



D1.1.4 Pilot Stories in various media forms

WP1.1– Users community requirements and multi-actor platform

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Executive summary

FATIMA set out to develop and demonstrate ways (tools, practices, measures) to help the EU intensive farm sector to become more sustainable. The project has achieved these goals in numerous forms. Based on these FATIMA achievements, the FATIMA Success Story has been developed.

Before FATIMA, farmers in pilot areas based their fertilization decision on their own experience plus available information from various sources, in general mostly dealing with homogeneous application across an entire parcel. FATIMA tools have opened the possibility to deal with spatially heterogeneous parcels by providing high-resolution wide-area maps of nutrient and water requirements, which can be converted into variable-rate application maps to feed into the spreader intelligence.

The objective of creating Pilot Stories was to illustrate this change, along with its associated benefits, by means of examples, farmers from the different pilot areas. The purpose of the main set of pilot area videos is educational (show and demonstrate what is possible) and motivational (invite others to follow the examples and obtain similar benefits). They address primarily farmers and other stakeholders in the farm sector, but also the general public.

This document defines the objectives and concept of Pilot Stories in FATIMA and provides an overview of the available material (pilot factsheets and videos).



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1 Introduction

1.1 Background and context

FATIMA set out to develop and demonstrate ways (tools, practices, measures) to help the EU intensive farm sector to become more sustainable. The project has achieved these goals in numerous forms. Figure 1 shows the essence of the FATIMA achievements, the FATIMA Success Story.

Before FATIMA, farmers in pilot areas based their fertilization decision on their own experience plus available information from various sources (see Figure 1), in general always dealing with homogeneous application across an entire parcel. FATIMA tools have opened the possibility to deal with spatially heterogeneous parcels by providing high-resolution wide-area maps of nutrient and water requirements, which can be converted into variable-rate application maps to feed into the spreader intelligence.

Beyond FATIMA pilot areas, precision farming technology has been available for a number of years to high-end farm businesses, with spatially distributed information/data coming from either costly arrays of ground sensors and/or tractor-borne reflectance sensors (e.g., Yara N sensor) and/or a complex system integrating satellite sensors with airborne sensors and ground-based observation network (e.g., FARMSTAR, now operated by Airbus Industry). FATIMA has achieved a quantum leap beyond those rather exclusive options by showing the way and demonstrating how to democratize the tools for Variable Rate (VR) application, making those tools accessible to general farmers (as users) and SMEs (as service providers). This democratization has been enabled by the advent of new high-resolution operational satellite missions (e.g. Sentinel 2A/B) and the vast progress in ICT, which are the basis for FATIMA tools.

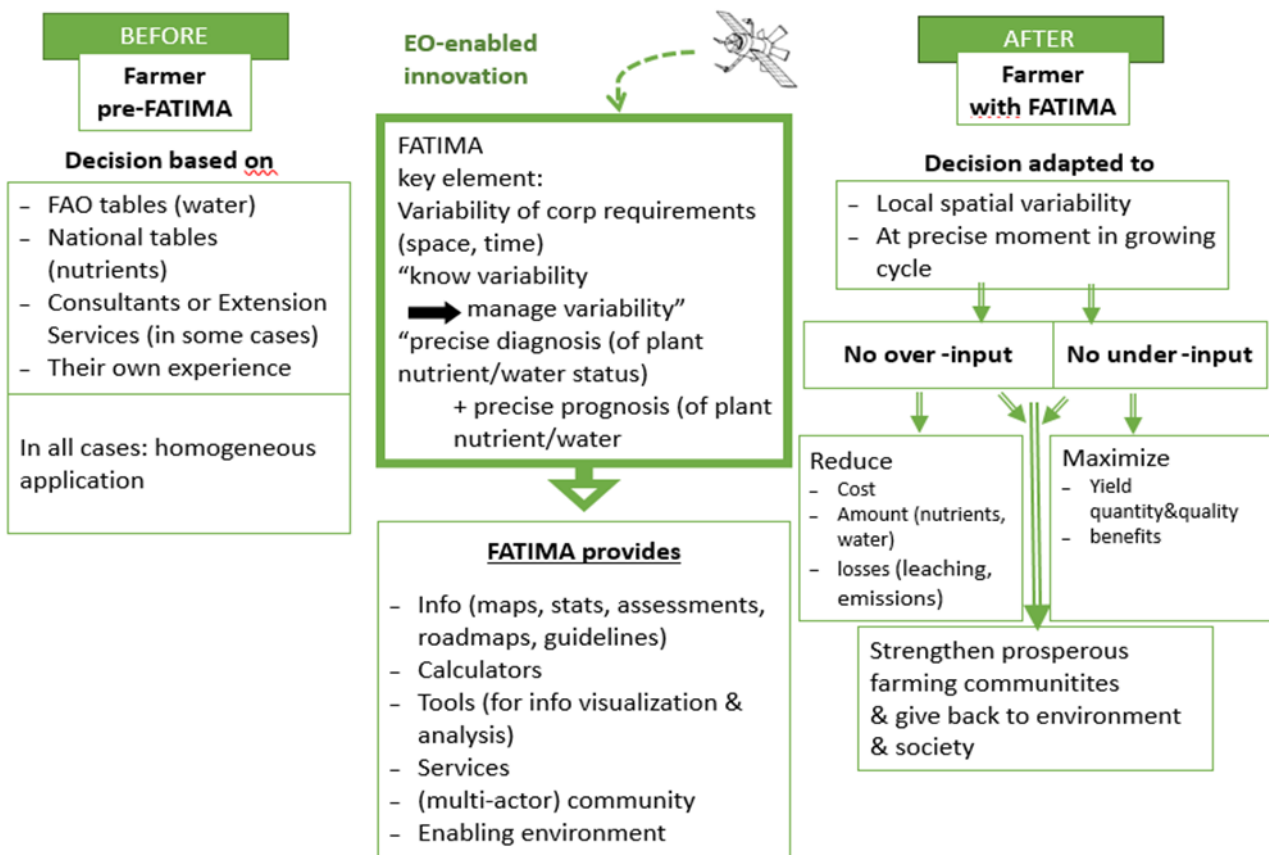


Figure 1. Schematic overview of FATIMA Success Story (simplified, see text).

1.2 Purpose and scope of the document

This document defines the objectives and concept of Pilot Stories in FATIMA and provides an overview of the available material (pilot factsheets and videos).

2 The goal and concept of Pilot Stories

The objective of creating Pilot Stories was to illustrate the change brought about by FATIMA (as summarized in section 1.1. above), along with its associated benefits, by means of examples, farmers from the different pilot areas. The purpose of the main set of pilot area videos is educational (show and demonstrate what is possible) and motivational (invite others to follow the examples and obtain similar benefits). They address primarily farmers and other stakeholders in the farm sector, but also the general public.

FATIMA demonstrates in many ways (scientific analyses, cost-benefit analysis, pilot cases) that change is possible, that farmers can produce better (or more) with less inputs. However, this theoretical and practical knowledge is by no means sufficient to introduce change on the ground on a substantial scale. Here is where Story comes in.

Story is a powerful means for change, because Story reaches and touches the deepest levels of society and human beings. Only if we can change the underlying paradigm of our functioning, change can happen (Korten, 2015¹).

It is in this sense that we are using Story in FATIMA. Obviously, it is also an excellent means of dissemination, but it is introduced here in order to facilitate change.

As in previous projects, we have created Pilot Stories illustrating the context of farming in pilot areas and the development of the current paradigm of intensive crop production, as well as capturing the vision of stakeholders of a sustainable future. We have repeated the experience from PLEIADES and SIRIUS where the pilot areas developed videos (see www.youtube.es/pleiades8stories).

3 Formats and available material

We have developed two different formats for different purposes:

Pilot factsheets for information purposes and videos for educational/motivational purposes.

Table 1. Overview of available material and access

Material	Access
7 pilot area factsheets	Download from www.fatima-h2020.eu (Downloads section)
9 pilot area videos	YouTube link at www.fatima-h2020.eu or directly at FATIMA YouTube channel www.youtube.es/fatimastories8 or FATIMA vimeo channel vimeo.com/fatima8stories

¹ D.C.Korten (2015): Change the Story, Change the Future. A Report to the Club of Rome. Berret-Koehler Inc., 169p.

4 Summary and conclusions

A set of Pilot Stories has been created in order to illustrate the change and benefits brought about by introducing FATIMA tools in farmers routing operations, by means of examples, farmers from the different pilot areas. The Pilot Stories have been developed in two different formats. The set of Factsheets provides essential information about each pilot area and the FATIMA activities carried out. The purpose of the main set of pilot area videos is educational (show and demonstrate what is possible) and motivational (invite others to follow the examples and obtain similar benefits). They address primarily farmers and other stakeholders in the farm sector, but also the general public.

