

## Identifying functional characteristics that enable learning in demonstrations: a discussion paper

Julie Ingram<sup>a</sup>, Hannah Chiswell<sup>a</sup>, Jane Mills<sup>a</sup>, Lies Debruyne<sup>b</sup>, Hanne Cooreman<sup>b</sup>, Alex Koutsouris<sup>c</sup>, Eleni Pappa<sup>c</sup>, Fleur Marchand<sup>b</sup>

<sup>a</sup> Countryside and Community Research Institute, University of Gloucestershire LBG (CCRI), [jingram@glos.ac.uk](mailto:jingram@glos.ac.uk)

<sup>b</sup> Flanders Research Institute for Agriculture, Fisheries and Food (EV ILVO), [lies.debruyne@ilvo.vlaanderen.be](mailto:lies.debruyne@ilvo.vlaanderen.be)

<sup>c</sup> Dept. of Agricultural Economics & Rural Development, Agricultural University of Athens, [koutsouris@aua.gr](mailto:koutsouris@aua.gr)

**Abstract:** *Demonstration farms have a long tradition and have proved to be effective means of addressing problems and testing solutions at the farm level. However, demonstrations are operating in an increasingly complex and diverse arena of new policy and commercial imperatives, volatile costs and markets, changing farm structure, new technological and ICT advancements, and fragmented agricultural knowledge systems. They are also funded, initiated, coordinated and delivered by multiple actors and arrangements (programmes, networks etc) active at different spatial and temporal scales and aiming to achieve a range of objectives. These new demands and contexts call for a renewed understanding of the approaches used and the concepts that underpin them, in particular those relating to farmer learning in the demonstration.*

*The multi-faceted demonstration 'learning system' creates different contexts or conditions that enable learning. Of these contexts and conditions, structural and functional characteristics provide a good framework for analysis. This discussion paper aims to identify the key functional characteristics that enable learning in demonstrations. First theoretical insights into different forms of learning (single and double-loop) and social learning processes are considered. Following this, the functional characteristics that enable learning at programme level (e.g. strategies and approaches) and at farm and event level (e.g. mediation techniques) are discussed with reference to different forms of learning. This paper is taken from work in the EU H2020 project AgriDemo-F2F project and complements two other papers in this IFSA session which examine the structural enabling environment and the cognitive processes of farm level peer to peer learning. An increased understanding of how learning through demonstration can be enabled in an increasingly complex context will help to develop institutions and programmes that aim to foster innovation in sustainable agriculture.*

**Keywords:** *demonstration, farmer learning, structural characteristics, functional characteristics, AgriDemo-F2F project*

## Introduction

Demonstration farms have a long tradition, and have proved to be effective means of addressing problems and testing solutions at the farm level (Angell et al., 2004; Bailey et al., 2006). Providing, as they do, the opportunity for farmers to: discuss issues with both peers and experts, jointly solve problems, monitor experiments, observe and compare practices in similar contexts to their own, as well as experience hands-on activities, they are well placed to foster learning and behavioural change. As such, they have become an established component of a number of advisory and extension systems and provide the blueprint for a number of different on-farm group learning formats (Vanclay, 2004; Coutts, 2005).

Demonstrations, however, are having to operate in an increasing complex and diverse arena of new policy and commercial imperatives, volatile costs and markets, changing farm structure, technological innovations and ICT advancements, and fragmented agricultural knowledge systems. Furthermore they are situated within, and are not independent of, a wider advisory landscape and AKIS in which innovation is considered the result of a process of networking and interactive learning among a heterogeneous set of actors, such as farmers, input industries, processors, traders, researchers, extensionists, government official, and civil society organizations (Hall et al., 2006; EU, 2012). As a result, demonstrations are funded, initiated, coordinated and delivered by multiple actors and arrangements (programmes, networks etc) active at different spatial and temporal scales, that aim to achieve a range of objectives.

These new demands and contexts call for a renewed understanding of the approaches used and the concepts that underpin them, in particular those relating to farmer learning in the demonstration. There is a good understanding of the multiple elements that contribute to the process of learning and acquiring knowledge in the farming context (Millar and Curtis; 1997; Kilpatrick and Johns., 2003; Vanclay, 2004; Leeuwis, 2004), and of the different forms and levels of farmer learning taking place (Eshuis and Stuiver, 2005; Coudel et al., 2011; Sewell et al., 2014), and the adult cognitive learning processes active at the farm level (Percy, 2005; Duveskog et al., 2012). However, our understanding of learning in demonstrations is less well developed, and there has been little analysis of how such learning might be *enabled* through appropriate *structures* (actors, networks, governance arrangements) and *functions* (processes and practices that support learning).

This discussion paper aims to identify the key *functional* characteristics that enable learning in demonstrations. It is taken from work in the EU H2020 project AgriDemo-F2F project and complements two other papers in this IFSA session which examine the *structural* enabling environment (Pappa et al., 2018) and the cognitive processes of farm level *peer-peer learning* (Correman et al., 2018) respectively. Collectively these contribute to the project's analytical framework. An increased understanding of how learning through demonstration can be enabled in a complex context will help to develop institutions and programmes that aim to foster innovation in sustainable agriculture.

The paper provides a narrative review which presents, and builds on, the state of the art with respect to the main topic – enabling learning in demonstration farms. It draws on a wide body of literature which covers farmer learning, firstly with respect to theoretical insights, and secondly with respect to effective demonstration programmes and activities. In doing this it provides the building blocks for the analytical framework in terms of the relevant *functional* characteristics<sup>1</sup>.

---

<sup>1</sup> It was not the intention to conduct an exhaustive literature review. A preliminary literature search using search terms (Science Direct, Google Scholar) “farm demonstration” AND “learning” returned very few results in the academic literature (1990-present).

Following a short section that defines demonstrations, three main sections are presented. The first describes the importance of context when analysing demonstrations and sets out the rationale for a framework of structural and functional characteristics for understanding the enabling environment for learning. The second section provides theoretical insights into different forms of learning and social learning processes, and discusses how these might be fostered in demonstrations. The third section examines how learning can be enabled in demonstrations, looking first at functional characteristics related to learning at programme level (e.g. approaches and strategies) and then at farm and activity (event) level (e.g. communication mediation techniques). Following these sections a summary on enabling characteristics is presented before a final conclusion.

## **Demonstrations - definitions**

As discussed above demonstrations can be thought of as operating at multiple levels in complex systems. Although there will be diverse goals, attributes, actors, networks and functions in each level, in very general terms, goals are often established at an organisational (public or private) level and then operationalised through individual or networks of demonstration farms and activities (events) using appropriate demonstration activities (hosts, facilitation, techniques).

A *demonstration activity* (or event) can be defined as: the diverse means for providing farmers with “an explanation, display, illustration, or experiment showing how something works” (Collins English Dictionary)<sup>2</sup> that can be subsequently applied in their own farming practices to bring about positive changes on their farm. These take place on *demonstration farms*, meeting places where dissemination of knowledge and information occurs, advice is provided, solutions and tools are designed and implemented as well as controlled, on-the-farm research is conducted (Kielbasa and Kania, 2015). Demonstration farms can (but not always) operate or collaborate within a *programme/network or project*, an entity which organises, connects, coordinates or utilises demonstration farms and activities according to their own objectives. These can include formal or informal social networks which have been found to be effective in delivering demonstrations (Creaney et al., 2015). Within these levels the objectives, actors, nature of the demonstration vary and can range from formalised regular events at formal long- term experimental farms, to one-off industry or farmer organised events, to group facilitation and discussion around different farms (e.g. monitor farms, farmer field labs). They are planned around achieving a different outcome for: agronomy, animal husbandry, farm business, farm diversification, compliance with regulations, and good farm practice, and sustainability, to name a few, and coordinated and delivered by actors such as farmers, advisers, facilitators, technical experts, researchers, industry actors. Thus, one would expect such arrangements to compound the complexity of learning and adoption processes (Hill et al., 2017).

## **Enabling learning- the importance of context - a framework for structural and functional analysis**

This multi-faceted ‘learning system’ creates different contexts or conditions for learning<sup>3</sup>. As noted by others, agriculture and farming need to adapt to these more “loosely structured environments”(Coudel et al., 2011:121). In such conditions learning is not simply a question of agency but also of enabling structures. According to Giddens (1984)<sup>4</sup> agency is

---

<sup>2</sup> <https://www.collinsdictionary.com/dictionary/english/demonstration>

<sup>3</sup> Learning can be defined as the process of acquiring knowledge or skills through study, experience, or being taught (Prager and Creaney, 2017)

<sup>4</sup> This relationship between actors’ agency and social structure is described in Giddens’ (1984) structuration theory where actors are embedded in and operate within the determinants of their

determined by the structural properties of social systems, arguably therefore resources and competences that an actor or organisation has, and institutional features and structures (i.e. their institutional environments), all enable learning<sup>5</sup>. This is the basis of theoretical perspectives that incorporate the situational or contextual elements of learning (e.g. Wenger, 1998; King and Jiggins, 2002). This view is also captured in the AIS framework which describes the macro-level structures and drivers (institutions, market etc) that determine innovation and learning; and in the AKIS framework which describes the linkage between actors and organisations, often with a view to how learning in networks can be fostered or facilitated (Hermans et al., 2017). In line with this, taking an innovation systems perspective, Hekkert (2007) proposed structural and functional analysis to identify the determinants of technological innovations and to assess how well an innovation system is functioning. The structural components are the presence of actors, networks and institutions, actors' capabilities or institutional capacities while the functional components of the innovation systems include the knowledge development activities.

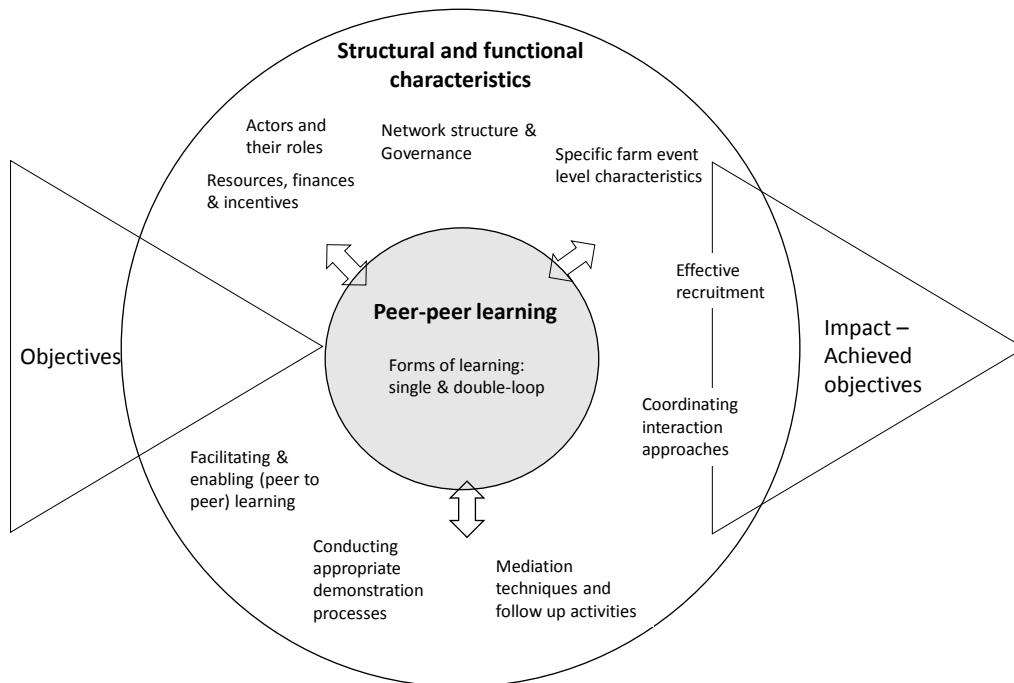


Fig 1 An analytical framework that embeds the analysis of peer to peer learning within the context of interacting structural and functional components which enable learning

Although developed to describe technological innovation, the notion of structural and functional analysis is particularly suited to understanding the demonstration context. In the literature concerning the effectiveness of on-farm demonstrations in achieving learning, a wide range of interrelated structural and functional characteristics are identified which enable farmer learning. The structural characteristics differ according to the actors involved, and their roles; the institutions, organisations, and network structures and governance and

environment. Giddens theory implies that there is a reflexive relationship between actors and their institutional environment, in which actors are conditioned by their environment, but they also adapt to and change their environment.

resources available; as well as the characteristics related to the demonstration farm (geographic location, accessibility) and to the intended audience. Functional characteristics are related to demonstration activities (at programme and farm level), functions and processes which determine the practices developed to support learning, and include many different aspects: from coordinating effective recruitment, developing appropriate interaction approaches and conducting appropriate demonstration processes to enable and facilitate learning; and using diverse mediation techniques, tools and follow up activities. Using this we propose a framework which embeds the analysis of peer to peer learning within the context of interacting structural and functional components (Figure 1). This framework allows the relationship between learning at the farm demonstration level and the wider enabling environment to be studied.

This paper reviews selected functional characteristics which enable farmer learning at the farm demonstration level, while Pappa et al., 2018 (this session) review the structural characteristics.

## **Enabling learning: theoretical insights relevant to demonstrations**

### ***Multiple elements contribute to learning***

Currently, there is no *one* theory or concept of learning which covers all the potential learning processes in demonstration, nor addresses all levels of learning. There is a large body of literature on knowledge, knowing and learning that is relevant to demonstration from different contexts: agriculture (e.g King and Jiggins, 2002; Schneider et al., 2009; Lankester, 2013), knowledge transfer (Joshi et al., 2007); technology and innovation (Hoogma et al., 2002), natural resource management (Keen et al., 2005; Blackmore, 2007; Medema et al., 2014), education (Kolb, 1984; Percy, 2005), learning economy (Lundvall and Johnson, 1994); communities and social movements (Wenger, 1998); organisations (Argyris and Schön, 1996). As Blackmore (2007:2) observes “There are many theories about what enables us to know or to develop knowledge. There is also a wide range of ideas coming from many different disciplines, about what constitutes learning”. It is not the intention to review these ideas here but to identify aspects relevant to enabling learning in the demonstration context.

In agriculture, multiple elements contribute both to the process of learning and to the contextual factors that enable this learning (Coudel et al., 2011; Leeuwis, 2004). Medema et al., (2014), for example, identified content factors, context factors (external and internal), process factors and individual attributes as key drivers and conditions that facilitate multi-loop social learning; while, from a different perspective, Lankester (2013) described the many components that influence the who, what, and why of individual learning. Others confirm the social and contextual nature of learning and this has also been observed for the process of a farmer adopting a new technology or practice which is known to be influenced not only by the characteristics of the farmer and the innovation, but also by the broader social environment (Pannell et al., 2006; O’Kane et al. 2008). Aligned to this are notions of learning as a continual and integrated psychological and social process of knowledge creation rather than a fixed process focused on outcomes (Lankester, 2013).

### ***Different forms of learning***

Learning processes are steered by the overall objectives and subject of the programme or intervention. This can be a new technology, innovation, novelty or artefact (e.g. a machine, a seed, a database) or a strategy (the ways an agent responds to its surroundings and pursues its goals), or a combination of both (Douthwaite et al., 2009). While some

technologies or innovations require incremental learning, learning about concepts such as sustainability requires changes in values, representations (Keen et al., 2005), goals (Lankester, 2013), or even skills. Each of these changes will demand different learning approaches, and different mediation approaches and techniques.

From the point of view of enabling learning to achieve objectives, there is a need to examine and understand the nature of, or the different forms, of learning. From one perspective learning is fundamentally about achieving individual short-term change, specifically the “act or process by which behavioural change, knowledge, skills, and attitudes are acquired” (Knowles et al., 1998). In the agriculture context this is often achieved by providing information through different formats to help farmer improve management practices and increase productivity and profitability. From other perspectives learning is more about building capacity, putting in place the capacities for learning, this can be at an individual or group level. With respect to individuals this can be in terms of providing triggers for change, improving analytical skills, critical thinking, the ability to make better decisions, and familiarity with practices; while at a group level it can happen by formulating networks and exposing participants to debate and others’ ideas (Waddington et al., 2014). At this deeper level, empowerment and enhanced capacity to learn are seen as indicative of improved and more transformative learning<sup>6</sup> (Duveskog et al., 2011, Percy, 2005).

This capacity building is said to strengthen confidence and farmers’ self-reliance, build community conscience, activate social life, and build social capital. The challenge of sustainability is seen as requiring at least this sort of ‘second-order’ social learning (Röling, 2002) or adaptive learning (Darnhofer et al., 2010). However, providing the ‘audience’, such as demonstration participants, with both the means for incremental learning as well as the capacity to change are important, particularly as “an individual’s decision about an innovation is not an instantaneous act. Rather, it is a process that occurs over time and consists of a series of different actions and experiences” (Rogers, 2003: 169).

The differences in the nature of the learning can be described in terms of the concept of learning loops. Originally developed by Argyris and Schön (1996) to explain the types of learning that characterise changes in group routines in collaborative contexts. Single-loop learning<sup>7</sup> is understood as changing the way of working within a set frame of thought through incremental learning. Single-loop learning can be described as ‘following the rules’ while correcting errors by changing routine behaviour. This type of (incremental) learning can also be referred to as learning new skills and capabilities through incremental improvement, doing something better without examining or challenging underlying beliefs and assumptions. Double-loop learning refers to learning that alters underlying values, rules, and assumptions. In double-loop learning, individuals and groups reflect, not only on whether deviations have occurred and how to correct them, but also on whether the ‘rules’ should be changed. Double-loop learning occurs by fundamentally revisiting and reshaping underlying assumptions and patterns of thinking and behavior (reframing) (Coudel et al., 2011; Medema et al., 2014). Another level of triple loop learning has been added to explain the learning dynamics that occur when a new collective structure emerges within a changing environment. This emphasises reflection and ‘learning to learn’ and is aligned to transformative learning impacts which entail a deep-seated shift in perspective (King and Jiggins, 2002).

Although Argyris and Schon (1996) consider that single-loop is developed through exchanges among a few individuals within a group, for double-loop learning to occur, a

---

<sup>6</sup> Transformative learning theory is considered uniquely adult and as situated in human communication, where ‘learning is understood as the process of using a prior interpretation to construct a new or revised interpretation of the meaning of one’s experience in order to guide future action’ (Mezirow, 1996: 162).

<sup>7</sup> ‘Zero’-loop learning can be achieved simply by a transfer between two individuals.

stable organisation must exist, while triple-loop learning mainly applies to organisations in constant motion. However, these ideas have been applied to individuals or groups, furthermore, rather than a rigid schema, commentators have noted that there is an intertwining of single-, double-, and triple-loop, and this makes this concept suited to understanding learning (of all actors) in the multi-faceted demonstration arena.

Learning loops have been applied to natural resource management, adaptation and farming contexts (Duveskog et al., 2011; Coudel et al., 2011). Toillier et al. (2014), for example, identify three types of changes as an outcome of the learning. The first is a change in agricultural practices, without impact on the overall functioning of the farm. The second is a systemic change corresponding to a change in the farmer's objectives and his/her routines of organising productive activities. The third change is of the farmer's 'frame of reference' itself, i.e., of all his/her representations and assumptions resulting from acquired experience and which orient perceptions of experiences to come, leading to what Mezirow (1991) calls transformative learning.

There is also correspondence with first- and second-order learning levels (Hoogma et al. 2000<sup>8</sup>; Blackmore, 2007); and with the levels of reflection in Kolb's notion of experiential learning in which he defined learning as: "the transformation of experience into knowledge" (Kolb, 1984: 47). This sees reflection and the handling of information as explicit components of a learning cycle. In the same way Darnhofer et al. (2010) point out that in adaptive learning, quantitative information is often less important than understanding the 'rules of the game' and how these rules change. Monitoring through feedback systems allows farmers to learn about the options available in their context, and therefore actively adapt their farm management. They point out that due to the uncertainty and unpredictable nature and the variable farming contexts, there are no single solutions and argue that "Learning is thus not seen as an objective attempt to understand the 'world out there', but as based on a relational understanding of reality: learning allows for a new perspective of challenges and for perceiving new possibilities" (p549). To increase the number of learning opportunities and to structure them, it is useful to experiment and monitor the outcomes, as this allows widening the repertoire of options in case of changes in the context.

These insights are relevant to demonstrations in terms of the desired outcome. Where the objective is to provide information on a particular innovation a single demonstration event for example, this act of acquiring knowledge can be described using the single-loop learning concept. If the objective is to build capacity, or to impart information about sustainability which requires some reframing as part of second-order or double-loop learning, then this demands a longer term programme of activities (events) to enable reflection and reassessment of values and assumptions.

### ***Interactive social learning***

Learning theories tend to take an individual-centric or social learning perspective depending on their origin and application. Although theories are often modelled on individual learning with individuals as the primary learner, particularly those from education which examine adult cognitive processes, learning is regarded as an individualised-social process in recognition that the social context is important (Lankester, 2013).

Since demonstration activities foster discussions and group interaction they are well placed to bring about shared learning. When individuals develop these shared understandings of a

---

<sup>8</sup> In the transition/innovation literature Hoogma et al. (2000:58) distinguishes between first and second order learning: "First-order learning refers to learning about the effectiveness of a certain technology to achieve a specific goal. First-order learning aims to verify pre-defined goals, to reach goals within a given set of norms and rules. Second-order learning refers to learning about underlying norms and assumptions and is about questioning these norms or changing the rules" (cited in Raven, 2005:42).

problem, this is characteristic of social learning. Social learning can involve different perspectives of a situation that move to shared perspectives, which are then used to address a problem (Röling, 2002). Social learning advocates an interactive (participatory) style of problem solving with outside intervention taking the form of facilitation (Leeuwis and Pyburn, 2002). There are multiple definitions of social learning which relate to adaptive management, dynamic processes of continuous sense making, experiential learning, feedback and monitoring, and stakeholder resolution of problems (Blackmore, 2007; Darnhofer et al., 2010). King and Jiggins (2002) point out that the mutual premise is the need for facilitating this social learning in purposeful and systematic way in the context of managing the change process in complex environments. This has significance for the effective coordinating of demonstration programmes, activities (events).

Perspectives that relate to social, collaborative and inter-personal learning are particularly relevant to demonstrations as these are practiced in an interactive setting. Collaborative and participatory learning experiences that develop trust, encourage dialogue and prompt individuals to critically reflect on assumptions of the world are an important part of learning, and in particular learning that enhances sustainability (Darnhofer et al., 2010). Interactive learning also helps understanding of the combination of scientific knowledge and practical experience often necessary for success in a demonstration project. Indeed a key role of demonstration farms is as a fora for combining different types of knowledge, e.g. experiential and experimental knowledge from different actors.

In situated learning theories, Wenger (1998) stresses the importance of activity as well as of the appreciation of the local understanding of practitioners. They offer an understanding of learning as a collective experience with activity (not the individual) being the unit of analysis. Collective learning often as Communities of Practice relies on the ability of people to share their concepts of activity. These processes of collective problem solving are described by Leeuwis (2004) as active learning.

These theoretical insights are relevant to understanding learning in demonstrations at all levels. Programme (or organisational level) and a demonstration farm/ activity (event) level learning are distinguished in the next section. For each level, selected functional characteristics that enable learning are presented. At the programme level the focus is on the overarching approaches used to support learning and how they can incorporate user-involvement; at the farm level the focus is on providing interactive spaces (using diverse mediation techniques, tools) for active learning with good facilitation.

## **Enabling learning in demonstrations**

### ***Enabling learning at programme level***

#### ***Choosing an approach to suit the objectives***

The overall approach to interaction adopted at the programme level is important in enabling learning in all the demonstration farms and activities. Here the term approach or strategy is used to describe the overall model used for the 'provider-user' relationship, advisory method and target group. Black (2000), for example, described linear 'top-down' transfer of technology; participatory 'bottom-up' or producer-led approaches or one to one advisory. Participatory approaches and methods have been associated with a number of benefits including higher rates of adoption and practice change; positive effects on yield, income and productivity; increased knowledge and skills associated with empowerment; and the availability of peer support (Coutts, 2005). However, whilst there has been a shift in practice towards more participatory network-led approaches in agricultural learning and innovation, top-down institution or industry driven approaches are still appropriate, where information



about a scientific innovation or technology needs to be communicated or demonstrated (Black, 2000). In practice the two often co-exist or run concurrently.

A programme or organisation (public, private, NGO) providing advice may want to influence different kinds of decision making, such as adoption or management of a technology, a change in farming systems, or collective decision making on resource use, or policy implementation (van den Ban, 2000). Ultimately the approach applied needs to suit the objectives or the purpose (and topics) of the demonstration activities run by the programme, and the intended audience. This, underpinned by the programmes' overarching principles or philosophy, provides the rationale for the choice of approach. Discussing this, Leeuwis (2004:29) notes "communication for innovation can take many forms, not just in terms of the methods and techniques used, but also with regard to the wider intervention purpose, which relates closely to the assumed nature of the problematic". He identified different communication approaches or strategies (e.g. collective action bottom-up) referring to the way in which communicative intervention is supposed to contribute to problem solving. Here the distinction can be made in strategies between those fostering incremental change and adoption of discrete technologies as opposed to those supporting reflection and a change in values for a shift towards sustainability. However in practice the distinction might not so clear. For example longer-term participatory approaches can allow iteration and continuous reflection through progressive processes (e.g. creating awareness of new opportunities; deciding to adopt; adapting and changing practice; and learning and selecting) and are described as effective both for incremental learning about topics and capacity building (Douthwaite et al., 2009).

Leeuwis (2004) identified communication functions which are relevant within each of the strategies; functions like 'information provision', for example, can be relevant to all sorts of strategies. This is demonstrated in this definition of demonstrations, "[demonstration represents] the function of providing need- and demand-based knowledge in agronomic techniques and skills to rural communities in a systematic, participatory manner, with the objective of improving their production, income and (by implication) quality of life" (Haug, 1999). In this case there is a particular orientation towards productivity goals however the suggested means for achieving this are through demand-led participatory methods often associated with more diffuse and long-term goals.

### *Building in processes for user-involvement*

Collaborative, and co-governance models that aim to empower farmers' engagement, may contribute significantly to effective demonstration programmes. This is in line with adult learning theories (Knowles, 1984), which recognise that adults need to be involved throughout the whole process of their instruction/learning. Involving farmers in the learning process, and making them accountable for their own learning, not forcing them to learn something, should foster a sense of ownership and autonomy. This proves very effective in adult education and links with motivation of the learner. In practice this means that the more the local farmers and institutions can be involved in the whole process of a demonstration, the greater will be their self-confidence and readiness to participate and learn. This is backed up by evidence from monitor farms in Scotland (Watson Consulting, 2014) where it was found that the social nature of repeated meetings contributed to participants becoming more likely to engage in networks, taking up leadership or representative roles, becoming more confident at speaking in public, being more willing to adopt new farming methods, and being more willing to share learning, information and practices with others.

Furthermore, with respect to learning, many of the principles of bottom-up approaches can benefit all forms of demonstrations, for example ensuring a degree of user-involvement at every stage of the demonstration, including facilitating interaction with farmers during the

design of demonstration, identifying co-designing experiments, etc. (Macey and Brown, 1990; Leeuwis, 2004). Thus, a crucial duty of the coordination or programme team, according to the literature, is to ensure an overall collaborating process across the demonstration programme. Close and regular cooperation and communication between different actors, e.g. in the form of a permanent cooperation calendar (meetings, seminars, etc.) can aid the overall programme effectiveness (Kiełbasa and Kania, 2015).

These insights about approaches and involving users highlight the importance of embedding agreed principles (e.g. collaborative principles) throughout the programme activities (planning, design, training, selection of facilitators and hosts, mediation techniques, evaluation). These decisions are fundamental to how the programme is operationalised at the farm and activity (event) level. For example, to gain full benefit from participatory approaches a long-term plan (and funding) for repeated demonstration activities is required. In this respect there is notable link to both the goals and objectives and the structural characteristics of a demonstration programme since actors, networks and governance models are an essential component of shaping such a programme.

Involving users and having the means for joint reflection on how to correct deviations and on whether the 'rules' should be changed, can arguably enable single and double-loop learning in demonstration programmes (individuals and groups). Opportunities to reflect and learn may also lead to triple loop learning and allow for institutional changes, such as changes in structures, policies, programs, rules and decision-making procedure and fundamental changes in governance systems (Medema et al., 2014). Structural changes will need to change correspondingly and in turn these will enable different forms of learning at the farm level. It is worth noting that there are tensions as well when involving users in participatory extension (Prager and Creany, 2017).

### ***Enabling learning at farm (and activity or event) level***

At the demonstration farm (activity or event) level the approaches discussed above are operationalised as communication and mediation techniques and tools. These vary, they can include group facilitation, conventional teaching methods, benchmarking, visualisation etc. The principles behind these are reviewed here. The effect of different actors (demonstrators, participants etc), size of group, type of demonstration, regularity of events on learning in demonstrations is described by Pappa et al. (2018).

### ***Providing a space for interactive learning***

The extent to which demonstration activities enable peer to peer interaction, is seen as an important demonstration function. The significance of learning from other farmers through discussion, local networks, farmer-farmer ties, and peer to peer advice networks has been demonstrated in a number of studies (Isaac et al., 2007; Baumgart-Getz et al., 2012; Schneider et al., 2009); and is highly relevant to demonstration farms and activities (events).

A key function of a demonstration activity (event) is to provide a positive and open learning environment, where farmers are able to ask questions, engage in discussion and talk openly; the time/space for questions and probing; and the opportunity for participants to come up with their own conclusions and have opportunity to guide the learning agenda (Millar and Curtis, 1997).

---

<sup>9</sup> Macey and Brown (1990, p234) referring to demonstration of energy technologies support this and list the following reasons for success or failure of demonstration projects: (1) user involvement is crucial at all stages of demonstration projects to facilitate information and learning, (2) project design should not be rigid to allow user input and modifications to improve effectiveness, (3) careful planning to take account of market readiness and user participation, (4) dissemination of results and evaluation information should be included in the project design

Learning through negotiation, dialogue, debate, questioning and reflection are concepts that are relevant to peer to peer learning at demonstrations. Agricultural and contemporary educational theories support the view that social dialogue brings about learning, especially learning in which social interaction with more competent 'others' can be mediated through dialogue. Dialogue is not only a means of communication, but it is also a means to generate new ideas, negotiate understandings and build knowledge (Sewell et al., 2014). This is supported by Keen et al. (2005) who argue that effective learning dialogues need to be processes that create the space and time for a range of different types of dialogue, in particular: a) disciplined debate b) interpersonal exchanges: smaller group meetings to build trust and a learning environment and c) creative dialogues: regular meetings with open agendas to nurture relationships. Previous research has shown that educational programmes similar to Farmer Field Schools, which engage participants pedagogically in direct learning experiences and encourage critical reflection on individual experience within the context of group dialogue, often foster transformative learning (Mezirow and Associates, 2009). Enabling these can provide both immediate learning opportunities (single-loop) but also allow reflection on values (double-loop) and help to build competences and capacity over time.

Aligned with this is the view that interaction should trigger reflections upon current circumstances, and an important feature of learning groups concerns the engagement among holders of different forms of knowledge allowing, in turn, for transformative learning. Hubert et al., 2012:180) argues that "creating a purposefully designed 'space' or 'platform' which brings together different views allows for the creation of synergies. The value of bringing together different knowledges and combining local and expert knowledge has also been highlighted (Darnhofer, 2010). When these are opposing and conflicting, time is needed for a period of alignment and reflection to allow learning (Eshuis and Stuiver, 2005).

#### *Enabling learning from experience and learning by doing (active learning)*

Fundamentally demonstrations are about providing information and evidence (thereby reducing uncertainty) about new practices and technologies, whether through experiment or example. A core part of this process is about providing practical experience to solve problems. Hoogma et al. (2002) point out that practical experience is necessary to generate knowledge required to accommodate introduction of new technologies – such knowledge needs to be tested in practice. Within the framework of participatory and demand-driven extension, hands-on practical learning in Farmer Field Schools emerged as a means of facilitating critical decision-making skills among farmers to deal with complex farming problems (Duveskog et al., 2011).

A key function of a demonstration activity is to offer the opportunity to engage observers in the demonstration process. The pedagogical benefits of hands-on activities have been widely recognised elsewhere. The implications are that the ability of farm demonstrations to offer the time and space to be involved in such activities is key. With specific reference to farmer demonstrations, Millar and Curtis (1997) recognised how interactions between participants were most significant when practical activities were deployed. Hancock (1997) identifies a key function of extension activities as providing the opportunity for farmers to apply practices – the opportunity to do so enhances learning and understanding." La Grange et al. (2010) suggest that opportunities for farmers to be involved as, what they describe as, 'co-contributors' to the activities, reinforce learning outcomes. With respect to learning theories this aligns to the notion of active learning and learning-by-doing. The adoption literature also identifies the importance of observability and trialability which are relevant since demonstrations can provide the opportunity to trial, albeit by proxy, and observe (Rogers, 2003; Bailey et al., 2006, Ndah et al. 2011). Again these processes provide both incremental learning opportunities but also allow reflection and help to build

capacity over time. Some demonstrations, for example those on monitor farms, also provide the opportunity for benchmarking (Creany et al., 2015). This experimenting and monitoring is a key dimension of adaptive learning according to Darnhofer et al. (2010) allowing reflection and continuous assessment.

With respect to other mediation techniques, Leeuwis (2004) also advocates the inclusion of visualisation techniques – particularly concerning issues that cannot easily be seen, e.g. pollution of ground water, to raise farmers' awareness of certain issues. In these instances, demonstration activities should look to methods that allow the visualisation of the problem, such as in field simulations, diagrams or mapping to foster discussions. The design of mediation and communication tools, such as farmer-presented instructional videos or farmer-written blogs can amplify the effectiveness of extension activities and confer a number of benefits. For example, Gandhi et al. (2009) recognise how the 'excitement' of appearing in participatory instructional videos motivated local farmers and their communities and reduced the 'distance' between farmers and the 'experts'. Sewell et al. (2014) support this describing the value of designing multi-sensorial experiences in farmer learning activities (events) including walking, talking, listening, observing, tasting, smelling.

### *Mediating and facilitating interaction and learning*

Ensuring effective mediation in the process of demonstration is important to enable learning (Gandhi et al., 2009). A mediator can be an expert demonstrator or facilitator. As a demonstrator they should be good communicators, trusted, respected and credible, have local connections, understanding, and experience. If acting as expert advisers at demonstrations, a high level of specialist knowledge and progressivity of the adviser is required (Elmquist and Krysztoforski, 2015); they need to possess both experience and expertise (knowledgeable in the relevant field) (La Grange et al., 2010).

Facilitators need different skills to help make groups perform more effectively. Outside intervention taking the form of facilitation is at the core of collaborative learning and problem solving (Leeuwis and Pyburn, 2002). Facilitation formalises and organises the learning environment and learning processes. It manages critical discussion among participants with the view that over time, deeper levels of understanding, inquiry, and innovation can be created; it thus enables effective learning. Compared to other actors (opinion leaders, champions, linking agents and change agents) facilitators' overarching role is to assist (individuals or groups) through the process of demonstrating a change in practice. Facilitators should foster active listening, learning and questioning by providing (confrontational) feedback, raising questions, stimulating people to talk, as well as translating and structuring information, and educating/training, depending on their remit (Leeuwis, 2004). The important link between facilitation and social learning has already been noted.

### *Taking account of the variation in farmers' learning capacities and contexts*

Long (2004) recognises there is no such thing as a 'stereotypical' adult learner. Taking account of the variation in learning capacities and learning styles of individual farmers and their diversity of knowledge and skills is an important part of enabling learning (Millar and Curtis, 1997; La Grange et al., 2010). Trigger factors, why the farmer is learning, the learning style, the nature and source of knowledge and the time span (Toillier et al., 2014; Kilpatrick and Johns, 2003) are all important factors that need to be accommodated in demonstration activities.

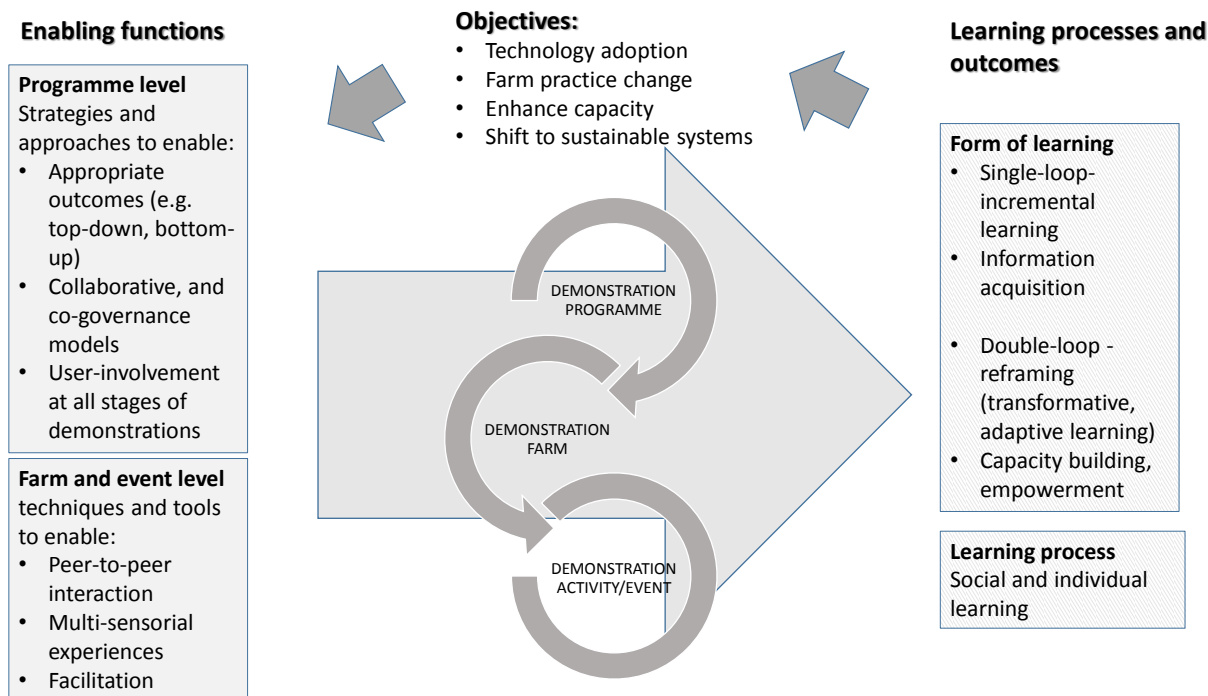


Figure 2. Linking objectives, enabling functional characteristics and forms of learning at programme, farm, and activity demonstration levels

## Summarising enabling functional characteristics

The link between the demonstration objective, the functional characteristics and different forms and processes of learning is clear (Fig 2). Theoretical perspectives (hatched boxes) suggest that learning is a social process; and that it can be incremental, (single-loop), and/or build capacity and lead to reframing of values (double-loop, transformative). Learning processes are steered and shaped by the overall objectives and subject of the programme or intervention. Different approaches, and techniques and tools, at programme and farm (event) level (shaded boxes), devised to suit different objectives enable different forms of learning.

Single events will provide immediate learning opportunities, where information acquisition is the key objective. Where a shift in values and frames is required, as for sustainability issues, demonstration programme design and development needs to consider longer-term approaches that aim for to competence and capacity building associated with transformative double- loop learning.

At the programme level enabling functional characteristics were identified as:

- the approach applied needs to suit the objectives or the purpose of the demonstration activities run by the programme, and the intended audience
- a degree of user-involvement at every stage is required of the demonstration, including facilitating interaction with farmers during the design of demonstration programmes and in evaluating and monitoring the outcomes

At the farm and activity (event) level enabling functional characteristics were identified as:

- providing interactive spaces (using diverse mediation techniques, tools) for active learning engage in dialogue and discussion and talk openly; a positive and open learning environment, the time/space for questions and probing hands-on activities
- ensure effective mediation and facilitation of the process of demonstration
- take account of the variation in learning capacities and learning styles of individual farmers

## **Conclusion**

The multi-faceted demonstration 'learning system' creates different contexts or conditions that enable learning. Of these contexts structural and functional components provide a good basis for analysis. The functional components and their effect on farmer learning were elaborated here. On a more general note, this paper opens up new perspectives on researching farmer learning in demonstration contexts, topics which have been previously been studied in a fragmented manner. Drawing on a range of theoretical ideas and empirical work, this paper develops different analytical lenses: structural and functional characteristics for enabling learning, and different levels of learning: programme, or farm and activity (event) level. These new perspectives on learning are not only useful within the context of demonstrations but can effectively be used under different settings and foci in extension, innovation and adoption research more widely.

The functional characteristics for enabling farmer learning identified in this paper will now be used in the AgriDemo-F2F project, together with the structural characteristics, to analyse how learning is enabled in different farm demonstrations across Europe.

## **Acknowledgments**

This paper is based on the conceptual Framework (Deliverable 2.1) of the AgriDemo-F2F project funded from the European Union's Horizon 2020 research and innovation programme under grant agreement No 728061. The opinions expressed in this paper are not necessarily those of the EU.

## References

- Angell, B., Bailey, A., Beechener, S., Beedell, J., Garforth, C., Rana, R. & Scott, T. (2004) Evaluation of the Forward Farming Pilot Demonstration Farm Project Reading University, ADAS Consulting LTD. & Smiths Gore Farm Management.
- Argyris, C. and Schön, D.A., 1997. Organizational learning: A theory of action perspective. *Reis*, 77/78, pp. 345-348.
- Baers, W.S., Johnson, L.L., and Merrow, E.W., 1977. Government-sponsored demonstrations of new technologies. *Science*, 196 (4293), pp. 950-957.
- Bailey, A.P., Garforth, C.J., Angell, B., Scott, T., Beedell, J., Beechener, S. and Rana, R.B., 2006. Helping farmers adjust to policy reforms through demonstration farms: lessons from a project in England. *Journal of Farm Management*, 12(10), pp. 613–625.
- Baumgart-Getz, A., Prokopy, L.S. and Floress, K., 2012. Why farmers adopt best management practice in the United States: A meta-analysis of the adoption literature. *Journal of environmental management*, 96(1), pp. 17-25.
- Black A.W. 2000. Extension theory and practice: a review. *Aust. J. Exp. Agric.*, 40 (4) (2000), pp. 493-502
- Cooreman, H., Marchand, F. Debruyne, L., and J. Vandenabeele. 2018. An instrument to evaluate peer learning processes during on-farm demonstrations. Presentation at *Farming systems: facing uncertainties and enhancing opportunities* (13<sup>th</sup> European Farming Systems Symposium), MAICH, Chania, 1-5 July 2018.
- Coudel, E., Tonneau, J.-P. And Rey-Valette, H. 2011. Diverse Approaches to learning in rural and development studies: review of the literature from the perspective of action learning. *Knowledge Management Research & Practice*, 9, 120-135.
- Coutts, J., K. Roberts, K., Frost, f.M... 2005. *The Role of Extension in Capacity Building: what Works and Why?* ACT, Rural Industries Research and Development Cooperation, Kingston
- Hill, B., Bradley, D., Williams, E. 2017. Evaluation of knowledge transfer; conceptual and practical problems of impact assessment of Farming Connect in Wales. *J. Rural Stud.*, 49 , pp. 41-49
- Creaney, R., McKee, A., Prager, K., 2015. Designing, Implementing and Maintainign (Rural) Innovation Networks to Enhance Farmers' Ability to Innovate in Cooperation with Other Rural Actors. Monitor Farms in Scotland, UK. Online resource: <http://www.proakis.eu.publicationsandevents/pubs>
- Darnhofer, I., Bellon, S., Dedieu, B. and Milestad, R., 2010. Adaptiveness to enhance the sustainability of farming systems: a review. *Agronomy for Sustainable Development*, 30, pp. 545-555
- Douthwaite, B., Beaulieu, N., Lundy, M. and Peters, D., 2009. Understanding how participatory approaches foster innovation. *International Journal of Agricultural Sustainability*, 7(1), pp. 42-60.
- Duveskog, D., Friis-Hansen, E., and Taylor, E. W., 2011. Farmer field schools in rural Kenya: A transformative learning experience. *Journal of Development Studies*, 47(10), pp. 1529-1544.
- Elmqvist, H., and Krysztoforski, M., 2015. Using Demonstration Farms for a Healthier Baltic Sea. Online resource: <https://h24-files.s3.amazonaws.com/101965/863726-K1905.pdf>
- Eshuis J. and Stuver M. 2005. Learning in context through conflict and alignment: Farmers and scientists in search of sustainable agriculture *Agriculture and Human Values* 22, 137–148. DOI 10.1007/s10460-004-8274-0
- EU-SCAR, 2012. Agricultural Knowledge and Innovation Systems in Transition - a reflection paper. Standing Committee on Agricultural Research (SCAR); Collaborative Working Group AKIS. Brussels. [http://ec.europa.eu/research/bioecon-omy/pdf/ki3211999enc\\_002.pdf](http://ec.europa.eu/research/bioecon-omy/pdf/ki3211999enc_002.pdf)

- Haug, R., 1999. Some leading issues in international extension: A literature review. *Journal of agricultural education and extension*, 5(4), pp. 263-274.
- Hermans, F., Klerkx, L. and Roep, D., 2015. Structural conditions for collaboration and learning in innovation networks: Using an innovation system performance lens to analyse Agricultural Knowledge Systems. *The Journal of Agricultural Education and Extension*, 21(1), pp. 35-54
- Hoogma, R.J.F., 2000. Exploiting technological niches: Strategies for experimental introduction of electric vehicles. Thesis, University of Twente.
- Hoogma, R., Kemp, R., Schot, J., and Truffer, B., 2002. Experimenting for Sustainable Transport Experimenting for Sustainable Transport: the approach of strategic niche management. London, New York: Routledge
- Isaac, M., Erickson, B., Quashie-Sam, S. and Timmer, V., 2007. Transfer of knowledge on agroforestry management practices: the structure of farmer advice networks. *Ecology and society*, 12(2). Online: <http://www.ecologyandsociety.org/vol12/iss2/art32/>
- Jiggins, J. and Röling, N., 2002. Adaptive management: potential and limitations for ecological governance of forests in a context of normative pluriformity. *Adaptive management: From theory to practice*, 3, p. 93.
- JOSHI, K. D., SARKER, S. & SARKER, S. 2007. Knowledge transfer within information systems development teams: Examining the role of knowledge source attributes. *Decision Support Systems*, 43, 322-335.
- Keen, M., Brown, V.A. and Dyball, R., 2005. Social learning: A new approach to environmental management. In Keen, M., Brown, V.A. and Dyball, R (eds.) *Social Learning in Environmental Management – Towards a Sustainable Future* (pp. 3-21). London: Earthscan.
- Kielbasa, B. and Kania, J., 2015. The capability of extension and advisory services to bridge research and knowledge needs of farmers-Demonstration Farms for Transfer of Knowledge Case Study from Poland (Draft Version). Report for AKIS on the ground: focusing knowledge flow systems (WP4) of the PRO AKIS project. Online resource: <http://www.proakis.eu/sites/www.proakis.eu/files/Topic%20-%20Poland.pdf>
- Kilpatrick, S. and Johns, S., 2003. How farmers learn: different approaches to change. *The Journal of Agricultural Education and Extension*, 9(4), pp. 151-164.
- King, C. and Jiggins, J., 2002. A systemic model and theory for facilitating social learning. In Leeuwis, C. and Pyburn, R. (eds.) *Wheelbarrows full of frogs. Social learning in rural resource management* (pp.85-104). Assen: Uitgeverij Van Gorcum.
- Knowles, M., 1984. *Andragogy in Action*. San Francisco, CA: Jossey Bass.
- Knowles, M., Holton III, E. and Swanson, R., 1998. *The Adult Learner: The Definitive Classic. Adult Education and Human Resource Management*. Woburn, MA: Butterworth-Heinemann.
- Kolb, D.A., 1984. *Experiential Learning: Experience as the Source of Learning and Development*. Englewood Cliffs: Prentice-Hall.
- Koutsouris, A. and Papadopoulos, D., 2003. What is Social about Social Learning? *The Journal of Agricultural Extension & Education*, 9(2), pp. 75 – 82.
- Leeuwis, C., 2004. *Communication for rural innovation - rethinking agricultural extension*. Oxford: Blackwell Science Ltd.
- Leeuwis, C. and Pyburn, R. (eds.), 2002. *Wheelbarrows full of frogs: Social learning in rural resource management. International research and reflections*. Assen: Koninklijke Van Gorcum.
- Long, H.B., 2004. Understanding Adult Learners. In Galbraith, M.W. (ed.) *Adult Learning Methods: A Guide for Effective Instruction*, Vol. 3 (pp. 23-37). FL: Krieger.
- Lundvall, B.Å. and Johnson, B., 1994. The learning economy. *Journal of Industry Studies*, 1(2), pp. 23–42.
- Macey, S.M. and Brown, M.A., 1990. Demonstrations as a policy instrument with energy technology examples. *Knowledge-Creation Diffusion Utilization*, 11(3), pp. 219-236.



- Medema, W., Wals, A. & Adamowki, J. 2014. Multi-loop social learning for sustainable land and water governance: Towards a research agenda on the potential of virtual learning platforms. *NJAS-Wageningen Journal of Life Sciences*, 69, 23-38
- Mezirow, J., 1991. *Transformative dimensions of adult learning*. San Francisco, CA: Jossey-Bass.
- Millar, J. and Curtis, A., 1997. Moving Farmer Knowledge Beyond the Farm Gate: An Australian Study of Farmer Knowledge in Group Learning. *European Journal of Agricultural Education and Extension*, 4(2), pp. 133-42.
- Ndah, H. T., Knierim, A., & Ndambi, O. A. (2011). Fish Pond Aquaculture in Cameroon: A Field Survey of Determinants for farmers' Adoption Behaviour. *The Journal of Agricultural Education and Extension*, 17(4), 309–323.
- Pannell, D.J., Marshall, G.R., Barr, N., Curtis, A., Vanclay, F. and Wilkinson, R., 2006. Understanding and promoting adoption of conservation technologies by rural landholders. *Australian Journal of Experimental Agriculture*, 46, pp. 1407-1424.
- Pappa, E., Koutsouris, A., Ingram, J., Debruyne, L., Cooreman, H. and Marchand, F. 2018. Structural aspects of on-farm demonstrations. Presentation at Farming systems: facing uncertainties and enhancing opportunities (13th European Farming Systems Symposium), MAICH, Chania, 1-5 July 2018.
- Percy, R., 2005. The contribution of transformative learning theory to the practice of participatory research and extension: Theoretical reflections. *Agriculture and Human Values*, 22(2), pp. 127-136.
- Prager, k. & Creaney, R. 2017. Achieving on-farm practice change through facilitated group learning: Evaluating the effectiveness of monitor farms and discussion groups. *Journal of Rural Studies*, 56, 1-11.
- Raven, R., 2005. *Strategic Niche Management for Biomass: a comparative study on the experimental introduction of bioenergy technologies in the Netherlands and Denmark*. PhD thesis. Technische Universiteit Eindhoven
- Röling, N.G., 2002. Beyond the aggregation of individual preferences: moving from multiple to distributed cognition in resource dilemmas. In: Leeuwis, C. and Pyburn, R. (eds.), *Wheelbarrows Full of Frogs: Social Learning in Rural Resource Management* (pp. 25-48). Assen: Royal VanGorcum.
- Rogers, E.M., 2003. *Diffusion of Innovations* (5th edn.). New York: Free Press.
- Sewell, A.M., Gray, D.I., Blair, H.T., Kemp, P.D., Kenyon, P.R., Morris, S.T. and Wood, B.A., 2014. Hatching new ideas about herb pastures: Learning together in a community of New Zealand farmers and agricultural scientists. *Agricultural Systems*, 125, pp. 63-73.
- Schneider, F., Fry, P., Ledermann, T. and Rist, S., 2009. Social learning processes in Swiss soil protection—the 'from farmer-to farmer' project. *Human Ecology*, 37(4), pp.475-489.
- Toillier, A., Baudoin, A. and Chia, E., 2014. Assessing learning regimes leading to sustainable intensification at the farm level: a new perspective for management assistance for family farms. In *Proceedings of the 11th European IFSA Symposium, Farming Systems Facing Global Challenges: Capacities and Strategies* (pp. 385-395). Online resource: [http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2014/WS\\_1\\_4\\_Toillier.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2014/WS_1_4_Toillier.pdf).
- Waddington, H., White, H. and Anderson, J., 2014. Farmer field schools: From agricultural extension to adult education. Systematic review summary, 1. 3ie Synthetic Reviews. New Delhi: International Initiative for Impact Evaluation.
- Watson Consulting, 2014. *Scottish Monitor Farms Programme 2009-13, Programme Interim Evaluation, Executive Summary*. Online resource: <http://www.qmscotland.co.uk/sites/default/files/Executive%20summary.pdf>
- Wenger, E., 1998. *Communities of practice: Learning, meaning, and identity*. Cambridge: Cambridge University Press.
- World Commission on Environment and Development (WCED), 1987. *Our Common Future*. Oxford, UK: Oxford University Press.

- van den Ban, 2000. Different ways of financing agricultural extension. Agric. Res. Ext. Netw. Pap., 106 (2000), pp. 8-19
- Vanclay, F. 2004. Social principles for agricultural extension to assist in the promotion of natural resource management. Aust. J. Exp. Agric., 44 (3) (2004), pp. 213-222