding being overly repetitive.
- Taking advantage of high-traffic websites e.g. social media channels, video hosting websites etc. to host your content and resources to disseminate further. Link to your website from these third-party websites and include relevant keyword phrases e.g. in the video description. Also embed links to these materials from your own website.





Training method as a communication and dissemination tool for advisors

Two-day advisory skills development and self-assessment training



According to the results of EURAKNOS' interviews on Thematic Networks, the second most promising dissemination channels are educational programs, or training courses directed towards students, farmers/foresters, or advisors.

A good example is the Hungarian Advisory Training System that is easily transferable to TNs as a framework for short term training. The following training method and scoring system are used:

- Two-day advisory skills development and self-assessment training.
- A small group of up to 16 advisors and three trainers. One trainer conducts the exercises and the other two observe and continuously evaluate.
- At the end of the training, the advisors receive an individual assessment of their competencies: collaboration, communication, conflict management, activity, initiative, creativity, and appearance.
 - Skills trainer rating ranges from 1 to 10 points. During the individual assessments, the advisors also carry out a self-assessment of the sample skills.
 - Part of the trainer's evaluation is the presentation of strengths and the identification of areas for improvement.
- In addition to the individual evaluations, a comprehensive analysis of the entire target group is made, which clearly shows the advisory skills that need further development.

The measurement gives a comprehensive picture of the advisors' competencies, and additional training modules can be planned.

**Identify strengths
and areas for
improvement
regarding:
Collaboration
Communication
Conflict management
Activity
Initiative
Creativity
Appearance**





Supporting farmers' involvement in discussions by using voting apps



Targeting real-time needs, problems, or opportunities of end-users is defined as one of the key elements that support multi-actor projects becoming successful. In practice, it might be challenging retrieving feedback from farmers and foresters, who are defined as the most important end-users.

Events, such as workshops, study events, etc. are, in general, excellent occasions to collect valuable input from farmers and foresters. However, farmers and foresters might show restraint in participating in discussions, especially in larger groups.

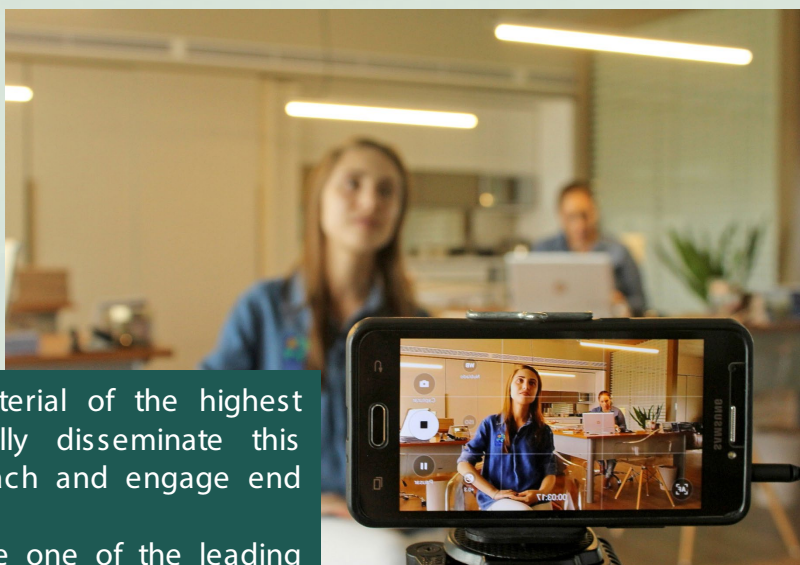
Voting apps might offer an exciting way to act as an 'ice-breaker' and support farmers' and foresters' active involvement in meetings and discussions. In general, the facilitator of the meeting or presentation posts a series of questions. Participants will answer the questions one by one and the outcomes will appear in real-time, initiating the discussions. Some practical recommendations when using mobile voting apps:

- Provide a slide or small paper with the website or app and the entrance code.
- Keep the first question simple as participants still need to become familiar with the tool; it is also a teaser for farmers still doubting to participate. In general, the number of participants increases after 1 or 2 questions.
- Define questions very well and think about the kind of feedback you want to receive. This will define the type of answers you will allow (open-ended questions or categories).
- Limit the number of questions!
- Provide enough time for discussion as you want your participants' feedback. Provide at least 5 minutes per question.
- Be prepared for unexpected outcomes and make yourself, as a facilitator, familiar with how to react on these.



Using videos to engage further with audiences

The first 10 seconds of a video is key to a viewer's decision to continue watching, or scroll on



A Thematic Network can produce material of the highest standard, but in order to successfully disseminate this information, an effective strategy to reach and engage end users should be applied.

It has recently emerged that videos are one of the leading ways to engage with an audience. On Facebook alone, 500 million users watch videos every day. Videos are more memorable than traditional content and more convenient for audiences to engage with. However, to be effective when using videos for dissemination purposes, it is crucial to consider both how and where the end-user will engage with the video, and how to create video content that stands out.

- The average viewer will watch a video for 10 seconds before they choose to continue viewing or scroll on. Therefore, the first section of a video must be engaging.
- Tell the story using powerful visuals. Avoid allowing the viewer to sit watching an interviewee speak for any longer than 20 seconds. The video should use appropriate 'cutaways' to depict the audio content.
- Use testimonials of people who have experienced issues that the TN is trying to overcome, and who are interested/involved with the TN. End users are more likely to watch a video they can relate to.
- Use the video to deliver clear calls to action and practice based solutions, whether that be to follow a TN on social media, or to approach the TN for information or recommendations.
- Consider the audience's attention span and keep the video short. A video around 1-3 minutes is optimal.
- Use videos to show a project's progress. Even if there are no results at that stage, videos from workshops and kick off meetings can be useful to generate interest and to show the development of the TN.

Tell the story using powerful visuals



EURAKNOS

**Keep the video short
– around 1-3 minutes
is optimal**





The use of monitor farms to enhance knowledge exchange with farmers



Monitor farms are farmer-led initiatives to improve the performance and profitability of a farm and a great platform for effective knowledge exchange. Monitor farm events act as a live library for excellent farming practice to provoke engagement, opinion sharing, and useful discussions between participants.

Key ingredients for a successful monitor farm event:

- The superhero: a farmer with a passion for excellence (but can also share failures), who is engaging and can communicate with others
- The enablers: a skilled team that enables the event set up and can help stimulate discussion in new groups
- The demonstration: a practice or process that can be demonstrated to participants and enable active learning
- Location: identify monitor farms near other possible farm tours, which encompass a range of learning opportunities as well as bringing together different farming types
- Marketing: identify the target group and requirements for knowledge sharing .

To enable groups of farmers working in a fixed system to learn from different farming systems, use:

- Benchmarking: provide a benchmark that can help participants to engage and acts as a useful conversation starter
- Follow-ups: understand how the social capital built within the event can be maintained and feedback/lessons reported back to the group

Monitor farms can encourage participants to work together through both formal and informal means of improving practice through discussion. Promote discussion about how practices learnt at the event can be employed as well as what would not work in their farming context. For inspiration see NEFERTITI Demo Farms <https://nefertiti-h2020.eu/> and EuroDairy Monitor Farms <https://eurodairy.eu/case-studies/>

Actors' cooperation in a Thematic Network

Teamwork is a challenging part of agricultural multi-actor projects. To avoid a bottleneck, you should start with the composition of the multi-actor structure based on a thorough actors analysis carried out before the project started. All relevant actors in the project should be represented in the core group right from the start of the project.

At the beginning of the network's formation process, the project should have enough visibility. For that purpose, you need to have a clear understanding of the motivations of different actors to be involved in the network, and keep the dialogue on an equal basis, valuing their knowledge and experience. Participatory methods are effective when they meet the needs of the actors.

It is important to consider good facilitation operated by a professional moderator:

- set a trust-based ecosystem of actors
- start building a sustainable network of actors
- maintain mutual understanding between actors
- define the role of each actor; the roles must be complementary to each other
- adopt understandable language for different actor groups.

For successful interaction:

- Use social media to provide external actors with information about the main principles of the created network, main planned activities, and potential benefits for the end-users.
- Informative involvement activities need to be well defined specifically to catch the interest of potential actors.
- Reach the end-user (farmer, forester) indirectly at the conceptualisation phase by involving key intermediaries such as farmers' organisations; the agro-industry; existing networks linked to farmers and foresters, National Rural Networks, advisors, educators and trainers, and the rural community at large.





The use of social media for project communications

Effective communication activities in a Thematic Network (TN) are essential to promote and generate interest in the project.

A recent study by the EURAKNOS project showed that TNs use a variety of tools and channels including social media platforms such as Twitter, Facebook, and YouTube. Whilst social media is an incredible communication resource, it also presents challenges. All information shared is public and can be read, accessed, re-posted, or retweeted by people outside of the intended audience.

When deciding to use social media for your TN communication:

- Know your audience: before deciding on which platform to use, make sure you know who you are targeting, their information needs, and what platforms they are already using.
- Know your platform: platforms are all different in terms of functionality, lifespan, perception, and length of posts. A post on Facebook has a lifespan of five hours versus 24 minutes on Twitter.
- Have a purpose: all social media engagement needs to be part of your well-thought-out Communication and Dissemination plan.
- Optimise engagement: through the identification of influencers (e.g. farmers' organisations/peers), creating discussion through comments, engaging with followers, and using different types of content.
- Protect your project's digital identity: develop a content approval process and protocol and make sure all project consortium partners are aware of these.
- Be accurate: proofread whatever you share and be critical about what you (re)share.
- Be responsible and respectful: adhere to social media etiquette, be measured and transparent, and create credibility and trust.
- Measure your success: monitor and regularly review your results using analytics.





Moderation of collaborative learning

The interactive process of collaborative learning requires facilitation and moderation – this role can be filled by just one Facilitator, or a team of a Facilitator and a Moderator.

Key aspects of facilitation:

- The Facilitator starts the discussion by introducing the topic of the day and oversees its positive development by asking pertinent questions.
- If the Facilitator is not the main moderator, they still participate in the discussion, actively cooperating with the moderator and supporting the circulation of energy and interaction among the participants.
- The Facilitator has to make certain that the various stakeholders treat each other with respect while interacting and that the basic rules for a discussion are followed, i.e.:
 - people speak in turn and not at the same time,
 - people speak for a limited time avoiding a participant monopolizing the discussion.
 - In other words, the Facilitator ensures that a favourable group climate is maintained for the discussion.

Key aspects of moderation:

- Ensure that the central topic of the discussion does not get lost and that the group focuses on it, stimulating the analysis of the several aspects linked to the theme of the discussion (e.g. environmental, technical, social and economic factors).
- The moderator ensures that every participant can speak and contribute to the discussion, offering his/her point of view, experience, cultural background, and knowledge.
- As a moderator, it is important that the meeting starts and finishes on time.
- Ensure that everyone in the group can follow the discussion and understands the contents, inviting the participants to use a simple language, or asking questions to better define unclear concepts and ideas.





Teamwork: Communication between partners in a Thematic Network



In addition to communication with all actors in a TN, teamwork and proper communication at the consortium level are also relevant for the success of a project. Thus, it is essential, besides the usual structures of a project, to consider additional organisational aspects for your project:

- Choose a moderator for each discussion/meeting, who is responsible for facilitating and taking the lead in the discussion, so that there is no drifting away from the main topics defined;
- Choose a person responsible for the protocol because the moderator cannot do both.
- The project's hierarchical structure should be continued invisibly so that, for example for each subordinate working group and a specific task a contact person is responsible.
- Every project / TN has a fixed team, the consortium, which should not be subject to personnel changes from the beginning to the end of the project. In case it is necessary to introduce a new member to the team there should be a handover protocol and ceremony, by an introduction, and welcome to the team, to close the initial communication gaps.

The best way to develop good communication, besides regular physical meetings, is to:

- Implement digital visual meetings via video conference
- Do regularly retrospective or timebox meetings in smaller organisational groups (e.g. sub-task)
- Do well organized, social and informal meetings to strengthen team building and break down communication barriers

Tools to be used:

- Every video-capable conference software (Skype, Zoom, GotoMeeting, MS Teams, etc.)
- Software that supports interactive digital teamwork (e.g. Mentimeter, Mural, Slack, MS Teams)

The overall aim is to generate a “Team-feeling” without meeting every day at the office.



Retrieving end-users' feedback through small surveys

Farmers, foresters, and advisors - defined as end-users - provide valuable feedback to thematic networks and research projects. In practice, it can be challenging to retrieve input from end-users throughout the different phases of the project.

EURAKNOS is focusing on best practices related to thematic network projects. Events, such as workshops, study events, and fairs, all attract large numbers of end-users. Therefore, in general, they are excellent occasions to collect valuable input.

Small surveys, consisting of only three to five questions, may be all that is necessary to provide you with the information you need:

- Keep the number of questions limited. Completing the survey should not take more than a couple of minutes.
- Define your questions accurately. Ensure that they can be understood in the desired way.
- Use clear and understandable, local, language
- Avoid open-ended questions; this will slow down the completion of the survey.
- Provide a host/hostess who is actively asking end-users to complete the survey. You will not only have a higher response rate, but you might also receive additional information and feedback on the survey.
- Use the correct tool at the correct occasion. For example, if you require farmers' feedback on an event, provide a poster with stickers at the exit of the event. If you have more questions to ask, it might be better to use a digital survey.
- Distinguish between the types of participants. Ensure that you can distinguish between the people that replied based on your requirements. This can be based on type (farmer, advisors, etc.), region, etc.
- Before doing the actual survey do testing with a small group and adapt the survey accordingly.





Engaging farmers in online forums

Online forums are an effective way of engaging farmers. Google groups, for example, enables members to create and participate in online forums and email-based groups for specialist topics.

Farmers learn successfully by engaging with each other and completing the learning journey together. Online forums are an excellent place for farmers to discuss ideas and concepts before putting them into practice. The forum platform means that they can then report their findings, challenges, and practical alterations, reflecting the learning cycle. The collective knowledge generated by the forum offers great value.

When developing an online platform for end-users:

- Ensure target farmers see the value in investing time online.
- Forums can either be paid or open access. The benefits of paid forums mean that engagement rules can be set, ensuring a respectful group etiquette.
- When setting up the forum agree on communication 'rules' and invest in developing a sharing culture. Be aware that farmers may feel vulnerable communicating their ideas online so take measures to encourage their participation.
- Online forums can generate several comments a day with forums creating thousands of threads. Provide the ability to set email preferences so that engagement can be tailored to suit members.
- Categorized threads can then be used for targeted knowledge exchange outputs.

Whilst barriers exist, online forums are a useful platform to generate self-motivated farmer engagement as well as providing a reservoir of knowledge for practitioners to analyse for further learning content, which can be used to communicate to 'hard to reach' farmers.

See 4D4F <https://4d4f.eu/forum> and DISARM Community of Practice:
<https://www.facebook.com/groups/242076006728832/>

