

Organic Knowledge Network Arable

OK-Net Arable

Plan for continuation of the knowledge platform

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Executive summary

This deliverable is part work package 4 of the OK-Net Arable Horizon 2020 project, which started on 1 March 2015 and finished on 28 February 2018. The aim of OK-Net Arable is to promote and exchange knowledge among farmers, farm advisers and scientists with the objective to increase productivity and quality in organic arable cropping all over Europe.

Within the 3-year project, a knowledge platform was created (farmknowledge.org) to provide access to a wide range of tools and resources, that can help to improve organic production. While, the platform was launched in October 2016, it was platform was continuously improved during the course of the project and tools were added until the end of the project. Setting up the [farmknowledge](http://farmknowledge.org) platform was a success. After a slow start, the visitor numbers have been continuously increasing since September 2017, and with a new Facebook group and twitter account it will be more popularised and well-known, which will continue increase the number of visitors. The work that has been done will not be lost. In the project application of OK-Net Arable, some partners already agreed to continue the platform for at least 5 years after the end of the project, namely: IFOAM EU, AU/ICROFS, FiBL, PFT Ltd/ORC, Bioland, AIAB and IAMB. These partners have now agreed on the following steps to continue the platform:

- Continuation under OK-Net EcoFeed
- Using farmknowledge.org as dissemination platform for other projects
- Strengthening link with Organic Eprints
- Improvement of the functioning of farmknowledge.org

By implementing those 4 steps, we want the [farmknowledge](http://farmknowledge.org) platform to be a reference knowledge hub for practical information on organic farming at EU-level, from all kinds of projects, not only Horizon 2020. We will also explore how to open the platform and give the possibility to new "core partners" to join the initiative, to use the platform and support it.

This deliverable contains the analysis of the visitor's statistics of the OK-Net Platform (famknowledge.org), such as how many users the platform had, how much time did they spent on the platform and how many pageviews were registered in the different month. The report includes also the description of the "Recommended tool of the week" and how it has affected the numbers of visitors. End-users experiences with using the platform and a comparison with other platforms are also included. The deliverable ends with a plan for the continuation of the platform.

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Introduction

The OK-Net Platform, farmknowledge.org has been launched in October 2016. The web-based platform has the aim to bridge the gap in exchange of information between farmers, farm advisers and scientists across Europe. The complexity of organic farming requires farmers to have a very high level of knowledge and skills, but exchange on organic farming techniques remains limited. The OK-Net platform is an online space to facilitate this exchange.

Farmer's needs were taken into account at every stage of the development of the platform in order to make it useful for the practitioners.

The platform is a crucial outcome of project because that serves all the collected knowledge through the 3 years. The platform is the practical place of the knowledge transfer between science and practice; a beta - version was released in March 2016.

In this deliverable we evaluate the success and make recommendations for continuation of the platform.

1 Farmknowledge.org visitor statistics

Due to the geographic dispersion of organic farmers and the limited habit to share knowledge there are still many barriers to overcome. Even though the statistics regarding the visitors of the platform are quite satisfying.

To be able to follow up visitor's statistics of the platform, we have used Google Analytics. Google analytics is a free analytics service, that tracks and reports website traffic.

Definition of Visitor used in Google Analytics:

"Visitors are defined by a unique ID - this ID is usually stored in a visitor's cookies. Whenever the tracking code is executed, it looks for cookies on the browser set by the current domain. If they can't be found, new cookies with a new ID are set. Google Analytics emphasizes visits over visitors because of the inherent inaccuracies of trying to track individual users. For example, a visitor who deletes their cookies, uses multiple browsers or shares their computer will show up inaccurately." (www.analyticsmarket.com)

Table 1 shows the most important features of the statistics listed by month, starting from November 2016 until January 2018. The last 2 lines of the table shows the summary and the average of the relevant data.

Table 1 Visitor statistics of farmknowledge.org

Month	Users	Pageviews	Sessions	Page/session	Avg. Session Duration (minutes)	Bounce rate
November 2016	717	8182	1249	6.55	6.27	35.07%
December 2016	611	4901	1017	4.82	4.51	42.18%
January 2017	918	9890	1563	6.33	6.05	38.58%
February 2017	624	6576	1105	5.95	5.59	40.18%
March 2017	833	6074	1250	4.86	4.06	47.20%
April 2017	439	3536	703	5.03	4.48	50.64%
May 2017	399	2557	587	4.36	3.37	48,38%
June 2017	439	3185	650	4.90	3.32	50.15%

July 2017	481	2321	646	3.59	3.09	54.33%
August 2017	464	2705	679	4.17	3.13	57.16%
September 2017	679	3243	847	3.83	2.43	61.51%
October 2017	964	2957	1141	2.59	1.48	70.73%
November 2017	1084	4598	1370	3.36	2.35	63.58%
December 2017	944	5045	1286	3.92	3.24	55.29%
January 2018	1495	6285	2015	3.12	3.4	60.20%
All	11091	72055	16108	-	-	-
Average	739	4803.7	1073.9	4.5	3.78	51.9%

Green – best value Red – the weakest value

Users

In the first month after the official opening of the platform (Nov 2016) the number of visitors were 717. In the next month this number dropped to 611. Since the opening of the platform, the most visited month was January 2018, with 1495 users. In February 2017, a strong decrease was observed compared with the previous 3 month, with only 624 users. In March 2017 the amount of the users increased again and reached 800. After that point a strong decline followed again. The lowest number of visitors was 399 in May 2017, see it below on Figure 1.

All in all, since the platform has been opened the number of users has fluctuated, but from June 2017 a significant raising could be discovered. Reaching the maximum number of users: 1495, in January 2018. This is due to the fact, that more material became available and more people got to know the platform (e.g. workshop in Valence, Organic Innovation Days, Facebook, Twitter).

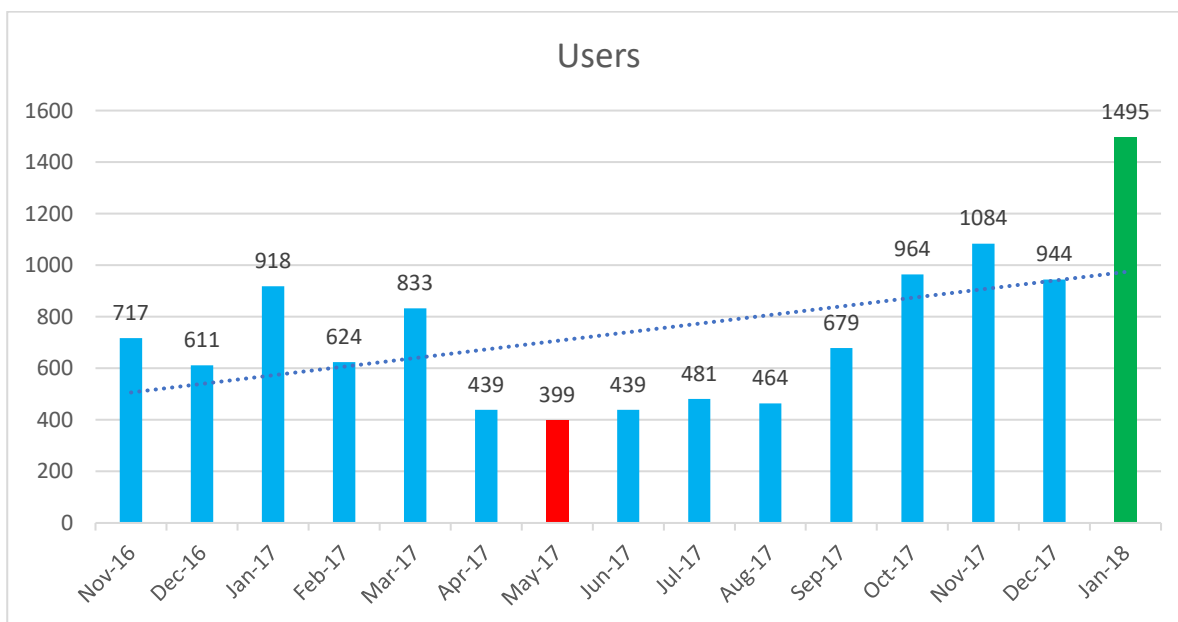


Figure 1 The fluctuation of users of farmknowledge.org

The analytics shows that starting from the second month of the platform (November 2016), the average of the visitors were: 739/month, that is shown by the dotted line on Figure 1.

Pageviews

“A pageview (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.” (<https://support.google.com>)

Like the number of visitors, the number of pageviews was quite fluctuating too, as is show on Figure 2.

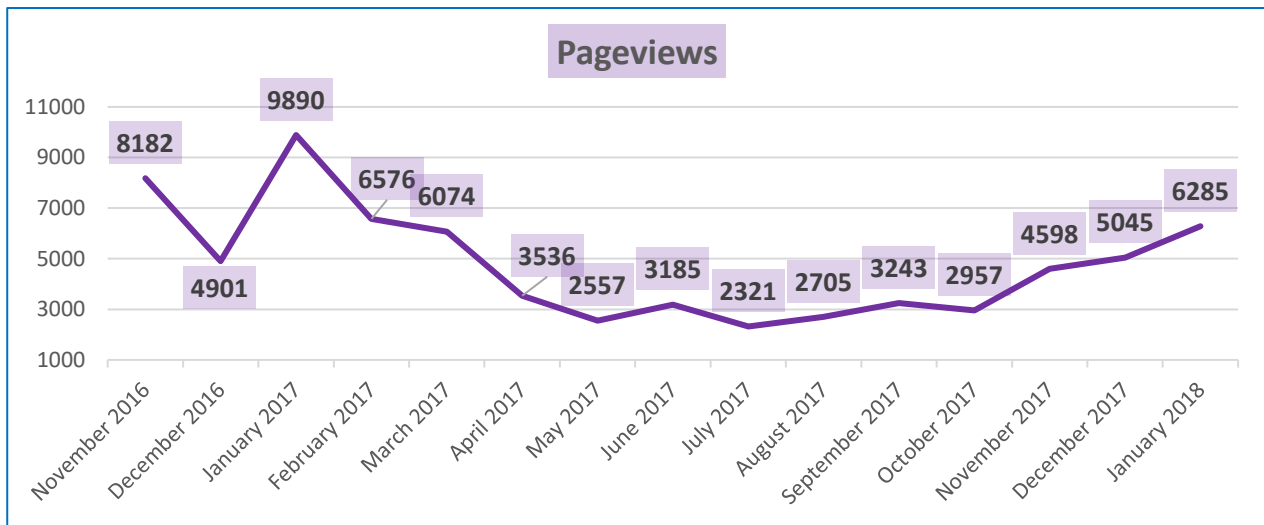


Figure 2 Pageviews per month on farmknowledge.org

In the first month more than 8000 pages were visited by the users but in the next month it dropped to 4901 pages, after again visitors were quite productive and they nearly visited 10000 pages in the month of January 2017. A hypothesis can be that, it is due to the radio program in Italy (made by AIAB). As it was made just before the project meeting in Udine, Italy and it has around 5000 views on Facebook.

After January the amount started to decrease and starting from April 2017 until October 2017 the number of pageviews stagnated with an average of 3000 page views per month. In the last months the number page views rose again, as did the number of users.

Sessions

A session is defined as a group of interactions one user takes within a given time frame on a website. Google Analytics defines that time frame to 30 minutes by default. This means whatever a user does on a website (e.g. browses pages, downloads resources) within 30 minutes and before they leave equals one session. In short, the sessions metrics is a unified way to report “Visits” and “Active Users.”

In the second month of the platform (November 2016) quite a big amount of sessions took place with the total amount of 1249. After that point, the numbers were quite constant with a small decrease. A big drop happened in April 2017 with 703 sessions, as shown in Figure 3.

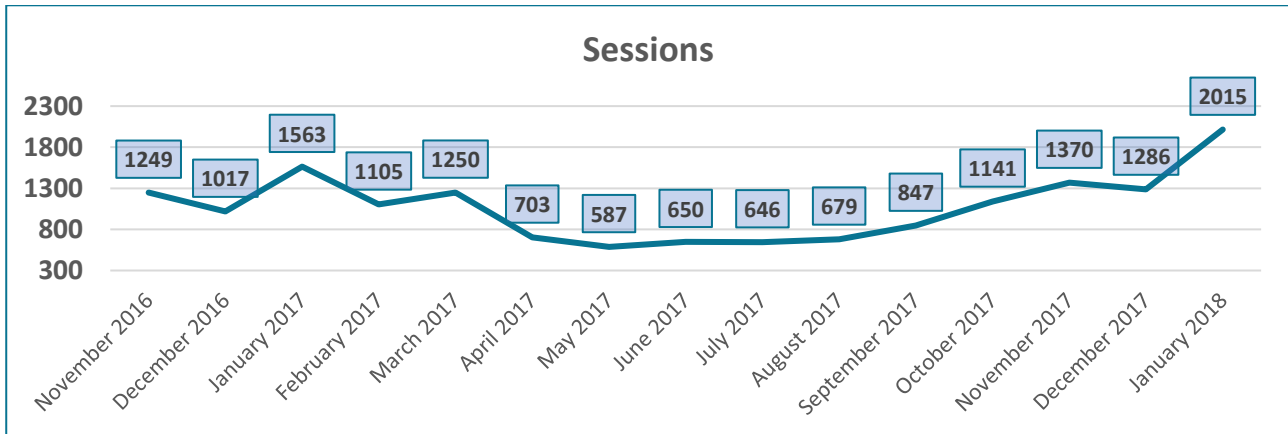


Figure 3 Sessions per month on farmknowledge.org

Starting from September 2017 an increase can be seen in all measures, that is also true for the number of sessions, reaching its maximum 2015, in January 2018. All in all during the 15 month 16108 sessions took place on the platform.

Page/session

Pages/session also called Average Page Depth is the average number of pages viewed by each user during one session. On Google Analytics, this metric includes repeated views of a single page by the same user.

In average the visitors during a session checked 4,5 pages, you can see it on Figure 4. The highest value was 6,55 in November 2016, the lowest 2,59 in October 2017.

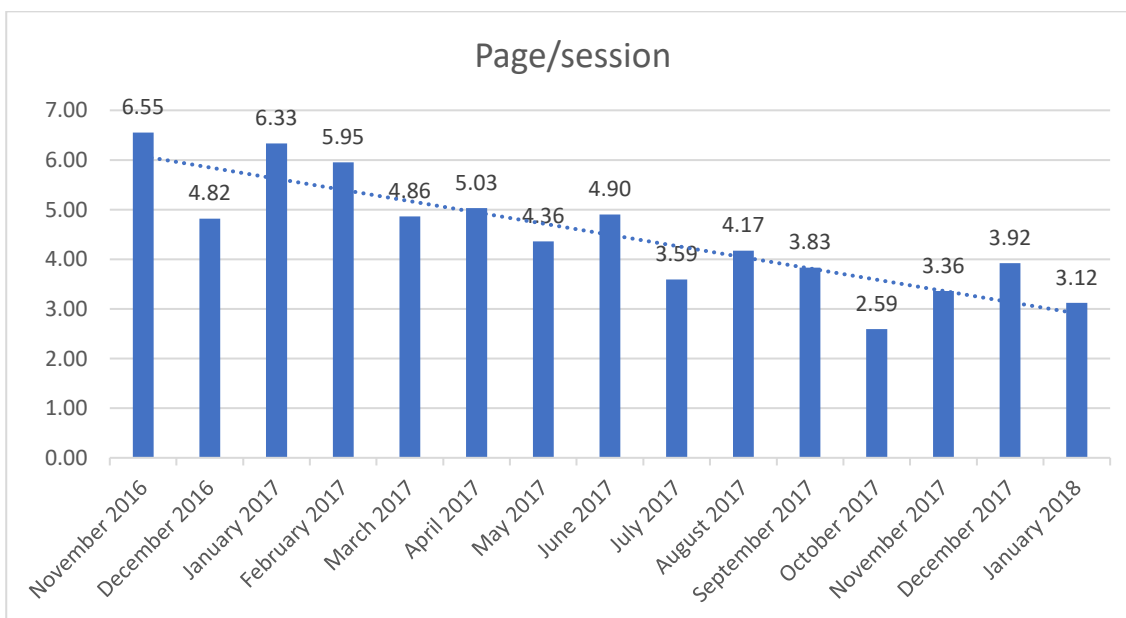


Figure 4 Page/session per month on farmknowledge.org

Since opening the platform, the number of pages checked within a session has decreased. The reason could be that users are more familiarized with the platform, and could find the information what they are looking for much faster and easier.

Average Session Duration

Average Session Duration is the average length of a user’s session. Calculated: total duration of all sessions (in seconds)/number of sessions. The average session duration on the knowledge platform is presented on Figure 5.

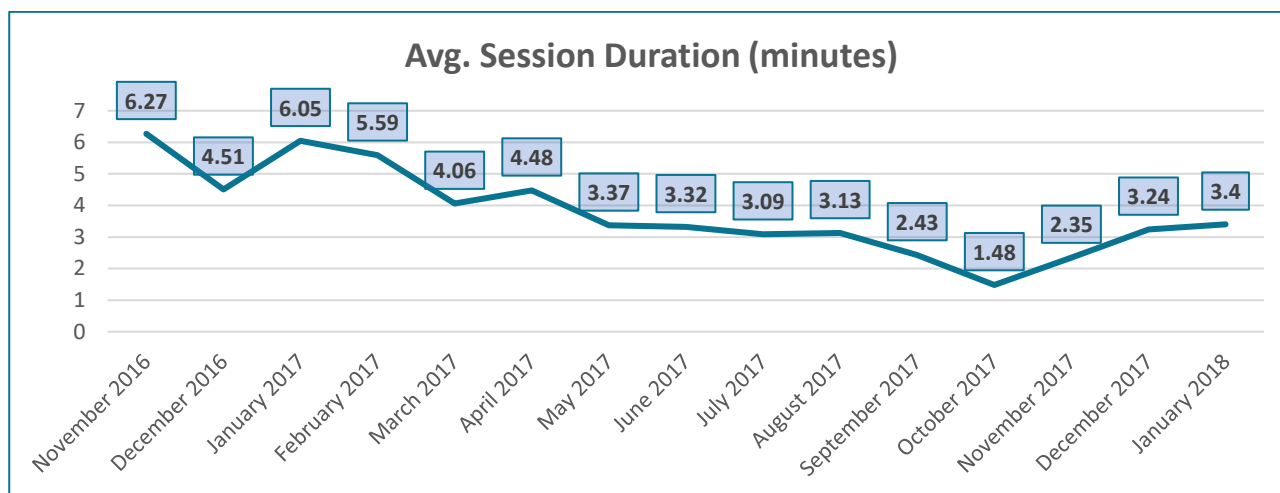


Figure 5 Average Session Duration per month of farmknowledge.org

In November 2016, an average session lasted for 6,27 minutes. In December 2016 this number drop down until 4,51 minutes. The shortest session duration took place in September 2017 with an average of 1,48 minutes.

Users spent around 6 minutes in one session in the first months, after which a small fluctuation occurred. The reason is probably the same for drop in pages/session (people started to find the information they are looking for easier, and don’t stay on the platform to look for other info). The average of this measure is 3.78 minutes, as shown in Table 1.

Bounce rate

Bounce rate represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site.

The bounce rate on the website was fluctuating but not as much as the number of page visits/session. This is shown on Figure 6. The bounce rate was 35 % in the first month which, but after it started to slowly increase. In August 2017 it reached 57%, it means that more than half of the visitors who opened the platform left it without further browsing. The reason can be that people already knew the platform and just has opened a link for a tool that has been advertised on social media.

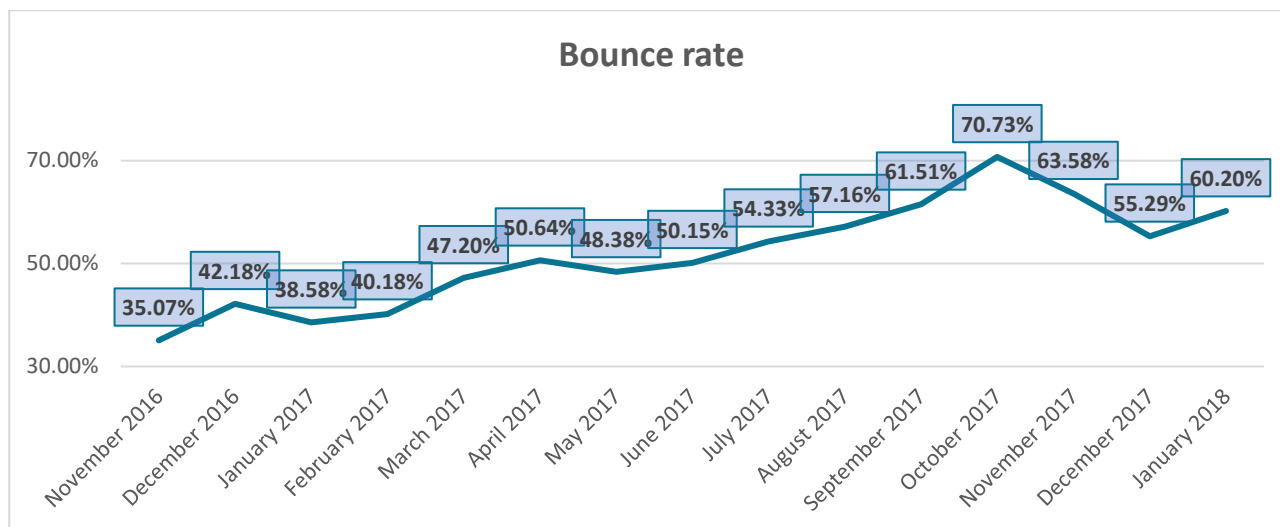


Figure 6 Bounce rate of the knowledge platform

The average bounce rate is 51.9 %, which is 15% higher compared to the time of opening the platform.

Language distribution among the sessions

Language codes represent the language and optional country variant, the codes aren’t specific to Google Analytics, and language is a user-selectable setting in most web browsers, generally defaulting to the language of the operating system. It means that language does not always correspond to the country where the user is based. It just gives a rough estimate.

In the first month, most of the sessions were done in an English language browser, around 33%. It was followed by Spanish with 21%, after French nearly 6%, and then sessions in Danish and German language has also a significant data with around 3,5 %.

As the platform was developing visitors arrived from more and more countries, reaching different regions in Europe. Bulgarian, Portuguese, Italian and in a later stage, Lithuanian language browsers were also recorded.

2 Recommended tool of the week

IFOAM EU started to recommend the ‘tool of the week’ in December 2016, i.e. 2 months after the platform was launched. The selected tools were advertised on IFOAM EU’s Facebook and Twitter account with a link to the platform. Table 2 shows the exact date when the posts about the recommended tools were published.

Table 2 Date of publishing posts about ‘recommended tool of the week’ by IFOAM EU

Date	
2017-01-09 10:57	2017-07-06 07:00
2017-01-12 13:00	2017-07-12 13:54
2017-01-18 16:49	2017-08-04 15:29
2017-02-08 13:54	2017-08-10 08:41

2017-02-15 11:39	2017-08-17 08:47
2017-02-16 15:10	2017-08-23 10:11
2017-02-23 11:44	2017-08-30 11:10
2017-03-09 13:30	2017-09-06 14:44
2017-03-10 08:30	2017-09-29 13:30
2017-03-10 11:10	2017-10-02 07:40
2017-03-11 13:10	2017-10-05 07:45
2017-03-13 13:10	2017-10-11 09:31
2017-03-14 10:50	2017-10-18 08:45
2017-03-22 11:31	2017-11-03 09:17
2017-03-29 12:26	2017-11-08 14:48
2017-04-07 09:10	2017-11-22 15:38
2017-04-12 13:35	2017-11-30 08:57
2017-04-19 15:21	2017-12-07 15:29
2017-04-26 09:42	2017-12-13 10:43
2017-05-03 12:50	2017-12-21 07:53
2017-05-11 12:57	

The recommended tools were selected in such a way to maintain balance in language, type and topic. Every week all the partners were asked to post the recommended tools, either by using the post of IFOAM EU directly or first editing/translating it. In the final project meeting in November 2017, partners gave the feedback that it is not always possible to use the provided posts, as most of the tools are in English or German and farmers e.g. in Denmark don't understand these languages. If the tool was relevant for their country partners have posted it on their social media channels. The exact figures can be found in deliverable D4.3.

First posts didn't attract much attention, but when IFOAM EU learnt to make posts more catchy, they started to create attention to the platform. This can be seen on Figure 7 (from google analytics). In October 2017, the number of sessions were the highest on 5th, 11th and 18th, those are the same days when the recommended tools were posted in social media (highlighted with green in Table 2).

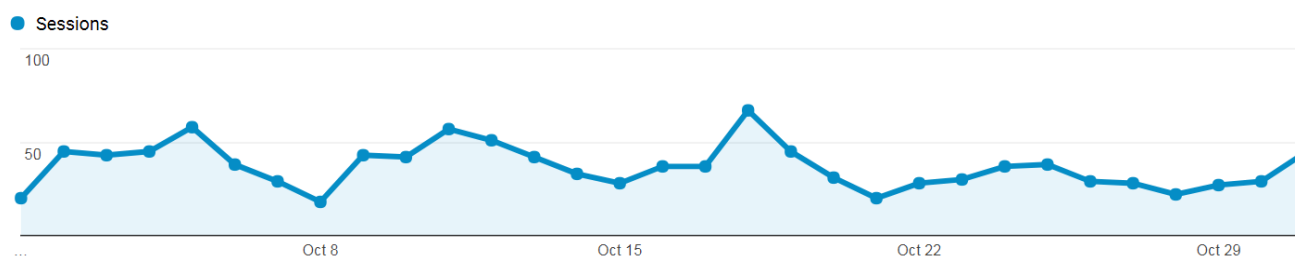


Figure 7 Session in October 2017

3 Farmer experiences with the use of the knowledge platform

At the Exchange Visit in September 2017 in Valence (France), 11 farmer innovation groups from 10 countries attended. Among the 51 participants, were 28 farmers, 20 farm advisers and 3 other project partners/scientists. As a part of their meeting, time was allocated for a workshop to test the knowledge platform and give feedback. The questionnaire used by the farmer groups can be seen in the appendix.

In table 3, a summary of the replies is shown.

Table 3 Summary of the replies from farmer innovation groups at Exchange Visit (September 2017, France)

	Positive	Negative	Suggestions
Comments to tools	Relevant, valuable, good to have a description, videos best, OK but not all relevant, easily accessible and understandable. Tools on cover crops well explained, easy to understand	Language barrier, few non-English, not intuitive/easy to find tools, link not visible should be highlighted better, some technical guides long, error when opening one specific tool.	Link directly to crop would be good, more videos, more translations
Comments to discussion forum	Many interesting fora	No discussion going on, difficult to get good discussion forum with both farmers & scientists, language barrier, looks deserted, needs/who is moderator to keep it alive & make sure questions are answered by specialist, not in French, few in Italian, didn't find it, who is target group/should discuss?, poor interaction with SOME	Possibility to add pictures
Comments to themes	OK, some tools relevant for several themes, relevant, you find what you expect, good themes, relevant results, interesting, related to farmers' problems: weed control, diseases, soil fertility, good, well chosen, wide range of relevant themes, cover the majority of enquiries, complex, usable and well organised	Language limit	

Comments to search	OK, works well, understandable, good to have arbitrary text search, fast and efficient, easy and quick	Could be more accurate, keyword list too short, few relevant results with basic keywords, in French some searches gave no results especially tools related to machinery, machinery keyword missing, does not always work well, difficult to find what one is looking for, several keywords needed, translation to Italian often incorrect, limited, cannot cover all keywords, some functions not quite clear	
Comments to videos	Good, works with different languages, looks OK, easy to use, images help overcome language barrier, very useful and interesting, meaningful even in foreign language, well done often with subtitles	Videos [ed: the ones on the video menu, not the video tools] are not learning videos and do not seem very useful	More videos to make it interesting, why not just link to YouTube?, short and informative videos needed
Comments on finding information on own question/challenge		Few users for discussion forum. Many tabs open. Platform turns back to English. The search didn't work, tried to find "Ampfer" (= dock), didn't find any but know it should be there.	More advertising and more tools. Farm examples.
Other comments		Too short time for this questionnaire, participants needed to use the platform longer time to give feedback. Farmers don't want to waste time with inefficient search. Some farmers don't use internet.	

In addition to the individual questionnaire, a discussion was held between the farmers around following questions:

- What is your overall impression of the knowledge platform? Could you find valuable information for solving your problem/challenge?

- The discussion forum was not very much used during the project. Is there more potential for using the internet to exchange knowledge on organic farming? What kind of online platforms / tools would be useful?
- How would you like to interact with other farmers and researchers online? What are the barriers to sharing knowledge online?
- The knowledge platform features nine decision-support tools. Would decision-support tools help you to farm better? What makes a good decision-support tool useful for you?

The most relevant points brought up in the discussion are shown in table 4.

Table 4 Summary of discussions at the Exchange Visit (September 2017, France)

Question	Positive feedback	Negative feedback	Suggestions
What is your overall impression of the knowledge platform	Positive, good for finding knowledge from other EU countries, good architecture, tools in French are usable, medium – just a start. The platform can help the see the problem from different perspectives and to find a method to approach it. The platform helps fill a gap between farmers and researchers.	Tools are not translated by google (pdf's). The platform cannot provide specific answers. Not going to be instantly full of useful information. Too many different platforms starting.	More practical cases would be interesting, maybe separate section. Should be brought more to life. Make a platform with links to all relevant information in all countries including contact details of experts, bring more new information regularly, tailor the platform to the target groups. Merge with other relevant platforms e.g. crop protection, agronomy etc.
Could you find valuable information for solving your problem/challenge	Hope to find material on reduced soil tillage. Helps to know the experiences of others. Farmers found some tools/websites very useful.	Too much basic information, not much new for experienced farmers. The platform is not exhaustive in bringing all information from all countries – that would increase use. Missed information on biodynamics. Not specific enough.	Contacts to farmer groups. Links to local knowledge transfer portals with further similar environments in other countries and on EU level. Needs to be complemented with field experience and testing. Farmers need to examine and discuss the solutions in the field together with a

			researcher. Need to concentrate/synthesize information and make it accessible. Need a good search engine/terminology.
The discussion forum was not very much used during the project	Good place to raise questions/problems on EU level	Not well known, already existing platforms are being used, not many people join the discussion. Couldn't find it! Too time-consuming (in general). Don't trust responses if you don't know the people who respond. Unsure whether anyone will read what you write.	Moderation and expert input is crucial. More useful if the discussion is under each tool instead of under each theme [ed: it is both]. Moderator needed [ed: there is one]. Search function into comments would be good. Use Facebook as a "role model".
Is there more potential for using the internet to exchange knowledge on organic farming?	It is a problem that the users are anonymous [ed: they are not], worry about false replies	YouTube with good informative videos	Better to discuss by phone or email or face-to-face with people you know. You need to know the context other people have tried. Personal relationships important. Should be used to deal with questions which you can't find answers to elsewhere, e.g. Ambrosia.
What kind of online platforms / tools would be useful?	Facebook, twitter, WhatsApp, Agricool, French fb on conservation agriculture, agricultural chamber network internal forum, YouTube channel. Interactive interface, photos, videos, no need for search/keywords	Must be online every day not to lose the thread	Share photos
How would you like to interact with other farmers and researchers online?		Scary to write to people in other countries/other languages	Requires both parts are active. Information should be short.

			Moderator should sort and rank responses.
What are the barriers to sharing knowledge online?	Once people know each other it is easier to interact online. Make it clear it is free	Anonymous group, reluctant to post questions, time-consuming, no activity	“Matching” farmers with similar interests
Would decision-support tools help you to farm better?	ROTOR, OSCAR, MERCI, NDICEA		
What makes a good decision-support tool useful for you?	inspiration, perspectives, help you think about your system and potential changes. DSS better than long reports or videos in foreign language.	It is difficult to make a DSS suited for different climatic, legislative etc. situations. Too theoretical. Not accurate.	Starts from farmers’ needs, context specific, context clear to user, must provide solution to problem, should be possible and easy to insert own data, easy to use & few variables, user friendly, related to other farm management systems
Comments on translation		Sometimes very difficult to understand, not good enough, sometimes wrong, tools are not translated	Improve translation of tools
Suggestions			Include themes on farm economics and marketing, more visual information (photos, videos).

Overall farmers were quite positive about the knowledge platform and the information it contains. However, they also listed some clear areas that need further improvement:

- Improve translation of the platform, and the materials (tools)
The largest problem seems to be the language barrier, which consists of two parts: 1) even though the text on the platform itself e.g. titles of tools and text about the tools (teaser, problem, solution, description) is translated into the 10 languages of the project partners, the translation carried out by google translate is far from satisfactory. Minor languages such as Estonian do not get results that are even understandable, and even bigger languages like French and German get many mistakes and misleading text. 2) the tools and materials themselves are not translated, and are only available in the original language. It is possible to download the tool document to your computer and make a google translation, but even then, same problems as mentioned above occur.
- Improve search engine
Sometimes the keywords are not working when searching.
- Create links between tools with similar content/topic

- Invest more in videos
Link with a Youtube channel. Short and informative videos are useful. The videos on the menu, not the video tools, that is confusing.
- Provide practical examples of how the tools are used by farmers
The platform should contain more practical examples, still quite number of theoretical information is contained.
- Replace discussion forum with discussions on Facebook
Not many people join the discussion, as the platform is not that well known yet. Farmers use existing channels, like Facebook.
- Link to advisers, farmer groups, to local knowledge transfer portals

How these recommendations will be implemented is described in section 5.

4 Continuation of farmknowledge.org

Much time and resources were invested in the development of the farmknowledge.org platform. Increasingly, the platform is being recognised by farmers, advisers, research and policy makers as an important hub for practical information on organic farming. The work that has been done will not be lost. In the project application of OK-Net Arable, some partners already agreed to continue the platform for at least 5 years after the end of the project, namely: IFOAM EU, AU/ICROFS, FiBL, PFT Ltd/ORC, Bioland, AIAB and IAMB. These partners have now agreed on the following steps to continue the platform:

Continuation under OK-Net EcoFeed

On 1 January 2018 a project aligned to OK-Net Arable started. This new project, OK-Net EcoFeed will help organic pig and poultry farmers in achieving the goal of 100% use of organic and regional feed. The new project continues the work of the platform and will serve to further improve and expand it with a new theme that is of great importance to the organic sector. The development and maintenance of the platform will be the responsibility of FiBL, but all the partners of OK-Net EcoFeed will contribute. All the collected knowledge and materials within OK-Net EcoFeed will be uploaded to the platform and some new features will also appear, such as an event calendar and a contact database of organic farm advisers. Facebook and a twitter accounts will be created for farmknowledge.org, that will run alongside the accounts dedicated to OK-Net EcoFeed. Doing so, the farmknowledge social media accounts can continue to be used even if OK-Net EcoFeed has finished.

Using farmknowledge.org as dissemination platform for other projects

In the long-term, the platform is expected to be *the* European knowledge hub for organic farming, specifically targeted at farmers and advisers. Step by step, the farmknowledge platform will cover more and more themes and more materials will be added to already existing themes. As a first step an agreement has been made to store the relevant end-user materials of three Horizon 2020 projects: LIVESEED, Remix and RELACS. The aim of LIVESEED is to boost organic seed and plant breeding efforts, and increase the availability of cultivars adapted to organic growing conditions. Remix will design diversified arable cropping systems, in particular intercropping of cereals and legumes. The theme of Remix is closely related to that of OK-Net Arable. The overall objective of RELACS is to foster development and facilitate adoption of tools and technologies that allow to phase out the dependency on and use of contentious inputs in organic farming systems.

Secondly, an agreement has been made with the [ERA-Net CORE Organic](#). A new tranche of CORE Organic Projects will start in 2018. They will cover research in organic plant and animal production as well as food processing. It has been agreed that all projects will produce Practice Abstracts according to the template developed by OK-Net Arable and all Practice Abstracts will be uploaded on farmknowledge.org.

Finally, in order to strengthen the identity of the platform, it has been decided to brand the platform as “organic farmknowledge platform” in future, instead of OK-Net knowledge platform or farmknowledge.org.

Strengthening link with Organic Eprints

All metadata of the materials (tools) on the farmknowledge platform are stored in the database of Organic Eprints. In this regard, farmknowledge.org can be seen as an extension of Organic Eprints. This connection is key to the continuation and security of the data it contains. Organic Eprints is a renowned database on research in organic food and agriculture that receives long-term support from the Danish government, in close collaboration with the German Government and FiBL. It is expected that Organic Eprints, which was founded in 2002, will continue to exist for many years. This means that even if the farmknowledge platform is closed, the data will still be contained in Organic Eprints. However, the farmknowledge platform will continue to exist for at least another five years. During this period the connection and data exchange between farmknowledge.org and Organic Eprints will be further improved.

Recommendations for improvement of farmknowledge.org

Section 4 already mentions which improvements should be made to the farmknowledge.org platform according to the farmers, namely:

- Improve translation facilities of the platform, and the materials (tools)
New translation tools are investigated to make the platform more useful for visitors without the knowledge of English.
A manual (“[Tips and tricks on translating material from OK-Net Arable](#)”) was also created to overcome language barriers, the manual is accessible on the platform.
- Improve the search engine
OK-Net EcoFeed will investigate how the search engine functions can be improved
- Create links between tools with similar content/topic
The farmknowledge.org platform will have a new topic scheme, with sub-topics, that will help users to find tools with similar content easier.
- Invest more in videos
The new project OK-Net EcoFeed will work on it and develop and collect more videos.
- Provide practical examples of how the tools are used by farmers
A video gallery has been set up on the platform, that includes and will include videos with practical testing on the field. Linking of the videos to other tools that are related to the content should be added.
The Practice abstracts will mention if the presented method was already tested by farmers (if yes, describe the details) or not.
- Replace discussion forum with discussions on Facebook.
A Facebook group and a Twitter account will be used with the aim to keep that 2 channels alive even after the new project OK-Net Ecofeed has finished

The partners will work to implement these recommendations. In addition, partners consider following improvements which were suggested during exchange visits and workshops:

- Merge the themes soil fertility & nutrient management, as they overlap and have many tools in common
- Create subthemes, e.g. a subtheme dedicated to weeding machinery under weed management
- Include theme on farm economics and marketing
- Add information on cultivation of specific crops
- An address directory with the relevant organic farmers' organisations and advisory services, and other relevant service providers in Europe
- Promote the platform more widely, to do it properly a new dissemination plan will be set up within the continuation project OK-Net Ecofeed
- Introduce links to other platforms in national languages

5 Conclusions

The analysis of the data of the visitor's statistics shows setting up the farmknowledge platform was successful. Since opening the platform, it receives more and more visitors, thanks to the effort of partners to make it more visible and also to the continuous improvements, based on the feedbacks received from the end-users. This improving process will continue, within the framework of the new project OK-Net EcoFeed. The next steps to continue with are the following: using farmknowledge.org as a dissemination platform for other projects, strengthening link with Organic Eprints, improving the functioning of the platform. A new dissemination plan will be also delivered to publicise the platform in a more efficient way. By implementing the listed steps, the farmknowledge platform could be a reference knowledge hub for practical information on organic farming at EU-level, from all kinds of projects, not only Horizon 2020. How to open the platform and give the possibility to new "core partners" to join the initiative to use the platform and support it will be also investigated.

6 References

Websites

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<http://www.hennovation.eu/> - The official website of the Horizon 2020 project HENNOVATION, last accessed at 20 March 2018

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7 Appendix

Questionnaire for farmers testing farmknowledge.org

How to test Farmknowledge.org

During the test, please discuss and write down anything, you find difficult to find, use or understand and any other comments. Please indicate which browser; you have been using (Google Chrome, Internet Explorer, Firefox etc.)

Open <http://farmknowledge.org/>.

Switch to your native language (top right).

On “Home”, the left side

(in order to get back after each tool, do not use the “Back” button; instead click “Home” in the top):

- Check the recommended tool.
- Check the latest tool.
- See the latest comment
 - o If relevant, give a reply to the comment
 - You need to login to your Facebook, twitter or google account or sign up for a Disqus account in order to comment

Click on one of the five themes

On “Theme”:

- Click on either “Recommended” or “Most popular” tool (if one of them is the same as the previous, choose the other one), or click on “Show tools” (below the two)
- Open the tool itself; if you understand the language (the tool will not be translated).
- Give it a rating and if relevant, a comment.

Click on “Search” (top)

On “Search”:

- Filter by language to one you understand/can read
- Filter by theme
- Choose a tool
- Open the tool itself.
- Give it a rating and a comment.

Click on “Videos” (top)

Try to open and watch a video.

If you have a question/challenge you are seeking further information about, please try to do so and let us know whether you were successful and whether it is realistic that you would use one of the tools, you found.

Try anything else on the knowledge platform, if there is still time.

User names		
Farmer innovation group(s)		
Browser used		
Language used		
Comments to tools		
Comments to discussion forum		
Comments to themes		
Comments to search		
Comments to videos		
Comments on finding information on own question/challenge		
Other comments		