

# EU CAP Network seminar

## 'On-farm demonstrations for peer-to-peer learning and innovation'

### Flash report

Mestre, Italy  
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Innovation and Knowledge exchange | EIP-AGRI



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**The EU CAP Network seminar 'On-farm demonstrations for peer-to-peer learning and innovation' brought together 179 participants from 24 EU Member States, Montenegro and North Macedonia – including farmers, researchers, advisors, and policy makers – to explore how on-farm demonstrations can enhance peer-to-peer learning and drive innovation uptake in agriculture.** Held over 1.5 days, the event focused on unlocking the potential of on-farm demonstrations by improving their visibility, organisation, and structural support.

### **What we learned**

The seminar opened with an overview of EU support for on-farm demonstrations and an introduction to the seminar's key concepts. This laid the groundwork for discussions centred on two main areas:

1. **Improving organisation and facilitation during demonstration events** – participants exchanged tips making demonstrations more engaging through simple, practical ways of showcasing sustainable farming practices, actively facilitating group discussions, and including sensory experiences.
2. **Fostering stronger support systems** – a “knowledge expedition” highlighted the wide array of public and private support mechanisms for on-farm demonstrations across the EU. Participants discussed their strengths, challenges and opportunities for improvement. The cases demonstrated that more can be done to better integrate on-farm demonstrations in national and regional agricultural knowledge and innovation systems (AKIS).

A **'wall of learning'** captured inspiring ideas throughout the event on how to enhance demonstration events.

### **Field visits in the Veneto region: seeing is believing**

Participants visited four demonstration farms in the Veneto region, which showcased the diverse roles these farms play – from sharing knowledge and innovations among farmers, to promoting sustainable farming to the public.

### **Moving forward**

In the final session of the seminar, participants worked in professional groups to discuss how they can help unlock the full potential of on-farm demonstrations. The seminar highlighted the significant potential of on-farm demonstrations to support peer-to-peer learning, spread knowledge, build connections, and support innovation, including results from EIP-AGRI Operational Groups (OGs) and Horizon projects. Participants agreed that this tool deserves greater visibility and use in the future.

