

# Next FOOD

EDUCATING THE NEXT GENERATION  
OF PROFESSIONALS IN THE AGRIFOOD SYSTEM

## Using the NextFood Sustainability Impact Framework – The first pilots

D5.3: Pilot test 1 of framework

### Document information

<b>Grant Agreement</b>	771738	<b>Acronym</b>	NextFOOD	
<b>Full Project Title</b>	Educating the next generation of professionals in the agrifood system			
<b>Start Date</b>	15/03/2018	<b>Duration</b>	48	
<b>Project URL</b>	TBD			
<b>Deliverable</b>	D5.3: Pilot test 1 of framework			
<b>Working Package</b>	WP5 – Quality assured knowledge transfer			
<b>Date of Delivery</b>	<b>Contractual</b>	02/28/2020	<b>Actual</b>	05/03/2020
<b>Nature</b>	Demonstration	<b>Dissemination Level</b>	P - Public	
<b>WP Leader</b>	Jan Moudrý			
<b>Authors</b>	Viktor Květoň, Jan Lehejček, Jiří Lehejček, Jan Moudrý jr., Jan Moudrý sr, Lisa Germundsson, Håkan Jönsson, Ivanche Dimitrievski, Martin Melin			
<b>Contributors</b>				



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 771738

The present Deliverable reflects only the author's view and the Research Executive Agency is not responsible for any use that may be made of the information it contains

## Innehållsförteckning

Foreword.....	2
Introduction .....	2
The pilots and how they relate .....	2
Preliminary direction.....	3
The Swedish case .....	4
The Czech case.....	6
Annex A.....	11
Annex B.....	13

## Foreword

The Impact framework developed in work package five will be further refined in two rounds of pilot testing. In the beginning of year 2020, one pilot study was initiated in Sweden and another one in Czech Republic. The deliverable 5:3 demonstrates how the Impact framework is operationalised in these two pilots, respectively. After a first round of testing, the Impact framework and thw way it is operationalized will be revised.

## Introduction

The aim of the pilot-tests phase is *to discover ways of refining the Impact Framework*. To do this, two pilot tests will be done, one in Sweden and the other in the Czech Republic. The two cases will separately organise an impact evaluation process in close relation to the steps identified in deliverable 1.2, the NextFood Impact Framework. As they do so, they will keep a detailed written record of the emerging challenges, advantages and disadvantages, and the opportunities stemming from the process of applying the framework to evaluate impact in relation to the specific selected cases. This record would then form a basis for refining the Impact Framework in the future.

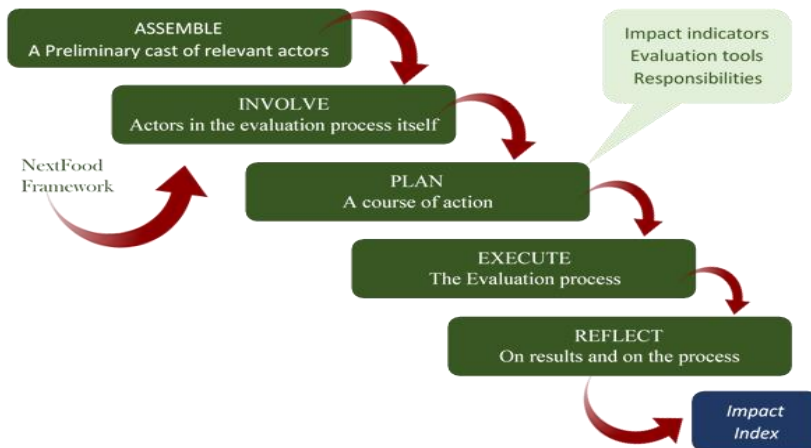
## The pilots and how they relate

The NextFood Impact Framework is designed as a blueprint for accomplishing impact evaluation. The framework is intended to be used in the impact evaluation of research projects primarily. By following the instructions as specified in deliverable 1.2, users will collaboratively assess the impacts of their work-processes and products. One of these “products” are the practice abstracts. Apart from being able to assess the impact of research products and processes understood conventionally, the framework should, as promised in 1.2, also be able to estimate the impact of the “practice abstracts”. To examine the extent of applicability of the framework, two pilot tests will be developed – one in Sweden and the other in the Czech Republic. The Swedish case will test the framework on two ongoing projects of different scope, one “smaller” and a “larger” other project. This comparative effort will provide insight into how project scope affects the usability of the framework. The Czech

case will test the framework in relation to published practice abstracts. This will enable us to develop that particular important component of the framework.

## Preliminary direction

While the Swedish and Czech cases test different aspects of the framework, the basic process behind developing the pilot cases is the same. The process follows the NextFood framework procedurally:



More specifically, it consists in:

- 1) **Assemble:** Put together a group of actors; aim for a diverse set of stakeholders. Alternatively, select one actor/organisation and then ask them to assemble a group of diverse stakeholders to be involved in the evaluation.
- 2) **Involve:** Introduce the actors to the Impact Framework as defined in deliverable 1.2. Explain the structural *and* the procedural components of the Impact Framework. Note that, it is a task for the assembled group of stakeholders to decide what they should evaluate, how, and with which criteria. As facilitator, preliminary suggestions of themes for evaluation can be provided, but make sure to leave space to the group. Ownership of the impact process must be installed in the group!
  - a. To be able to refine the framework, it is important to document the working process. Take notes of what is happening as the stakeholders are trying to figure out how to use the framework:
    - i. Write down the steps they take in following the framework. What did they do first, what second, etc., and why?
    - ii. Write down the challenges they identified in the process of using the framework. How did they go about resolving them, and why? If they decided not to deal with some challenges at all, then ask them why.
    - iii. Record other relevant details. For example: What kinds of stakeholders did they choose to involve and why? If they decided not to include some actors, then ask them why they decided so. Did all stakeholders participate equally, why, and if not, why? What was especially problematic, interesting, advantageous in this process?
    - iv. Make a summary of your observations and report them to the NextFood group. This summary will help us refine the framework.

- 3) **Plan:** Make a plan of action. Define impact themes, evaluation tools and responsibilities. The facilitators from the NextFood project will of course have an important role here, but ownership of the process is crucial to make a reality check of the framework in action. So encourage the participants themselves to do the planning.
- 4) **Execute:** The assembled group of stakeholders will do the actual evaluation of the project/s and/or practice abstracts in this phase. They will use the results in formulating an impact index. Ask them (if possible) to keep notes of this process. They can either give these notes to you, or bring them in the reflection stage to discuss them with the group.
- 5) **Reflect:** Assemble the stakeholder group. Reflect on the process and the outcome. Summarize the reflections and share with the WP5 group for further refinement of the framework.

## The Swedish case

- 1) Assemble:
  - a. Describe the preliminary set of actors you intend to involve in the pilot test (advisors, project managers etc)

We have identified and contacted four research projects in applied science at SLU Alnarp, financed by the farmers' levy fund SLF. If anyone of these is deemed unsuitable on closer inspection, we will turn to the EIP Agri projects. The four SLF projects have external actors involved in working group and reference groups, such as advisory organizations, farmers' organizations, commercial sales companies, other research bodies and authorities.

- b. Describe how you will approach them (You may already have a planned meeting for the group of stakeholders, using an established network, etc.)

We have contacted all four project leaders and had personal meetings with two of them thus far.

- c. State how you envision the process by which this preliminary set of actors will assemble other actors they deem important for the impact evaluation

The projects already have other actors involved in the working group and reference group. We will ask each project leader for their view of additional relevant stakeholders.

- d. Describe how you will ensure that diverse sets of actors are involved

This is ensured by choosing projects that already have hybrid actors involved. We will ask the project leader to involve these actors in the evaluation activities.

- e. State a timeline for this step

The aim is have personal meetings with the remaining two project leaders as soon as possible. The next step is to produce an information material about our project, and subsequently get approval from involved actors. Thereafter decide on meeting dates with all actors.

- 2) Involve
  - a. Describe how you will facilitate the actors' involvement, so that each actor can make contributions to the impact evaluation process

We plan to invite the actors to a first workshop, one workshop for each invited project.

- b. Describe how you will ensure that the actors, in doing impact evaluation, are following the NextFood Impact Framework as instructed in deliverable 1.2 (by a workshop session?)

The NextFood Impact Framework will be presented and discussed at the first workshop.

- c. State a timeline for this step

We plan to do the first workshop for four prioritized projects during spring 2020, or if needed, shortly after summer 2020.

### 3) Plan

- a. Describe how you intend to facilitate the actors' planning of the impact evaluation
  - i. E.g. will the planning be done in a meeting, or you envision a more ad hoc planning situation?

The planning will be done during the first workshop. These workshops will be facilitated and documented by Lisa and Martin.

- ii. Preliminary impact themes (if relevant). Will you focus on product or process aspects, and which levels (Project, intermediary, systemic) level will be in focus? It is important that all levels are at least visible in the final impact index, although some levels may be more relevant than others in the specific pilot

We plan to include both process and product aspects, at all three levels if possible/applicable. We also plan to investigate whether the 'productive interactions' concept can be used for some of the comparable indicators.

- iii. How will you make sure that all initially involved actors equally contribute to the planning process?

These workshops will be facilitated and documented by Lisa and Martin.

- b. State a timeline for this step

We plan to do the first workshop for four prioritized projects during spring 2020, or if needed, shortly after summer 2020.

### 4) Execute

- a. Describe how you will facilitate and keep track of the execution of the impact evaluation process as the actors have planned it previously
  - i. Describe briefly the intended scope of the pilot (Practice abstracts / Project/s)

The scope for each case is their individual projects. This step depends on what kind of aspects that the group plans to evaluate.

- ii. How will you make sure that the actors keep track of the challenges, opportunities, and advantages they identify as they do the impact evaluation?

There is a need to strike a balance between efforts that can be expected from (unpaid) group members and NextFood project co-workers.

- b. State a timeline for this step

This will depend on the timeline for the individual projects; it would probably have to be within their project timeline. The aim is to have the execution finished for all groups by summer 2021.

#### 5) Reflect

- a. Describe how you will do the reflection phase of the impact evaluation process
  - i. Do you envision a meeting, during which actors can reflect together on their experience of using the NextFood Framework? Or, do you envision them doing this individually? What methods will you use to collect their insights (interviews, a survey questionnaire, focus groups...)?

We plan for a second, follow-up workshop for each project, where the reflection can take place.

- b. State a timeline for this step

Within the timeline of each individual project. The aim is to have the execution finished for all groups by summer 2021, or if needed, early fall 2021.

#### 6) Reporting

- a. Describe what you expect to get as an outcome of the pilot; in other words, what will be delivered to the commission (a report, an analysis, a summary, etc.) that will help the team refine the Framework further.

As we plan to work with several cases, we envision an iterative process 2020-2021, where we refine our approach step by step. This will end up in written documentation for qualitative and quantitative analysis, along with a summary to be able to provide report with recommendations for improvement of the framework.

- b. State a timeline for this step

By the end of Dec 2021. Deadline according to NF deliverable plan.

## The Czech case

### 1) Assemble:

- a. Describe the preliminary set of actors you intend to involve in the pilot test (advisors, project managers etc)
  - 1. advisors, farmers (*from here bellow, activities related to farmers are written in blue*)
- b. Describe how you will approach them (You may already have a planned meeting for the group of stakeholders, using an established network etc.)
  - 1. Institute of Agriculture Economy and Information, IAEI (key stakeholder for advisors) provides periodic meetings for advisors where we intend to offer the possibility to cooperate on the project, **Task: Jan Moudrý is responsible to get the date of meeting and ask the advisors**

2. Advisors will be the gateway to the farmers (snowball method).  
Coverage of different topics within the agrifood sector.
- c. State how you envision the process by which this preliminary set of actors will assemble other actors they deem important for the impact evaluation
  1. *Not relevant*
  2. Farmers will be approached via advisors
- d. Describe how you will ensure that diverse sets of actors are involved
  1. IAEI is the umbrella organisation for the wide range of advisors from all disciplines of agriculture
  2. Ensured via existing linkage between advisors and farmers
- e. State a timeline for this step
  1. In the week from 20<sup>th</sup> to 24<sup>th</sup> of January we will know the time for the advisors meeting and then we can visit the meeting + we have the full maillist (link bellow) of accredited advisors (**Task: Jan Moudrý) and they will be approached and ideally, they will be tasked/hired to evaluate the practice abstracts**)
  2. <http://eagri.cz/public/app/eagricis/Forms/Lists/RegistrPoradcu/RegistrPoradcuListPage.aspx>
  3. After the meeting with advisors. Evaluation questionnaire needs to be revised based on the inputs of advisor's

## 2) Involve

- a. Describe how you will facilitate the actors' involvement, so that each actor can make contributions to the impact evaluation process
  1. Firstly, we test our evaluation questionnaire on the small group of experienced advisors to pre-test the validity and clearness of our questionnaire
  2. During this session the evaluation questionnaire for farmers will be revised based on experienced advisors' expertise.
  3. We will assist and steer the process of evaluation of PA's to be clear on the intention of the questionnaire with proceeding workshop on the evaluation for advisors
- b. Describe how you will ensure that the actors, in doing impact evaluation, are following the NextFood Impact Framework as instructed in deliverable 1.2 (by a workshop session?)
  1. As were closely following and participating on co-creation of 1.2 we could transform its conclusions into questionnaire
  2. We also intend **to get feedback** on challenges for intended NF Impact framework approach as describer in D.1.2 by asking the advisors a short set of questions after they deliver the questionnaire. Either within group discussion, either individually  
**Task: Jan + Viktor [will be formulated after the step "2) a."]**
  3. As were closely following and participating on co-creation of 1.2 we could transform its conclusions into questionnaire
- c. State a timeline for this step
  1. Questionnaire for advisors (done 14<sup>th</sup> January) + feedback questionnaire, after the consultancy session with experienced advisors **Task: Jan + Viktor**
  2. Finalising the questionnaire for farmers ASAP **Task: Jan + Viktor**

3. Pre-test within one month, **Task: Jan Moudrý + Jiri**
4. Redefining the questionnaire by the end of February, **Task: Jan + Viktor**
5. By May we will have the results of the mass PA's evaluation, **TASK: Jan Moudrý**

### 3) Plan

- a. Describe how you intend to facilitate the actors' planning of the impact evaluation
  - i. E.g. will the planning be done in a meeting, or you envision a more ad hoc planning situation?
    - Either on the advisors meeting (organized by IAEI), either individually. Depends on the result from the step 1) b.
    - Either individually with farmers linked with advisers, either on "Pro-bio league" meeting (another source of potential collaborative farmers)
  - ii. Preliminary impact themes (if relevant). Will you focus on product or process aspects, and which levels (Project, intermediary, systemic) level will be in focus? It is important that all levels are at least visible in the final impact index, although some levels may be more relevant than others in the specific pilot
    1. Impact themes are involved within the document: **"Criteria for evaluating of PA's - advisors"** (see Annex A)
    2. Themes/criteria will be further developed after the pre-test
    3. Impact themes are involved within the document: **"Criteria for evaluating of PA's - farmers"** (see Annex B)
    4. Themes/criteria will be further developed after the consultancy with experienced advisors and other advisors who will process their own questionnaire
    5. Advisors will be involved into the evaluation process of farmers. They will prepare/reformulate some **PA's** into the „farmers language“. So we can get the best feedback from farmers about usefulness of PA's and impact on their possible future work.
  - iii. How will you make sure that all initially involved actors equally contribute to the planning process?
    1. We have two options, either we will be able to put this activity into the compulsory actions for accredited advisors in case this will not be possible we will hire them
    2. Either individually with farmers linked with advisers, either on "Pro-bio league" meeting (another source of potential collaborative farmers)
- b. State a timeline for this step
  1. Finalising the questionnaire ASAP + feedback questionnaire ASAP  
**Task: Jan + Viktor**
  2. Pre-test within one month, **Task: Jan Moudrý + Jiri**
  3. Redefining the questionnaire by the end of March, **Task: Jan + Viktor**
  4. By May we will have the results of the mass PA evaluation, **TASK: Jan Moudrý**

### 4) Execute



- a. Describe how you will facilitate and keep track of the execution of the impact evaluation process as the actors have planned it previously
    - 1. We will describe the background of the PA and we will steer the process of evaluation
    - 2. We will describe the background of the PA and we will steer the process of evaluation
    - ii. Describe briefly the intended scope of the pilot (Practice abstracts / Project/s)
      - 1. As above
      - 2. As above
    - iii. How will you make sure that the actors keep track of the challenges, opportunities, and advantages they identify as they do the impact evaluation?
      - 1. By the post-questionnaire/group discussion By the post-questionnaire/group discussion (if applicable), in case that moderated group discussion will be possible we will apply also this step).
  - b. State a timeline for this step
    - 1. As above
    - 2. As above
- 5) Reflect
- a. Describe how you will do the reflection phase of the impact evaluation process
    - i. Do you envision a meeting, during which actors can reflect together on their experience of using the NextFood Framework? Or, do you envision them doing this individually? What methods will you use to collect their insights (interviews, a survey questionnaire, focus groups...)?
      - 1. Pre-testing, questionnaire (ideally right after the meeting), post-questionnaire (details above)
      - 2. To obtain the robust set of evaluations covering most of the disciplines, we may organise another evaluation meeting(s)
      - 3. Will be ensured thanks to the personal presence of the NF team staff during the evaluation process.
  - b. State a timeline for this step
    - 1. As above
    - 2. As above
- 6) Reporting
- a. Describe what you expect to get as an outcome of the pilot; in other words, what will be delivered to the commission (a report, an analysis, a summary, etc.) that will help the team refine the Framework further.
    - 1. Qualitative and quantitative analysis (including the draft for setting up the **Impact index**) + summary to be able to provide report with recommendations
    - 2. Analysis + summary. Ideally the same structure as per the survey targeted on advisors.
  - b. State a timeline for this step
    - 1. Deadline according to NF deliverable plan
    - 2. Deadline according to NF deliverable plan

Activity sheet:

1) Terms of meetings of advisors are clear, but after initial discussion revealed, that it could be difficult to work with whole groups (due to limited language skills and interest of advisors). We will choose personal approach and selected advisors will be contacted individually. Contacting of selected advisors is running and will be finished 'till the end of March.

2) Another suitable target group (brokers of innovative projects) was found. The person from ministry of agriculture responsible for EIP AGRI projects was contacted, during March the personal meeting is planned for preparation of the meeting with the brokers. After this, whole WP5 workshop in Prague will be planned.

3) Questionnaires (farmers, advisors) are ready, pre-testing is planned for 11. 3., full testing, including feedback questionnaire will follow during March-May.

4) reflect a Reporting part will be realised in May

## Annex A

### **Criteria for evaluating of Practice Abstracts – CZE draft for pilot test – version: advisors**

All criterions will be evaluated on the scale from 1 to 4 (from high relevance to low relevance) + **commented by advisors. Both levels will be analyzing.**

All criterions have the same wage.

All criterions can be statistically evaluated (mean, median, variability etc.)

#### **1) Relevance**

The relevance of practice abstract (PA) for practitioners.

a) How you will rate the relevance of PA for practitioners within the agri-food sector?

1      2      3      4

Could you please briefly describe it?

b) How you will rate the **usage** of PA for practitioners within the agri-food sector?

b.1) on regional level

1      2      3      4

Could you please briefly describe it?

b.2) How you will rate the legislative barriers of usage of PA for practitioners in Czechia within the agri-food sector?

1      2      3      4

Could you please briefly describe it?

#### **2) Efficiency**

a) Time

How time consuming will be transfer of innovation from PA to practice?

1      2      3      4

Could you please briefly specify and describe it?

b) Resources

How expensive will be the transfer of innovation from PA to practice?

1      2      3      4

Could you please briefly specify and describe it?

#### **3) Importance of PA's:**

a) What is the **Importance** of PA for creation of new markets or increasing visibility on existing markets?

1      2      3      4

Please specify why/how?

b) What is the **Importance** of PA for environmentally-friendly behaviour?

1      2      3      4

Please specify why/how?

#### **4) Innovativeness of PA's:**

Please, rate the level of innovativeness of PA...:

a) Process

1      2      3      4

b) Product (new product)

1      2      3      4

c) Marketing

1      2      3      4

d) Organizational

1      2      3      4

Could you please briefly describe it?

**5) Sustainability** (See the table 4: “structural components” in Sustainability Impact Framework)

Can you rate the importance of PA for \_\_\_\_\_ sustainable solutions for practitioners?

a) economic

1      2      3      4

b) environmental

1      2      3      4

c) social

1      2      3      4

Please, specify at least at one indicator (economic/environmental/social) what you see challenging, interesting, advantageous:

## Annex B

### **Criteria for evaluating of Practice Abstracts – CZE draft for pilot test – version: farmers**

All criteria will be evaluated on the scale from 1 to 4 (from high relevance to low relevance) + **commented by farmers. Both levels will be analyzing.**

All criteria have the same weight.

All criteria can be statistically evaluated (mean, median, variability etc.)

#### **1) Relevance**

The relevance of practice abstract (PA) for practitioners.

a) How you will rate the relevance of PA for practitioners within the agri-food sector?

1      2      3      4

Could you please briefly describe it?

b) How you will rate the **usage** of selected PA's for you within the agri-food sector?

b.1) on your regional level

1      2      3      4

Could you please briefly describe it?

b.2) How you will rate the legislative barriers of usage of selected PA's for you in Czechia within the agri-food sector?

1      2      3      4

Could you please briefly describe it?

#### **2) Efficiency**

a) Time

How time consuming will be transfer of innovation from PA to practice?

1      2      3      4

Could you please briefly specify and describe it?

b) Resources

How expensive will be the transfer of innovation from PA to practice?

1      2      3      4

Could you please briefly specify and describe it?

#### **3) Importance of PA's:**

a) What is the **Importance** of selected PA's for creation of new markets or increasing visibility on existing markets in your specific case?

1      2      3      4

Please specify why/how?

b) What is the **Importance** of selected PA's for environmentally-friendly behavior in your case?

1      2      3      4

Please specify why/how?

#### **4) Innovativeness of PA's:**

Please, rate the level of innovativeness of selected PA's in your specific case...:

a) Process

1      2      3      4

b) Product (new product)

1      2      3      4

c) Marketing

1      2      3      4

d) Organizational

1      2      3      4

Could you please briefly describe it?

**5) Sustainability** (See the table 4: "structural components" in Sustainability Impact Framework)

Can you rate the importance of selected PA's for \_\_\_\_\_ sustainable solutions in your specific case?

a) economic

1      2      3      4

b) environmental

1      2      3      4

c) social

1      2      3      4

Please, specify at least at one indicator (economic/environmental/social) what you see challenging, interesting, advantageous: