

# *Multi-Actor Facilitation Training for Pilot site Coordinators – D6.2*

**Action Number:** 101086179

**Action Acronym:** AI4SoilHealth

**Action title:** Accelerating collection and use of soil health information using AI technology to support the Soil Deal for Europe and the EU Soil Observatory

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# AI 4 Soil Health

*Multi-actor facilitation training for pilot site coordinators*

# AGENDA

- *Housekeeping*
- *Introductions*
- *Why cocreation and how to make it happen?*
- *Mapping and understanding your stakeholders*
- *Main takeaways*
- *Next steps*



# *Introductions*

## *Rename yourself!*

1. On the Zoom in-meeting controls, tap **Participants**.
2. Tap your name, then tap **Rename**; a pop-up box will appear.
3. In the pop-up box, enter your display name.
4. Tap **Done**.

## *Let us know*

- *Your name and organisation*
- *Where your pilot site is located and what are its goals*
- *What do you expect to learn/understand/get from this workshop?*



# *Co-creation: is it really a thing?*



*Elinor Ostrom, Nobel prize winner, economics, 2009*

*Wrote: Governing the Commons*

*Key insight: services are co-produced by both paid and unpaid labor. Each help the other to do their work effectively, and jointly they produce the service that is needed.*

*Main takeaway: Co-creation/ co-production is a situated and socially constructed process.*

*This has implications for your work in multi-actor engagement activities!*



# *Why co-innovate?*

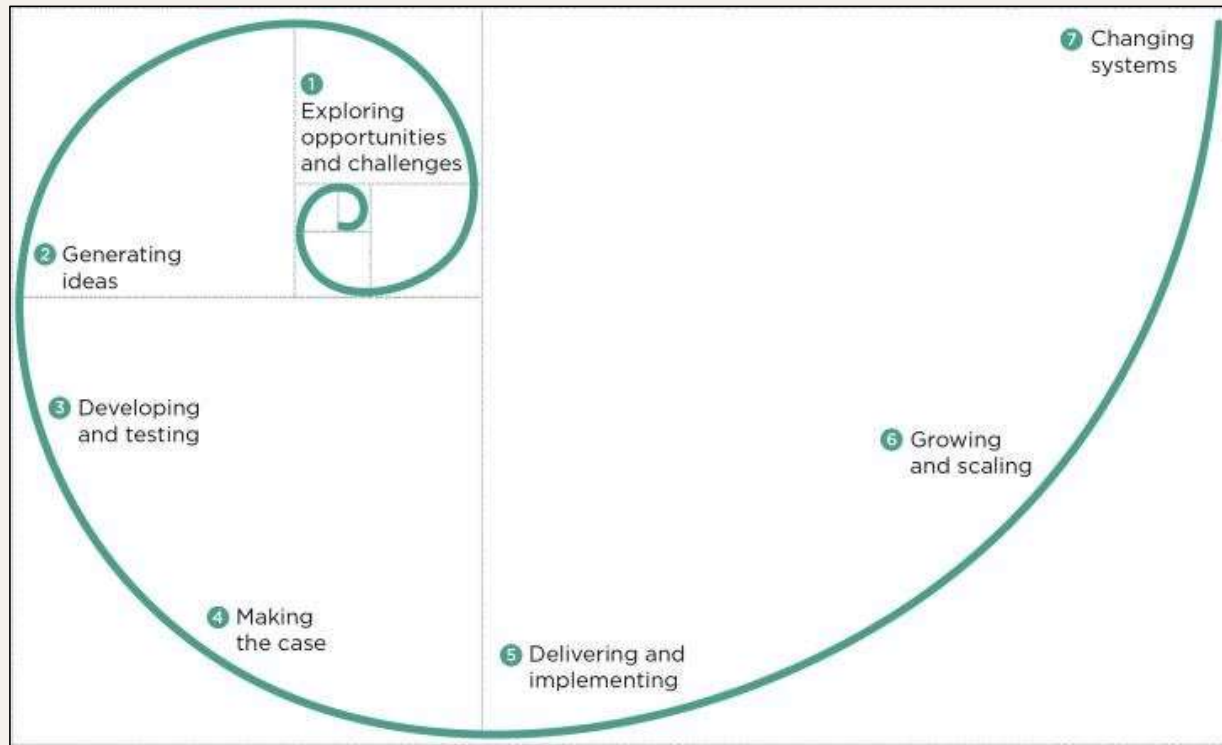


<i>Relevant research That changes the world!</i>	<i>Growth mindset That supports business resilience</i>
<ul style="list-style-type: none"><li>• <i>Addresses important issues for users</i></li><li>• <i>Collaboration/bigger picture in mind</i></li><li>• <i>Asks a simple questions</i></li><li>• <i>Questions assumptions</i></li><li>• <i>Result orientated</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Searching for new ideas</i></li><li>• <i>Stepping back and assessing</i></li><li>• <i>Looking at other enterprises</i></li><li>• <i>Embracing change when relevant</i></li><li>• <i>Wanting to improve</i></li><li>• <i>Independant</i></li></ul>

# *Benefits and challenges when coming together*

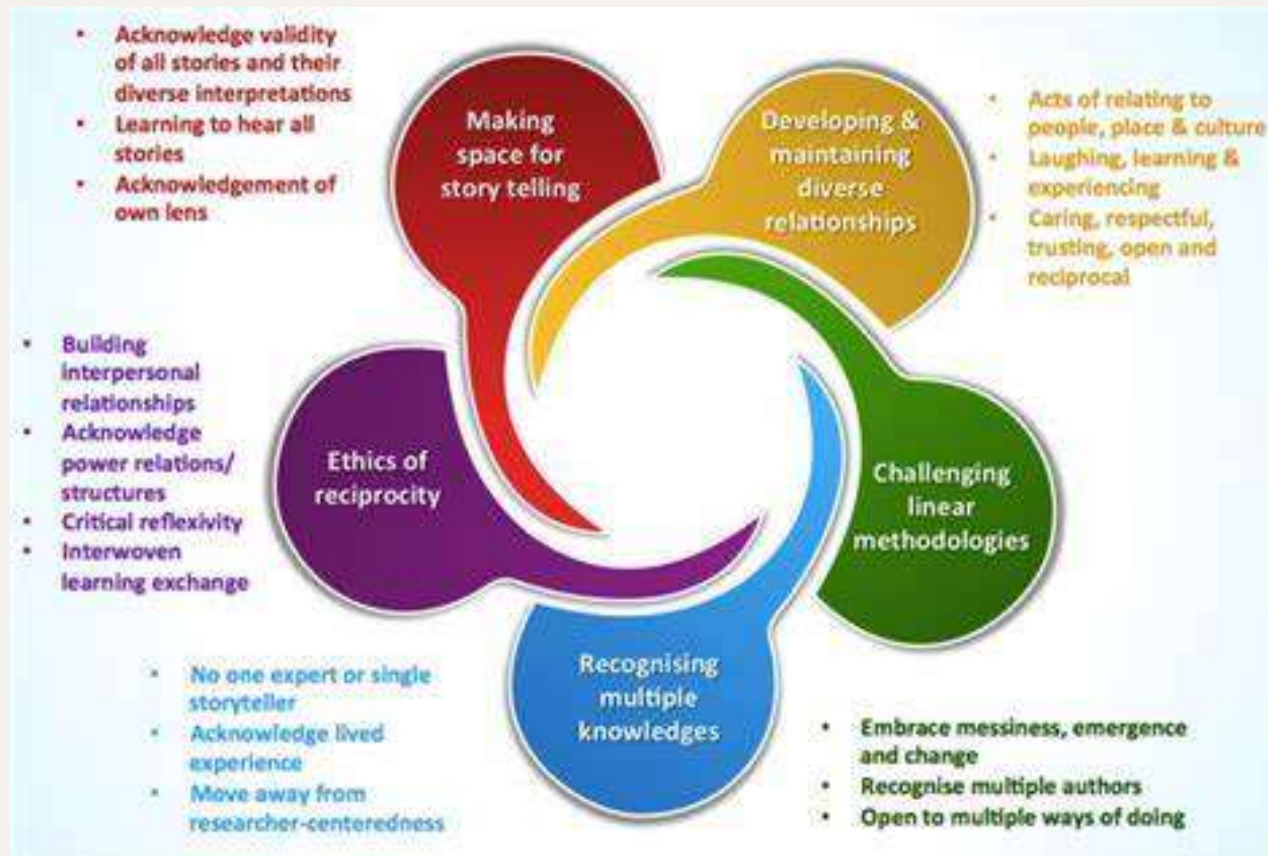
<i>Benefits</i>	<i>Challenges</i>
<i>Access to broad network – expanding network – new ideas and knowledge</i>	<i>Finding actors that share your ultimate goal and vision</i>
<i>Access to skills and expertise you don't have/need</i>	<i>Identifying and “sourcing” missing / required skills</i>
<i>Intro to new projects/opportunities</i>	<i>Accessing relevant networks</i>
<i>More or new funding to do what you had wanted to do</i>	<i>Finding appropriate funding</i>

# *The Innovation Spiral*





# *Co-creation: basic principles*



**AI 4 Soil  
Health**



It begins with an idea

Exploring networks to find  
the right partners

Accessing finance and  
interacting with funders

Taking the lead



A shared vision

Motivations to collaborate

Skills and competencies

Roles and responsibilities

Leadership



Effective co-ordination

How we work together

Effective co-creation



Embedding into the wider  
working environment

A continuum of co-  
innovation and ideas  
generation

Building a community of  
champions

Effective ways to speed up  
innovation

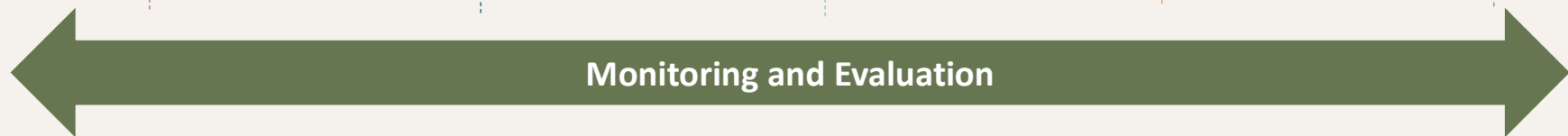


Planning and effective  
communication strategy

‘making a difference’

Responding to  
societal challenges

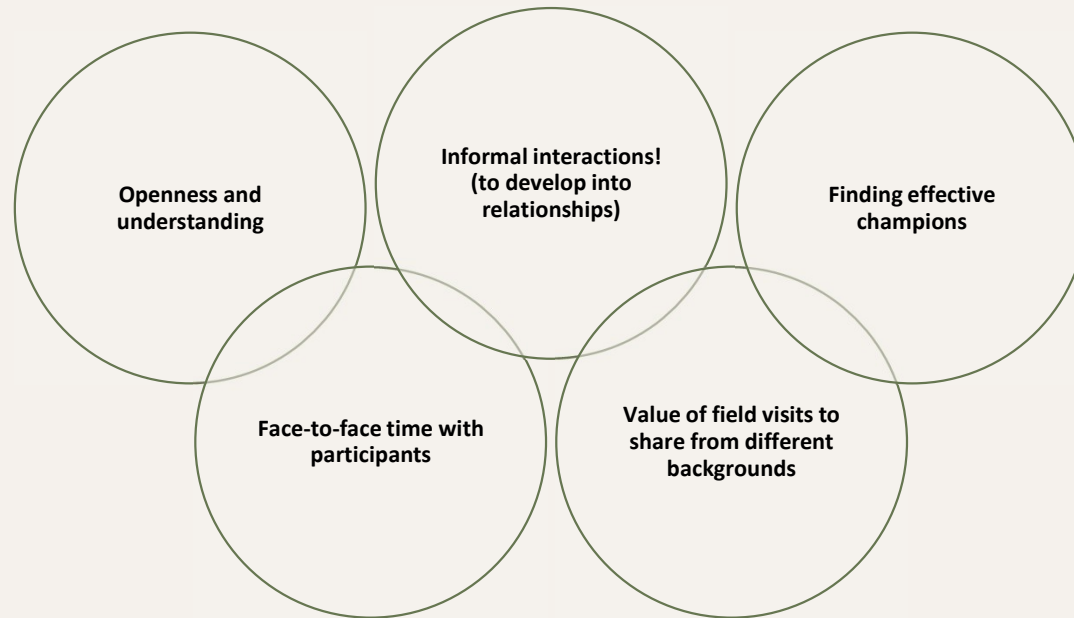
Into the  
future



# *Trust building*

*Horizontal (power balance)*

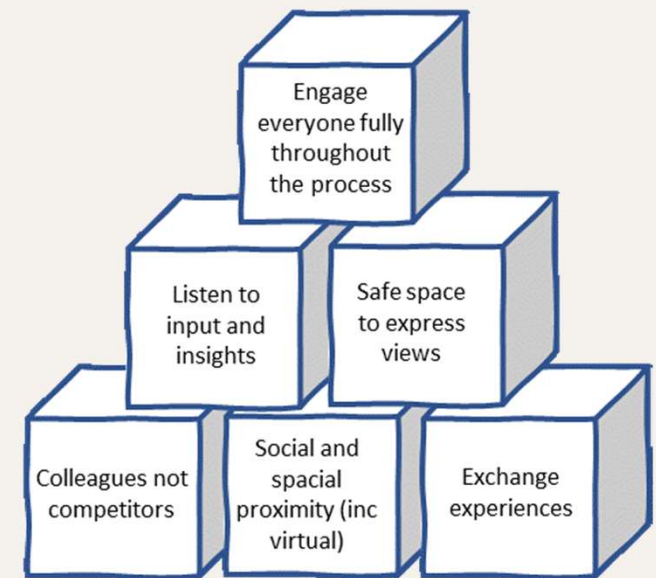
*User  
driven but  
welcomes a  
variety of  
knowledges,  
all equally  
valuable*



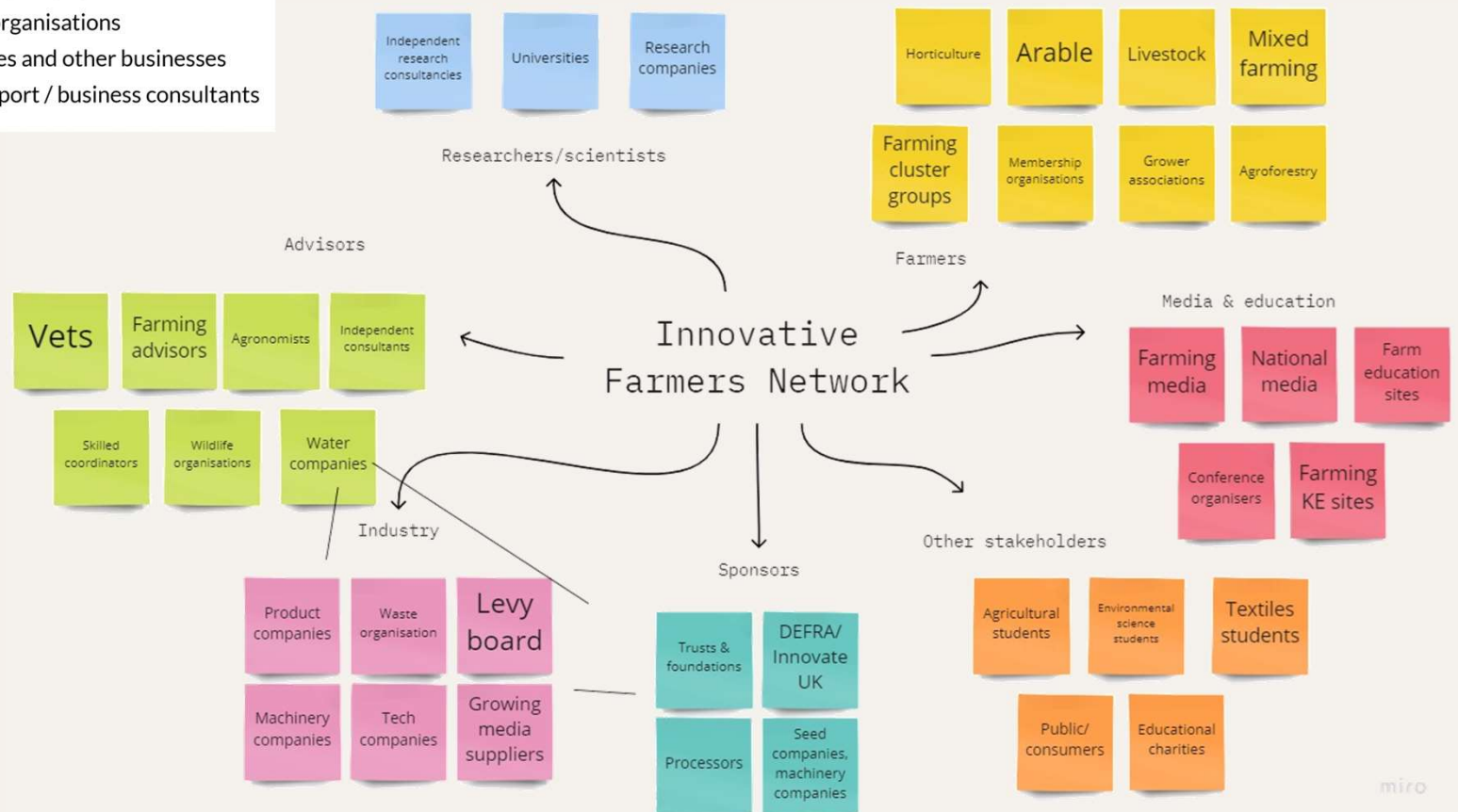
*Everyone in an innovation partnership has something valuable to bring to the project. It is important that each member understands the unique contributions that all individuals bring.*

*Special focus should be given to addressing differences in how each member likes to work. When professional disciplines vary, for example between researchers and farmers, take time to consider the best ways to work together from the start.*

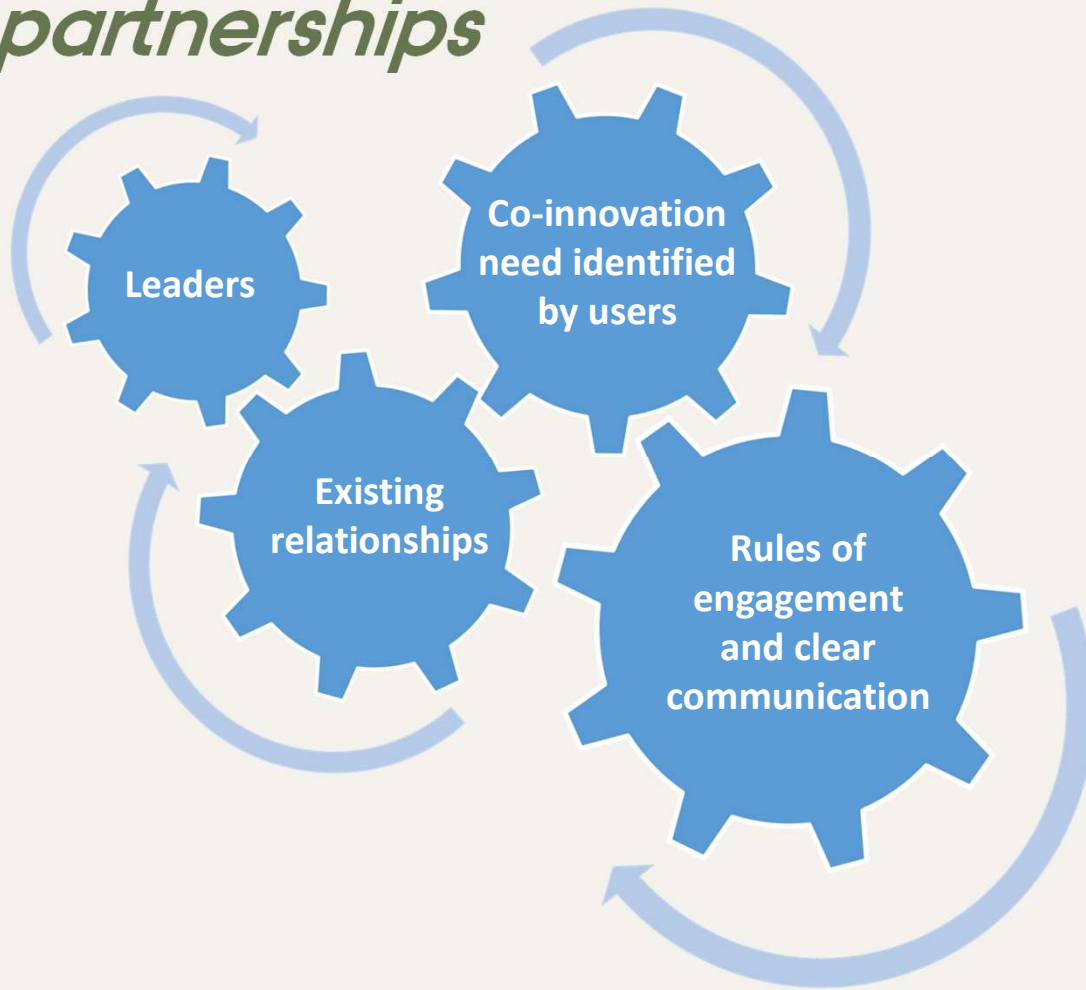
*For example, staying on farm can be more comfortable for farmers, but researchers may feel unfamiliar with the interruptions of a working farm and this might disrupt their ability to work effectively.*



# Exploring your networks



## *Factors which enhance co-innovation and partnerships*



- *Clear participation and engagement rules*
- *Clear dates: to meet, to share*
- *Clear & effective communication channels*
- *Specific roles*
- *Finding champions*



**Figure 1:** Partnership agreement checklist

*Creating an agreement, no matter how informal, is good practice as it means everyone can be clear about what they have signed up to do and their role in making it happen.*

*It also provides a clear plan which, although it can be revisited, provides direction.*

*This checklist can be used to ensure that a partnership is operating as effectively as it can.*



# *Factors which can hinder co-innovation and partnerships*



## **FUNDER REQUIREMENTS**

- Demanding reporting duties
- Administrative burden



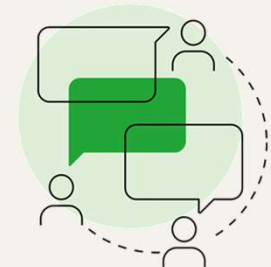
## **CAPACITY TO DELIVER**

- Performance issues
- Conflicting workloads
- Lack of confidence
- Staff changes
- Limited resources and capacities



## **GROUP DYNAMICS**

- Failure to address differences or disagreements
- Lack of confidence by some partners
- Lack of motivation of some participants
- Diversity and inclusion challenges



## **COMMUNICATION**

- Managing expectations
- Misunderstandings and miscommunication
- Recording – data and observations, time etc

***Checking with the team on regular basis allows you to address these challenges before they reach breaking point!***



# *Tracking and monitoring*

- *Given the interaction of multiple actors, evaluation plays an even more central role in assisting decision-making throughout the partnership/project's life*
- *On-going evaluations on different areas are critical to make sure the project moves forward effectively:*
  - *Timeline assessments, around project milestones and goal achievements*
  - *Group self-assessment to ensure a healthy partnership*
  - *Members' self-assessments, to ensure effective participation and leadership*
  - *Skills and role assessments, to make sure the right skills are on board throughout the project's life.*

# *Disseminating your innovation*

**Openness** transparency of sources and basic assumptions for outputs and disseminated information

**Clarity**  
Providing clear information, making sure implementation is simple and avoiding jargon

**Motivation**  
Finding a common interest, specific need or goal when promoting the output

**Resources**  
Sharing the financial risk or costs, having resources to support others through training and advice on how to best use the information

*To get your ideas and results out, make sure you engage with wider audiences. Remember, you can start anytime... starting at the very beginning!*

*To do so:*

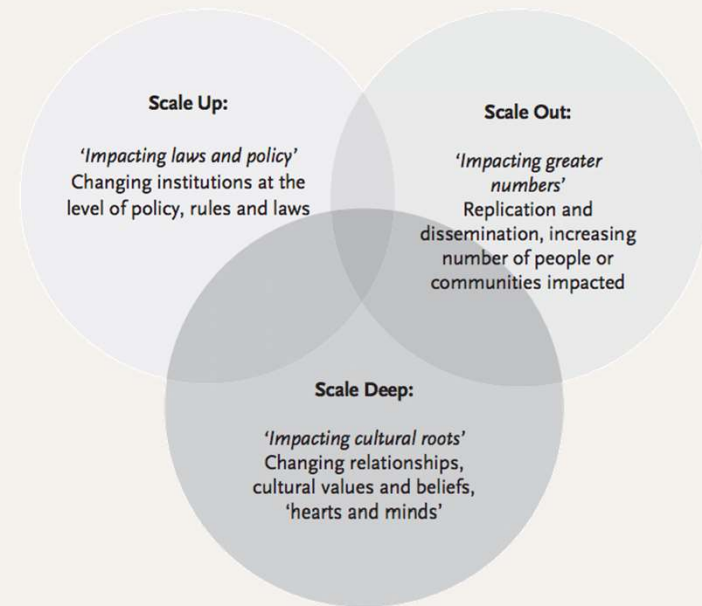
- *Explore your networks*
- *Ideas cross-pollination: engage farmer champions through your project's life*
- *Translate jargon*
- *Journey mapping and impact stories*

# *Impact: Scaling up, scaling down and scaling deep*

*How far and wide do you want the outputs of your dissemination activity to go?*

*Moore et al. (2015) identified three approaches for achieving impact (“scaling”) from social innovations: “scaling up, scaling out, scaling deep”.*

- **“Scaling up”** is about increasing the number of people who are influenced to adopt a new practice or technology.
- **“Scaling out”** refers to changing institutions at the level of policy, rules and law.
- **“Scaling deep”** involves changing relationships, cultural values and beliefs.



Types of scaling, from Moore et al., 2015

# *Challenges to uptake and impact assessment*

*Understanding the challenges can help you strategize to overcome them:*

- *Difficulties in changing people's mindsets in supporting change*
- *Economic benefits can be easier to assess than other benefits, limiting uptake*
- *It might be hard to recognise and appreciate the value of an activity to the wider community*
- *Individual members might struggle to see the value of their personal role in contributing to address big problems (like climate change)*
- *Actors may struggle to see the value in working together*
- *Legal constraints*

## ***Uptake: make a case for your innovation by evaluating impact***

*Evaluation plays a central role in assisting decision making and innovation uptake: considering the following tools to assess impact in a variety of areas*



***Participants:*** Impact stories

***External stakeholders:*** Satisfaction survey

***Practical project impact:***

- *Economic evaluation tools*
- *Scientometrics*
- *Altmetrics*
- *Monitoring tool for (external) impacts*

## *Mapping your stakeholders*

- *Go to the Jamboard and find your pilot site*
- *Start by brainstorming which actors you'll have to interact while working in your pilot site*
  - *To make it happen*
  - *Share information*
  - *Ensure impact*
  - *Any others!*

# *Information needs*

*Use your group list and think (and post!) about*

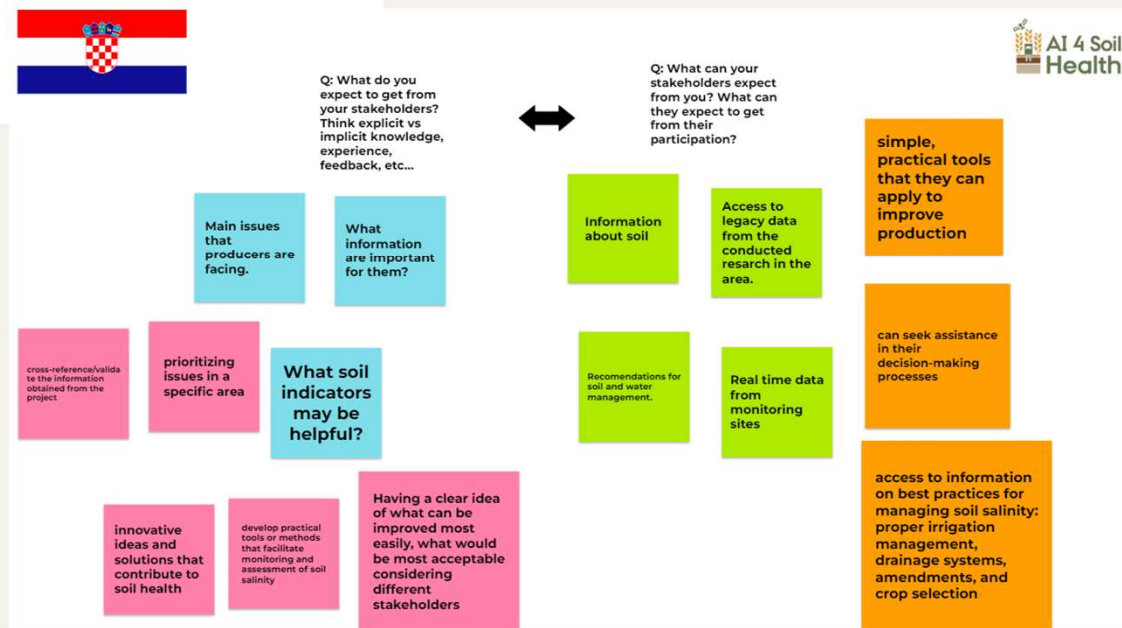
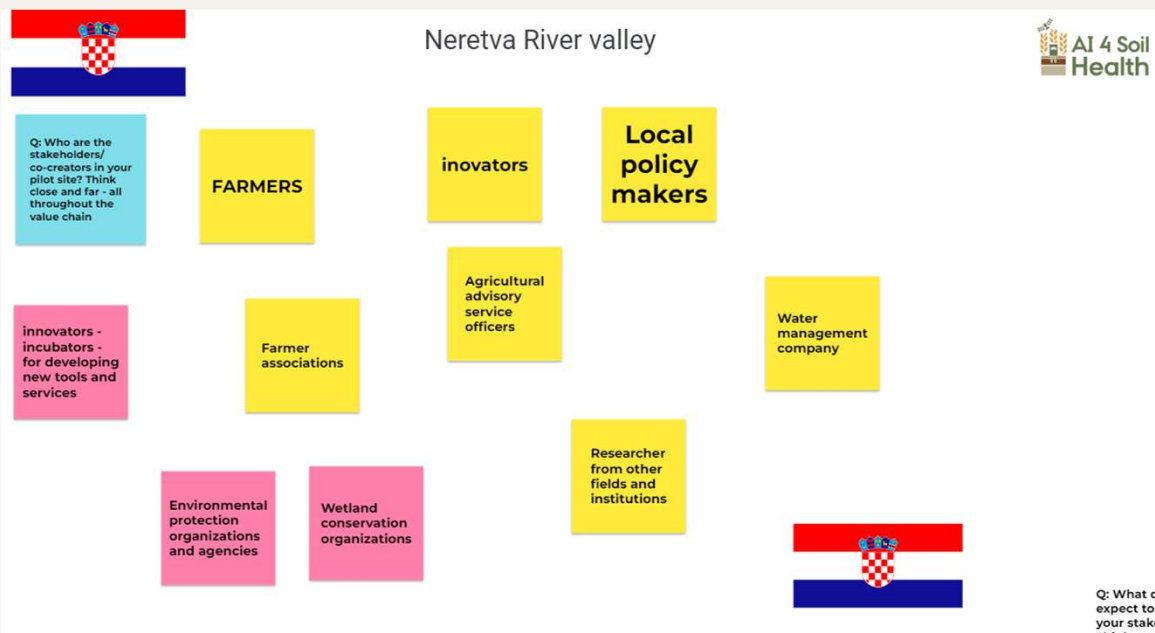
- *What information do you want to get from your stakeholders?*
- *What for?*
- *How will you use it?*

## *Incentivizing participation*

*Use your group list and think (and post!) about how the questions above relate to them*

- *What information are you bringing to your stakeholders*
- *Other resources are you bringing to your stakeholders*







Q: Who are the stakeholders/  
co-creators in your  
pilot site? Think  
close and far - all  
throughout the  
value chain

FARMERS  
INTERESTED  
IN CARBON  
CAPITAL

NEW  
GENERATIONS  
OF FARMERS

Gap between  
academia and  
landwork

Agronomists

Greek Pilot

farmers

farmers  
associations  
(cooperatives)

Consultants  
(groups of  
agronomists)



USE  
ME

Reluctance to  
uptake

Carbon

difference  
between small  
and large  
farmers

Q: What do you  
expect to get from  
your stakeholders?  
Think explicit vs  
implicit knowledge,  
experience,  
feedback, etc...

Receive feedback  
about AI4SoilHealth  
tools (user  
experience,  
reliability)

What  
indicators are  
important for  
them?



Q: What can your  
stakeholders expect  
from you? What can  
they expect to get  
from their  
participation?

Cost effective  
tools for  
assessing soil  
health  
indicators

Non-destructive  
methods for  
assessing soil health  
indicators



## Boermarke - Zeijen pilot



Q: Who are the stakeholders/ co-creators in your pilot site? Think close and far - all throughout the value chain

residents  
in the  
area

nature  
conservation

municipality

province

water  
board

farmers

agrifood  
industry

EC regulations

Q: What do you expect to get from your stakeholders? Think explicit vs implicit knowledge, experience, feedback, etc...



Q: What can your stakeholders expect from you? What can they expect to get from their participation?

What could the farmers get out of being a part of the pilot? New knowledge? A larger network? Better understanding from the local policy actors?

AI4SoilHealth wants to demonstrate its soil health assessment methodology in this pilot area. And compare it to how the farmers are assessing the health of their soil.

We can ask the farmers how they would assess the health of their soils. And offer to do some supporting measurements

I can imagine that farmers are interested in the use of earth observation for land use and ag management.





Q: Who are the stakeholders/  
co-creators in your pilot site? Think  
close and far - all  
throughout the  
value chain

Schools -  
involve for  
simple  
sensing

No, fine, I can  
see you, but  
not the little  
icon for the  
mic

Farmers,  
in local  
context

Carbon  
credit

Insurance  
companies



Water  
companies -  
downstream  
water quality

Producers  
(fertilizers,  
pesticides) better  
prediction related to  
local conditions

IT managers -  
data flow and  
information  
content

I can not get  
back to video  
and turn my  
mic on



Q: What do you  
expect to get from  
your stakeholders?  
Think explicit vs  
implicit knowledge,  
experience,  
feedback, etc...



Q: What can your  
stakeholders expect  
from you? What can  
they expect to get  
from their  
participation?



Economic  
valuations  
of healthy  
soils

Interpretability of  
information

Being  
taken  
serious

Relevant  
spatiotemporal  
resolution of  
information

Ideas on local  
knowledge  
they can  
contribute

Locally  
adjusted soil  
information

Contribute  
their  
perspective

Financial  
consequences  
and  
opportunities

Requests for  
specific  
information

Curiosity for new  
ideas/methods/knowl-  
edge

Strategies  
for  
climate  
neutrality



Q: Who are the stakeholders/ co-creators in your pilot site? Think close and far - all throughout the value chain

Local research institutes e.g. University of Sussex, Bangor University (Wales)

Project funders e.g. Interreg, Horizon, Esme Fairbairn Foundation

Researchers from other institutions

Nature conservation organisations e.g. wildlife trusts

Government stakeholders regional e.g. Environment Agency, Natural England, Defra

Farmers

Livestock grazing owners and/or project owners who 'rent' out herds for grazing ecosystem function

Contractors working at the farm



Mountainbikers

Livestock - grazers

Hikers

Sheep

Dog walkers

Rally bikes (in farm catchment)

NFU (national farmers union UK) - and their regional groups (National and regional farmers unions across EU)

Water resource managers down stream

Water companies e.g. southern water

Local and regional council representatives e.g. Brighton and Hove Council

National Resources Wales

Nature connection and wellbeing project coordinators attached to chalk grassland project region

Local agri colleges e.g. Plumpstead

Local CSA Market gardens and food box providers who could expand to provide local meat production (South UK) to local buyers in adjacent cities

Forestry workers

Soil advisors (contracted)

Q: What do you expect to get from your stakeholders? Think explicit vs implicit knowledge, experience, feedback, etc...



Q: What can your stakeholders expect from you? What can they expect to get from their participation?

Information on what they want to know about their soil health

Practical knowledge from a farmer's perspective

Access to site (including keys for gates etc)

Previous data sets from other projects / research at same sites

Weather and site condition updates

Future plans for the site

Information on what they do and don't like about the current processes they use to gain information about their soil health

How soil health data has or will be used by the various stakeholder groups

Site history or management practices history / logs

Economic valuations e.g. carbon / national payment schemes

Relationships with food buyers?

Site management recommendations (?)

Site mapping and satellite mapping / imagery?

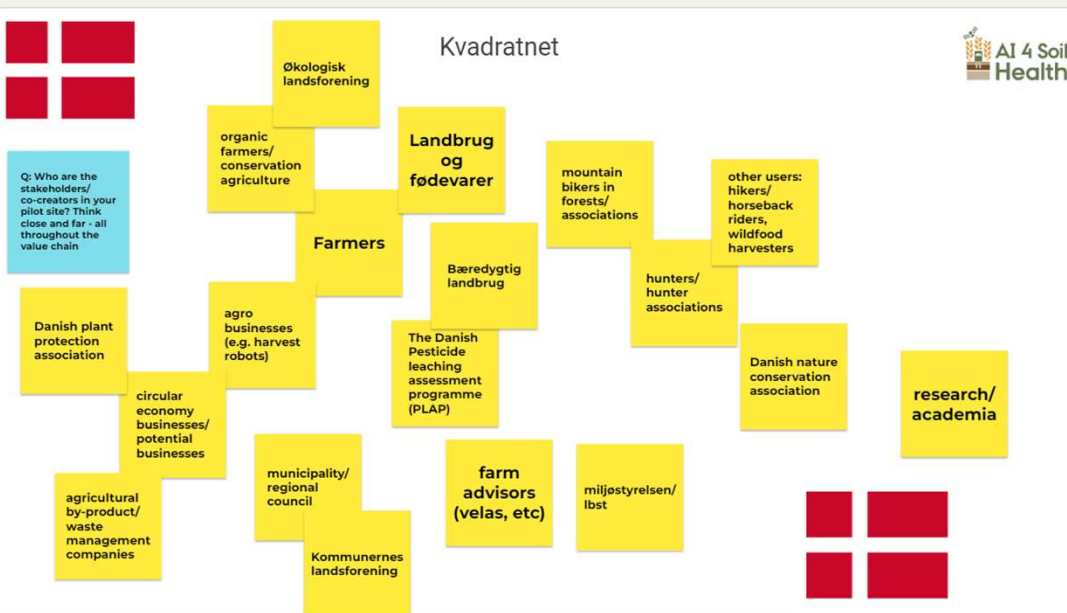
Benchmarking with other similar sites

Soil health analysis and data

Opportunity to try out soil sensor equipment in-situ / in-field

Opportunity to ask questions to soil experts (across EU and major expert projects' and institutions)





**Q: What do you expect to get from your stakeholders?**  
Think explicit vs implicit knowledge, experience, feedback, etc...



**Q: What can your stakeholders expect from you? What can they expect to get from their participation?**





NAME OF THE PILOT SITE



Q: Who are the stakeholders/co-creators in your pilot site? Think close and far - all throughout the value chain

Advisory services

Food industry

Policy makers

Fertilizer companies

Researchers

Farmers

Crop breeders

Farmers associations

Environmental organisations

Residents



Q: What do you expect to get from your stakeholders? Think explicit vs implicit knowledge, experience, feedback, etc...



Q: What can your stakeholders expect from you? What can they expect to get from their participation?

Incentive / (positive) pressure

Legislation

Fertilization recommendations

Farmers attitude towards health indicators

Information

Information

Improved fertilizer recommendations

Cultivation methods in a changing climate conditions

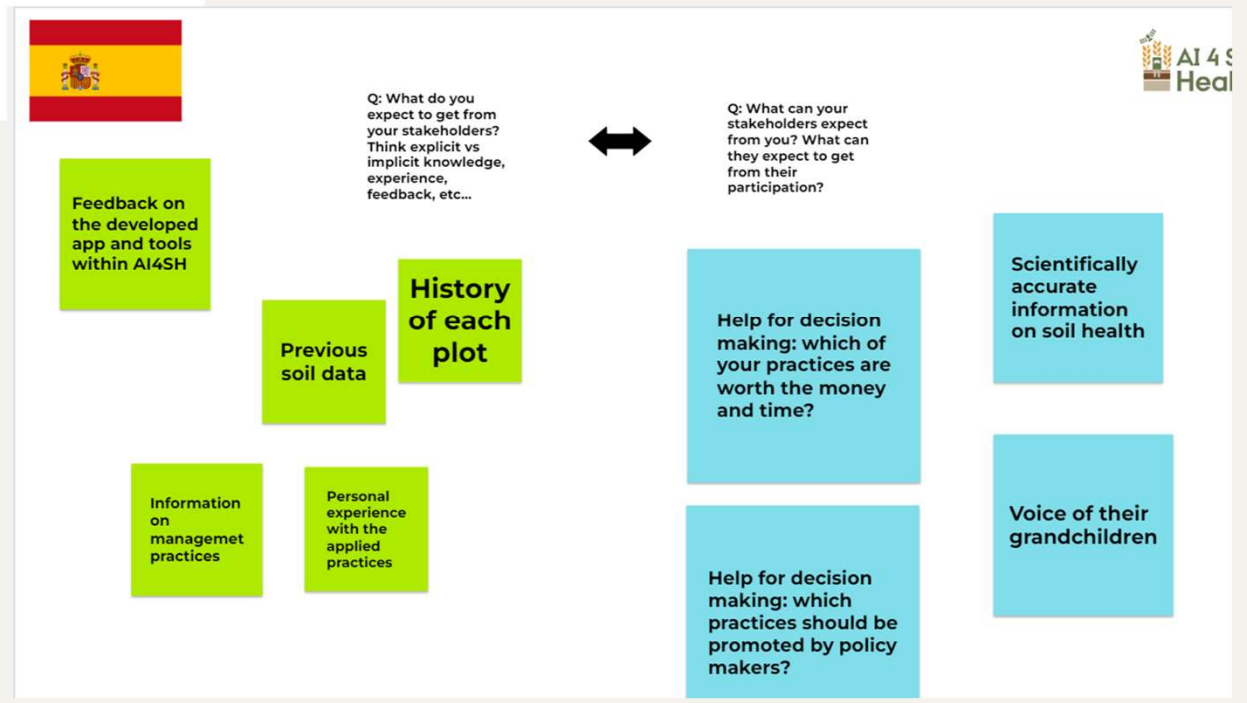
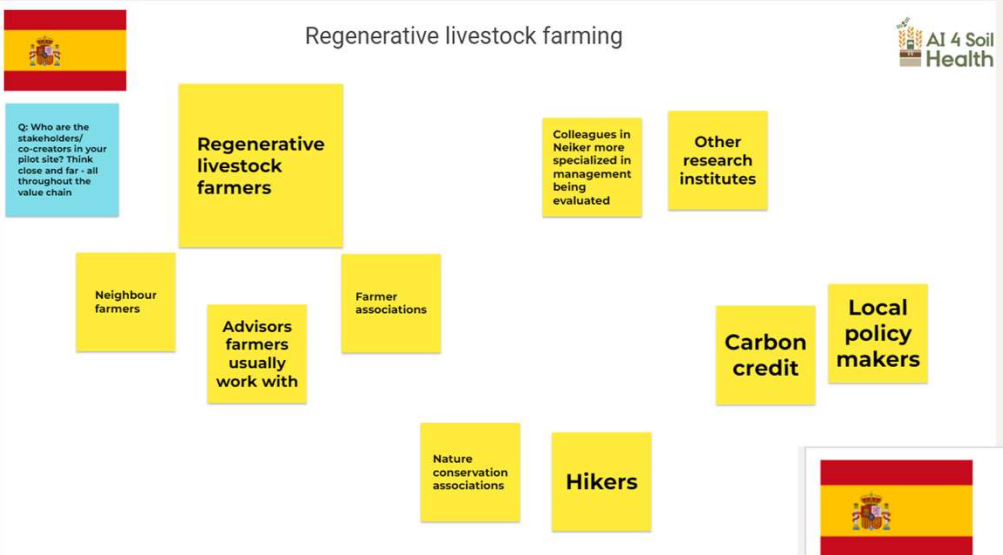
Cultivation methods on soil health/quality

Improving legislation

Resilience

Profitability







## ***RECAP***

- *Upcoming milestones/deliverables and the overall pilot site process*
- *Outcomes and resources from this session: follow up email*
- *Where they can find further information*
- *Joint workshop with BENCHMARKS in Fall*





*Let us know  
what you  
think!!!*

**5894 0612**

