

Farm-PEP - Covid 19 Knowledge Exchange **Synthesis slide deck**

Workshop 2 - Co-design
5th May 2021

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Review of research

Empathy - Theme clusters

- Feedback from the group on what they felt were the main messages emanating from the farmer/stakeholder research

Skills & support	Need for professional facilitators and technicians for complicated sessions	Training for providers to facilitate engaging events online	Need to improve the quality of online delivery - bit like the move from basic to luxury accommodation as the requirement for use	Many providers are good and confident at KT, less so at effective KE and skill such as facilitation	Providing follow-on support to anonymous audience	Need for many more skills in the workplace	Need to develop e-learning tools using platforms such as Litmos for some training	Are people skilled/knowledgeable about internet security?
	Quality of online presenting	Presentation skills and visual aids become even more important online as some ways of communicating are more restricted than on F2F	Distinction between KT and KE more necessary online	Making sure that material will be available afterwards including the "chat" reduces anxiety during the event				
Cost	Increased cost to provide everything that will be expected	Funders need to be aware of increased provision i.e. more ways of communicating the same messages	Time demand for providers putting on online events - is it sustainable? Can blended approaches work with new working arrangements?	Joining fees for online expensive? AHDB free independent webinars Trusted advice - independent.				



Review of research

Empathy - Theme clusters

- Feedback from the group on what they felt were the main messages emanating from the farmer/stakeholder research

Scale	Online events have connected people in new and exciting ways	Ability to engage has been exponential in terms of acquiring and being able to use the technology	Reaching different audience	The ability to speak to people across the world is very exciting and energising	Fragmented offering leading to multiple choices	Need to connect all the different sources of information and events that are out there		
Adaptability	Farming community has adapted really well	Concern about the 'hidden/left behind' members	Reaching people from across the UK or internationally through online events is really powerful	How quickly people can adapt when they have no choice?				
Approach	Blended approach	A mix of physical and online is necessary moving forwards	Duality of events - online and F2F	Important to provide people with the flexibility of attending webinars when they can	Hybrid events likely to become the norm requiring even more professionalism from convenors	Different topics may define whether online or face to face is a more effective approach	Understand that physical and online learning can be complementary but require different approaches	Opportunities from the reset
	The importance of social interactions that face to face provides	Democratisation of access to knowledge - less distinction between providers & consumers						



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Engagement	Experience would be improved by making the online activity as interactive as possible, i.e. delegates not restricted to writing questions in "chat"	Target disengaged farmers	Mixture of engagement	Is it healthy (physically) to be online so much?	Online fatigue is real and should be considered	Has the shift to digital been constant - increasing/ decreasing?	There is evidence of saturation - is this because of the sheer number of events or how they're run?	Do we leave the farmers who do not engage with online out of this?
	Digital format has not been able to replicate those 'random' in the coffee queue questions							
Info versus knowledge	Evaluating knowledge uptake	Challenge of evaluating impact	Collect evidence of online learning	How do we make sure that learnings are assimilated and translated into practice from webinars & online material?	Wealth of online - quantity over quality?	Reach is good; impact unknown (re learning and knowledge generation)		
Misc.	Can we map where the worst internet connectivity is?	Crises (Covid) help bring about shifts in behaviour and practice	Non-digital options? Press, radio, mail?					



Definition

The Challenge Statement - Group 1

- “Akis members need to connect to each other to share knowledge more effectively in a covid-disrupted complex system because they need a resilient system for the future...”

A challenge statement identifies the gap between the current situation and what is desirable in the future”

How might we...
encourage participation/community of active engagers?

How might we...
encourage engagement?

How might we...
enable universal broadband?

How might we...
facilitate the sharing of knowledge?

How might we...
consolidate knowledge?

How might we...
create industry standards (stamp of approval/trustable - as in peer review in academia)?

How might we...
cater for varying learning styles?

How might we...
build digital capacities for the future?

How might we...
build individual and organisational capacities?

How might we...
act as curators of knowledge?

How might we...
be more agile?



Definition

The Challenge Statement - Group 2

“

A challenge statement identifies the gap between the current situation and what is desirable in the future”

- “Farmers & KE Practitioners have lots of information sources available to them, but are not necessarily clear how to get the best information that is relevant reliable and effective for me, in whatever format they want, so that better decisions can be made.”
- **What:** As a farmer and advisor there is lots of information out there, but I am not sure how best to get the relevant and effective information and advice for me. It is also difficult to know how to navigate it. FOMO.
- **Where:** Flexibility of access - time/device, in real time or when time is available - requires more from the provider.
- **Why:** From government perspective: We need a viable, knowledgeable farming community who have the skills and knowledge required to farm successfully. For Farmers: Desire to farm effectively and profitably.

How might we...
best continue to provide/receive information in a way that works for me?

How might we...
ensure we have a complete picture of what is on offer (how it all fits together)?

How might we...
foster greater collaboration with others working in this space?

How might we...
interact with influencers (inc. farmers) in this space?

How might we...
best enable users to navigate the volume & complexity of the information available?



Definition

Suggested revised (consolidated) statement

“

A challenge statement identifies the gap between the current situation and what is desirable in the future”

- **“Covid-19 has resulted in a change in knowledge exchange and transfer with a significant increase in the adoption of digital tools. While online delivery offers scale and convenience, farmers and KE practitioners can be overwhelmed by content volume, fail to translate information into useful knowledge, and suffer from online fatigue. They would like to be able to...**

- **Ensure information is authentic and reliable**
- **Filter out the noise and find what they want easily**
- **Choose from a variety of delivery and learning approaches**
- **Collaborate and interact effectively**
- **Engage at a level that recognises their digital skills and abilities**
- **Receive coaching and guidance for effective online delivery**
- **Work synergistically with face-to-face delivery**

...so that robust information can be translated into practice change at scale, to enable the UK agriculture sector to realise increased productivity and profitability in a sustainable way.

