



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS

## Module 2

### **Module 2 aims to introduce future trainers to:**

- understanding motivations and barriers of the target group
- possible pitfalls when training adults
- different types of interaction
- good practices developed in FAIRshare

**Trainers continue with planning their training activities**

## Main findings from survey D 2.3

- Farmers and advisors have a preference for digital tools that support personalized advisory services
- They have similar expectations in terms of benefits. Both groups are challenged by the investment needed (time, cost and learning effort)
- Advisors lack a reliable reference or source for their DATS
- Farmers are influenced to use DATS by advisors and other farmers
- Advisors recognize that they need training, they prefer in-person training i.e. offline
- Interoperability is an issue for both groups



**You can find the survey by  
following this link**

**<https://www.h2020fairshare.eu/>**



## Reflection of own attitude

- Knowledge cannot be sent like a "parcel"



- All actors are both "senders" and "receivers" of knowledge



→ From information transfer to activating knowledge and experiences with adult training  
→ DATS as boundary object and tool for knowledge exchange?

*(Davenport and Prusak 2000, Fry et al. 2003, Kruse et al. 2015)*

## Model knowledge exchange: On Eye-level



Exchanging in both directions:

- Brainstorming, Round table
- Using Storytelling, testimonials
- Feedback, opinion corners, small case study

*Sources: Mirjam Pfister & Roland Stähli (2016), Schüpbach H (2013) AGRIDEA. Vom Wissenstransfer zum Wissensaustausch Fry et al (2003)*

## Information transfer

### 1 Knowledge Transfer Fighting over solutions



Useful for the following situation:

- Accepted problem
- Simple solutions
- Same thought collective
- Same language and concepts

**Friction loss due to competition**

## Knowledge exchange

### 2 Exchange Smart negotiation



Useful for the following situation:

- Less complex problem
- Different thought collectives
- Different languages

**More than the sum of its parts**

## Co-Creation

### 3 Co-Creation Creating



Useful for the following situation:

- Complex and controversial problem
- No simple solutions known
- Different stakeholders
- Different languages

**Completely new solutions**