



Deliverable 8.1: Kick-off Meeting Minutes

Deliverable Lead: Teagasc

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Acronym: FAIRshare

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1. Introduction

The five year EU Horizon 2020 FAIRshare project held it's kick-off meeting in Dublin, Ireland on the 29th and 30th of November. The meeting was organised by Teagasc, the Project Coordinator, and took place at the Teagasc Food Research Centre, Ashtown, Dublin. The kick-off meeting officially and publicly launched the FAIRshare project (see Press Release in Appendix 1). The meeting aimed to familiarise the project partners with the project objectives, activities, management and reporting processes, and interactions between Work Packages, while also presenting an opportunity for project partners to get to know one another. 47 participants attended the kick-off meeting (see Appendix 2) with all 22 project partners represented.



FAIRshare Consortium pictured at the FAIRshare kick-off meeting outside the Teagasc Ashtown Conference Centre, Dublin.

The kick-off meeting ran from 8.30-17.30 on Thursday the 29th November and 9.00-15.00 on Friday the 30th November. The meeting was structured to include PowerPoint presentations which provided an introduction to the project and the individual Work Packages and also interactive break-out sessions to work through different aspects of the project. A participatory, multi-actor approach was embedded in the kick-off meeting – at the outset of the meeting, Teagasc provided training on the multi-actor approach to the project consortium and the approach itself was also then mainstreamed into the remainder of the meeting (See Appendix 4).

2. Minutes: Day One

The FAIRshare Co-ordinator, Professor Tom Kelly started Day One with a welcome to the partners. He spoke of the overall aim of the FAIRshare project – to improve agricultural advisors’ use of digital tools and services to enable better uptake of digital technologies by European farmers. Prof. Kelly thanked all the partners for their attendance at the meeting and spoke of his enthusiasm to work with the partners on FAIRshare.

2.1. Participatory and Multi-actor Approach Workshop

On Day One, Dr. Áine Macken-Walsh (Teagasc) led a training workshop based on state-of-the-art Participatory and Multi-actor Approaches. This training was delivered by a team at Teagasc: Áine Macken-Walsh, John Hyland, Áine Regan, Bridin McIntyre and James Maher. Participants were seated in groups of 8-9 people across 5 tables. The training was delivered on a ratio of 70/30 practice/demonstration – with demonstrations delivered by the Teagasc team alongside active practice sessions involving the entire consortium. A 15-minute introductory presentation was first delivered by Áine Macken-Walsh and John Hyland which outlined the foundational principles of participatory and multi-actor approaches.

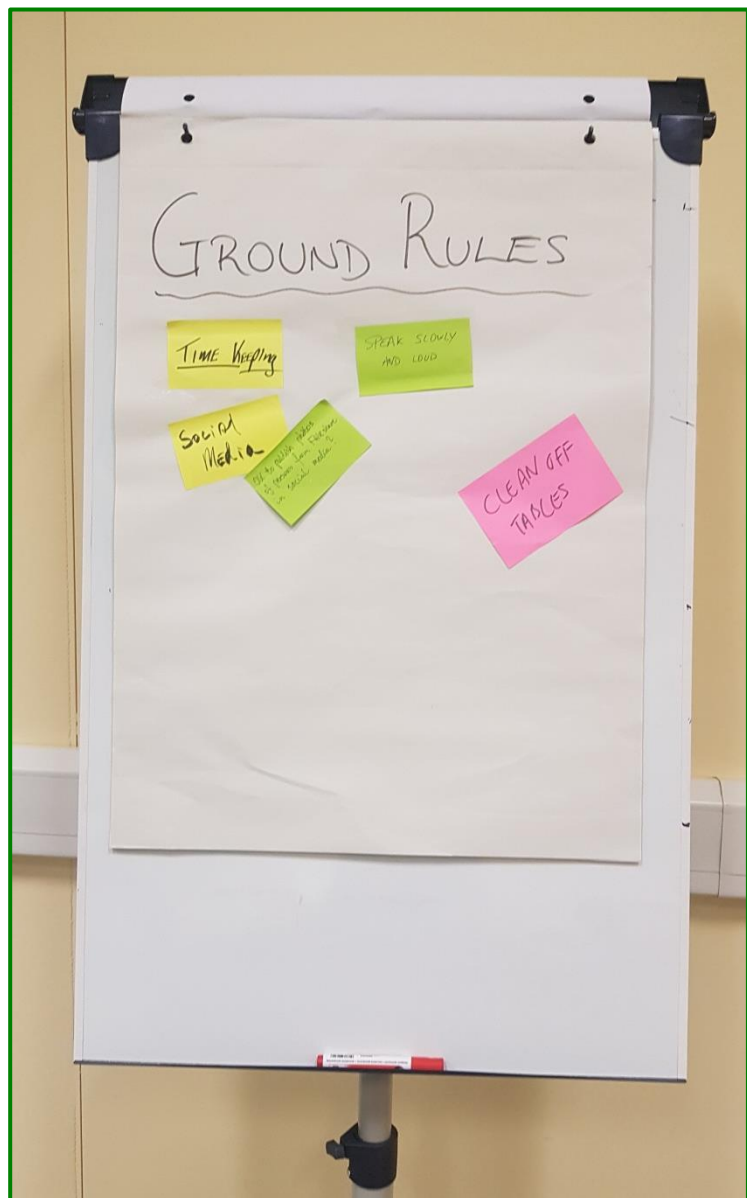


The Multi-actor Approach

Throughout the remainder of the training, the Teagasc team introduced different participatory ‘techniques’ which are used to facilitate the multi-actor approach and support different actors

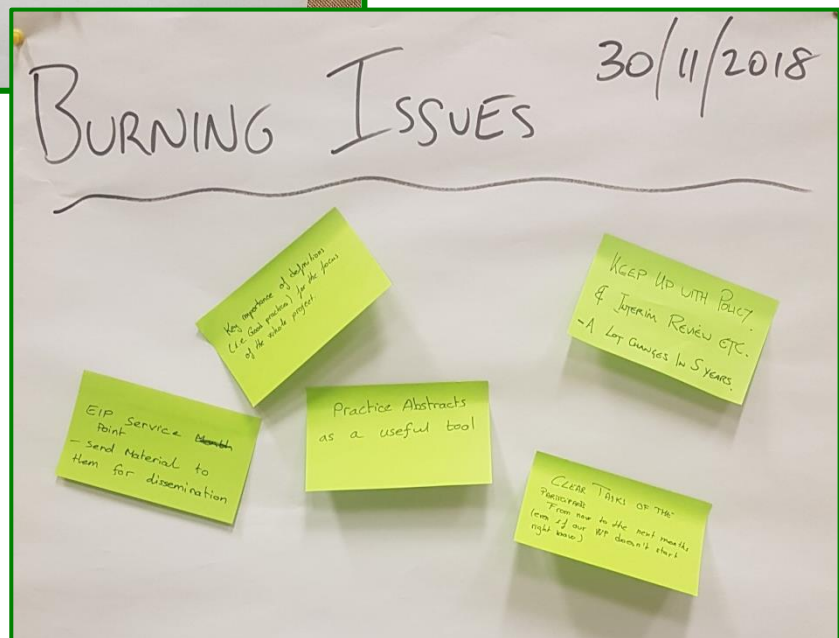
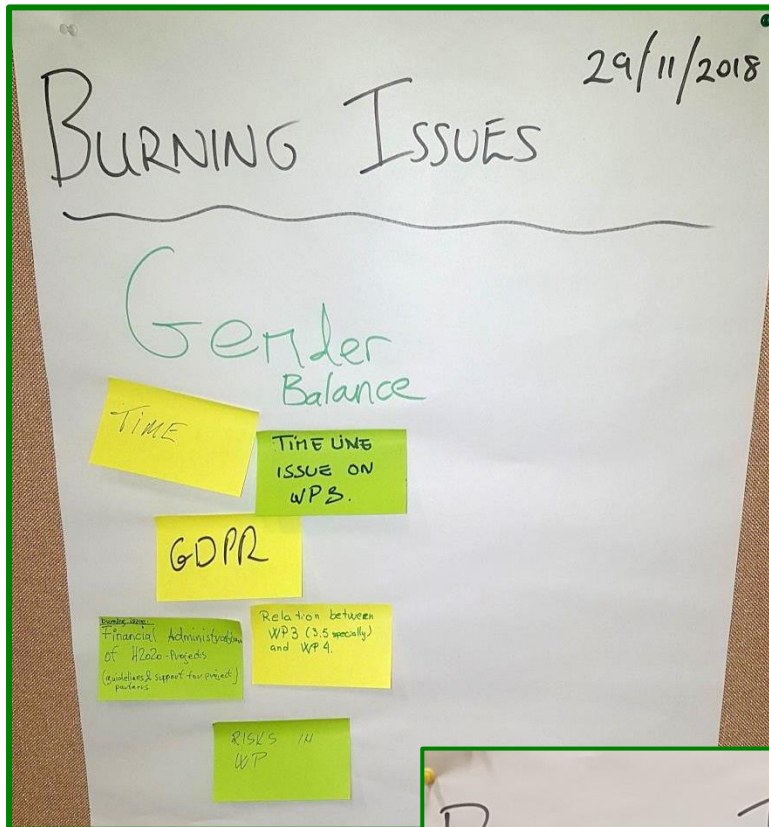
working together. These techniques were introduced in the workshop by getting the consortium partners to actually practice them – a ‘learning by doing’ approach which achieved three aims: (1) familiarising the partners with concrete participatory tools and techniques, (2) embedding a participatory approach within the FAIRshare kick-off meeting itself, and (3) producing co-designed outputs which can be used to steer future plans for the overall project and individual Work Packages.

The first technique introduced was ‘*The Ice-breaker*’ – with an aim of creating a positive participatory environment at the outset of the workshop. Participants were asked to turn to the person beside them and share their name, their favourite meal and where they enjoyed it. The next techniques introduced were ‘*Ground Rules*’ and ‘*Burning Issues*’. Described as a fundamental first step in participatory processes, participants were encouraged to come up with their own ground rules for the two-day meeting – an A0 Flipchart sheet was available for participants to write their suggestions on Post-its and stick to the sheet. Rules added by participants included: be mindful of time keeping, speak slowly and loudly, post updates on social media but get permission before posting someone’s photo, and keep tables clean.



A similar process was followed for so-called ‘*Burning Issues*’ – any issues that arise which are important to people but that might be outside of the focus or remit of a given group exercise.

Participants had the opportunity to write these on a Post-it and add them to the 'Burning Issues' poster. These posters remained available for the duration of the kick-off meeting for participants to make additions.



2.1.1. FAIRshare: Burning Issues

The Burning Issues identified for FAIRshare by the consortium partners over the two days of the kick-off meeting are illustrated below.

FAIRshare: Burning Issues
- Gender balance
- GDPR
- Relation between WP3 (especially T3.5) and WP4
- Participants need to have clear tasks for the coming months – relevant for all WPs even those WPs which have not yet started
- Key importance of definitions (i.e. good practices) for the focus of the whole project
- A lot can change in the digital space in 5 years: need to keep up with policy changes, interim reviews important here; Interim recommendations to account for changes
- Timeline issue on WP3
- Risk register for WPs
- Financial administration of H2020 projects: guidelines and support for project partners
- Send material to the EIP Service Point for dissemination of project
- Practice Abstracts are a useful and relevant tool for FAIRshare

2.1.2. FAIRshare: Actor and Stakeholder Map

The next participatory technique introduced was ‘*Actor Identification*’. A large poster was hung on a noticeboard at the top of the room for an actor mapping exercise. Each partner was invited to write on a single Post-it note the professional role which best defined them as actors in the FAIRshare project, and they could then come up and stick it in the centre of the map. The completed actor map highlighted the many different types of expertise, knowledge and perspectives in the FAIRshare project.

John Hyland then provided some comments on a specific methodology – Social Network Analysis (SNA) – which can analyse social relationships and can be used as a visualisation tool.



Consortium partners completing the actor mapping exercise for FAIRshare.



John Hyland discussing how Social Network Analysis can help to analyse relationships between different actors and stakeholders.

Áine Macken-Walsh talked about the different roles of actors and stakeholders. Drawing on the definition provided by van Oost (2015), an actor is a partner all along the project while a stakeholder is consulted during certain moments of the project. Working in groups, the partners then engaged in a 'Stakeholder Identification' brainstorming exercise for each of the individual Work Packages. They were provided with a collection of picture cuttings which could be used to prompt ideas and wider thinking and asked to write down stakeholders for their group's WP. Next, a large group participatory sort was carried out whereby participants called out

stakeholders they had identified and sorted them into categories for the overall FAIRshare actor/stakeholder map.



Partners engaging in stakeholder identification across the FAIRshare Work Packages.

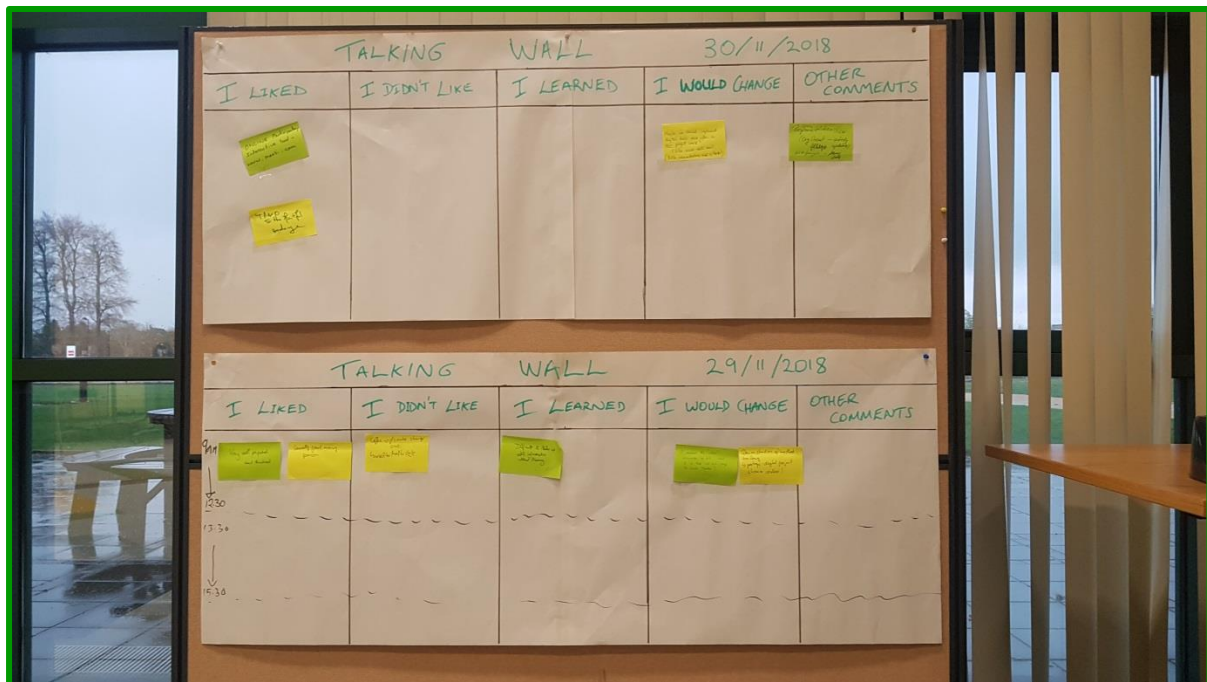


FAIRshare Actors and Stakeholders Map co-produced by consortium partners at FAIRshare kick-off meeting.

2.1.3. Participatory Evaluation

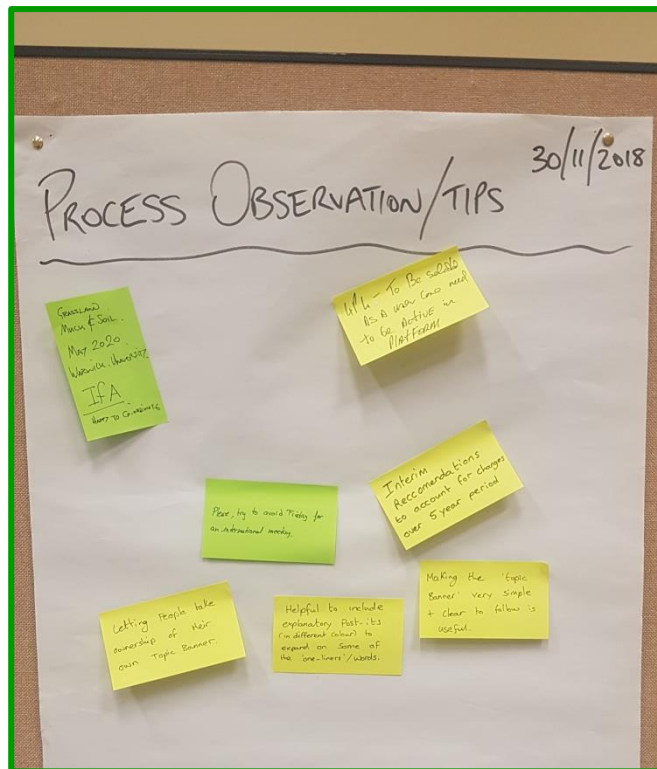
The training workshop ended with a “*Participatory Evaluation*” session led by John Hyland. John discussed the importance of evaluation for participatory sessions and introduced ‘*The Talking Wall*’ which allowed participants to express their experiences of the sessions – a large poster was displayed in a prominent position in the meeting room and participants were able to add Post-it’s on aspects of the meeting that they liked, disliked, learned or would change.

I liked	I didn't like	I learned	I would change	Other comments
Online participatory interactive tool: www.menti.com	Coffee needs to be stronger!	Difficult to take up all information without training	Demonstration of method too long – perhaps digital project; show a video	Make responsibilities clear – organisational chart – keep updated and post to SharePoint
Fruitful exchange			I missed the ‘what’ discussion a bit – <i>what</i> is it that we are going to build together	
Very well prepared and structured			Maybe we should implement digital tools more often in our project work, both admin and in our tasks (e.g. Menti)	
Generally good morning session				



The Talking Wall: participatory evaluation at the FAIRshare kick-off meeting

Throughout the training, the Teagasc facilitators paused to provide their reflections on how they felt the exercises were going and to give tips on how such exercises can be managed well. Consortium partners were also invited to add their own observations on the processes – and were encouraged to post any thoughts they had on the “Process Observation/Tips” poster which was hanging on a noticeboard for the duration of the two day meeting.



Participatory Training: Process Observations & Tips

- Give everyone a marker and sticky note
- One idea per sticky note
- Simple and understandable
- Letting people take ownership of their own Topic Banner
- Helpful to include explanatory Post-its (in a different colour) to explain or expand
- Make the Topic Banner very clear and simple to follow
- Try to avoid Friday for international meetings

Although the participatory training session came to an end at lunchtime on Day 1 of the kick-off meeting, participatory techniques were embedded in the remainder of the meeting, the outputs of which are discussed further under the specific Work Package sections.

2.2. Overview of FAIRshare: Prof Tom Kelly, FAIRshare Co-ordinator

Prof. Tom Kelly gave an introductory presentation on FAIRshare. He spoke of the overall aim of the FAIRshare project – to improve agricultural advisors’ use of digital tools and services to enable better uptake of digital technologies by European farmers. The FAIRshare project, which is being led by Teagasc, the Irish Agriculture and Food Development Authority, brings together 22 partners from 15 countries across Europe. The project consists of a mix of partners who have different backgrounds and skills working towards a common goal of unlocking the benefits of

digitisation for farmers and society. This project will engage, enable and empower the independent farm advisory community, through sharing of tools, expertise and experiences.

Prof. Kelly spoke about electronic data generation, analytics and communication technologies as having the potential to enable more accurate, faster and better decision-making on farms. He warned that there is a danger that digitisation and future innovations will be hampered unless the rural advisory community is mobilised to take ownership of digital tools and to advocate at the user interface. The FAIRshare project has two main objectives. Firstly, to develop an open inventory of the digital tools and services in use internationally, which will be available to all advisors. Secondly, to create a 'living lab' which empowers advisors from across the EU to engage and interact with the online inventory. The FAIRshare will fund 40 different advisory cases that will enable advisors to address the challenge of embedding digital tools in different advisory and farming contexts across the EU. Special focus will be on co-designing powerful communication and engagement approaches for advisors to advocate and inspire their peers and farmer clients, driving a stronger network for the wider and better use of digital tools

2.3. FAIRshare Work Packages

Following on from the introductory overview of FAIRshare, the format for the remainder of the meeting was to discuss the individual Work Packages. On Day One, partners focused on Work Packages 1, 2 and 3. Consortium partners initially heard 15 minute presentations from the 3 WP leaders and had time for brief comments and questions as a whole group before then breaking out into groups for a 75-minute participatory session using participatory and multi-actor approach principles. The group was split into 3 and assigned WP1, WP2 or WP3. All groups remained in one large room; however they had their own dedicated space to work as a group.

The participatory techniques used in the WP break-out sessions included '*Brainstorms*', '*Card Sorts*' and '*Matrix*'. These techniques were first demonstrated to participants at the end of the training session, using WP2 as an example. A 'Topic Banner' was developed for each of WP – these are targeted questions for facilitating a structured discussion around each WP which generally target the 'who', 'what', and 'why' issues. For example, for WP2 the Topic Banner was as follows:

- **What?** "A multi-actor approach to identifying Good Practice DATs"
- **Who** to involve? **Why** (what knowledges will they bring)?

First, participants carry out a brainstorm of the 'who' – the actors involved in the issue and the 'why'. These are written down on different coloured Post-its. Then, participants sort the Post-its

onto a poster with a developed Matrix, as shown in the image below for WP2. The yellow Post-its represent the 'who' while the green Post-its represent the 'why'.

WHO?					
Society	Food Safety (Risk)	Better Quality	Environmental		
Policy	Environmental	Commercial	Food Safety	Support Measures	Data Collection -> Evidence-based Policy development -> Strategies
Private business	Commercial	Quality + Feasibility	Animal Welfare		
Sector	Upgrade Competitiveness for farmers	Productivity	Usability	Human Welfare/Goal	Less Energy Input
Local Supplier	Data Collection	Technical Skill Transfer -> Help	Social Integration	Better Quality (Product)	Enter Skills to Enhance
Extension	Measure	Economic	Lower Costs	Skills to Enhance	SUSTAINABILITY

For the break-out sessions, each WP was given a 'Topic Banner' and a Matrix template to work on – WPs were given the option to revise the Topic Banner if they wished. At the end of the break-out sessions, the matrix developed for each WP was displayed on the walls of the meeting venue for all consortium partners to view.

All relevant discussions and outputs for each WP are collated in the following sub-sections.

2.3.1. WP1: Permanent Networking Facility (PNF) with online search and inventory of DATs and digital support services

Spyros Fountas from Agricultural University of Athens (AUA) presented an overview of WP1. He outlined the objectives for WP1:

- To develop a multi-lingual semantic search engine tool for digital tools at the service of advisors
- To create an inventory of relevant digital tools for advisory services
- To design, develop and maintain the FAIRshare Permanent Networking Facility to present in a formalized, user-friendly and sustainable way digital solutions available to advisors

In the presentation, Spyros provided examples of successful user-friendly platforms within agriculture to provide inspiration for the WP1 platform. Spyros listed the tasks, timeline and roles within WP1. In particular, he listed the following immediate actions which were needed:

- Define a committee to set the requirements for the platform – 30 minutes bi-weekly meeting till April 2019
- Identify a set of questions/components to be collected from advisors
- Motivate EUFRAS members to share their digital solutions

During the Day One morning session, partners completed the *Stakeholder Identification* mapping exercise and the following stakeholders were identified as important for WP1:

- ICT developers / Platform
- Machinery
- Advisor / EUFRAS
- Platforms from other H2020 projects
- GDPR experts
- Software sustainability / IT company?
- SEASN Network
- More attention to SE countries to uptake new technologies

For the WP1 break-out session, the topic banner for WP1 was as follows:

- **What?** “A Permanent Networking Facility (PNF) & Inventory of DATs”
- **Who** will use it & **Why** (from their perspectives)

The matrix developed for this topic banner is displayed on the next page.

WP1
 What? "A Permanent Networking Facility (PNF) & Inventory of DATS"
 Who will use it & Why (from their perspectives)?

Who?					
PRODUCTION ADVISOR	TO LEARN & IMPROVE	CRITERIA ABOUT TOOLS/AREAS	TO LEARN ABOUT LATEST TOOLS	PROVIDING THE SERVICES TO FARMERS	OFFERING IMPROVED SERVICE
STRATEGIC ADVISOR	ADVICE ON CONTINUATION & BETTER & FASTER	MORE DIRECT CALCULATIONS & BETTER TO CALCULATE	MORE FREQUENT INTERACTION (APPROPRIATE)	DISTANCE (TIME ON TRIP)	
FARMERS & EMPLOYEES	TO TELL THEIR ADVICES NEEDS & ACTIVITIES	COST SAVING WORK PLANNING	MARKET NEWS BENCHMARKING	FINAL USERS (OWNERS)	TO FULFILL REGISTRATION
EDUCATORS & APPLIED RESUME	Building content for lectures	TO CREATE AND IMPROVE CONTENT	Testing application in trials	DEVELOP PRACTICAL EXERCISES	
IT-DEVELOPER & SERVICES	Develop new Service	DISAPPOINTING INNOVATION DEVELOP APPS	INSPIRATION FOR NEW PRODUCTS TO SPOT GAPS FOR NEW TOOLS	CLIENT SUPPORT	TO CREATE NEW SERVICE (PRODUCT)
RISK & FINANCE	RISK MANAGEMENT	POTENTIAL INEFFICIENCY / BIG DATA	TO OFFER NEW PRODUCTS	TRAINING NEEDS (OWNERS)	INSURANCE CO. LAWYERS
RURAL POLICY	CAP	Improve Sustainability	TO TEST FUNDING TOOLS THAT FIT SOME OBJECTIVE	NOO MAKERS - CAP SCHEME DESIGN	DEVELOPERS CONSULTANTS IN RURAL AGRICULTURE AREAS
MEDIA	DISSEMINATION	SOCIAL PRESSURE	TO SHOW AGRICULTURE CAN ALSO BE HIGH-TECH	GAP Small Agri. Finance Area	JOURNALISTS

WP1 Matrix: Who will use the permanent networking facility and inventory of DATS developed in WP1, and why?

From the WP1 matrix, the following end-users were identified for the PNF and inventory of DATS to be developed in WP1; the hypothesised reasons for their use are listed under each end-user.

<p style="text-align: center;">Production Advisor</p> <p>The Production Advisor will want to use the PNF and DATS inventory to learn and improve within their role. Specific knowledge they will acquire includes criteria about farmers' needs, to learn about the latest tools, and to engage in knowledge sharing and generation. Ultimately they will be able to offer an improved service.</p>	<p style="text-align: center;">Strategic Advisor</p> <p>The Strategic Advisor will want to use the PNF and DATS inventory as it will enable them to have more frequent and affordable interactions with farmers and with other advisors for support and exposure without the expense of travel. More specific user needs include to provide faster and better advice on continuation, and to provide more direct calculations. Ultimately they will be able to offer an improved service.</p>
<p style="text-align: center;">Farmers & Employees</p> <p>Farmers and employees will have several reasons to use the PNF and DATS inventory, primary of which is needs articulation and to tell their advisors of their requirements. They will also be useful for cost-saving, work planning, market news, benchmarking, and to fulfil legislative requirements.</p>	<p style="text-align: center;">Educators & Applied Research</p> <p>Those working in education can use the PNF and DATS inventory to build content for lectures, develop practical exercises and to create and improve courses. Those working in applied research can use the PNF and DATS inventory to test applications in trials.</p>
<p style="text-align: center;">IT Developers & Services</p> <p>IT developers and Services will mainly want to use the PNF and DATS inventory for their own business development and innovation. They can serve as inspiration for new products, to further innovate, and develop new apps and services and they will allow them to spot gaps in the market for new tools. They will also be useful for providing client support.</p>	<p style="text-align: center;">Risk & Finance</p> <p>Those working in risk and finance will want to use the PNF and DATS inventory for risk management, to offer new products and as a source of Artificial Intelligence / Big Data.</p>
<p style="text-align: center;">Rural Policy</p> <p>Those involved in rural policy will want to use the PNF and DATS inventory to support CAP, to improve sustainability, to ensure the competitiveness of the farming sector and to target funding at those tools which can support scheme objectives.</p>	<p style="text-align: center;">Media</p> <p>The Media will want to use the PNF and DATS inventory as it will allow them to disseminate information, to promote agriculture as a high-tech industry, and to match societal pressure.</p>

2.3.2. WP2: 'Good Practice' Digital Advisory Tools and Services

Áine Macken-Walsh from Teagasc presented an overview of WP2. In the presentation, she outlined the objectives, tasks, and deliverables. The objectives for WP2 are listed as follows:

- To co-design a framework & template for the identification, collection, recording and animation & of approximately 200 'good practice' DATs, which are identified in a multi-actor approach as having potential across different sociocultural and farm system contexts.
- To collect and record the rich 'good practice vignettes'.
- To prepare the vignettes for incorporation to the FAIRshare inventory and enhance their accessibility and relevance to end users by identifying relevant trends, bottlenecks, barriers and opportunities for application.

Important for this particular WP, Áine highlighted that there is no universal 'best' practice, and that what is perceived as a 'good practice' can be different for different actors and in different scenarios.

From the morning session, the following stakeholders were mentioned as being relevant to WP2:

- Technology suppliers
- Input suppliers
- Tech companies
- Policy makers
- Advisors
- Applicable experts
- Control institutions
- Society
- Farmers
- Food industry
- Tax payers / citizens
- Researchers
- Private businesses
- Government
- Consumers

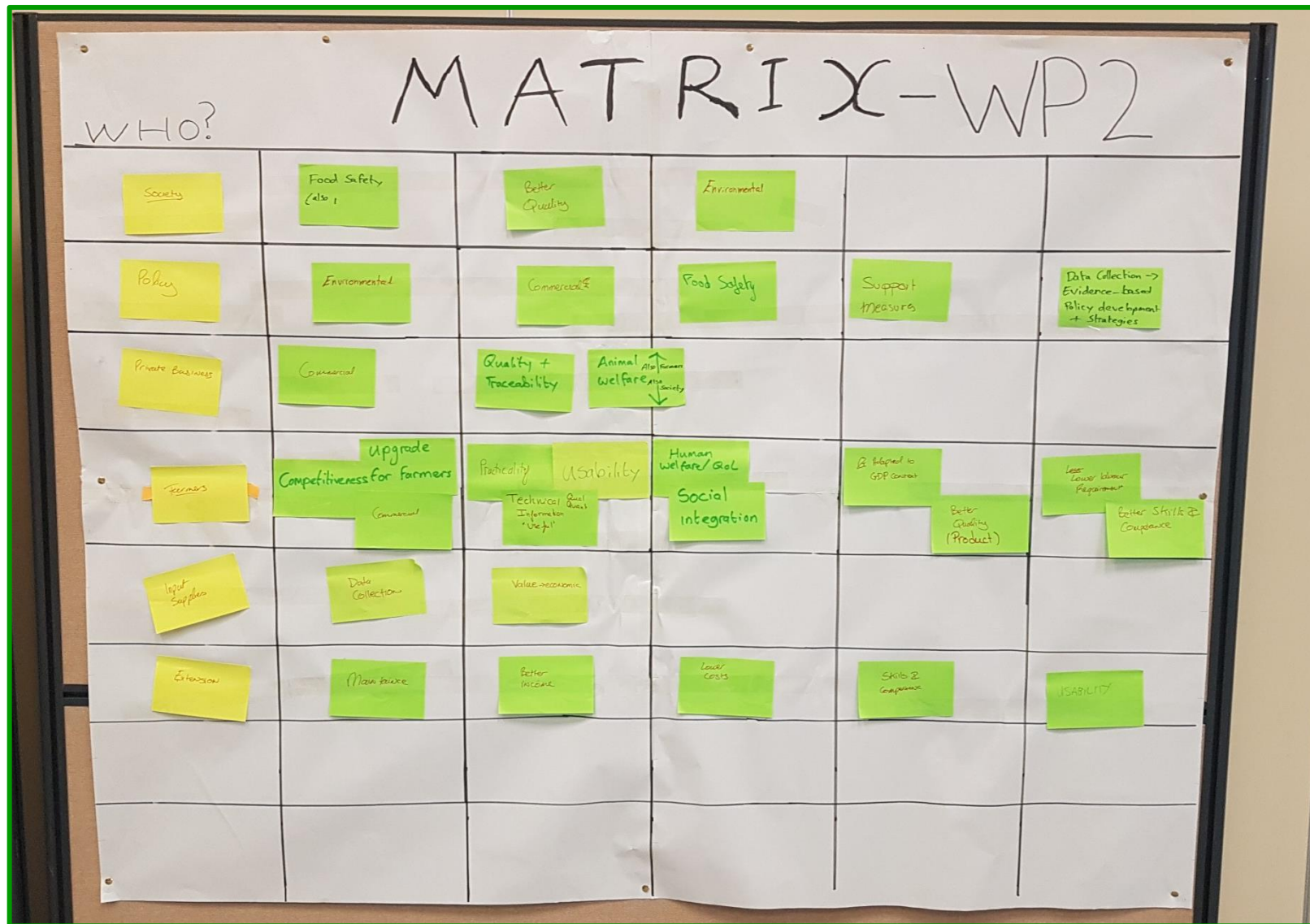
The topic banner for WP2 was as follows:

- **What?** "A multi-actor approach to identifying Good Practice DATs"
- **Who** to involve? **Why** (what knowledges will they bring)?

For the WP2 break-out session, the group decided to slightly revise the topic banner as follows:

- **What?** "A multi-actor approach to defining criteria for 'Good Practice DATs'"
- **Who** to involve? **Why** (what criteria might they suggest)?

The matrix developed for this topic banner is displayed on the next page.



WP2 Matrix: Who should be involved in defining the criteria for 'good practice' DATS and what might they suggest?

From the WP2 matrix, it is possible to begin to understand some of the criteria which different actors and stakeholders may consider as relevant for deciding what is a 'good practice DATS'.

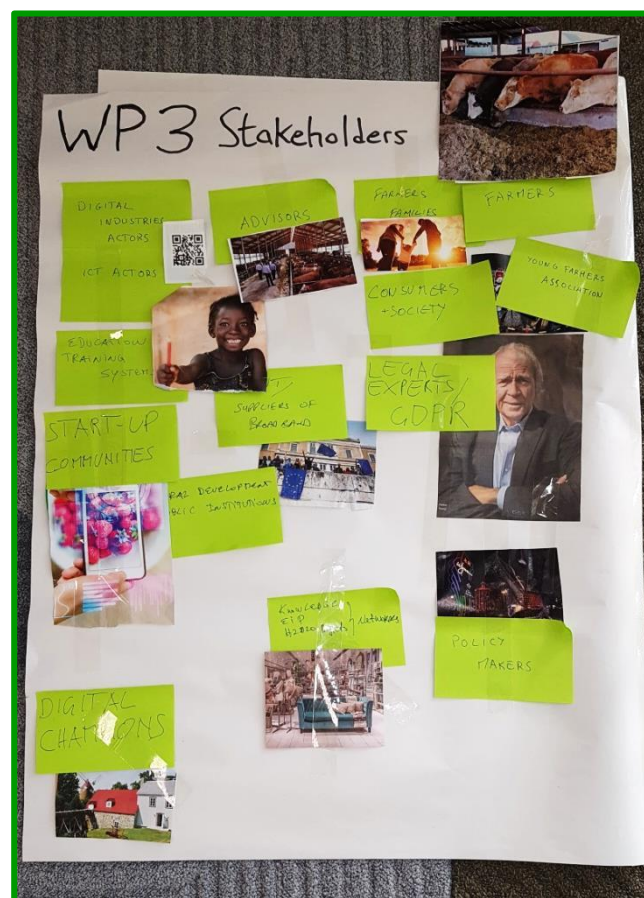
<p style="text-align: center;">Society</p> <p>For society, the following criteria were viewed as important for defining 'good practice' DATS:</p> <ul style="list-style-type: none"> ▪ Delivering better quality produce ▪ Environmental benefits ▪ Ensuring food safety ▪ Ensuring animal welfare 	<p style="text-align: center;">Policy</p> <p>For policy-makers, the following criteria were viewed as important for defining 'good practice' DATS:</p> <ul style="list-style-type: none"> ▪ Commercial benefits ▪ Environmental benefits ▪ Ensuring food safety ▪ Providing support measures ▪ Enabling data collection for evidence-based policy development
<p style="text-align: center;">Farmers</p> <p>For society, the following criteria were viewed as important for defining 'good practice' DATS:</p> <ul style="list-style-type: none"> ▪ Ensuring animal welfare ▪ Commercial benefits ▪ Competitiveness ▪ Practicality / usability ▪ Enhanced Quality of Life / social integration ▪ Delivering better quality produce ▪ Lower labour requirements ▪ Deliver better skills and competence 	<p style="text-align: center;">Private Businesses</p> <p>For society, the following criteria were viewed as important for defining 'good practice' DATS:</p> <ul style="list-style-type: none"> ▪ Commercial benefits ▪ Delivering quality and traceability ▪ Ensuring animal welfare
<p style="text-align: center;">Input Suppliers</p> <p>For society, the following criteria were viewed as important for defining 'good practice' DATS:</p> <ul style="list-style-type: none"> ▪ Economic value ▪ Improved data collection 	<p style="text-align: center;">Extension</p> <p>For society, the following criteria were viewed as important for defining 'good practice' DATS:</p> <ul style="list-style-type: none"> ▪ Economic benefit ▪ Lower costs ▪ Deliver better skills and competence ▪ Practicality / usability

2.3.3. WP3: The interface between DA and the advisory and farming communities

Representing the Association des Chambres d'Agriculture de l'Arc Atlantique (AC3A), Pierre Cordel presented the objectives, tasks and timeline for WP3. They made special mention to an online portal developed within an Erasmus+ project, SFATE (Smart FARM Training for Employment) which could prove useful for FAIRshare. The objective of WP3 is to thoroughly understand how digital agriculture is advocated & animated in the interface between the advisory and farming communities.

During the Day One morning session, partners completed the *Stakeholder Identification* mapping exercise and the following stakeholders were identified as important for WP3:

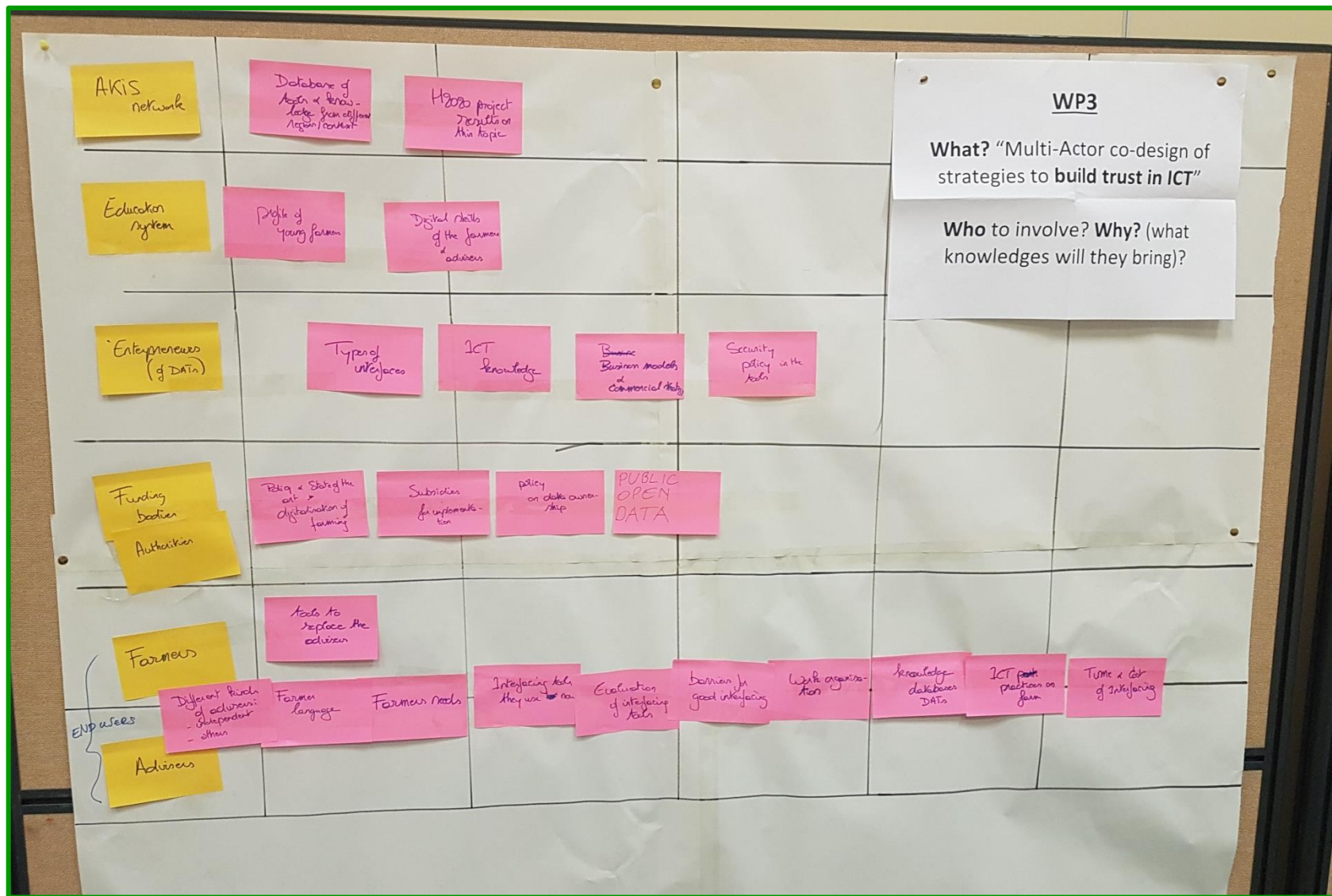
- ICT Actors
- Digital industries actors
- Advisors
- Farmers
- Farmers' families
- Consumers & society
- Young farmers' associations
- Legal experts / GDPR
- IT / Suppliers of broadband
- Education / training systems
- Start-up communities
- Rural development / public institutions
- Digital champions
- Policy-makers
- Knowledge networks, EIP, H2020 projects



The topic banner for WP3 was as follows:

- **What?** “Multi-Actor co-design of strategies to build trust in ICT”
- **Who** to involve? **Why?** (what knowledges will they bring)?

The WP3 matrix developed for this topic banner is displayed on the next page.



WP3 Matrix: Who should be involved in co-designing strategies to build trust in ICT, and why?

The WP3 break-out session identified those actors and stakeholders who should be involved in co-designing strategies to build trust in ICT. They are listed below, along with the suggested knowledges and insights they would bring.

<p style="text-align: center;">AKIS Network</p> <p>The AKIS Network was viewed to be able to bring a database of tools and knowledge from different regions and contexts, as well as H2020 project results on this topic.</p>	<p style="text-align: center;">Education System</p> <p>The Education System was viewed to be able to provide a profile of the young farmer and knowledge on the digital skills of both farmers and advisors.</p>
<p style="text-align: center;">Entrepreneurs (of data)</p> <p>Entrepreneurs were viewed to be able to bring ICT knowledge and specifically knowledge on types of interfaces as well as on security policy. They were also viewed to be able to bring knowledge on business models and commercial strategies.</p>	<p style="text-align: center;">Funding Bodies / Authorities</p> <p>Funding bodies and authorities were viewed to be able to bring policy knowledge and insights on the state-of-the-art of digitisation in farming. They would also bring knowledge on subsidies for implementation, policy on data ownership and open data models.</p>
<p style="text-align: center;">Farmers & Advisors (End-users)</p> <p>Farmers and Advisors were viewed as the end-users; they were viewed to bring an insight into the farmers – their language and their needs, and current ICT practices on farms. They would also be able to provide insight into the interfacing tools they currently use and the evolution of those tools. They would also bring knowledge on the possible barriers, cost and time associated with developing good interfaces. Finally, they would be able to provide a list of knowledge databases and DATS.</p>	

2.3.4. WP8: Co-ordination and Management; and WP9: Ethics

Following the break-out participatory sessions for WP1, WP2 and WP3, the whole consortium reconvened to hear a presentation from Tom Kelly on co-ordination and management (WP8) of the FAIRshare project, and Ethical considerations (WP9). One of the issues for discussion was the development of a Risk Register; partners were asked to give their thoughts throughout the two days on possible risks and mitigation actions. A summary of this is provided below.

Description of Risk	WP	Proposed risk mitigation measures
Sustainability of PNF	1	Ensure inventory lives on after end of project
Lack of clarity between WP2 and WP3 – possible overlap	3	PM going to review
Not enough time allocated to complete WP3	3	PM going to review
Current definition of DA is very broad – this may slow project down	All	PM going to review

Jim Codd from Circa Group Europe Ltd also gave a presentation on financial management of the project. In particular, he highlighted the immediate next steps for partners:

- Bank Account details from beneficiaries
- Distribute pre-financing to beneficiaries
- Update Contact lists for financial and legal matters
- Consider if amendment required due to restructuring of a third party organisation already flagged today
- Templates for collating costs for Months 1-6

Day 1 of the kick-off meeting closed at 17.45 with partners then getting a bus transfer to the group dinner held in the Angler's Rest, Dublin.

3. Minutes: Day Two

3.1. Overview of the Work Packages

Day 2 of the kick-off meeting continued in the same format: presentations were given by the WP leaders of WP4, 5 and 6 before partners separated into their break-out groups to work on the matrices for these Work Packages.

3.1.1. WP4: Learning from the adoption of new DATS

Andrew Lazenby from Innovation for Agriculture (I4agri) presented the objectives and tasks of WP4. In different farm advisory contexts for up to 30 User Cases (UCs), this WP will identify the change management and innovation process issues arising from novel or new digital tools and services.

During the Day One morning session, partners completed the *Stakeholder Identification* mapping exercise and the following stakeholders were identified as important for WP4:

- (Feeding the) Future population
- Tech companies with rural focus
- Start-up companies
- Rural population
- Farmers
- The excluded farmers
- Sustainable agri (vegetarians)
- Female farmers
- Environmental organisations e.g. Birdwatch
- Local heroes
- Downstream stakeholder; retail / consumer

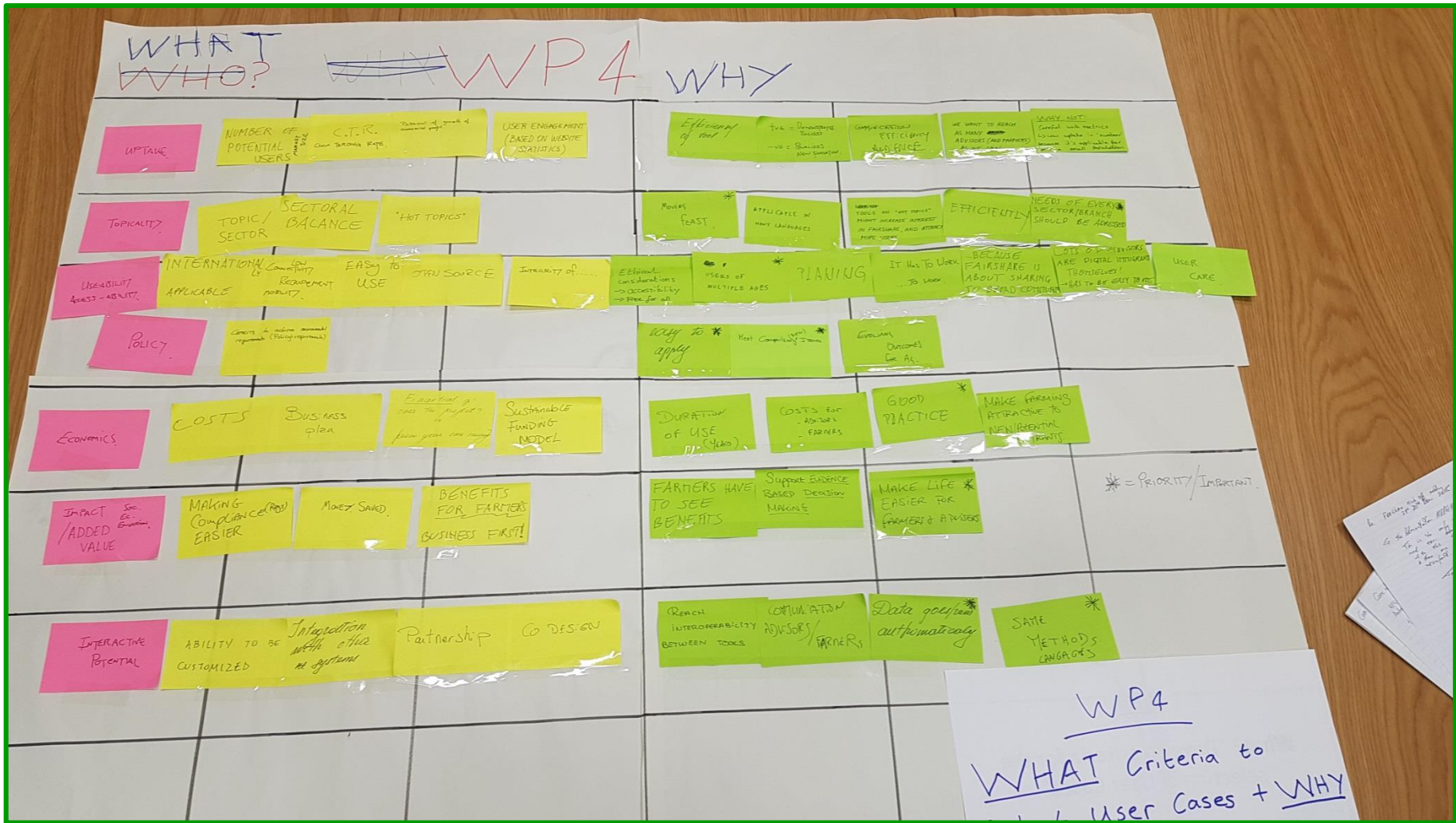
The topic banner for WP4 was as follows:

- **What?** “Develop criteria for the selection of User Cases”
- **Who** to involve and **What** knowledges will they bring?

For the WP4 break-out session, the group decided to slightly revise the topic banner as follows:

- **What?** “Develop criteria for the selection of User Cases”
- **What** criteria to select the user cases? **Why** (**who** will be impacted)?

The WP4 matrix developed for this topic banner is displayed on the next page.



WP4 Matrix: What criteria should be used to select user cases and why?

The WP4 break-out session identified those criteria which should be used to select user cases. The criteria are listed below, along with the possible indicators which could be used to assess these criteria and the reasons why these criteria are important.

Uptake

Uptake was viewed as an important selection criterion because it could provide an indication of how efficient and successful the tool is; reaching as many farmers and advisors as possible with an innovation was viewed to be an important indicator of success. However, a note of caution accompanied this criterion – quantitative metrics such as uptake could penalise new innovations which have not yet amassed a large market, and it may not take into account the size of the market to be reached; for example, a tool could be highly successful within a small target market.

Suggested indicators of uptake included:

- Number of potential users (market size)
- C.T.R (Click Through Rate)
- Potential of growth of commercial profit
- User engagement based on web stats

Topicality

Topicality was viewed as an important selection criterion; topicality covered different aspects; for example, it was felt that the needs of every sector should be considered within the selection of use cases. It was also felt that use cases should be applicable across multiple languages. Finally, another aspect of topicality related to the ensuring tools on 'hot topics' were included as it may increase interest in FAIRshare and attract more users.

Suggested indicators of topicality included:

- Type of topic / sector – to achieve sectoral balance across use cases
- Presence of 'Hot Topics'

Usability / Accessibility

Usability and accessibility were viewed to be important criteria for selecting use cases. It was deemed important that an important aspect of FAIRshare is making tools widely accessible to wide audiences, therefore tools selected for use cases should ultimately be easy to use and widely accessible – for example, individuals of all ages and levels of digital literacy should be able to access the tools. Another important aspect here was the ethical considerations around ensuring tools which are freely accessible.

Suggested indicators of usability / accessibility included:

- International applicability
- Low connectivity requirement / mobility
- Easy to use
- Open source
- Integrity of the tool

Policy

Policy was viewed an important criterion to consider in the selection of use cases in order to meet compulsory issues and to ensure continuously evolving outcomes for agriculture.

Suggested indicators of policy included:

- Capacity to achieve policy requirements, e.g. environmental targets

Economics

Economics was deemed an important selection criterion. It was felt that in selecting use cases, it was important to consider the cost of tools to advisors and farmers. Also, it was important to consider how effective business models could help to market these tools to make farming more attractive to new entrants.

Suggested indicators of economics included:

- Costs
- Business plan / funding model
- Duration of use (years)

Impact / Added Value

Impact and providing added value to farmers and advisors was viewed as important consideration in selecting use cases. It was important that farmers would be able to see benefits from the tools selected and that these tools ultimately make life easier for farmers and advisors and support them to make evidence-based decision-making.

Suggested indicators of uptake included:

- Making compliance easier
- Cost saving
- Benefits for farmers – business first

Interactive Potential

Interactive potential was viewed as important for selecting use cases as it was important to ensure inter-operability between different tools, to ensure communication between farmers and advisors, and to ensure automatic data generation.

Suggested indicators of uptake included:

- Ability to be customised
- Integration with other systems
- Partnership
- Co-design

3.1.2. WP5: Develop Roadmaps towards enhanced use of DATS in advisory services

Greet Ghekiere from the Flemish Innovation and Advice in Agriculture and Horticulture Organisation (INAGRO) presented the objectives, tasks and deliverables of WP5. Drawing on the outputs from WP1, WP2, WP3, and WP4, this WP will develop roadmaps towards the improved use of DATs by the farm advisory community across regional and national knowledge and innovation systems at EU-level (1 roadmap) and at DAT Adoption Case (30 UCs). Greet explained *road-mapping* as the process whereby the project consortium brings together a diverse group of stakeholders to (1) consider how different aspects interact and influence the development and implementation of digital advisory tools; (2) identify the vision, opportunities and value chains related to the use of digital advisory tools within the national and regional knowledge and innovation systems; and (3) develop a transition and implementation plan.

During the Day One morning session, partners completed the *Stakeholder Identification* mapping exercise and the following stakeholders were identified as important for WP5:

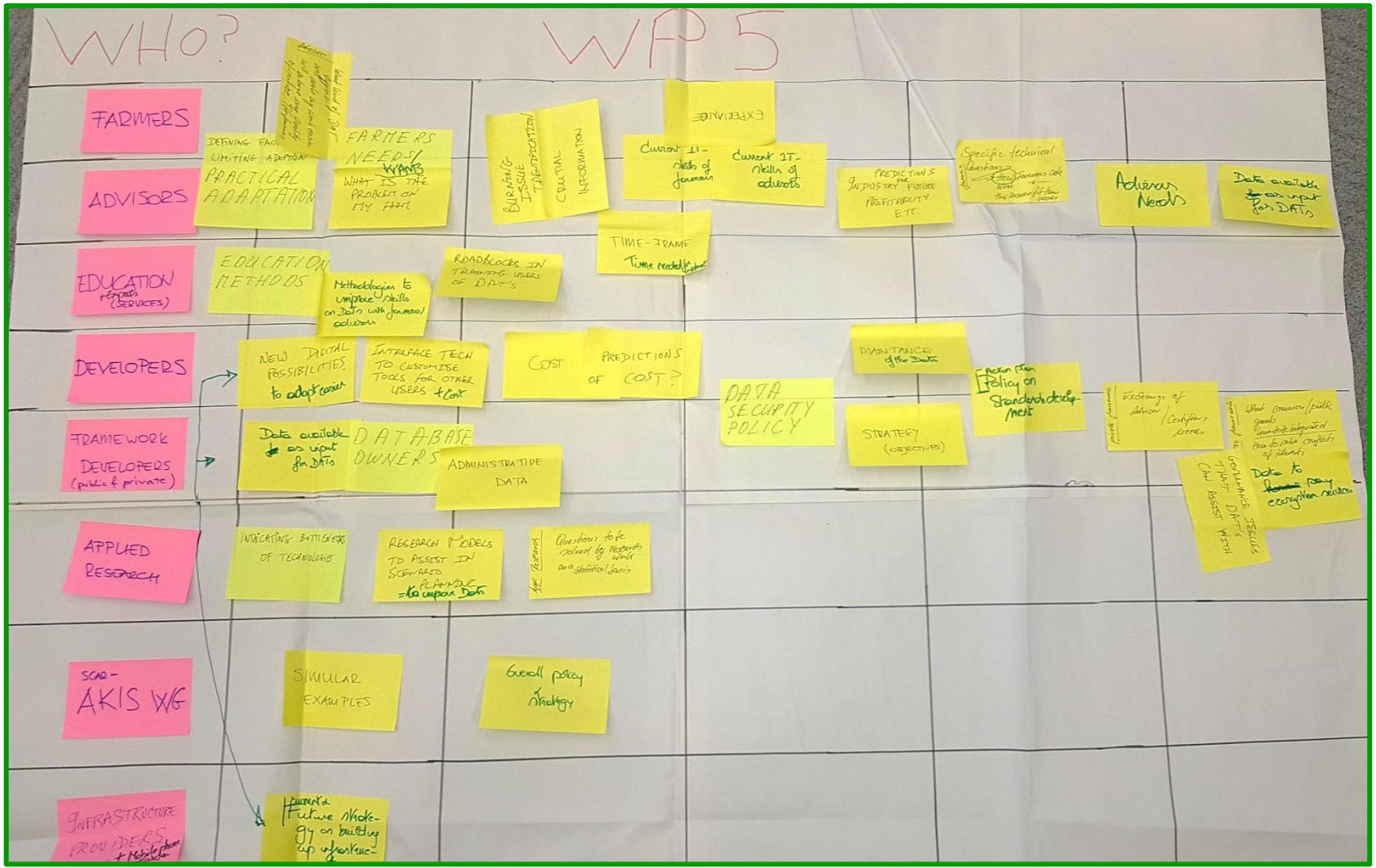
- Union of younger farmers
- Farmers and farm organisations
- Agro-industry
- Policy-makers
- Researchers and developers
- Education services and extension services
- Farmer education – schools / colleges etc.
- Advisors
- Food providers / private companies
- SCAR-AKIS strategic working group
- Local / regional / vocational young farmers groups
- Regional agricultural administrative authorities
- Certifying co-ops



The topic banner for WP5 was as follows:

- **What?** “Visioning for roadmaps”
- **Who** to involve and **What** knowledges will they bring?

The WP5 matrix developed for this topic banner is displayed on the next page.



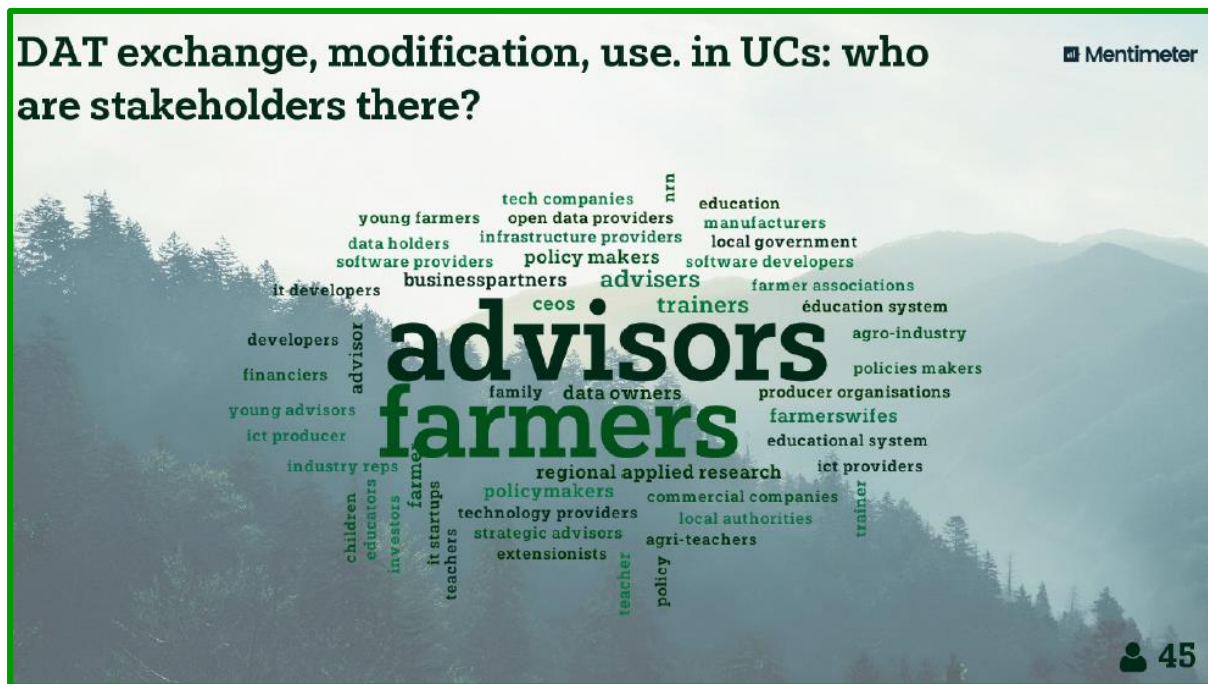
WP5 Matrix: Who should be involved in visioning for roadmaps, and what knowledge will they bring?

The WP5 break-out session identified those actors and stakeholders who should be involved in visioning for roadmaps and the types of knowledge they will bring.

Farmers and Advisors	
Farmers and Advisors were viewed to be able to bring insights on the factors which may limit adoption and adaption in practice including for example specific technical questions that may need to be answered and current ICT skills of farmers and advisors. They would also be able to identify the needs of farmers and advisors and provide predictions for the industry's future profitability. Finally, they would also be able to point towards available data for as input for DATS.	
Education & Experts	Developers
Education services and Experts were viewed to bring information on education methods, methodologies to improve skills on DATS with farmers and advisors, and possibly roadblocks in training users on DATS.	Developers were thought to be able to bring knowledge on new digital possibilities to make adoption easier, the expertise for interface technology to customise tools for other users, and expertise on data maintenance, data security and standards development. They were also viewed as bringing insights on costs and predictions of costs.
Framework Developers (Public & Private)	Applied Research
As database owners, these Developers were viewed as having a role in making data available as inputs for DATS, including insights on administrative data. They would also be able to provide insight on strategy and objectives, particularly around data (e.g. standards, security). It was felt these actors would be able to provide insight on governance issues.	Applied research was viewed to provide indications of bottlenecks for technologies. They were viewed to be able to provide knowledge around research models to assist in scenario planning and identify questions to be solved by research work on a statistical basis.
SCAR AKIS WG	Infrastructure Providers
The SCAR AKIS working group was viewed to be able to provide knowledge around similar examples and general policy and strategy.	Infrastructure providers would be able to provide insights on future strategy on building up infrastructure.

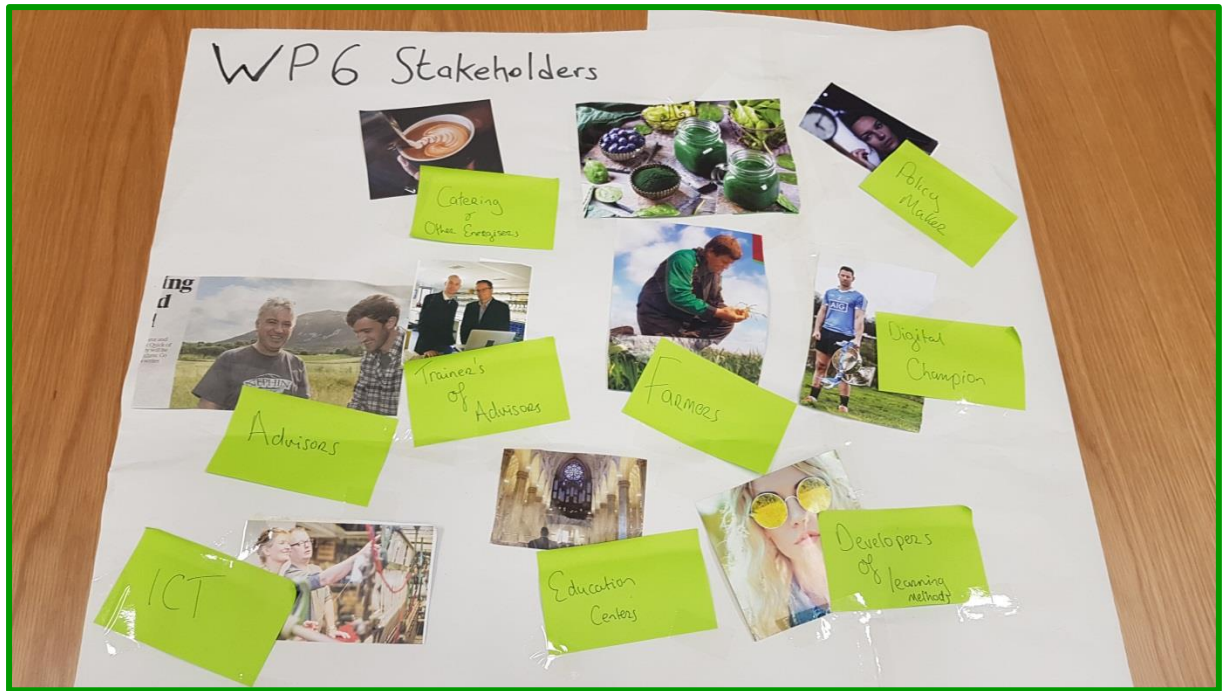
3.1.3. WP6: Exchange, modification and use of digital tools by advisors

Peter Paree from Zuidelijke Land en Tuinbouw Organisatie (ZLTO) presented the aims, tasks and timeline for WP6. WP6 will aim to expand the use of proven high impact digital technologies (HITs) among independent advisers within and between regions, member states of EU and internationally. Peter began the presentation by using Mentimeter (www.menti.com), an interactive e-conference tool, to carry out a survey with the meeting participant. One of the outputs from this survey is shown below; a word cloud resulting from Peter asking participants to list the stakeholders for WP6.



During the Day One morning session, partners completed the *Stakeholder Identification* mapping exercise and the following stakeholders were identified as important for WP6:

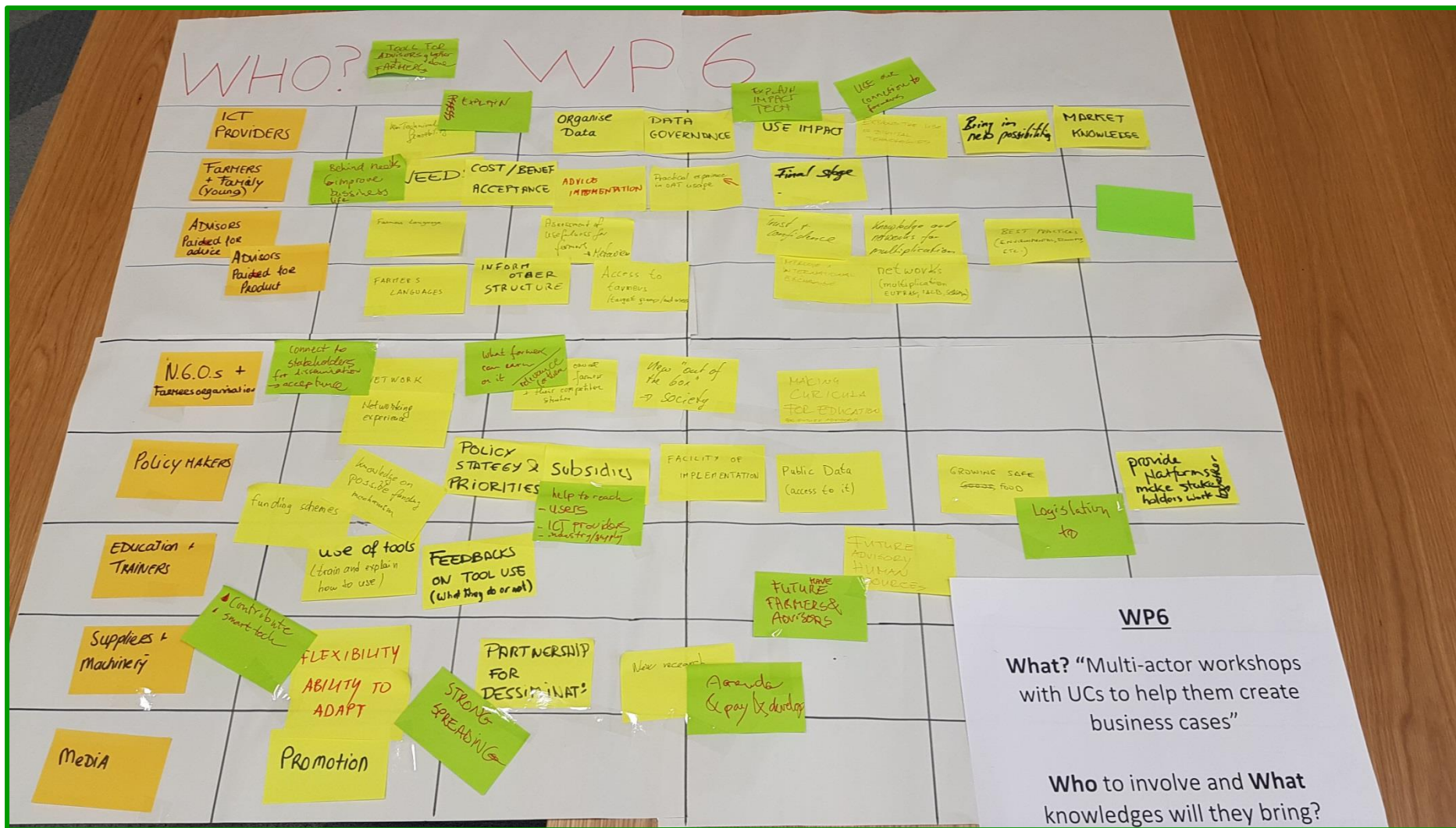
- Catering and other energisers
- Advisors
- Trainers of advisors
- Farmers
- Digital champions
- Education centres
- Developers of learning methods
- Policy-makers
- ICT



The topic banner for WP6 was as follows:

- **What?** “Multi-actor workshops with UCs to help them create business cases”
- **Who** to involve and **What** knowledges will they bring?

The WP6 matrix developed for this topic banner is displayed on the next page.



WP6 Matrix: Who should be involved in multi-actor workshops with UCs to help them create business cases, and why?"

The WP6 break-out session identified those actors who should be involved in multi-actor workshops with UCs to help them create business cases, and the types of knowledge they will bring.

<p style="text-align: center;">ICT Providers</p> <p>ICT providers were viewed as important to involve in the workshops as they could assess and explain technical feasibility, data governance, explain technological impact, expand the use of digital technologies, provide market knowledge and identify new possibilities.</p>	<p style="text-align: center;">Farmers & Family (young)</p> <p>Farmers and family were important actors to involve as they could provide insight on their needs and provide a cost-benefit assessment and likely acceptance. They would be able to give advice on implementation and practical experience in using DATS.</p>
<p style="text-align: center;">Advisors (paid for advice)</p> <p>These advisors would be able to provide knowledge on the language used by farmers and provide an assessment of the usefulness for farmers. They would be able to give insights on issues of trust and confidence, knowledge and networks for multiplication and good practices (e.g. environmental, economic etc.).</p>	<p style="text-align: center;">Advisors (paid for product)</p> <p>These advisors would be able to provide knowledge on the language used by farmers; they could also provide access to farmers and target groups. They would be able to improve intermediation exchange and give insights regards networks for multiplication (e.g. EUFRAS).</p>
<p style="text-align: center;">NGOs and Farmers' Organisations</p> <p>These organisations could provide knowledge on networking so to connect to stakeholders for dissemination. They would also have a good understanding of how farmers stand to benefit and the relevance for them. They could also inform curricula development for education of future advisors.</p>	<p style="text-align: center;">Policy Makers</p> <p>Policy makers would provide knowledge on funding schemes and mechanisms, policy strategy and priorities, legislation and subsidies. They could also assist in providing access to data and in implementation and help to reach users, ICT providers, and industry. They could provide platforms to make stakeholders work together.</p>
<p style="text-align: center;">Education & Trainers</p> <p>Education and trainers would provide insights on training and explaining on how to use tools and feedback on the use of tools. They also could provide predictions on the future of advisory services.</p>	<p style="text-align: center;">Suppliers & Machinery</p> <p>Suppliers and machinery were viewed as a partner for dissemination. They were also viewed as providing knowledge on new research, and contributing 'smart tech'.</p>
<p style="text-align: center;">Media</p> <p>Media were viewed as an important partner for promotion.</p>	

3.1.4. WP7: Dissemination and communication

Rui Almeida from Consulai presented on WP7. The overall objective of WP7 is to disseminate and communicate, throughout the FAIRshare project, decisions, methodologies, work progress, results and findings relevant to the use of advisory digital tools and services and to the participation of farmers in the digital age. This WP will work to actively engage a diverse array of actors with the project throughout its duration. Rui highlighted the need for all partners to actively contribute to the communication and dissemination of the FAIRshare project.

3.2. Closing Session

Prof. Tom Kelly gave a final talk to close the meeting and thanked partners for their active and enthusiastic participation in the kick-off meeting. The kick-off meeting was officially closed at 1pm and partners were invited for lunch and a tour of the Teagasc Ashtown research and education facilities.

3.3. Post-event Evaluation

Employing the same format used for the ‘Talking Wall’, an online survey was disseminated to all meeting attendees following the event. Participants were asked to indicate what they liked, what they didn’t like, what they learned and what they would change about the two-day meeting. 11 participants responded to the survey. The results are summarised below.

What I liked

Participants were very happy with the organisation and preparation of the meeting. In particular, participants enjoyed the participatory workshop and the participatory approach which was embedded throughout the two days. They felt it facilitated a more relaxed and inclusive atmosphere which allowed people to get to know one another and share ideas more openly and also facilitated all partners to engage meaningfully with the conversations.

What I did not like

Some participants suggested that more travel information prior to the meeting would be helpful.

What I learned

Learnings from the meeting included knowledge on participatory and multi-actor approaches; clarification of expectations for the project; insight into the project management and structure; becoming familiar with the other partners; a clear grasp of the overall project.

What I would change

Participants suggested the following changes: to hold the meeting at a different time of year; further information on interactions across WPs; more time allocated to discuss WPs; significant advance warning of meeting dates (at least 3 months).

Appendix 1 – Press Release

DRAFT V1.0 | MG | 05/12/18

PRESS RELEASE

Launch of major new EU project to explore digital technologies for farm advisors.

5 December 2018



European agriculture is facing critical challenges over the coming decades, particularly the sustainability of food production. A five year EU Horizon 2020 funded project was launched in Dublin, Ireland last week with the aim of improving agricultural advisors' use of digital tools and services to enable better uptake of digital technologies by European farmers.

The FAIRshare project, which is being led by Teagasc, the Irish Agriculture and Food Development Authority, brings together 22 partners from 15 countries across Europe. The project consists of a mix of partners who have different backgrounds and skills working towards a common goal of unlocking the benefits of digitisation for farmers and society. This project will engage, enable and empower the independent farm advisory community, through sharing of tools, expertise and experiences.

Project Coordinator, Professor Tom Kelly from Teagasc said "Electronic data generation, analytics and communication technologies have the potential to enable more accurate, faster and better decision-making on farms. There is a danger that digitisation and future innovations will be hampered unless the rural advisory community is mobilised to take ownership of digital tools and to advocate at the user interface.

The FAIRshare project has two main objectives. Firstly, to develop an open inventory of the digital tools and services in use internationally, ~~which will be available to all advisors~~. Secondly, to create a 'living lab' which empowers advisors from across the EU to engage and interact with the online inventory. The FAIRshare will fund 40 different advisory cases that will enable advisors to address the challenge of embedding digital tools in different advisory and farming contexts across the EU. Special focus will be on co-designing powerful communication and engagement approaches for advisors to advocate and inspire their peers and farmer clients, driving a stronger network for the wider and better use of digital tools.





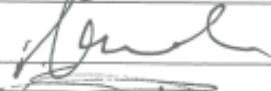







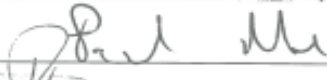
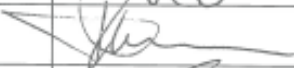




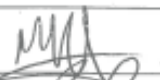


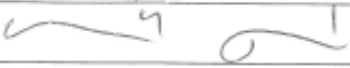
Editor Notes:

FAIRshare: Farm Advisory digital Innovation tools ~~Realised~~ and Shared.

Partner countries include: Ireland (lead), Belgium, France, Netherlands, Norway, United Kingdom, Greece, Portugal, Hungary, Lithuania, Austria, Germany, Spain, Croatia, ~~Switzerland~~.

Appendix 2 – Registration List

Name	Institute	Signature	Will you attend the meal tonight?
Áine Macken-Walsh	TEAGASC		N
Áine Regan	TEAGASC	Aine Regan	N
Andárs Eros	NAK		<input checked="" type="checkbox"/>
Andrew Lazenby	I4agri	A Lazenby	YES?
Ángel Malumbres Montorio	INTIA		yes
Bridin McIntyre	TEAGASC	Bridin McIntyre	No
Bruno Häller	HAFI		yes
Egill Petter Stræte	RURALIS	Egill Petter Stræte	yes
Florian Herzog	LKO		yes
Gintarė Kučinskienė	LAAS		yes
Greet Ghekiere	INAGRO		yes
Igor Hrovatić	SEASN		yes
Ilma Rimkevičienė	LAAS		Yes
Inge Van Oost	EC		yes
James Maher	TEAGASC	James Maher	No
Jan Top	WR		A
Janine Roemen	ZLTO	Roemen	yes
Jens Binder	NATURLAND	Binder	Y
Jérôme Bandry	CEMA		yes
Jim Codd	CIRCA		yes?
John Hyland	TEAGASC	John Hyland	No
Juan José Magán	CAJAMAR		Yes

Kevin Connolly	TEAGASC		Yes
Kristijan Jelaković	SEASN		Yes
Kristine Piccart	IVLO		Y
Laura Enfedaque Díaz	MAPAMA		No
Marco Schluter	NATURLAND		Yes
Marina Liger	AC3A		Yes
Mark Gibson	TEAGASC		Yes.
Mark Moore	TEAGASC		YES.
Marta Goñi Labat	INTIA		YES
Marta Mendes	CONSULAI		yes
Martin Hirt	LKO		Yes
Milan Husnjak	SEASN		<input checked="" type="checkbox"/>
Patrick Sarzeaud	ACTA		<input checked="" type="checkbox"/>
Paul Maher	TEAGASC		X
Peter Páree	ZLTO		<input checked="" type="checkbox"/>
Pierre Cordel	AC3A		Yes
Rimtautas Petraitis	LAAS		Yes
Rui Almeida	CONSULAI		YES
Samy Ait-Amar	ACTA		Yes
Gladiar Stanković	SEASN		.
Sofia Mouseti	AUA		YES
Spyros Fountas	AUA		Yes
Stephen McHugh	TEAGASC		Yes
Tímea Reszkető	NAK		<input checked="" type="checkbox"/>

Tom Kelly	TEAGASC	<i>Tom Kelly</i>	✓
Vanja Bisevac	CEMA	<i>Vanja Bisevac</i>	✓
Vedran Tomić	SEASN		

MAEVE HENCHAM

TEAGASC

Maone DL

A

Appendix 3 – Meeting Agenda

FAIRshare Kick off Meeting Agenda
29th – 30th November
Teagasc Food Research Centre, Ashtown, Dublin

Thursday 29th November – Conference Room 2

8.30	Registration with Tea/Coffee
9:00	Opening welcome – Tom Kelly
9:15	Participatory & Multi-Actor Approach Workshop Part 1
11:00	Tea/Coffee – Foyer
11.15	Participatory & Multi-Actor Approach Workshop Part 2
12.30	Lunch – Foyer
13.30	Overview of FAIRshare project – Tom Kelly
14.00	WP1 description overview and discussion (AUA)
14.30	WP2 description overview and discussion (TEAGASC)
15.00	WP3 description overview and discussion (AC3A)
15.30	Tea/Coffee – Foyer
15.45	Breakout Session for WP1-2-3
17.00	WP8-9 Project administration and obligations, and issues highlighted by project officer, Research Executive Agency (REA) (TEAGASC)
17:40	Finish
18:00	Bus will leave direct from Teagasc for dinner in Anglers Wrest

Friday 30th November – Conference Room 2

9.00	WP4 description overview and discussion (I4Agri)
9.30	WP5 description overview and discussion (INAGRO)
10.00	WP6 description overview and discussion (ZLTO)
10.30	Tea/Coffee - Canteen
10.45	Breakout Session for WP4-5-6
12:00	WP7 description overview and discussion (CONSULAI)
12.30	Breakout Session for WP7
13.00	Closing session
13.30	Lunch - Canteen
14.00	Tour of Teagasc Ashtown research and education facilities
15.00	Facility available for additional meeting if requested

Appendix 4 – Participatory and Multi-Actor Approach Schedule

Participatory & Multi-Actor Approaches: Schedule

Thursday 29th Nov.

Item	Approach	Time
1. Overview	Presentation	9.15-9.30 15 mins
2. <i>Ice-breaker</i>	Group activity	9.30-10.15 30 mins
3. <i>Ground rules + 'burning issues' approach</i>	Presentation/Group Activity	10.15-10.30 15 mins
4. <i>Actor Identification & Participatory Social Network Analysis</i>	Group activity	10.30- 11.00 30 mins
Coffee		11.00-11.15 15 mins
5. <i>Stakeholder Brainstorming</i>	Group activity	11.15-11.40 20/25 mins
6. <i>Participatory card sort</i>	Group activity	11.40-11.55 15 mins
7. First Principles of participatory approaches: <i>emic/etic</i>	Presentation	11.55-12.05 10 mins
8. Participatory Toolboxes for the multi-actor approach	Presentation	12.05- 12.15 10 mins
9. WP 2 Demonstration: <i>Brainstorm, Card Sort, Matrix</i>	Demonstration	12.15-12.30 15 mins

Mainstreaming of participatory, multi-actor approach through remainder of kick-off meeting, 29th & 30th Nov.

Item	Activity	Time
9. (cont'd) WP1, WP2, WP3 <i>Brainstorm, Card Sort, Matrix</i>	Group practice session	15.45-16.15 (29 th) (16-15- 16.45 on 29 th): WP planning meetings, first steps)
9. (cont'd) WP 4, WP5, WP6 <i>Brainstorm, Card Sort, Matrix</i>	Group practice session	10.45 – 11.00 (30 th)
10. <i>Participatory Evaluation & 'burning issues' approach.</i>	Group activity	16.45-17.00 (29 th) & 11.45-12.00 (30 th)