



Valorization Legumes Related Ecosystem Services

**Deliverable D4.1 – Establishment and reporting of the co-creation and demo activities in the LLs (version 1)**

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3	DELPHY BV	DELPHY	NL
4	UNIVERSIDADE DE COIMBRA	UC	PT
5	REFRAME FOOD ASTIKI MI KERDOSKOPIKI ETAIREIA	RFF	GR
6	INSTITUT ZA RATARSTVO I POVRTARSTVO INSTITUT OD NACIONALNOG ZNACAJA ZA REPUBLIKU SRBIJU	IFVCNS	RS
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10	AgriFood Lithuania DIH	AFL	LT
11	UNIVERSITA DEGLI STUDI DI FIRENZE	UNIFI	IT
12	UNIVERSITA DI PISA	UNIPI	IT
13	AG FUTURA TECHNOLOGII DOOEL SKOPJE	AGFT	MK
14	SCUOLA SUPERIORE DI STUDI UNIVERSITARI E DI PERFEZIONAMENTO S ANNA	SSSA	IT
15	HELVETAS Swiss Intercooperation	HELVETAS	CH

## Executive Summary

This deliverable (D4.1) is the first consolidated report on Task 4.1 — the establishment and initial reporting of co-creation and demonstration activities in the VALERECO Living Labs. It documents the setup of the LL network, the governance and reporting tools provided to LL managers, the demo methodology adopted across sites, and the first demo implemented to test the approach. D4.1 establishes the procedural and methodological basis that will guide demonstration activity delivery, monitoring and reporting throughout the project.

### Purpose and scope

- **Purpose:** Provide the foundational framework and first-round evidence for Task 4.1 activities as described in the Grant Agreement, enabling standardised co-creation and demonstration of legume-related ecosystem services at local scale.
- **Scope:** Covers the establishment phase across the nine Living Labs (LL01–LL09) in six countries (Greece, Italy, the Netherlands, Spain, Portugal, and Serbia), the LL Board structure, the Demo Reporting Template and the prepare–deliver–evaluate demo cycle, plus an illustrative demo example (NL, June 2025).

### Methodology

- **Living Lab model:** A local-to-network co-creation approach: each LL is a hybrid (physical and digital) space convening farmers, advisors, industry, researchers, consumers and policymakers to co-design, test and validate legume-based practices.
- **Demo cycle:** Standardised three-step methodology — Prepare (objectives, audience, materials), Deliver (farm visits, workshops, facilitation) and Evaluate (participant feedback, lessons learned).
- **Reporting tool:** An Excel-based Demo Reporting Template (tabs: Introduction, Administrative info, Preparation, Delivery, Evaluation, Materials) for consistent capture of qualitative and quantitative outputs across LLs.
- **Delivery plan (Grant Agreement alignment):** Each LL will organise a minimum of two demonstration events across two growing seasons; cumulatively the demo programme targets 900 stakeholders (100 per LL).

### Initial outcomes (highlights)

- **LL network established:** Nine Living Labs operational, each with a Living Lab Board and an appointed LL Manager; meeting and reporting schedules agreed.
- **Methodology and tools in place:** Demo Reporting Template and prepare–deliver–evaluate workflow formalised and shared with LL managers.
- **Capacity building:** WP4 webinar (28 May 2025) introduced demo typologies, practical steps and FarmDemo resources to LL managers.

- **First demonstration delivered:** Dutch LL (NL\_LL06) field day (20 June 2025) with ~100 participants; event validated the methodology and produced structured participant feedback using the reporting template.
- **Stakeholder reach target confirmed:** Programme designed to meet the Grant Agreement target of 900 stakeholders via at least two demos per LL.

#### Stakeholder engagement and co-creation

- Events prioritise peer-to-peer learning (farmers learn from farmers), multi-actor dialogue and actionable take-aways for practice and value-chain integration. LL Boards ensure balanced, context-specific stakeholder representation and continuous co-design of demo themes and formats.

#### Integration with other work packages

- **WP2 (stakeholder engagement):** Demo themes and participant targeting build on WP2 survey insights; demo feedback will inform WP2 analyses.
- **WP3 (technical trials):** WP3 on-station results (agroecological indicators, N fixation, weed suppression, UAV monitoring) will be showcased in demos to ground technical evidence in practice.
- **WP6 (dissemination):** Demo outputs (reports, photos, learning materials) feed WP6 dissemination channels to maximise outreach.
- **Digital Legume Information Hub (DLIH):** Validated demo materials, protocols and evaluation summaries will be contributed to the DLIH to create an accessible knowledge repository supporting reuse and upscaling.

#### Next steps and reporting

- Collect and consolidate demo reports from all LLs for the first annual cycle; refine templates and evaluation instruments as needed; ensure each LL attains the 100-stakeholder target through planned events; integrate WP2 and WP3 data into consolidated analyses. D4.1 sets the stage for subsequent Task 4.1 reports (D4.2 at M36 and D4.3 at M48) that will present cumulative results, impact indicators and guidance for wider uptake.

D4.1 therefore delivers the operational foundation and first empirical evidence for VALERECO's Living Lab demonstrations, enabling comparable, scalable demonstration practice across diverse European contexts and feeding directly into dissemination, the DLIH and cross-WP synthesis.

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## List of abbreviations

<b>ES</b>	Ecosystem Services
<b>LLs</b>	Living Labs
<b>LLR</b>	Living Lab Reporting (Template / Report)
<b>DLIH</b>	Digital Legume Information Hub
<b>C&amp;D</b>	Communication and Dissemination
<b>CAP</b>	Common Agricultural Policy
<b>UAV</b>	Uncrewed Aerial Vehicle (drone)
<b>N</b>	Nitrogen
<b>R&amp;I</b>	Research and Innovation

# 1. Introduction

## Planning report structure

This deliverable, D4.1 — Establishment and reporting of the co-creation and demo activities in the Living Labs — presents the first consolidated report on Task 4.1 activities as defined in the Grant Agreement. It documents the initial setup of the VALERECO Living Labs network, the formation and role of local Living Lab Boards, the methodological tools provided to Living Lab managers and partners, and the early demonstration activities and results achieved to date. D4.1 therefore fulfils the Task 4.1 objective to establish Living Labs for demonstrating innovative uses of legumes and to initiate co-creation and demonstration work that will validate legume-based ecosystem services at local scale.

## Scope and objectives

- **Scope:** D4.1 covers the establishment phase and first-round reporting of co-creation and demo activities across the nine VALERECO Living Labs, including governance, reporting templates, training and guidance, and results on one LL demo (LL06, Netherlands, June 2025).
- **Primary objectives:** (1) describe the organisation and governance of the LLs and LL Boards; (2) provide the Demo Reporting Template and explain the prepare–deliver–evaluate methodology; (3) report on early demo activities and their preliminary outcomes; (4) set out the reporting and coordination procedures that will guide subsequent Task 4.1 work.

## What this report contains

- A concise description of the Living Lab network, stakeholder composition and governance arrangements;
- The VALERECO demo methodology and the Excel-based Demo Reporting Template (tabs: Introduction, Administrative info, Preparation, Delivery, Evaluation, Materials);
- A detailed example of an early demo event (LL06, Netherlands, June 2025) including preparation, delivery and participant evaluation;
- Guidance on monitoring, standardised reporting and next steps for scaling demo activities across LLs.

Presentation of the Living Lab approach and demo events methodology. This report presents the Living Lab approach as a local-to-network model for co-creation and multi-actor learning, and the demo events methodology as a standardised, iterative prepare–deliver–evaluate cycle to ensure comparability, capture lessons learned and support upscaling across VALERECO’s Living Labs.

Two updated versions will be produced during the project lifetime, reporting results from demonstration activities in the Living Labs at M36 and M48.

## 2. VALERECO Living Labs

VALERECO brings together eleven (11) countries spanning from the Atlantic to the Nordic, Continental, and Mediterranean regions to ensure a balanced representation of different production systems. The identification of ecosystem services (ES) related to legume-based diversified cropping systems and the evaluation of their potential will be assessed in the Living Labs across the EU through economic, environmental, and technical assessments of 3D diversification strategies in on-station participatory trials (Figure 1).



Figure 1. Geographical distribution of VALERECO Living Labs

The core of the VALERECO project is the establishment of nine (9) Living Labs across six European countries—Greece, Italy, the Netherlands, Spain, Portugal, and Serbia—to develop and assess legume-based systems together with multiple actors, in order to evaluate the feasibility of legume cultivation together with multiple actors who will become future adopters and designers of diversified cropping systems (Table 1). The VALERECO LLS serve as hybrid (physical and digital) spaces that connect diverse stakeholders across the agri-food value chain.

The LLS will act as an umbrella framework enabling:

- The evaluation, quantification, and provision of the ecosystem services
- Upscaling and alignment of activities with identified needs and goals, leading to greater valorisation

- Multi-actor participatory approach with feedback from the stakeholders, demonstration activities and further enhancement of the multiple roles of legumes and adoption of their cultivation and use.

Building upon this framework, each VALERECO Living Lab will operate as a dynamic, open-innovation environment where knowledge is co-created and tested in real-life settings. Through their activities, the LLs will pursue the following objectives:

- Understand the ES provided by legume crops and the barriers to crop diversification and crop rotation.
- Identify ES of legume crops that need to be valorised, identify key entry points of legume crops into the new CAP and build on synergies with other relevant projects.
- Investigate the perception of downstream actors across the agri-food value chain on the ES of legume crops and explore the market competitiveness of legumes.
- Deploy behavioural design strategies to provide nudges for non-monetary interventions towards legumes adoption in healthier and more sustainable diets and frameworks for legumes adoption and consumption.
- Provide indicators for the agroecological practices based on 3D diversification strategies in legume-based cropping systems in on-station participatory trials & evaluate the N fixation, weed pressure suppression and climate change adaptability of legume varieties of major and minor/underutilised legumes.
- Provide indicators for the economic and environmental benefits of legumes ES in diversified cropping systems.
- Demonstrate and disseminate the agroecological performance of legume crops and the technical feasibility of their inclusion into diversified cropping systems to highlight the ES provided by leguminous crops.

*Table 1: VALERECO Living Labs*

Lead Partner	Indicative Crops	Code number
<b>SSSA (Italy)</b>	Chickpea	IT_LL01
<b>UNIFI (Italy)</b>	Chickpea, Sulla, Pea, Clover	IT_LL02
<b>UNIPI (Italy)</b>	Chickpea, Vetch	IT_LL03
<b>AUA (Greece)</b>	Sulla, Lentil	GR_LL04

<b>WR (Netherlands)</b>	Red and white clover, Lucerne	NL_LL05
<b>DELPHY (Netherlands)</b>	Faba bean, Lupin	NL_LL06
<b>INTIA (Spain)</b>	Faba bean, Pea, Chickpea	ES_LL07
<b>UC (Portugal)</b>	Chickpea	PT_LL08
<b>IFVCNS (Serbia)</b>	Chickpea , Soybean	RS_LL09

These activities will generate lasting impact and foster greater recognition of the importance of legume-derived ecosystem services. The LLs will serve as coordinators among different stakeholder groups—farmers, advisors, industry representatives, consumers, researchers, and policymakers—facilitating knowledge exchange and co-innovation.

The impacts of legume ES and their agroecological performance will be rigorously quantified and evaluated through on-station participatory trials, exploring weed suppression and climate change adaptability, including through UAV-based monitoring. Multiple stakeholders will be actively engaged in co-creation activities and demonstration events within VALERECO’s LLs to validate and valorise the proof-of-concept of legume-based diversified farming systems.

## 2.1 Living Lab Boards

To ensure that the knowledge, insights, and innovations generated within each Living Lab (LL) are effectively coordinated, disseminated, and sustained beyond the project’s duration, VALERECO has established a dedicated Living Lab Board (LL Board) for each LL.

Each LL Board will ensure balanced representation of stakeholders relevant to its local context, across the participating EU countries, farming systems, and crop types. VALERECO relies heavily on stakeholder knowledge: individual farmers and their associations from all participating countries will contribute by sharing expertise, co-creating LL activities and socio-economic analyses, and providing feedback.

While every LL Board operates at the local or regional level, they are interconnected through the VALERECO consortium to exchange knowledge, ensure methodological coherence, and enable cross-country learning.

Several stakeholder groups will benefit from VALERECO's outcomes, including farmers, advisors, policymakers, industry representatives, educators, and partners across the food value chain who are interested in sustainable production.

To ensure the sustainability and adoption of the proposed frameworks in the medium to long term (post-project), each LL Board will maintain a stakeholder network composed of VALERECO partners, farmers, advisors, researchers, consumers, and policymakers. These groups will be guided by a facilitator and connected to relevant projects and networks, facilitating access to up-to-date knowledge, tools, and techniques adapted to specific local needs and contexts.

For consistent coordination and monitoring across the network of LL Boards, a structured schedule of meetings and reporting has been established. Each Living Lab Board will convene three (3) virtual and/or physical meetings (at M6, M18, and M30), serving a dual purpose:

- to co-create and guide the development of the LLs, and
- to monitor and assess the LLs' outputs, designing adjustments for the following year's activities as needed.

Additionally, three (3) technical meetings (at M12, M24, and M36) will be conducted per LL. Reporting on Research and Innovation (R&I) as well as Communication and Dissemination (C&D) activities will be performed systematically across all Living Labs.

Each LL designates a Living Lab Manager as the main contact responsible for submitting an annual report to the Task Leader (AUA). The LL Manager uses the updated Annex 4: Template for Periodic Living Lab Reporting (LLR) from Deliverable 1.5: *Establishment of VALERECO Living Labs (Version 2)*.

For a comprehensive description of LL Board composition, stakeholder categories represented, recruitment approaches, meeting outcomes, facilitation methods, and engagement quality monitoring across all nine Living Labs, the reader is referred to D1.5 (Establishment of VALERECO LLs and LL Boards, Version 2), in particular Sections 3.8.1 to 3.8.9 (individual LL profiles) and Section 4.3 (cross-cutting Board composition and meeting dynamics synthesis). The present deliverable (D4.1) focuses on the implementation of demonstration and co-creation activities, complementing rather than duplicating the governance evidence provided in D1.5.

## 2.2 Living Labs in Action: From Framework to Implementation

Deliverable D1.4 and D1.5 laid the groundwork for Task 4.1, by formalising the Living Lab structure, defining stakeholder composition and governance mechanisms, providing the reporting and coordination tools that ensure consistency across all sites and detailed evidence on Board composition, stakeholder recruitment, meeting dynamics, experimental setups, and first-year results across all nine Living Labs. Task 4.1 builds directly on this foundation, translating the framework developed in D1.4 into practice through field demonstrations, stakeholder workshops, and participatory assessments. In this way, D1.4's

methodological outputs, such as the multi-actor board setup, the LLR reporting template, and the timeline for demonstration events, serve as the operational backbone for Task 4.1 implementation. D4.1 focuses specifically on the implementation of co-creation and demonstration activities, while D1.5 should be consulted for the comprehensive governance and stakeholder engagement evidence.

At the local and regional level, VALERECO Living Labs (LLs) implement a structured co-creation framework that brings together key actors across the value chain. The goal is to ensure that activities within the LLs are both collaborative and practice-oriented, integrating local experience with scientific research.

Building on VALERECO partners' experience in demonstration, the LLs foster active exchange of knowledge among farmers, advisors, researchers, and other stakeholders to address concrete challenges. Each LL organises at least two demonstration events presenting VALERECO results in real conditions. These events are tailored to each region's context and culture, ensuring relevance and inclusivity.

The LL Boards take a leading role during the second and third growing seasons of the project. Each Board holds an annual virtual meeting with stakeholders to:

- Discuss results from WP2 surveys reflecting stakeholder perspectives,
- Evaluate the feasibility and performance of legume-based systems tested in WP3 participatory trials, and
- Plan or discuss outcomes of the next demonstration events.

The results of these meetings are compiled in a dedicated Annex to ensure stakeholder input is documented and integrated into planning.

These virtual LL Board meetings serve as a key component for the feasibility assessment of legume-based cropping systems. By bringing together researchers, farmers, advisors, and other types of stakeholders to review the first-year results from WP3 on-station participatory trials, the Board meetings enable a structured, multi-actor evaluation of the agronomic practices being tested (see Table 2). The outcomes of these discussions directly inform the design and thematic focus of upcoming demonstration events. In several Living Labs, the demonstration events are planned to take place directly at the trial sites, allowing participants to observe the legume-based cropping systems, management practices, and crop performance in situ. For instance, in Greece (GR\_LL04), the demo event will be hosted at the field trial location, enabling farmers and stakeholders to assess the practical applicability of the agronomic strategies under real field conditions. This direct link between WP3 trials and Task 4.1 demonstrations ensures that the feasibility evidence generated through scientific experimentation is translated into accessible, practice-oriented knowledge for stakeholders.

The discussions and insights gathered from LL Boards guide the design of demonstration events, focusing on themes aligned with regional needs, such as weed management, soil health, biodiversity, or legume market opportunities. These demonstrations serve as bridges between research and practice, providing tangible examples of how legumes contribute to nitrogen fixation, reduced chemical inputs, and overall farm resilience.

The 9 LLs cover highly diverse regions, each with its own agricultural landscapes, soil types, and climatic conditions. This diversity allows each demonstration to be adapted to local challenges while encouraging cross-learning among regions. Demonstrations often feature comparative plots, showing different

cropping strategies side by side, enabling participants to assess benefits and trade-offs and identify optimal approaches.

By promoting direct observation and mutual exchange, the LLS strengthen the knowledge base for both farmers and advisors. This process supports greater uptake of innovative practices and enhances advisory capacity for sustainable legume cultivation.

A key goal of the Task 4.1 demonstrations is to build strong, connected communities. Events are designed to maximize interaction and dialogue among farmers, agronomists, researchers, and policymakers. Such exchanges encourage experience-sharing, problem-solving, and joint identification of improvement opportunities.

Beyond showcasing results, the demo events also have a forward-looking dimension. They aim to generate new partnerships, collaborations, and research ideas based on the shared knowledge. As VALERECO progresses, insights gathered from the LLS will feed back into future cycles of demonstration, allowing practices to be refined and scaled-up across Europe.

Through this interactive process of co-creation, demonstration, and learning, the VALERECO Living Labs are evolving into regional hubs for agroecological innovation. The integration of stakeholder engagement, scientific testing, and participatory evaluation ensures that Task 4.1 results remain grounded in real conditions and directly responsive to the needs of European farmers and rural communities. Ultimately, these actions will help translate VALERECO’s innovations into measurable on-farm and policy impact, strengthening the role of legumes in sustainable European agriculture. In line with these objectives, VALERECO targets a diverse range of actors across the agri-food system. Table 3 summarizes the main stakeholder groups and the key benefits and messages tailored to each.

To provide the agronomic detail underpinning the demonstration and co-creation activities, Table 2 below presents a concise overview of the main legume crops and key management practices tested across the nine VALERECO Living Labs. These cropping choices and management strategies form the technical basis for the demonstration events organised under Task 4.1. They are directly informed by the on-station participatory trials conducted under WP3, where the feasibility and agroecological performance of legume-based systems are rigorously assessed. The most promising practices and crop combinations identified through WP3 are then showcased in demonstration events and discussed within LL Board meetings and co-creation activities.

*Table 2. Agronomic Overview: Legume Crops and Management Practices per Living Lab*

Living Lab	Main Legume Crop(s)	Key Management Practices	Trial Setting
IT_LL01	Chickpea (2 cvs.), Vetch	Sole crop +/- mechanical weeding; Intercropping; Cover crop (dead mulch / green manure); No-till	On-station (CiRAA)
IT_LL02	Sulla, Clover (2 cvs.), Pea, Chickpea	Irrigated vs. non-irrigated; Inter-row cultivation vs. no cultivation	On-station

IT_LL03	Chickpea (2 cvs.), Vetch	Sole crop +/- mechanical weeding; Intercropping; Cover crop (dead mulch / green manure); No-till; Strip-tillage	On-station (CiRAA)
GR_LL04	Sulla, Lentil (2 varieties)	Sole crop +/- mechanical weeding; Intercropping; Cover crop +/- additional weeding	On-farm
NL_LL05	Lucerne (2 cvs.), Red clover, Sainfoin	Monoculture; Intercropping (with oat, ryegrass); Comparison with grass/clover and barley	On-station (WUR)
NL_LL06	Lupin (2 cvs.), Faba bean	Monoculture; Intercropping with oats; Compost tea; Mechanical weed control	On-farm (De Lingehof)
ES_LL07	Faba bean, Pea, Chickpea	Mechanical weeding; Chemical weeding; Combined; No weed control	On-station
PT_LL08	Chickpea (2 varieties)	Monoculture +/- mechanical weeding; Intercropping with oat; Cover crop (Sudangrass) +/- weeding	On-station
RS_LL09	Soybean, Chickpea	Mechanical weed control; No weed control; Intercropping; Green manure +/- weeding	On-station (IFVCNS)

Table 3: VALERECO Target Groups and Key messages

Target	Key benefits/message
Farmers & Agricultural advisers	Exploit the advantages of legume crop rotation. Gain the knowledge to start benefiting from crop diversification and consumer interest in your production.
AgriFood Industry	Benefit from the legume value chain, getting direct input for actor demand. Stay up to date on the latest evolutions in the market, supported by research.
Scientific and Research Organisations	Capitalise on the knowledge produced within the project to promote the growth of sustainable farming systems. Drive research and guide producers and consumers towards climate resilient practices and habits.

Policy makers & regulators	Redesign policies and governance frameworks to support the adoption of leguminous crop rotation, helping farmers and consumers shift towards protein sufficiency.
General Public	Support the transition to plant protein, with in-depth information to upgrade your diet with nutrient-dense alternative sources. Influence food systems to adopt pro-environment impactful practices.

### 3. Demonstration activities

To support the LLs in delivering their demonstration events, WP4 organised a webinar on the 28<sup>th</sup> of May 2025 titled: VALERECO Living Lab Demo Events workshop and Q&A for the LL managers. This webinar covered the following topics:

- 1) Goal and types of demo events
- 2) 3 simple steps to organise a demonstration: prepare, deliver, evaluate
- 3) Inspiration and supporting material
- 4) Exercise to formulate a clear objective for a first VALERECO demo event

The premise of farm demonstration events revolves around the adagium *farmers learn from farmers*. Farm demonstration events are a way to foster such peer-to-peer learning. Demonstration events initiate learning by seeing, doing and feeling, thereby aiming to: enhance knowledge exchange, increase cross-fertilization and stimulate efficient innovation uptake.

Previous EU projects on farm demonstrations resulted in an extensive FarmDemo Training Kit, available at <https://trainingkit.farmdemo.eu/>. The training kit includes extensive Demo Design Guides, tools to prepare, deliver and evaluate demonstration events and inspiration from practice. During the webinar, the LL managers were directed to this training kit as a useful resource to organise effective demonstration events.

In line with the figures presented in the Grant Agreement (page 116), the demo activities will target a total of 900 stakeholders, distributed evenly across the nine Living Labs to ensure comparable engagement and measurable impact. Each Living Lab will therefore be responsible for reaching 100 stakeholders through at least two local demonstration events. These targets encompass a diverse mix of participants — including end users, local authorities, industry partners, NGOs and research collaborators.

#### 3.1 Demo reporting template

Each LL reports on the demonstration events using the VALERECO Demo Reporting Template. The reporting template covers three steps: **prepare, deliver, evaluate**. The goal of the reporting template is

threefold: 1) to keep track of all demo events; 2) to collect lessons learned; and 3) to use the lessons learned as input for VALERECO communication activities.

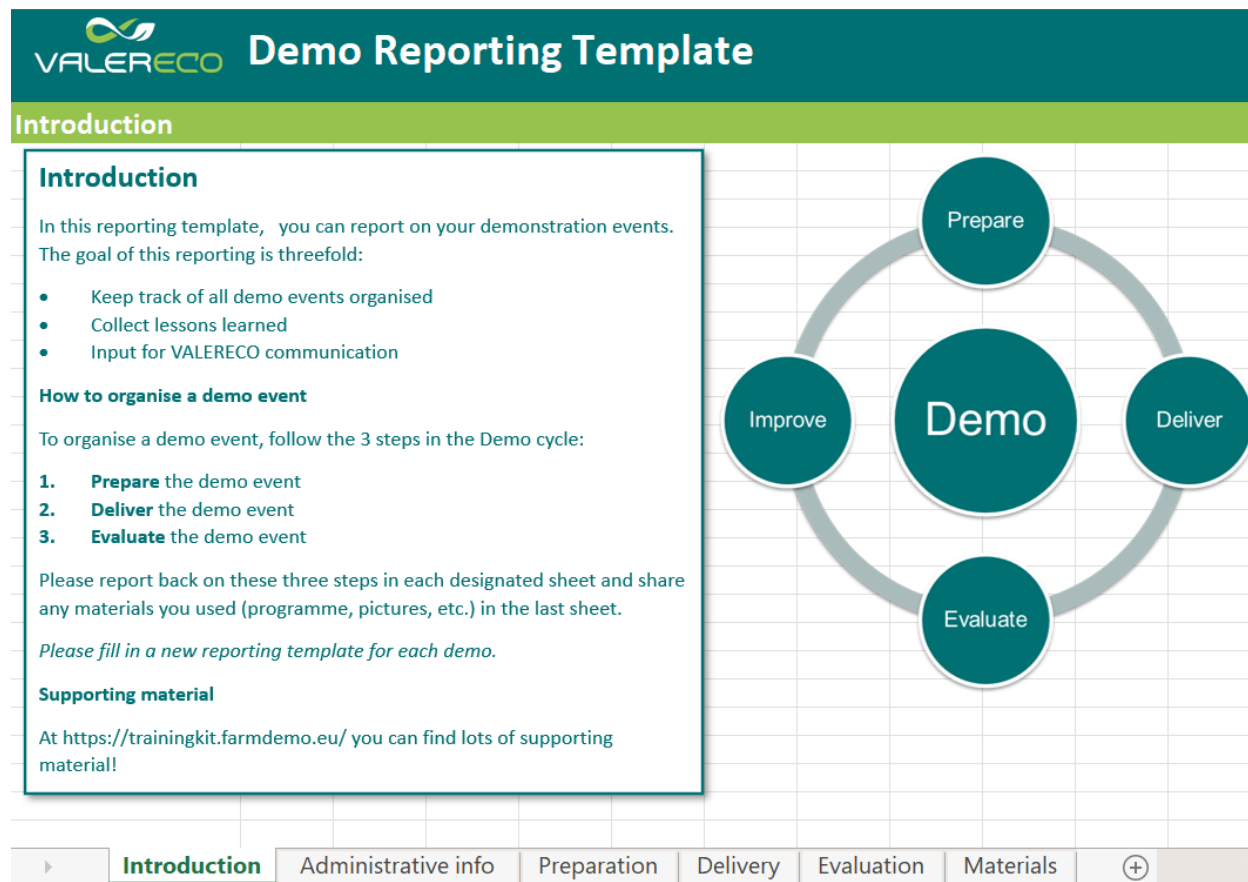
The reporting template is designed as an Excel file with 6 tabs:

- 1) **Introduction** | Explanation of the goal of VALERECO demonstration events, instructions on filling in the reporting template and a link to supporting material from the FarmDemo Training kit.
- 2) **Administrative info** | Basic information about the timing, location, audience and number of attendees.
- 3) **Preparation** | Why, what, who and how of the demo event: formulating objectives, deciding on the demo topic, determining the target audience and setting up the demo including materials.
- 4) **Delivery** | A narrative about the demo event, including the demo farm, demo set-up and learning and facilitation.
- 5) **Evaluation** | Evaluation of the demo event, including lessons learned, take-home lessons and suggestions for improvement.
- 6) **Materials** | A place to share any materials used in preparation and during the demo event. Think about a copy of the invitation, pictures, learning method, etc.

In the next sections, we present the content of each of these tabs.

### 3.1.1 Introduction

The first tab offers an explanation of the goal of VALERECO demonstration events, instructions on filling in the reporting template and a link to supporting material from the FarmDemo Trainingkit.



**Introduction**

In this reporting template, you can report on your demonstration events. The goal of this reporting is threefold:

- Keep track of all demo events organised
- Collect lessons learned
- Input for VALERECO communication

**How to organise a demo event**

To organise a demo event, follow the 3 steps in the Demo cycle:

1. **Prepare** the demo event
2. **Deliver** the demo event
3. **Evaluate** the demo event

Please report back on these three steps in each designated sheet and share any materials you used (programme, pictures, etc.) in the last sheet.

*Please fill in a new reporting template for each demo.*

**Supporting material**

At <https://trainingkit.farmdemo.eu/> you can find lots of supporting material!

Navigation tabs: Introduction | Administrative info | Preparation | Delivery | Evaluation | Materials | (+)

Figure 2. Structure of the Demo Reporting Template showing phases: Preparation, Delivery, and Evaluation.

### 3.1.2 Administrative information

The second tab asks about basic information about the timing, location, audience and number of attendees.

Administration					
<b>Date</b>	<i>Date of the demo event</i>				
<b>Location</b>	<i>Country, town</i>				
<b>Farm description</b>	<i>Short description of the demo farm. For example its size in ha, crops, any particularities</i>				
	<i>Short description of the type of participants who attended the event (e.g. farmers, students, advisors, etc.)</i>				
<b>Audience</b>					
<b># of attendees</b>	<i>Total number of participants and where possible an indication of # of attendees per audience group</i>				

▶
Introduction
**Administrative info**
Preparation
Delivery
Evaluation
Materials
+

Figure 3. Administrative information about the demo event

### 3.1.3 Preparation

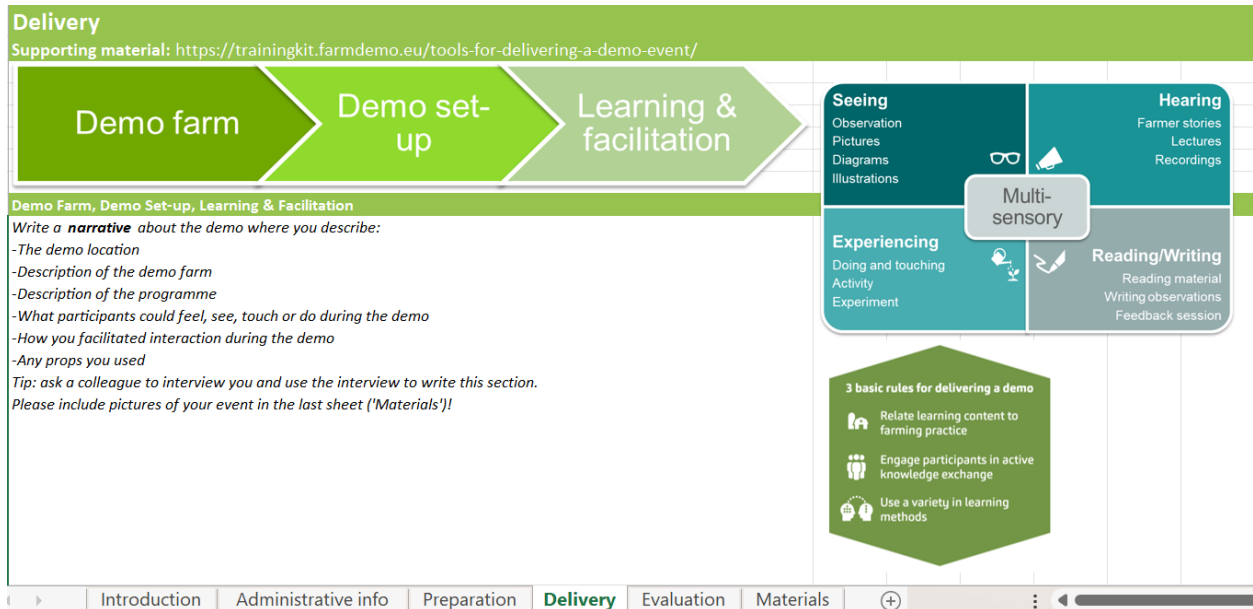
The third tab covers the preparation of a demo event. It covers questions about the why, what, who and how of the demo event: formulating objectives, deciding on the demo topic, determining the target audience and setting up the demo including materials.

Preparation			
Supporting material: <a href="https://trainingkit.farmdemo.eu/tools-for-preparing-a-demo-event/">https://trainingkit.farmdemo.eu/tools-for-preparing-a-demo-event/</a>			
<b>WHY</b> Formulate your objectives	<b>WHAT</b> Decide on the demo topic	<b>WHO</b> Determine your target audience	<b>HOW</b> Demo set-up and methods
<b>Objective</b>			
Describe the <b>objective</b> of your demo. In 1 or 2 sentences. Why do you organise the demo event? E.g. Knowledge co-creation, Innovation adoption, Problem solving, Training, Raising awareness.			
<b>Demo Topic</b>			
Describe the topic of your demo event. E.g. Which legume or ecosystem services will you focus on? In a specific region? Or a sector? Focussed at a type of farmer?			
<b>Target audience</b>			
Who is your target audience? Which actors need to be involved to reach your objective?			
<b>Demo set-up</b>			
What type of demo event are you organising (e.g. field walk, workshop, open day)? Which methods will you use to facilitate and ensure interaction? Please give a rough overview of what the event will look like.			
<b>Involvement Living Lab Board</b>			
How did you involve the Living Lab Board in preparing the demo event?			

Figure 4. Preparing a demo event: the why, what, who and how

### 3.1.4 Delivery

In the fourth tab, LLs are asked to write a narrative about the demo event, including the demo farm, demo set-up, learning and facilitation.



**Delivery**  
Supporting material: <https://trainingkit.farmdemo.eu/tools-for-delivering-a-demo-event/>

**Demo farm** → **Demo set-up** → **Learning & facilitation**

**Demo Farm, Demo Set-up, Learning & Facilitation**  
Write a **narrative** about the demo where you describe:  
-The demo location  
-Description of the demo farm  
-Description of the programme  
-What participants could feel, see, touch or do during the demo  
-How you facilitated interaction during the demo  
-Any props you used  
*Tip: ask a colleague to interview you and use the interview to write this section.*  
Please include pictures of your event in the last sheet ('Materials')!

**Seeing**  
Observation  
Pictures  
Diagrams  
Illustrations

**Hearing**  
Farmer stories  
Lectures  
Recordings

**Multi-sensory**

**Experiencing**  
Doing and touching  
Activity  
Experiment

**Reading/Writing**  
Reading material  
Writing observations  
Feedback session

**3 basic rules for delivering a demo**

- Relate learning content to farming practice
- Engage participants in active knowledge exchange
- Use a variety in learning methods

Introduction | Administrative info | Preparation | **Delivery** | Evaluation | Materials



Figure 5. Delivering a demo event: instructions for writing a narrative

### 3.1.5 Evaluation

Lastly, LLS are asked to evaluate the demo event, together with the participants. This includes reflecting on lessons learned, take-home lessons and suggestions for further improvement.

**Evaluation**

**Supporting material:** <https://trainingkit.farmdemo.eu/tools-for-evaluation-and-follow-up/>  
 Share below a summary of the demo evaluation. You can use the template pasted on the right or choose your own evaluation questions. See also tools in the supporting material for inspiration.

 <b>We learned...</b>  <i>What did you learn from this visit?</i>	 <b>We take home...</b>  <i>Which lessons will you take home and how will you put them in practice?</i>	 <b>We suggest...</b>  <i>What are suggestions to further improve [your objective]?</i>
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▶
Introduction
Administrative info
Preparation
Delivery
**Evaluation**
Materials
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Figure 6. Evaluating a demo event: instructions for evaluation

### 3.2 Demo Example

The Dutch Living Lab already carried out a demo event on the 20<sup>th</sup> of June 2025 in Randwijk, The Netherlands. In this section, we report on this demo event following the reporting template presented in section 3.1.

-  20 June 2025
-  Randwijk, The Netherlands
-  20 farmers  
16 researchers  
10 policy makers  
23 wholesale  
24 suppliers  
10 other



Figure 7. Time, place and audience to the demo event in Randwijk

#### 3.2.1 Preparation

In this first preparatory section, the Living Lab reported the **why** (demo objectives), **what** (demo topic), **who** (demo audience) and **how** (demo set-up and methods) of the demo event.

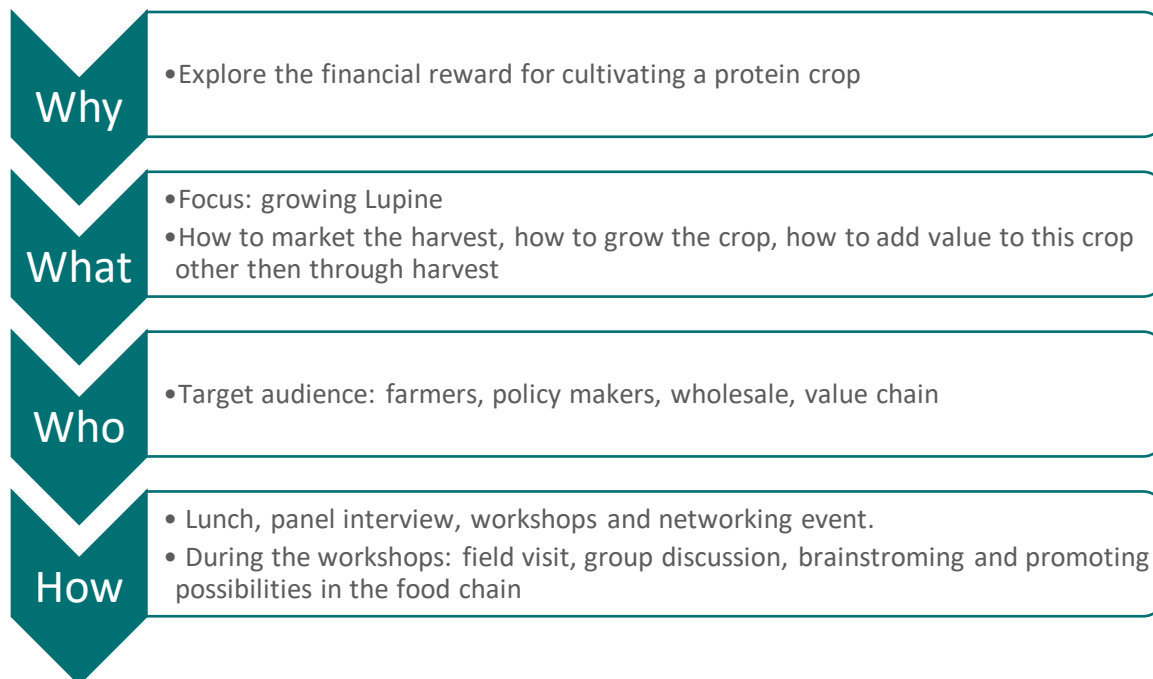


Figure 8. Why, what, who and how of the demo event in Randwijk

### 3.2.2 Delivery

Delphy organised a field day in cooperation with Lekker Lupine and Ekoboerderij de Lingehof. Both organisations are part of the Living Lab board, and the Delphy VALERECO Living Lab is located at Ekoboerderij de Lingehof.

About 100 visitors attended the afternoon event. They enjoyed a lunch prepared entirely with protein crops, joined one of three workshops, and exchanged ideas with each other. Two parts of the program me are highlighted below: the field visit with 30 participants and the co-workshop with about 33 participants.

#### Field Visit with Richard Paalman (Delphy)

During the field visit, Richard Paalman presented the VALERECO Living Lab to a group of 30 participants. The group included lupine growers, other protein crop farmers, and interested wholesalers exploring protein crops for their products.

Richard explained the crop’s growth progress, weed levels, and the differences between plots using various lupine seeds or intercropping methods. Participants asked questions about weed control, crop diseases, and harvesting plans for October.

#### Workshop with Jan Kiers (Project Leader VALERECO, Delphy)

The workshop, led by Jan Kiers, brought together over 30 participants interested in the benefits of growing protein crops. They discussed in small groups how these crops can improve water supply and soil quality, and shared ideas on other potential benefits for nature.



Figure 9. Impression of the demo event in Randwijk, The Netherlands

### 3.2.3 Evaluation

At the end of the demo event, the participants evaluated the event using three reflection questions: What did you learn from this visit? Which lessons will you take home and how will you put them in practice? What suggestions do you have for further improving the exploration of financial rewards for cultivating a protein crop?

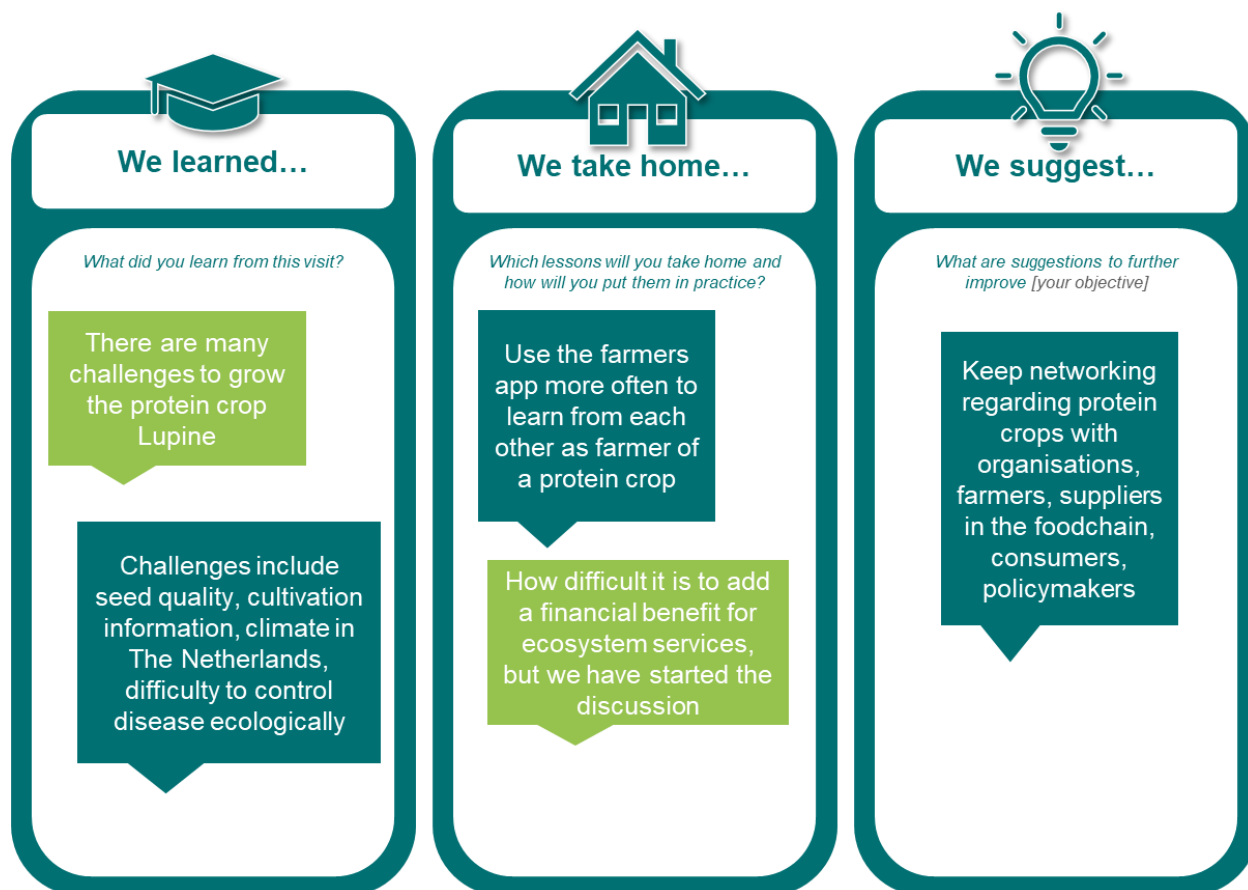


Figure 10. Participant evaluation at the event

## 4. Conclusion

This first version of Deliverable D4.1 captures the establishment phase of Task 4.1 and provides the initial reporting framework, governance arrangements and an illustrative demonstration example that together set the foundation for VALERECO's co-creation and demo activities. Key results to date are:

- **Living Lab network established:** Nine Living Labs (LL01–LL09) are operational with designated Living Lab Boards and appointed LL Managers, supported by the meeting schedule and reporting routines described in this deliverable.
- **Reporting and methodology defined:** The VALERECO Demo Reporting Template (Introduction, Administrative info, Preparation, Delivery, Evaluation, and Materials) and the standardised prepare–deliver–evaluate cycle are in place to ensure consistent documentation and cross-LL comparability.
- **Capacity building and guidance delivered:** A WP4 webinar (28 May 2025) introduced LL managers to the demo event typology, practical organisation steps and supporting material (FarmDemo Training Kit), improving LL readiness to run demonstrations.
- **Early demonstration implemented:** The Dutch LL (LL06) delivered a field day (20 June 2025) with ~100 participants; the event demonstrates that the methodology is actionable and generates useful qualitative and quantitative feedback via the reporting template.
- **Stakeholder reach target established:** The demo programme is aligned with the Grant Agreement target of 900 stakeholders across nine LLs (100 per LL), to be achieved through a minimum of two demo events per LL.

### Planned next steps

1. Finalise and collect demo reports from all LLs for the first demo events, consolidate lessons learned and produce a harmonised dataset for cross-LL comparison.
2. Use findings from early demos to refine event templates, evaluation questions and dissemination materials; update the Demo Reporting Template where needed.
3. Scale demo scheduling and support to ensure each LL meets the 100-stakeholder target through at least two events, tracking participation by target group.
4. Integrate quantitative indicators from on-station participatory trials (WP3) and stakeholder survey inputs (WP2) into demo reporting to strengthen evidence on ecosystem service delivery and socio-economic relevance.
5. Prepare the M36 and M48 updates of D4.1 incorporating cumulative results, impact indicators and refined guidance for upscaling.

### Connections with other work packages and tasks

- **WP2 (Stakeholder engagement & surveys):** Demo events will draw on WP2 results to tailor themes and messages to local stakeholder needs; in return, demo feedback will enrich WP2 analyses of stakeholder perceptions and adoption barriers.
- **WP3 (On-station participatory trials and technical assessments):** Technical results (agroecological indicators, N fixation, weed suppression, UAV monitoring) from WP3 will be demonstrated in the LLs and used to validate demo messages and field-level recommendations.
- **WP6 (Dissemination and communication):** Demonstration activities serve an explicit dissemination function: event outputs, media, photos and lessons learned will feed WP6 channels and materials to maximise outreach and uptake at regional and EU levels.
- **Digital Legume Information Hub (DLIH):** Demo outputs (technical protocols, evaluation summaries, stakeholder contacts, multimedia) will be uploaded to the DLIH to create an accessible repository of validated practice, supporting reuse, scaling and evidence-based policy dialogue.
- **Other tasks and cross-cutting links:** D4.1 reporting will inform policy-relevant deliverables and contribute to socio-economic assessments, behavioural design work and exploitation plans, ensuring Task 4.1 remains tightly integrated across project activities.

#### Final note

D4.1 establishes a practical, standardised approach to co-creation and demonstration that is already delivering actionable insights. The next iterations (M36, M48) will synthesise broader evidence from all LLs, strengthen the linkages with WP2, WP3 and WP6, and populate the DLIH so that VALERECO's demonstrable impacts on legume valorisation and ecosystem services are visible, comparable and usable by farmers, advisors, industry and policymakers.

## References

- The FarmDemo platform, <https://farmdemo.eu/>

**END OF DOCUMENT**