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Newsletter 4



WHAT'S INSIDE

- Eco-farm Assessment and Decision support tool is in the testing phase
- How can advisors get prepared and use the tool quicker?
- Feedback from the first course graduates
- Innovative elements of the digital knowledge management platform
- During and after the 5th partnership meeting in Croatia



Project identifier: Erasmus+ 2021-1-HU01-KA220-VET-000034777

Receiving the CAPTIVATE newsletter via email

Dear Reader, if you are interested in topics on organic and sustainable agriculture and CAP green measures for farmers, check our newsletter and learn more about the activities and progress of the CAPTIVATE project! If you would like to add other email recipients, or no longer wish to get messages from us, please send an email accordingly, to our address: project@cap-tivate.eu

Project results rolling out!

We are excited to reach this phase of the project when most of our tools are being tested and gradually shared with our main target groups.

The knowledge repository contains selected eco-practice descriptions and information about linked CAP measures, the EAD tool provides an instant evaluation of the sustainability status of a farm, the e-learning platform is uploaded with three modules, and all these are available in the target country languages. The digital knowledge management system ensures connections between the various sections and levels of the sub modules. After the internal testing phase, we are reaching out to external pilots, and getting ready to receiving registrations on-line at our website: https://cap-tivate.eu



IPS-KONZALTING

If you need more information about an article in this issue, please feel free to contact us.

Series of project publications

This 4th issue of the CAPTIVATE newsletter is the one before the last (5th), which will come in October 2024, together with the project handbook, so please stay tuned to them as well.

ABOUT EAD IN SHORT A tool for Eco-farm Assessment and

Decision support

The tool represents a digital self-assessment approach for farmers and advisors to assess ecological sustainability at farm level, consisting of sustainability indicators that provide information on the current state that can help farmers in their decision-making process. The dimensions of sustainability are presented with a focus on ecology, with a detailed assessment (in a farmer context), processing of the result and direct link to CAP action.

Beside on-farm sustainability assessment, it supports farmers in selecting appropriate CAP measures, to meet specific requirements and improve environmental sustainability performance, leading to better understanding and more effective implementation of CAP measures, and will have a positive impact on the environment, as more farmers will be supported to properly implement the measures.

The selection of indicators is therefore based on internationally recognized standards in the field of sustainability assessment in agriculture, i.e. FAO's SAFA Guidelines and established methodologies in the field of sustainability assessment, such as SMART (Sustainability Monitoring and Assessment Routine) of FiBL. • G CAPTNAT EAD Tool Kobo Form X + Tis X + 0 4 A D 0 C 5 ee.kobo > C ta cap-tivat 9 4 8 CAPTIVATE EAD TOOL đ, · 🖶 😑 Analysis results of the farm: Ba 8243 Hungar 2023 mé Szépkuthy Katalin Allac Allac 1 ha 1 ha **CAPTIVATE EAD Tool Kobo Form** Farm profile - Section *Unique farm identifier Name / respondent Name / production (farm) manager

The Eco Farm Assessment and Decision (EAD) Tool in the testing phase

After the project team has created the EAD tool – a tool for on-farm sustainability assessment (https://cap-tivate.eu/en/node/104), a two-part test phase followed. In the first step, a small circle of consultants and experts was involved, when the linguistic quality and comprehensibility, the usage effort, the user-friendliness and the overall structure were checked in order to finalize the EAD tool for the second test phase to such an extent that a practical trial application by farmers and consultants is possible.

> The EAD tool is one possible and highly recommended entry point to the CAPTIVATE Knowledge Management Platform where other project's innovative results, such as the CAP measures, eco-practices and learning courses are gathered. Because of that, the second phase includes also these interconnections."

CAPTIVATE team carried out the EAD tool testing at their last in-person consortium meeting in Croatia, where they have assessed the sustainability level of a family farm with orchards and vineyards.

In the upcoming months, further tool testing will be realistically carried out by the project's primary target groups – local farmers and advisors – so that the final version can be delivered towards the end of the CAPTIVATE project.

EAD tool Guide: https://cap-tivate.eu/ead/guide/en/

Steps of using the EAD Tool



The use of the Farm Sustainability Assessment Tool can be divided into three main steps:

- 1. filling in the farmer questionnaire
- 2. viewing the results
- visiting the results page for recommended good practices and support opportunities

KoboCollect app for android



TIPS & TRICKS

How can advisors get prepared and use the EAD tool quicker?

The first step is perhaps the most challenging, according to the users' experience so far, as there can be many questions to be answered in a professional and realistic way, depending on the complexity of the farm. This is not an insurmountable obstacle for the persistent respondent who is experienced in completing online guestionnaires and who is familiar with the details of the farm, but many could benefit from the help of an expert in preparing, completing, and using the assessment. For most farmers, agricultural advisors are the professionals who support them in their daily work, having a long-term, regular, trust-based relationship, and having a detailed knowledge of their farm structure and activities. This makes it a logical option for the farmer to seek the assistance of an agricultural advisor in the sustainability assessment too, which we have considered in the design and implementation of our project. Most of the advisors already have a large part of the farmer's data needed to fill in the assessment form, as they manage the submission of direct aid applications or the keeping of the farm



logbook, which require a detailed knowledge of the structure and operations of the farm. In Hungary, for example, during the external testing of the tool, we specifically organized the process through the advisors, asking them to identify which of the questions they had prior knowledge of and in which cases it was necessary to ask the farmer for information. In this way, the advisor can start to complete the questionnaire, and the farmer only needs to respond to a significantly shortened written or oral (telephone or face-to-face) data request, after which the questionnaire can be finalized quickly. Experience shows that by this method the evaluation can be completed in an average of one to one and a half hours, including consultation with the farmer.



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Navigating through the CAPTIVATE pathway is achieved by CONNECTIONS between the various modules of the platform"

INNOVATIVE ELEMENTS OF THE DIGITAL KNOWLEDGE MANAGEMENT PLATFORM

Kobo API for instant results presentation

We selected the Kobo Toolbox platform as the main backbone of the Eco-farm Assessment and Decision support tool, not only because of its free to use, versatile response collection technology, but also what it could offer us in processing the data.

Kobo provides an application programming interface (API) which makes it possible for other systems to access the database of submitted responses in real time, which was a key for our project, aiming at the instant presentation of the assessment results according to very specific requirements of the structure, content and layout, which was carried out by developing custom-made server and client side scripts (programming).

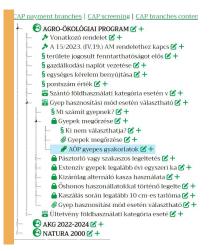
More about Kobo: https://kobotoolbox-documentation.readthedocs. io/en/latest/welcome.html

Kobo for data entry

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Possibility of off-line use in web browser or mobile app

The interface of data entry is user friendly and designed to work well in the field, still supporting specific business logic.



CAP MEASURES

Hierarchical content management

The problem: due to the complex nature of CAP measures, it was not possible to represent content in a regular, two-dimensional, tabular format. Our content experts first tried to organize it in a spreadsheet, leading to incoherent structure, repetition of rows and cells with the same values, differing column headers per measures, difficulty to elaborate a common keyword vocabulary, alterations between countries, etc. Therefore, the IT experts of our project decided to take on the challenge of developing a more flexible, web-based tool.

CAP MEASURES Tree editor and browser

In the web based tool all content can be entered, processed, and displayed according to the specific requirements. Technically this was possible by combining JavaScript, XML, SQL, HTML DOM, CSS and server-side programming, to be able to arrange the different elements of the measures in a hierarchical, treelike structure. During content upload, complex documents are decomposed into shorter paragraphs and entered to the system, according to their specific content element types. Any related information can be attached to the tree branches as well, such as good practice descriptions, for example. The main preset properties of the content element types are: **measure, sub-measure, entitlement, commitment, regulation, rule, practice**. Each element can appear anywhere in the tree structure, and although the number of levels is theoretically infinite, experience has shown that content element types are usually listed in the above order (from measure to practice), and the content can be described with using a maximum of six levels. Another important tool for describing content is keyword indexing, according to the specific interests of users, to make content easily searchable. The tool also well supports this, allowing each national content editor to introduce new keyword types and their associated optional values. Accordingly, the keywords may even be completely different from country to country.

CONNECTIONS BETWEEN THE MODULES EAD results - Eco-practice knowledge repository

RECOMMENDATIONS based on the results

CAPTIVATE supports you in implementing the best eco-farming practices that will help your farm in reaching its maximum sustainability potential and bring you closer to the CAP measures suitable for your farm! Check the list of recommended eco-practices for your farm here (link to the KMP and inventory of relevant eco practices - connection with keywords and SAFA subthemes)

Greenhouse gases	28.21%	Recommended eco-practices >> Connected CAP measures
Air quality	28.57%	Recommended eco-practices >> Connected CAP measures
Species diversity	47.57%	Recommended eco-practices >> Connected CAP measures
Genetic diversity	53.75%	Recommended eco-practices >> Connected CAP measures
Habitat diversity	50.01%	Recommended eco-practices >> Connected CAP measures
Material use	44.61%	Recommended eco-practices >> Connected CAP measures
Energy use	56.25%	Recommended eco-practices >> Connected CAP measures
Waste reduction disposal	62.5%	Recommended eco-practices >> Connected CAP measures
Soil quality	65.58%	Recommended eco-practices >> Connected CAP measures
Soil conservation	45.77%	Recommended eco-practices >> Connected CAP measures
Water withdrawal	66.67%	Recommended eco-practices >> Connected CAP measures
Water quality	78.18%	Recommended eco-practices >> Connected CAP measures
Husbandry conditions	82.81%	Recommended eco-practices >> Connected CAP measures
Animal health	75.71%	Recommended eco-practices >> Connected CAP measures
Recommendations base	ermanent	

According to eco-theme and subtheme properties of the various assessment indicators, and the same keywords assigned to the eco-practices, the link is established between the two modules. The recommended practices are displayed on the EAD results page, ranking (highlighting) from the weakest to the stronger themes. Similarly, the farm branch category is calculated from the Kobo response, and then linked to eco-practices which have the same category items assigned.

CONNECTIONS+ EAD results – CAP measures browser

GC	OD RESULTS	NEEDS TO I	NEEDS TO BE IMPROVED			
waste reduction disp water quality: 76.19 soil quality: 70.56%		habitat diversity: 39.58% material use: 34.38% genetic diversity: 25% water withdrawal: % animal health: 33.33%	6			
Recommendations						
Theme	Goal achievement	Subtheme	Goal achievemen			
Atmosphere	50%					
		Greenhouse Gases	50%			
		Air Quality	50%			
Biodiversity	37.26%					
		Species Diversity	47.21%			
		Genetic diversity	25%			
		Habitat diversity	39.58%			
Materials & Energy	55.9%					
		Material use	34.38%			
		Energy use	50%			
		Waste reduction & disposal	83.33%			
Soil	62.21%					
		Soil Quality	70.56%			
		Soil conservation	53.85%			
Water	38.1%					
		Water withdrawal	%			
		Water quality	76.19%			

Here the method is the same as for the ecopractices on the results presentation side, only that the displayed, recommended, and linked measures are located under the tree view tool, where thy should be tagged with matching keywords, as the eco-themes or farm branches.

CONNECTIONS+

Moodle glossary – EAD tool questions and hints glossary links

The main glossary of the project's content products is developed and maintained inside the Moodle system, where the auto-linking function can highlight any word in the course which is added to the glossary. However, this method has a disadvantage that only signed up and logged in learners can access the definitions, therefore we use the possibility to export the Moodle glossary into XML format, and place it on direct access location, where, for example, the terms can be hyperlinked and viewed without the need to login, such as during the filling in of the assessment form, and browsing its hyperlinks in the questions and hints.

CAP measures - Ecopractice knowledge base

When adding a practice type of paragraph in the tree editor, the URL field can be filled in with the hyperlink value of the practice description in the knowledge base. It is preferred to provide here the URL reference of an eco-practice described in our repository.

Progress in developing the e-Learning content

E-learning materials developed as part of the CAPTIVATE project consist of three modules:

- 1. EU's new relevant strategies
- 2. Good Eco-practices
- 3. CAPTIVATE Digital Platform

The first module contains learning materials on the relevant EU policy regulatory topics, namely Green Deal, Farm to Fork strategy, EU Common Agricultural Policy, EU Biodiversity Strategy for 2030, EU Soil Strategy for 2030 and EU Organic Action Plan.



MAKING THE LEARNING CONTENT RICHER Videos, H5Ps, quizzes

In addition to the text lessons, videos and suggested resources for further reading are included in the lessons. The learning material is supported by an e-glossary to help you better understand and acquire the terminology. Each chapter is followed by a quiz to test acquired knowledge. Those who successfully complete the quizzes can download a printable certificate to prove that they have completed the course.

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CONNECTIONS+

Moodle learning content- Ecopractices knowledge base

Module 2 of the e-learning content is focusing on "Good Eco-practices"

During the development of the learning content developers were requested to add new records to the knowledge base and provide the link, as further reading, whenever is possible and feasible, from the certain activities, modules, course content of the e-learning platform. This will be improved until the end of the project and further, as we wish to maintain and use the course in the longer future.

CONNECTIONS+

Farmer profile (CAP screening form)

To search and get response more specifically in the Knowledge Base on the basis of the profile data provided, and to enter own data only once.

A simple form designer approach has been developed, based on which the published form can be filled in, its data submitted and saved (even offline) to create a profile of the user's own farm, in relation to the use of and interest in CAP payments, and some relevant characteristics of their farm.



The second module describes some of the agricultural eco-practices. The chapters of this module are the following: Sustainability, Soil, Agroecology, Plant protection, Animal welfare, Diversification. The third module is a "User's Guide" to the CAP-TIVATE interface and tools. Chapters of this module are Entry point, Knowledge base, EAD tool and eLearning. The chapters contain several sub-topics. For example, within the "Agroecology" chapter, sub-topics include: Agroecological practices, Soil fertility and fertilization practices, Plant and species selection, Crop rotation (including cover crops and green manure), Double cropping, Management of landscape elements and habitats.



Pilot testing of the e-learning platform

This was carried out among consultants and advisors in Hungary, Croatia and Slovakia.

After the testing phase, further improvements were made to the learning materials based on the feedback from the participants, and then the platform was made available to a wide range of stakeholders.

LEARNERS PROVIDE FEEDBACK

Opinions from the (first 20) graduates of the e-learning course

The first group of learners achieving the CAPTIVATE Certificate gave feedback using a specific activity in Moodle assigned to collect their responses.

The numeric summary is presented in the table below. Besides this, we also held an online consultation with them (and planning a personal face-to face meeting as well in September in OMKi's new office building). During the online meeting, we could also hear about the motivation, interests, and plans about using the acquired knowledge. For example, four participants of the group are teachers in agricultural secondary, vocational schools, where they would also like to utilize some of the learning materials in the education of children. Others who are farming, wanted to learn about the techniques and get a wider overview, while more others are working in various sectors, like input supplier of bio-products, farm advisory services, who wished to train themselves deeper in the topic of organic farming.

	Strongly/ Agree	Strongly agree	Agree	Partially agree	Disagree
The e-learning platform is attractive and interactive	86,67	40.00	46.67	13.33	
The e-learning platform is reliable (no technical problems, no slow connections, smooth sign-up, etc.)	80,00	40.00	40.00	13.33	6.67
The e-learning platform makes studying easier	86,67	53.33	33.33	13.33	
I was able to navigate between the modules / the structure of the modules is transparent	86,67	60.00	26.67	13.33	
I had no problem to locate and handle the quizzes	80,00	46.67	33.33	13.33	6.67
The topics were relevant for me	93,33	66.67	26.67	6.67	
I can use the knowledge I have acquired in my work	93,33	40.00	53.33	6.67	
The teaching materials are appropriate in length and depth	73,33	33.33	40.00	26.67	

When asked for suggestions to improve the effectiveness of online training, participants highlighted the following points:

- Simplify the language by reducing foreign words and complicated descriptions.
- \cdot Improve coherence between sub-modules through cross-references.
- Ensure all links work and make diagrams legible, downloadable, and enlargeable.
- · Make tests more challenging by avoiding easily identifiable incorrect options.

Regarding the aspects of the training they particularly liked or found useful, participants mentioned:

- Enjoyment of the attached videos and the option to watch them later.
- The comprehensive coverage of new information. The CAP overview.
- The first module's relevant collection of EU policies and initiatives.
- Thematic excellence of the course. Sections on biodiversity and soil health.
- The many links, additional information, recommendations, and rich video content.
- \cdot Topics on circular farming, agroecology, and soil conservation strategy.

Overall, feedback indicates that while there are areas for improvement, participants found the course highly useful and well-constructed.

AN APPROACH OF DEVELOPING THE LIST OF CAPTIVATE CERTIFICATED EXPERTS Giving additional value to the course graduation

In Hungary, during the implementation of the CAPTIVATE project, but continuing over its official timespan, OMKi is working on the development of a partnership of farm advisors

With whose members a more continuous, systematic, and professionally sound cooperation can become possible, compared to the previous ad hoc, occasional opportunities. To be included in the list, OMKi published an open call to receive sign ups from Hungarian professionals. The main criteria of joining this list is to take the CAPTIVATE online e-learning programme. Trainees who complete the course using the self-learning method are awarded the Certificate at the end, which proves that they have successfully completed all three modules, and are thus better prepared to apply and transfer knowledge on the implementation of ecological practices based on EU green policies, as well as to use the developed farm assessment tool (EAD) and the knowledge repository platform.



Opportunities and benefits as advertised and to be offered by OMKi in the context of the call and during the cooperation:

- inclusion in the invitation list of events and newsletter recipients to get the freshest updates about ongoing activities;
- receiving information about projects and opportunities for farm advisors in relation with the work programmes of OMKi;
- · first invitation to be involved in projects requiring the participation of advisors;
- opportunity to provide feedback and suggestions on relevant pre-legislation drafts (such as new national regulations, measures, calls) where OMKi is involved;
- receiving OMKi professional publication package;
- participating in the prize draw for OMKi's exclusive gifts package (seed mixes, specialist books).

What needs to be done to be enrolled on the list of experts?

- To apply: sign up for the chosen service(s) here: https://cap-tivate.eu/hu/contact/sign_up_to_get_ captivated
- \cdot Complete the CAPTIVATE online course
- Register for the Hungarian course: https://edu.cap-tivate.eu/login/signup.php?lang=hu
- \cdot After the registration, receive the code to enter and complete the course
- After successful completion of the course, as the last activity, create and download your Certificate, which will put you on our list of farm advisory partners.

The Certificate may entitle its holder for various other benefits and advantages, according to procedures (to be) put in place by national partners, by their local circumstances, above we provided just an example of one of the Hungarian partners, already receiving over 90 sign-ups and 20 graduates getting the Certificate.

CONCENTRATED ACTION IN EACH PROJECT COUNTRY

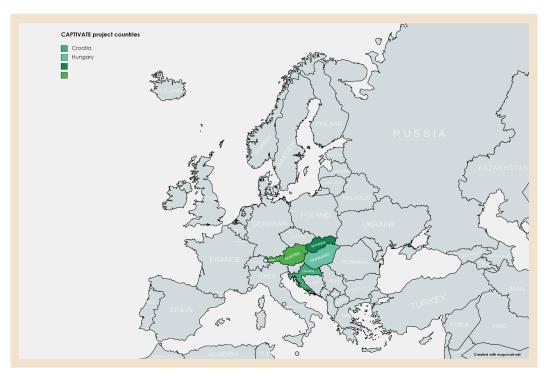
Announcing the second wave of Multiplier Events

We are excited to announce the upcoming second wave of Multiplier Events scheduled for October 2024 in Hungary, Austria, Slovakia, and Croatia.

Objectives of the Multiplier Events:

- 1. Provide a comprehensive summary of final project results.
- 2. Share feedback from the field on applying innovative CAPTIVATE knowledge and methods.
- 3. Introduce the EAD tool and user experiences.
- 4. Discuss opportunities for engaging new participants in the follow-up phase during the sustainability period of the project.
- 5. Showcase the Methodology and Implementation Guidelines.
- 6. Present policy recommendations

More information will be uploaded on the CAPTIVATE website and Facebook page!



FREE AND OPEN SIGN-UP FOR THE E-LEARNING COURSE

Learning content is available in HR, HU and SK languages, the platform is receiving registrations. Here is how:

Self-Registration: Learners can easily register for the platform themselves, streamlining the access process and making it convenient for busy schedules. How to register?

GETTING STARTED

Visit the platform:

https://edu.cap-tivate.eu/

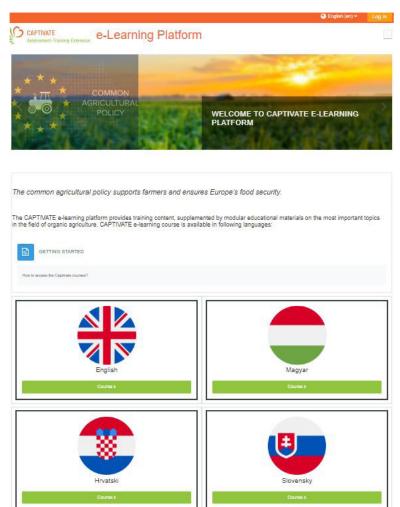
Create an account: You'll need an account to access the courses. Click on "Log In" button; Then click on "Create new account" button. Here is the direct link to register.

Complete the registration form: Follow the on-screen instructions and remember the login details you enter.

Confirm your registration: An email should be sent to your email address you provided. This might take a few minutes. Check your email for a confirmation link. Click it to verify your account. If you do not receive the email, please check your "spam folder"

Log in and choose your language: Once confirmed, log in to the portal and select your preferred language (Hungarian, Croatian, Slovak, or English) to access the Captivate courses.

Request course enrollment key: Contact the national coordinator of the project to ask for the key, in order to enter the course.





Tip & Trick

If you use th link below, with the ending lang parameter by your country code, you will get your language immediately shown on the interface from the start of the process, including the GDPR declaration:

https://edu.cap-tivate.eu/login/signup.php?lang=hr https://edu.cap-tivate.eu/login/signup.php?lang=hu https://edu.cap-tivate.eu/login/signup.php?lang=sk



SVETI MARTIN NA MURI, 27-28 JUNE 2024 **5th in-person consortium meeting in Croatia**

The CAPTIVATE team gathered for the final project in-person meeting, with the goals to review the progress and current stage of all project results; plan their practical implementation by the target groups, the agricultural advisors and farmers; make the practical application of the EAD tool at one family farm; and agree on the final steps for the project's completion. The meeting was extremely productive and marked a significant milestone in our collaborative efforts. It provided an excellent platform to engage in in-depth discussions, exchange insights, and refine the strategies. Key topics were successfully addressed and a clear roadmap was established for upcoming tasks.

FARM VISIT AND EAD TEST Side action of TPM5, on Hazic farm nearby the venue

Grape and fruit producer Hazic farm accommodated us for a half afternoon farm visit, presentation,



products tasting, combined with the assessment test, which was organized in a game-like fashion, our team splitting into pairs, the questionnaire into sections, and competing for the most responses, which was then entered into our on-line platform for the results.

GRANT DATA

Grant programme: Erasmus+ programme

KA220-VET -Cooperation partnerships in vocational education andtraining Project interval: 1 November 2021 -31 October 2024 Project identifier: Erasmus+ 2021-1-HU01-KA220-VET-000034777

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