



**UNIVERSITEIT
GENT**



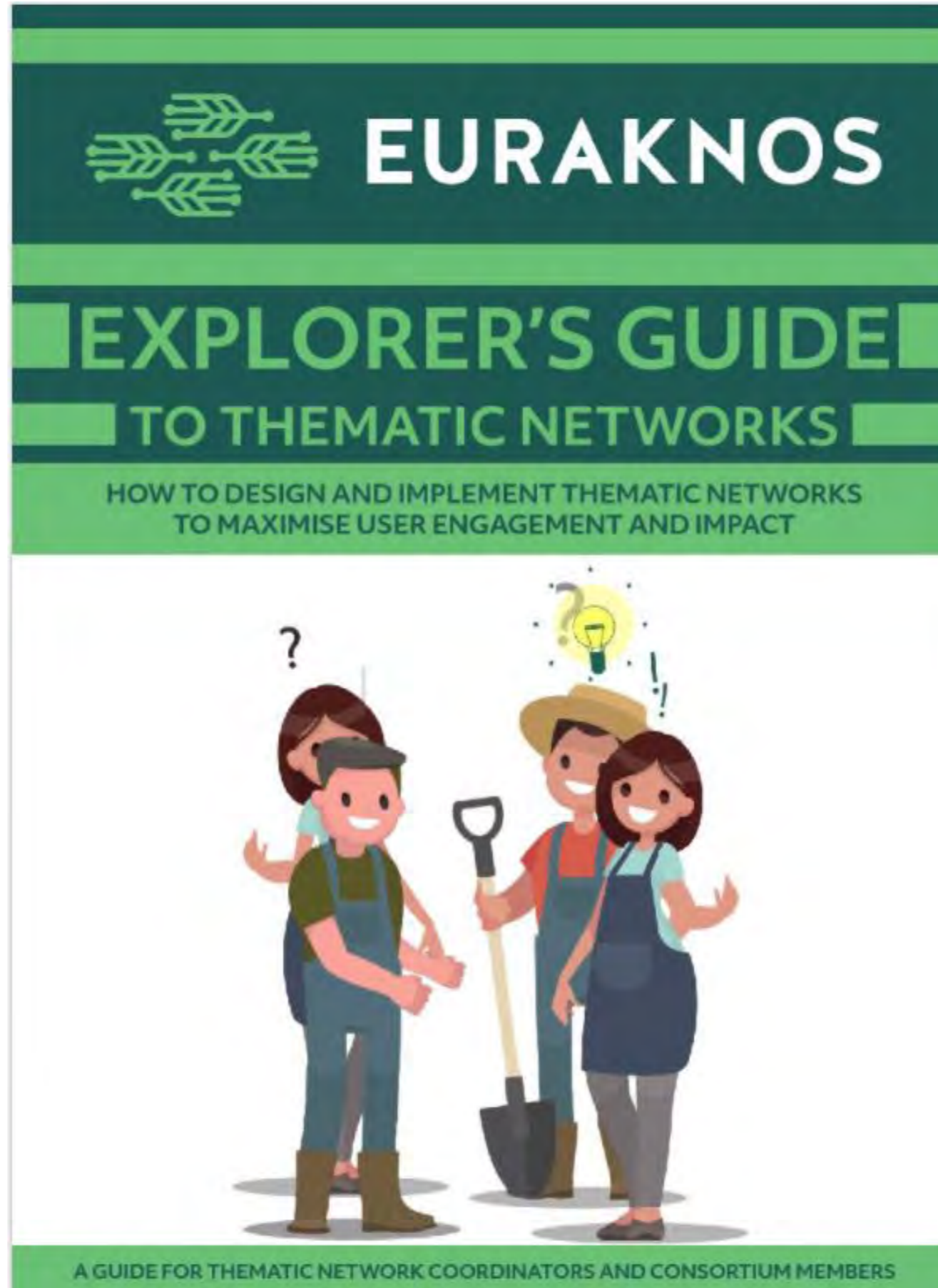
EU-FarmBook

Widening the EU Agricultural and Forestry Landscape for a Holistic AKIS and Long Life Advisory Open Source System



EURAKNOS

TN Explorer's Guide



Working with Persona's



“ Why do innovative solutions in Italy have to take so much time to get approval? ”

AGE 45

COUNTRY ITALY

GENDER FEMALE

LANGUAGES ITALIAN, ENGLISH (PREFERS TO SEARCH IN ITALIAN)

TYPE OF FARMER ORGANIC

FARM SIZE SMALL < 10 HA

TYPE OF INNOVATOR EARLY MAJORITY

RISKY ————— SAFE

CHEAP ————— COSTLY

FORCED ————— VOLUNTARY

ORGANIC FARMER **MARTA**

HER STORY

Marta started farming organically when she read about the importance of biodiversity and the added economical value of selling organic products. The journey hasn't been easy, but she is passionate about it. She likes the challenges that come with it and figuring out how she can make a more robust ecological environment, using new innovative methods. With climate change, new challenges have presented themselves which she can't always solve by herself so being part of a friendly online group of like-minded farmers is amazing.

CHALLENGES

- Changing from traditional to organic farming
- Finding organic solutions
- Combining family life with the farm
- Climate change

OPPORTUNITIES



SKILLS



TOUCHPOINTS



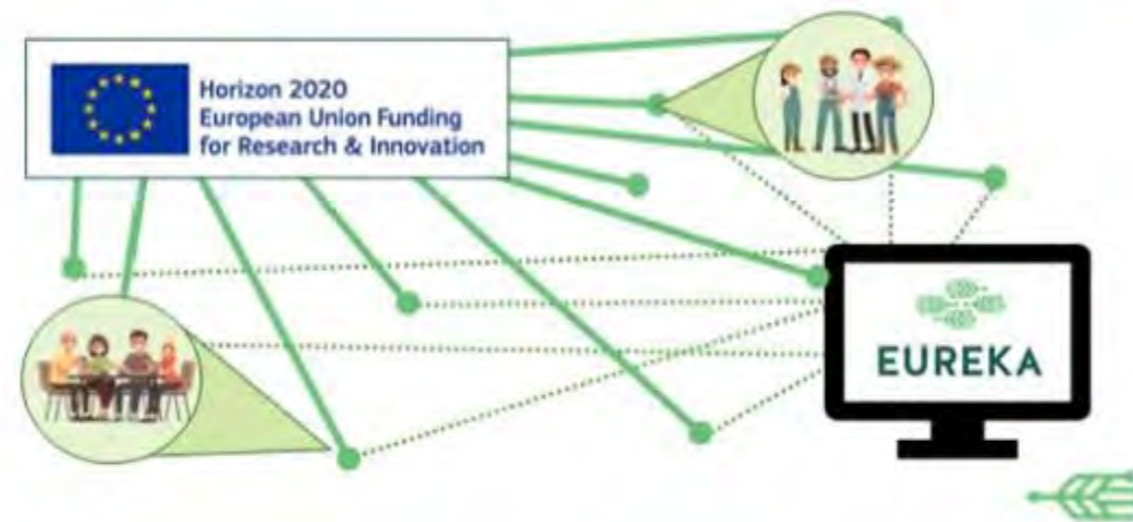
INTERESTS

- Meeting other farmers
- Spending time with her family
- Learning about biodiversity and ecology
- Cooking with sustainable organic produce



EUREKA

European Knowledge Repository for Best Agricultural Practices



How to feed the Farmbook?

User manual to upload knowledge objects.

EU-FARMBOOK

Feeding EU-FarmBook

Knowledge objects

*“A **Knowledge Object** contains useful, practical information about best and innovative practices in agriculture.”*



Documents



Spreadsheets



Slideshows/
presentations



Videos



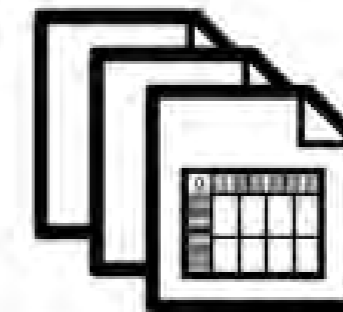
Podcasts



Images/figures



Software
applications



Datasets

The categories of Knowledge Objects
considered for the “FarmBook”



EUREKA

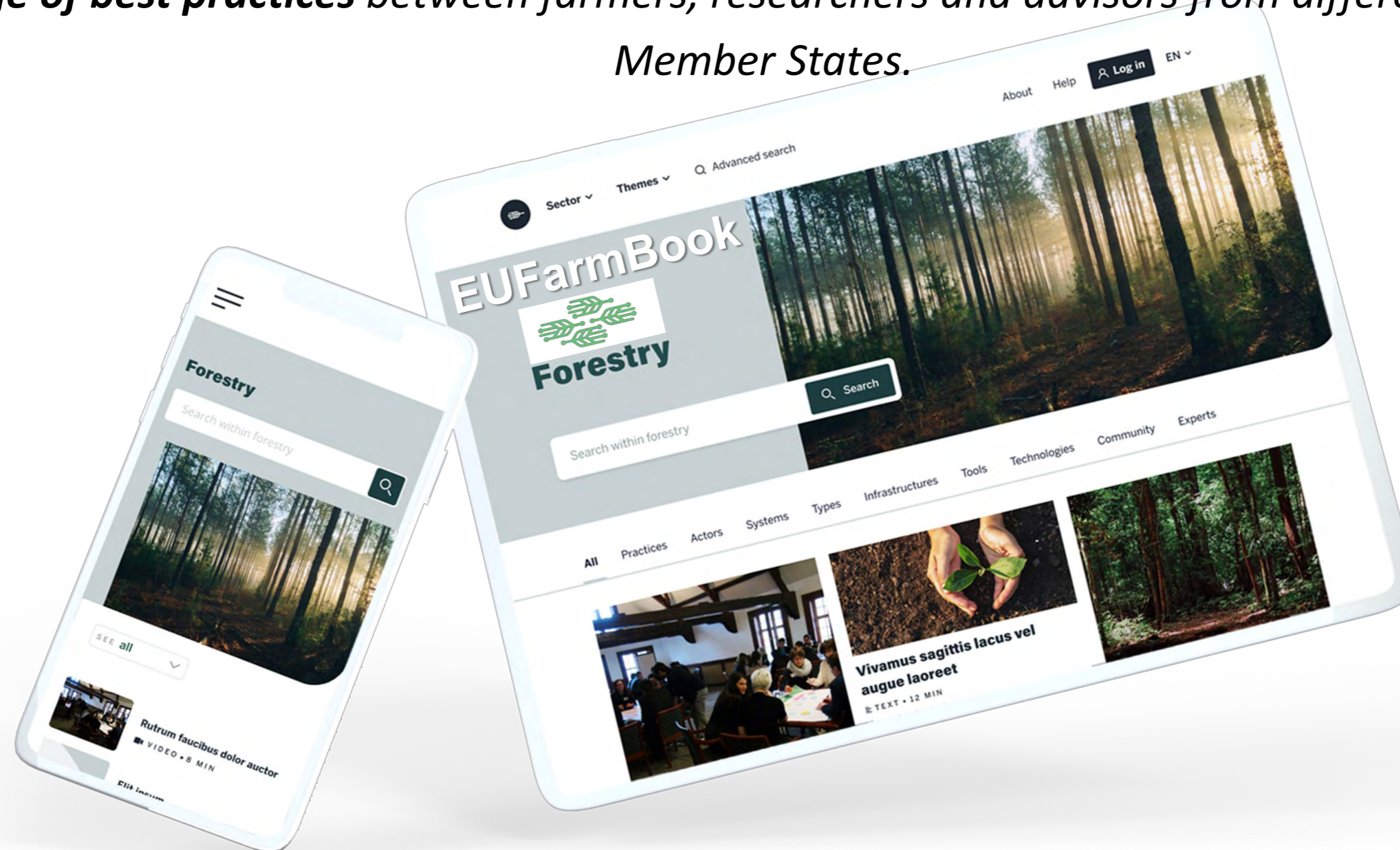


EU-FarmBook

EU-FARMBOOK

EU-FarmBook Digital Platform

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



EUREKA

T



EU-FarmBook

EU-FARMBOOK

EU FARMBOOK **Kategóriák** [Rólunk](#) [Segítség](#) [BEJELENTKÉZÉS](#) **HU**

Erdészet

[Keresés](#)

[Minden tartalom](#) [Közösség](#) [Szakértők](#)

Témák és beszélgetések

TEST

joachim

15 hours ago

Dit is een test

[nincs hozzászólás](#)

test

joachim

2 months ago

Csatlakozzon a közösséghez

Szeretné megosztani visszajelzéseit és bekapcsolódní a beszélgetésbe?

[Feliratkozás](#)

Community chat

UNIVERSITEIT
GENT

EU FARMBOOK **Categorie** [Chi siamo](#) [Aiuto](#) [ENTRA](#) **IT**

Silvicoltura

[Cerca](#)

[Tutti i contenuti](#) [Community](#) [Esperti](#)

UN TOTALE DI 0 SILVICOLTURA ESPERTI

ORDINA PER **Relev...**

Ops, non abbiamo trovato nessun autore su questo argomento

[← Torna alla homepage](#)

Expert
database

EU FARMBOOK

CHI SIAMO

[Informazioni su EU](#)

SEGUICI

[Youtube](#)

EU FarmBook ha ricevuto finanziamenti dal programma di ricerca e innovazione Horizon

EU-FARMBOOK

RETURN TO OVERVIEW

Search results for 'soil'

A TOTAL OF 2 RESULTS

SORT BY Relevantie

Active filters Clear all filters

FORESTRY x

Category

- Livestock
- Society
- Economics
- Environment
- Crop Farming
- Forestry

Subcategories

Keywords

Language

Location

Macrocategories

Type



Haywood Oaks Farm - how tree planting can save the soil

FORESTRY VIDEO

This video shows the benefits of tree planting to prevent soil erosion and soil quality degradation from heavy rains.

KEYWORDS:

SAND LAND WIND EROSION WATER EROSION



Whitehall Farm - planting to improve economic returns

FORESTRY VIDEO

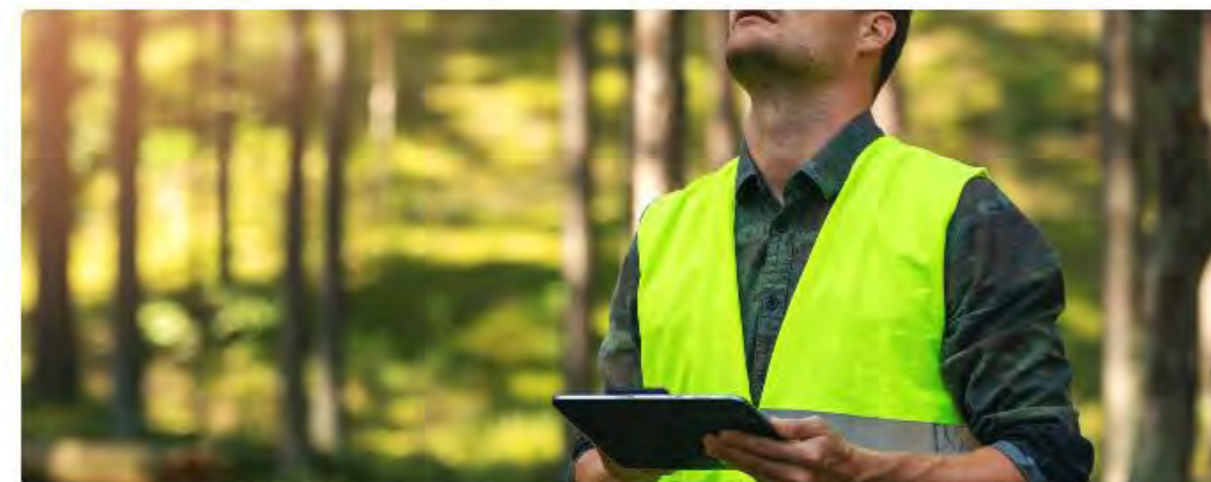
This video shows a farm that has integrated trees into their wheat, barley, clover and vegetable-producing business, establishing the larges...

KEYWORDS:

WIND EROSION SOIL DEGRADATION FRUIT TREES

RETOUR À L'APERÇU

0 j'aimes aucun commentaire



Ferme Haywood Oaks - comment la plantation d'arbres peut sauver le sol

6 days ago par The Woodland Trust AFINET

Traduit automatiquement

Cette vidéo montre les avantages de la plantation d'arbres pour prévenir l'érosion des sols et la dégradation de leur qualité par les fortes pluies.

Données

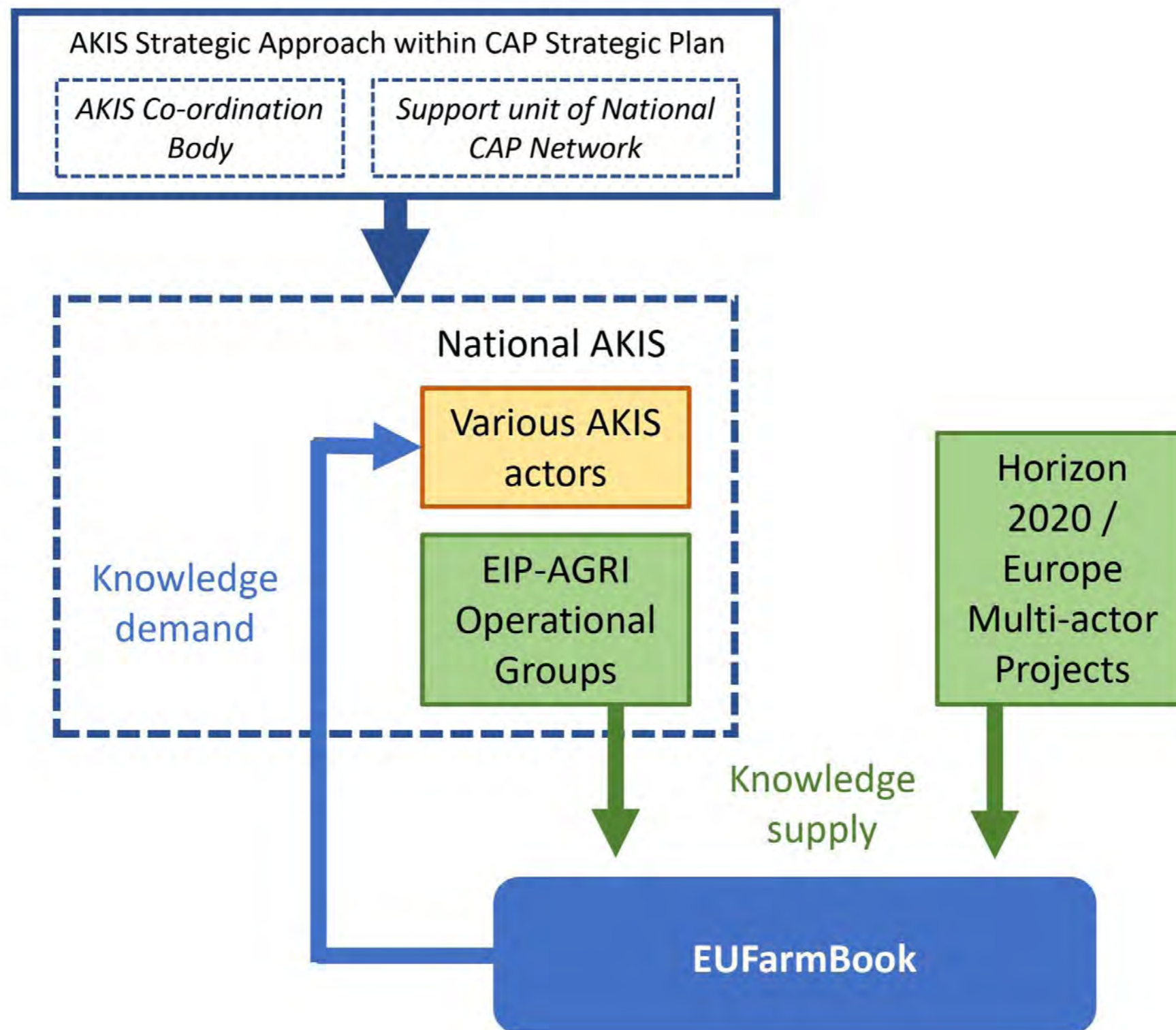
Afficher plus

langcode

fr

EU-FARMBOOK

Landscape



EU-FARMBOOK

Work Flow

- **Inception phase (6 months) getting started** will be dedicated to the practical organisation and the multi- actor approach (CoP) within the consortium and the different WPs.
- **Phase 1: Building & engagement (2 years)** will be mainly dedicated to further development of the **EU-Farmbook** IT infrastructure digital platform (based on the outcomes of EURAKNOS& EUREKA) reaching TRL 5-6 (having TRL 4-5 as a starting point) as well as the identification of new user types by extending persona's related research implemented in EUREKA. Phase 1 will also focus on the **collecting** of materials of Horizon MA projects and OGs, and expanding of the **networking** with the national **AKIS coordination bodies, CAP networks and linkage to traditional dissemination channels, educational institutions and training initiatives.**

Step 1: EU-FarmBook digital platform further development (reaching TRL5-6)

Step 2: Getting connected & further research in the identification and modelling of more user types

- **Phase 2: Uptake and maintenance (2,5 years)** is focused on the finalisation of the **EU-Farmbook** platform's technical development (TRL7-8), update of the stakeholder persona's and user journey's, and updating the interface and functionalities, Phase 2 also focuses on further **collection of materials and contents** (outputs from projects), and in particular the development and introduction of the **education and training materials** for farmers, foresters, advisors and students from vocational schools, as well as the linkage with real life activities such as **demonstration events.**

Step 3: Managing and enhancing knowledge supply to the EU-FarmBook

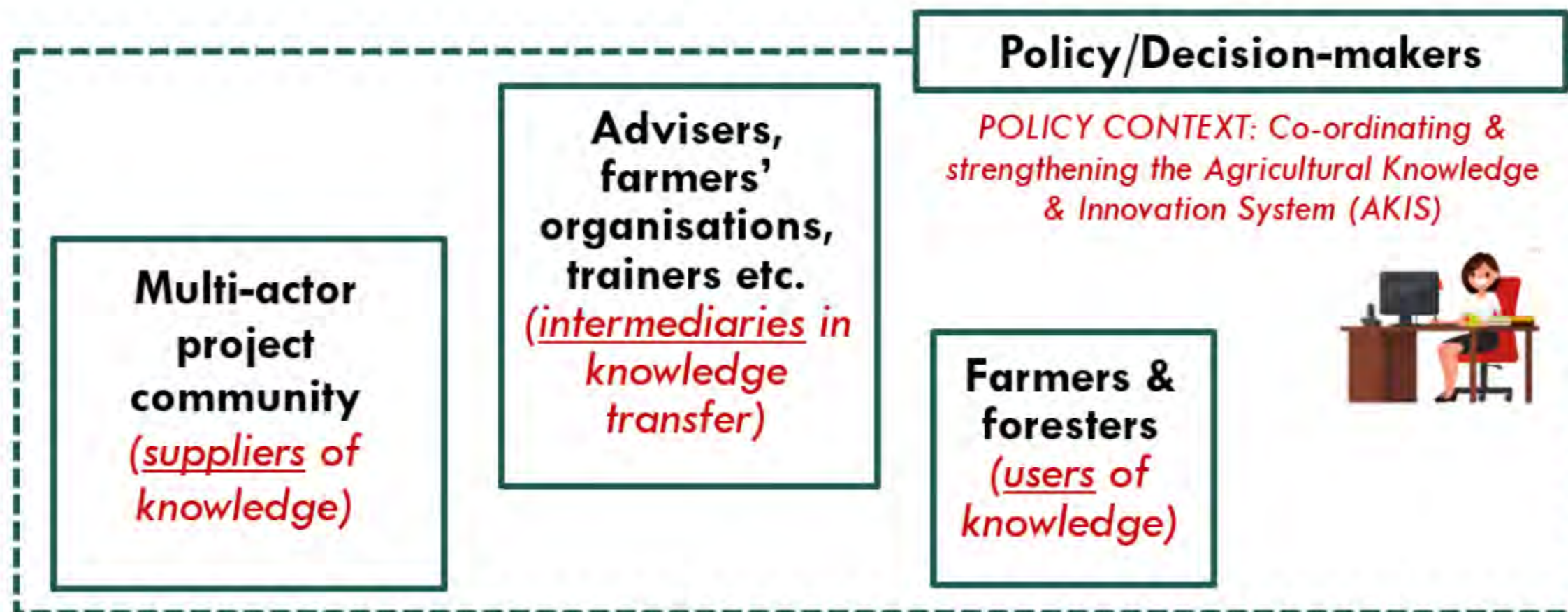
- **Phase 3: Outreach & sustainability (2 years)** relates to the **wide outreach** to users of the **EU-FarmBook** digital platform, its long term exploitation and maintenance, including continuous adaptations to the **EU-Farmbook** user experience and functionalities to keep pace with evolving user needs .

Step 4: Promoting use of the EU-FarmBook

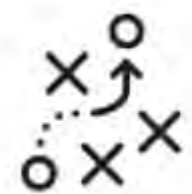
Step 5: Feedback and refinement of the EU-FarmBook Platform

EU-FARMBOOK

Target Actors



EU-FARMBOOK



| Participant No. | Participant organisation name | Actor Type | Country |
|-----------------|---|----------------|----------|
| 1 | Ghent University (UGent) | University | BE |
| 2 | ESSET | SME | BE |
| 3 | Maastricht University (MU) | University | NL |
| 4 | Dutch Organisation Toegepast-Natuurwetenschappelijk Onderzoek (TNO) | Research Org | NL |
| 5 | Agricultural University of Athens (AUA) | University | GR |
| 6 | VICOMTECH | SME | ES |
| 7 | Leap Forward Group (LFG) | SME | BE |
| 8 | Highclere Consulting SRL (HCC) | SME | RO |
| 9 | OSMOS | SME | NL |
| 10 | European Forest Institute (EFI) | Sector Org | INT/FI |
| 11 | Conseil Européen des Jeunes Agriculteurs (CEJA) | Sector Org | BE/EU |
| 12 | Copa-Cogeca | Sector Org | BE/EU |
| 13 | International Federation of Organic Agriculture Movements EU Regional Group EU (IFOAM EU) | Sector Org | SE/BE/EU |
| 14 | EUFRAS | Sector Org | LV/EU |
| 15 | EURAGRI | Sector Org | DK/EU |
| 16 | Consulai | SME | PT |
| 17 | Hochschule Rhein-Waal (HSRW) | University | DE |
| 18 | Hochschule für nachhaltige Entwicklung Eberswalde (HNEE) | University | DE |
| 19 | Zuidelijke Land- en Tuinbouworganisatie (ZLTO) | Farmer Org | NL |
| 20 | Innovatiesteunpunt (ISP) | Farmer Org | BE |
| 21 | TEAGASC | Adv/Ed/Res Org | IE |
| 22 | CREA | Research Org | IT |
| 23 | Institut d'Élevage (IDELE) | Adv/Tr/Res Org | FR |
| 24 | Agricultural Research Centre (ARC) | Research Org | EE |
| 25 | Centrum Doradztwa Rolniczego w Brwinowie (CDR) | Advisory Org | PL |
| 26 | Ministerio de Agricultura, Pesca y Alimentación (MAPA) | Government | ES |
| 27 | Die Landwirtschaftskammern Österreichs (LKO) | Government | AU |
| 28 | AKI Nkft | Research Org | HU |
| 29 | Hochschule Bonn-Rhein-Sieg (BRSU - Facilitator ENAJ) | University | DE |

EU-FARMBOOK

*Networking – One European Ag and For Community
Multi-actor engagement on three levels*

- **EU-FarmBook Community of Practice (CoP): project partners and the experts**, including the Advisory Board and SWG AKIS experts
- **EU-FarmBook project partners the AKIS coordination bodies and the EIP-AGRI** (CAP networks, Horizon 2020 and Horizon Europe projects and OGs) (**EU-FarmBook Alliance**)
- **EU-FarmBook users' community** including farmers, foresters, advisors, educators and trainers, and students.



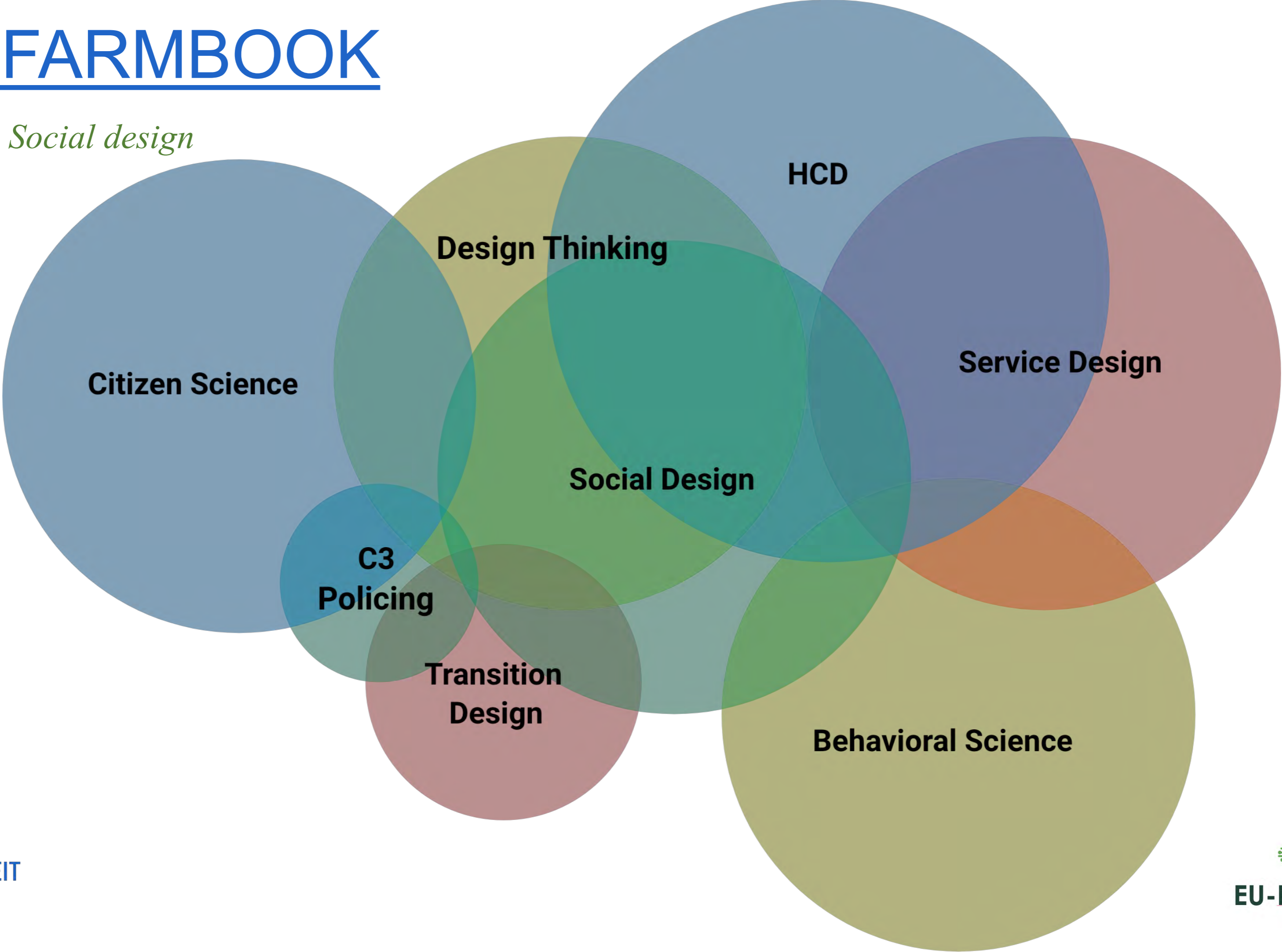
EU-FARMBOOK

Education and Training



EU-FARMBOOK

Social design



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Communication



⁰²
About ENAJ

⁰³
ENAJ Members ▾

⁰⁴
ENAJ Associate Members ▾

In Europe
Agricultural journalism starts here

We are the European network of agricultural journalists

22
national guilds

3300+
agricultural journalists
and communicators

2011
founded

Follow Us

EU-FARMBOOK

Findability EU-FarmBook output



EU-FARMBOOK

Host Project homepages

The image shows a screenshot of a LinkedIn profile for Pieter Spanoghe. The navigation bar at the top includes Home, Mijn netwerk (7), Vacatures, Berichten, Meldingen (99), Ik, and Werk. The profile header features a cover photo of a person in a white lab coat in a greenhouse and a circular profile picture of Pieter Spanoghe. The profile name is Pieter Spanoghe, with affiliations to Ghent University and Universiteit Gent. It shows 363 connecties and buttons for 'Beschikbaar', 'Profielonderdeel toevoegen', and 'Meer'. Two call-to-action boxes are present: 'Laat recruiters zien dat u beschikbaar bent voor carrièrekansen' and 'Deel dat u op zoek bent naar medewerkers'. The 'Suggesties' section shows a progress bar for 'Gevorderd' at 6/7. A 'Voeg vaardigheden toe' section is also visible. On the right, the 'Berichten' (Messages) panel is open, displaying a list of messages from Tess Goessens, Spanoghe Erika, Pierre RAVIER, Marie Mattart, Hilde Dewulf, Guy Smagghe, Hans De Steur, Hercules Panoutso..., Hilde Van Dyck, Bert Ryckaert, and Nathalie Vandepitte.

EU-FARMBOOK

Include Voice technology



Siri

Apple

Siri is een virtuele assistent voor mobiele besturingssystemen zoals iOS, iPadOS, tvOS, watchOS, audioOS en voor macOS. Eind 2016 kreeg de server van Apple twee miljard Siri-verzoeken per week. Wikipedia

Interface: Berichtencentrum · Face ID · iWork · SDK · Siri · Spotlight · SpringBoard · Touch ID · VoiceOver · WebKit

EU-FARMBOOK

Organise Farm classes and Farminars



EU-FARMBOOK

Make Knowledge Objects FAIR

FINDABLE

Unique identifiers and metadata are used to allow data to be located quickly and efficiently



ACCESSIBLE

Data is open, free and universally available for research discovery efforts



INTER-OPERABLE

A common programming language is used to allow use in a broad range of applications



REUSABLE

All data is clearly described and outlines associated data-use standards



EU-FARMBOOK

H2020 EUREKA closing conference – 29 March 2022



Credit: Thomas Fuchs

Pieter Spanoghe

Professor

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