



# FAIR

DIGITAL TOOLS FOR FARM ADVISORS

## **WP2: Good Practices in development and use of Digital Advisory Tools and Services**

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# Good Practice

Focus on  
WHAT, HOW,  
WHERE, WHO  
and WHY



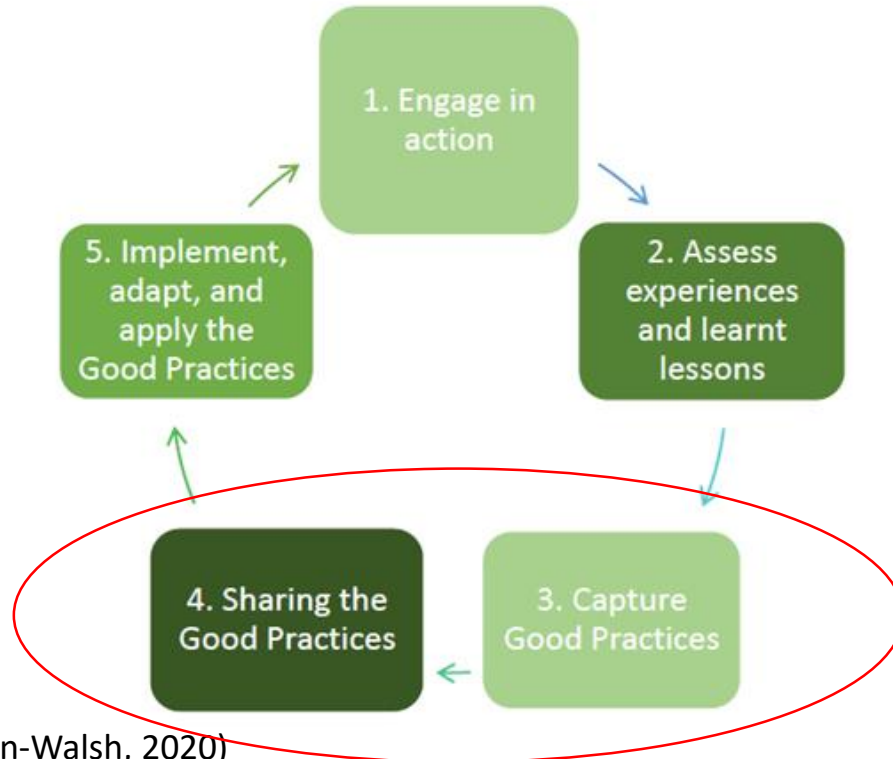
Focus on  
WHAT

# FAIRshare Good Practices:

## What is a good practice?

- A **key feature** of a DATS you find **useful** in advisory work or a **method for developing/adapting** a DATS.
- This key feature/method is **'tried and tested'**, has been used with **good results** a number of times.
- **Other advisors/farmers** could find this feature/method **useful** and use it in their own work.

# Empowering advisors & farmers: Capitalisation Process

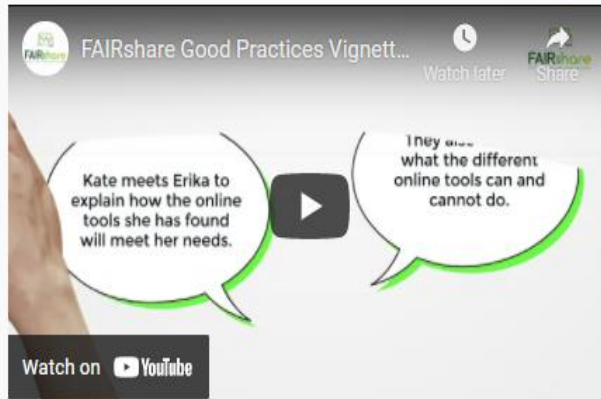


Source: (Hyland and Macken-Walsh, 2020)

## # What is a good practice?

1. A key feature of a DATS you find useful in advisory work or a method for developing/adapting a DATS.
2. This key feature/method is 'tried and tested', has been used with good results a number of times.
3. Other advisors/farmers could find this feature/method useful and use it in their own work.

### User Friendliness



### User Centred Design for Diversity



# How we co-created Good Practice Vignettes

## GP collection & analysis:

- Task 2.3
- Task 2.4



## Key Hot topics:

- User Friendliness
- User-centred design
- Environmental Control and Monitoring



## Story board method:

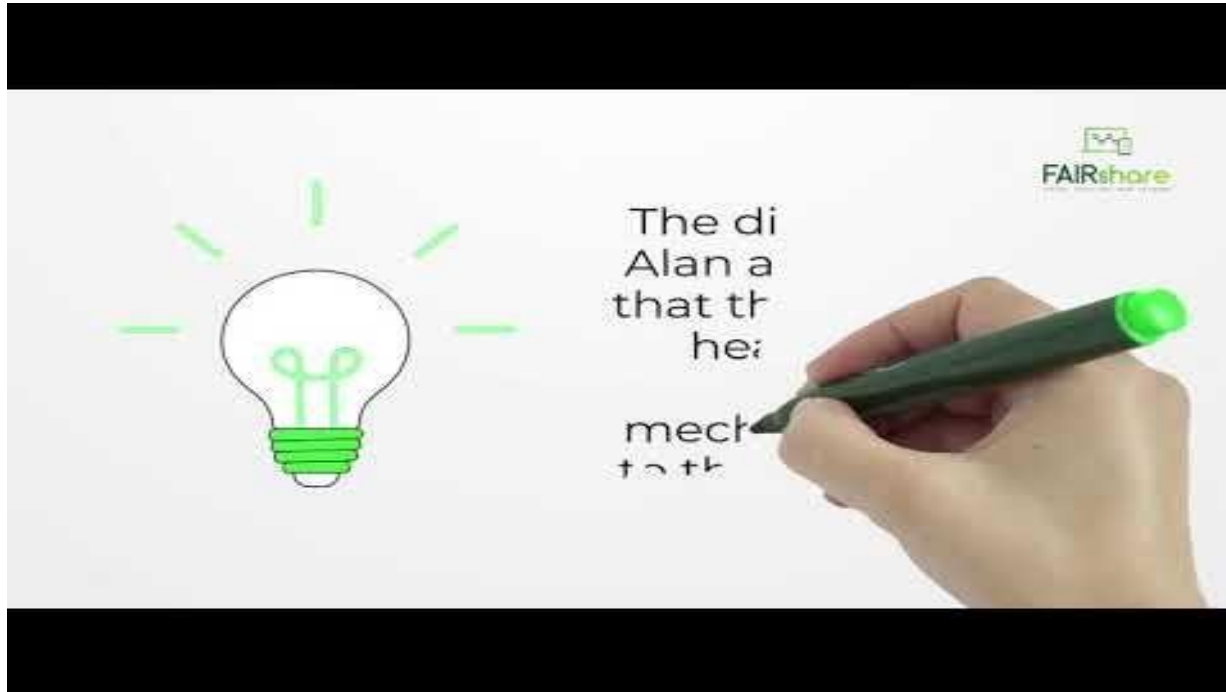
- MAA
- Knowledge sharing & co-creation
- Engagement
- People 'see' themselves in the story



## Animated video(s):

- Collaborative process
- WP1, WP2, WP7 & WP8
- We used storyboard text to create short videos

# Good Practice: Environmental Monitoring and Control



## FAIRshare WP 2 future tasks:

- Engage with FAIRshare partners to collect more good practices, get feedback on current GP vignettes (see link in chat from Eléonore) and create additional vignettes.
- Host a workshop at IALB - EUFRAS - SEASN conference June 2022, to engage with advisors on good practices and trends.
- 2 multi-actor workshops on trends in GPs.

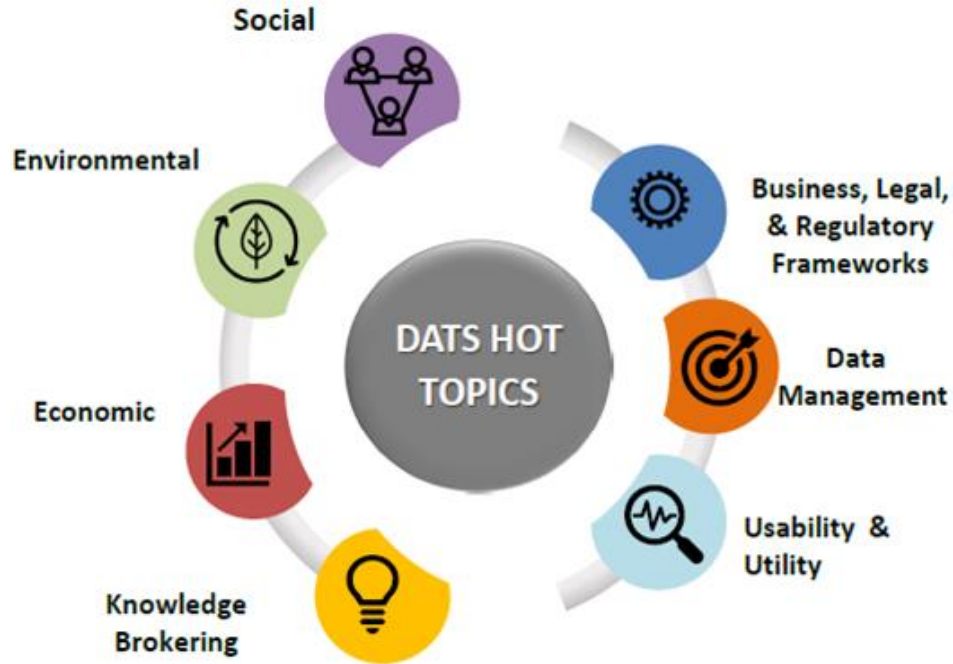


# Thank you!

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# Hot Topics:



Source: (Hyland and Macken-Walsh, 2020)

# State of the art at EU and International level

## FAO (2013)

“A good practice [...] is a **successful** experience, which has been **tested** and **validated**, in the broad sense, which has been repeated and **deserves to be shared** so that a greater number of people can adopt it”



Picture source:  
[https://commons.wikimedia.org/wiki/File:FAO\\_logo.svg](https://commons.wikimedia.org/wiki/File:FAO_logo.svg)



## ENRD (2018)

“Good practice ” might refer to strategies, programmes, projects, procedures, management and implementation practices...

(Treinen, 2016 adapted from Hancock, 2003)

STATE OF PRACTICE	LEVEL OF EVIDENCE
Policy, policy principle, norm, standard	Proven in multiple settings, replication studies, quantitative and scientific evidence
<b>Good practice</b> (or best practice)	Evidence of impact from multiple settings, several evaluation, meta-analyses, expert review, cost-efficiency analysis, good practice criteria
Lessons learned	Positive evidence in few cases, programme evaluation, events
<b>Promising practice</b>	Unproven in multiple settings, anecdotal evidence, testimonials, articles, reports
Innovation / Experience	Minimal objective evidence, inferences from parallel experiences and contexts



## Principles *for* Digital Development



Design With the User



Understand the Existing Ecosystem



Design for Scale



Build for Sustainability



Be Data Driven



Use Open Standards, Open Data,  
Open Source, and Open Innovation



Reuse and Improve



Address Privacy & Security



Be Collaborative

<https://digitalprinciples.org/about/>