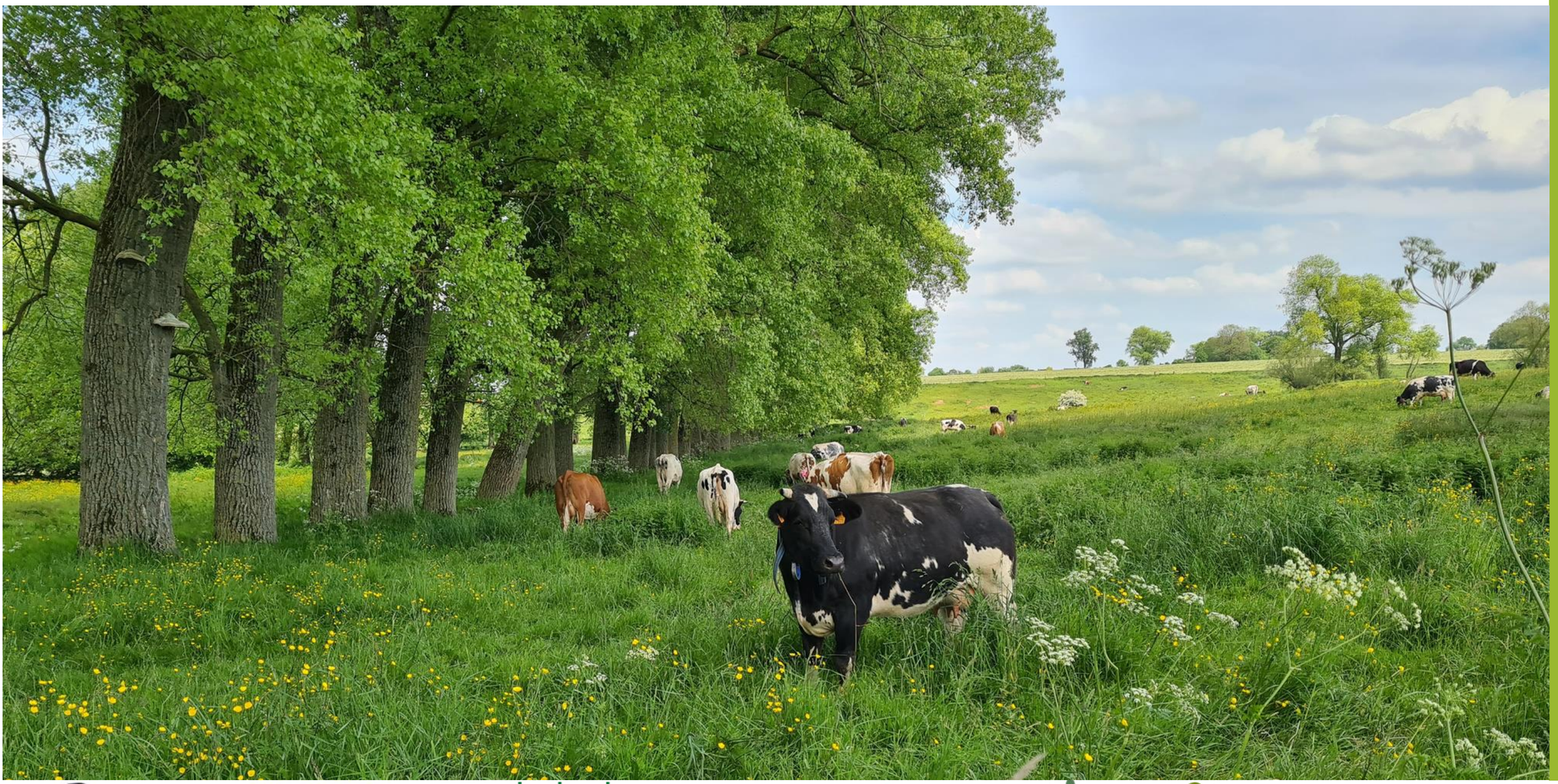
SUPPORTING FARMERS ONLINE WITH A USER-FRIENDLY DECISION SUPPORT TOOL: INTRODUCING THE INTERACTIVE AGROFORESTRY COST-BENEFIT ANALYSIS TOOL (INTACT)

EURAF 2024



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The project Farming the Future – Building Rural Networks for Climate-Adaptive Agriculture - FARM LIFE – is co-funded by the LIFE Programme of the European Union under contract number LIFE17 CCA/ NL/000093

INTRODUCTION

INSIGHT INTO COSTS AND BENEFITS OF AFS

Lack of understanding of costs and benefits is a major obstacle for interested farmers in Flanders and The Netherlands.

TREES/SHRUBS ARE OFTEN A NEW COMPONENT

How to ensure an easy understanding about costs and benefits of the tree component?

INTACT

Guiding users through the relevant tree and shrub-related costs and benefits.

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OBJECTIVES

1 CREATE A CLEAR STRUCTURE

A step-wise approach within the Cost and Benefit modules, reflecting a chronological order from reality.

2 GUARANTEE OPEN ACCESS

INTACT remains a free and open-access tool on the Agroforestry Planner:

3 GUARANTEE FLEXIBILITY REGARDING USER INPUT

Pre-filled suggestions can be adjusted to the user's personal figures.

4 USER-FRIENDLINESS

Intuitive navigation, responsive design, clear calls to actions, feedback mechanisms, interactive elements, and data visualization.

METHODOLOGY

How to create a flexible and interactive cost-benefit analysis tool for the tree component within agroforestry systems?

1. Which steps farmers take when starting agroforestry?
2. Map costs and benefits for the tree component
3. Brainstorm with experts
4. Create an online environment with a programmer
5. Evaluate user-experience
6. Implement feedback to improve the online environment
7. Launching and communication

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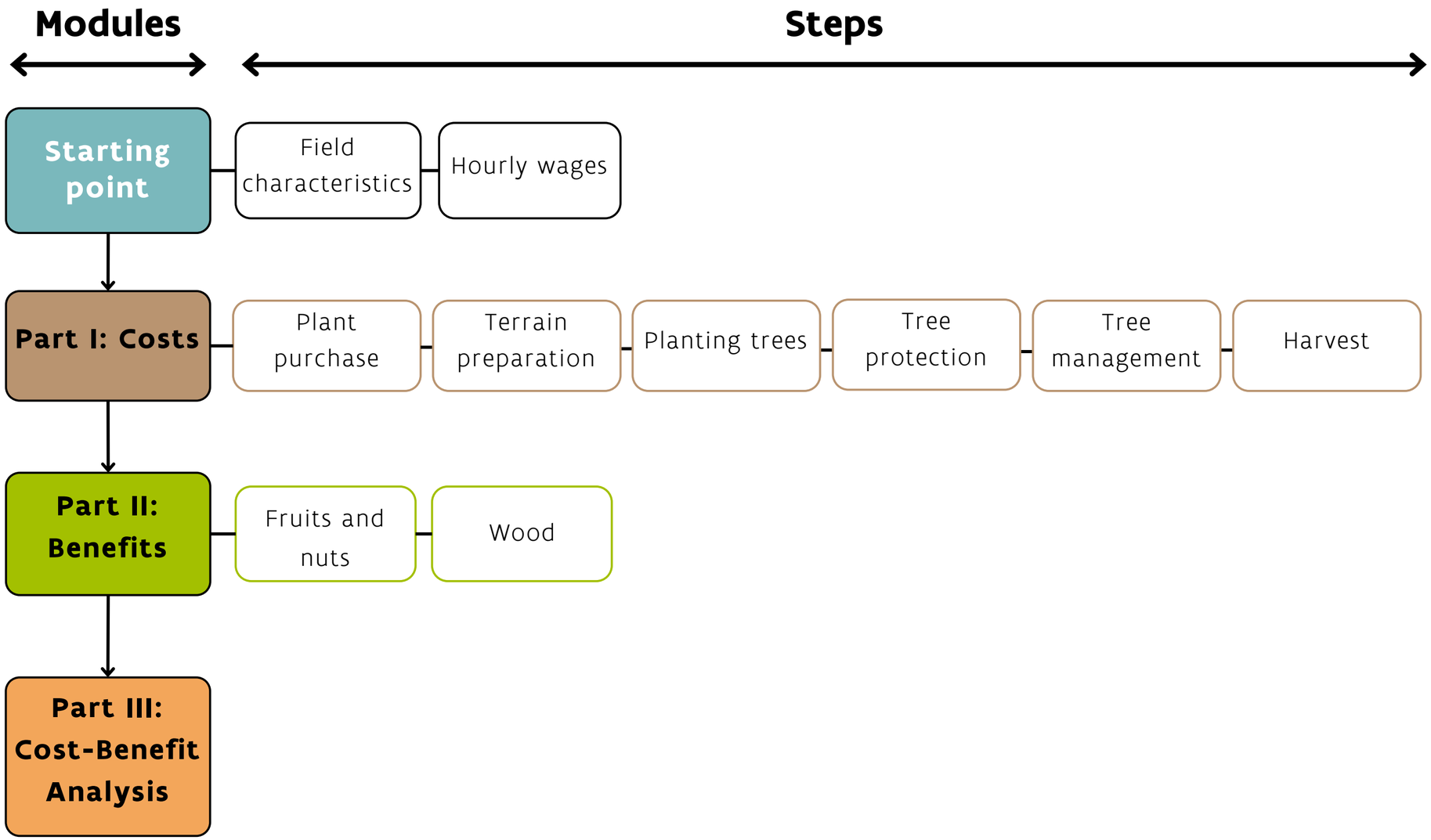
RESULTS

Part I. INTACT'S final structure



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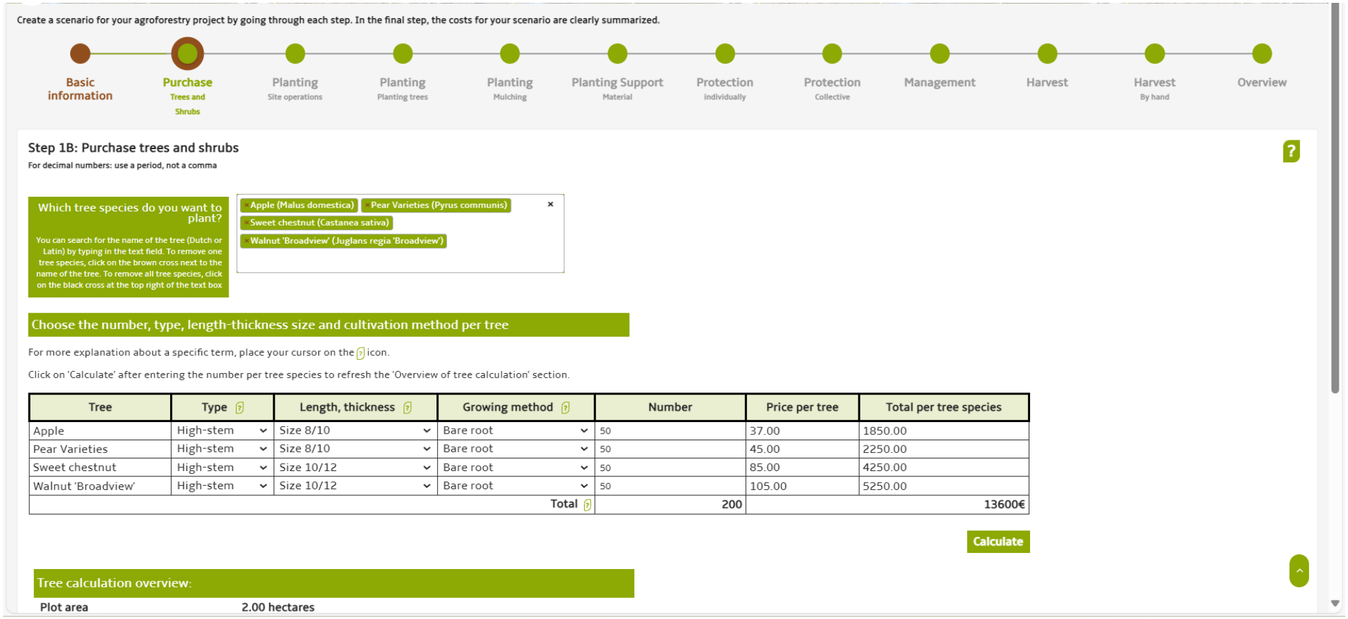
RESULTS

Part II. Web tool interface



Calls to action for support

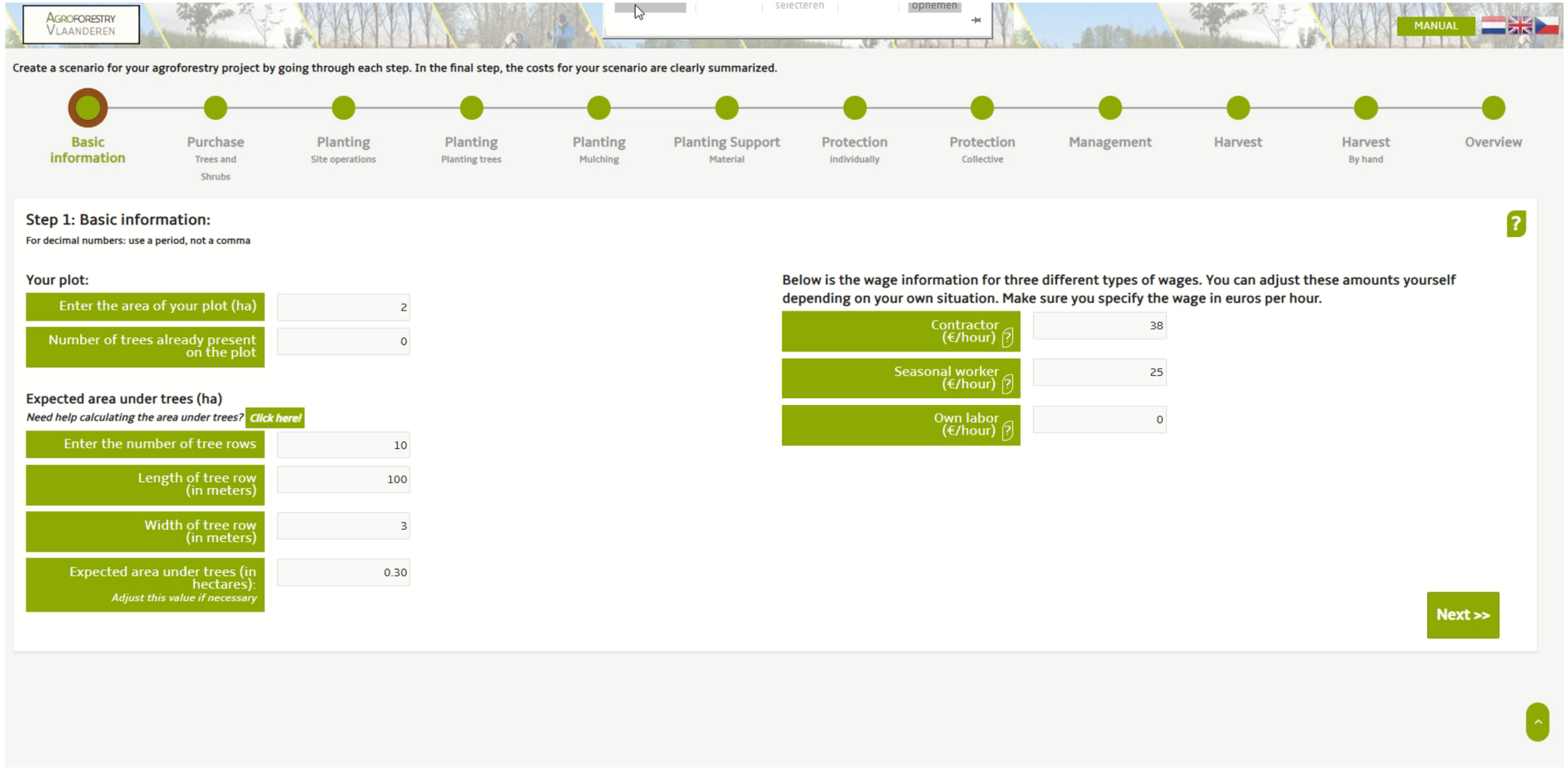
? General help button for each step (explanation)

More detailed information in the green text boxes.

Click here! Button activates a pop-up with helpful images and/or tips.

RESULTS

Part III. Demo web tool INTACT



DISCUSSION

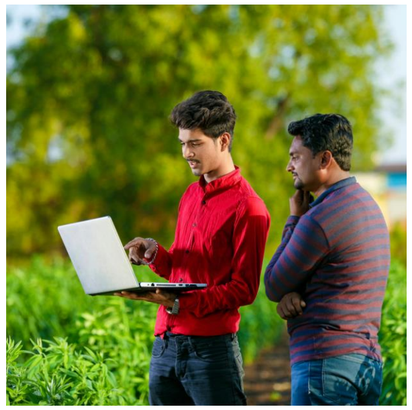
Lessons learnt by the developers

TREES/SHRUBS ONLY

Crop and/or animal components/calculations and crop-tree and animal-tree interactions are not included in INTACT.

USERS' FREEDOM

To what extent should the user be able to adjust figures to avoid false outcomes?



INTERPRETATION

INTACT does not replace professional advice and consultancy.

USER EXPERIENCE?

INTACT has been launched the Friday before EURAF starts.

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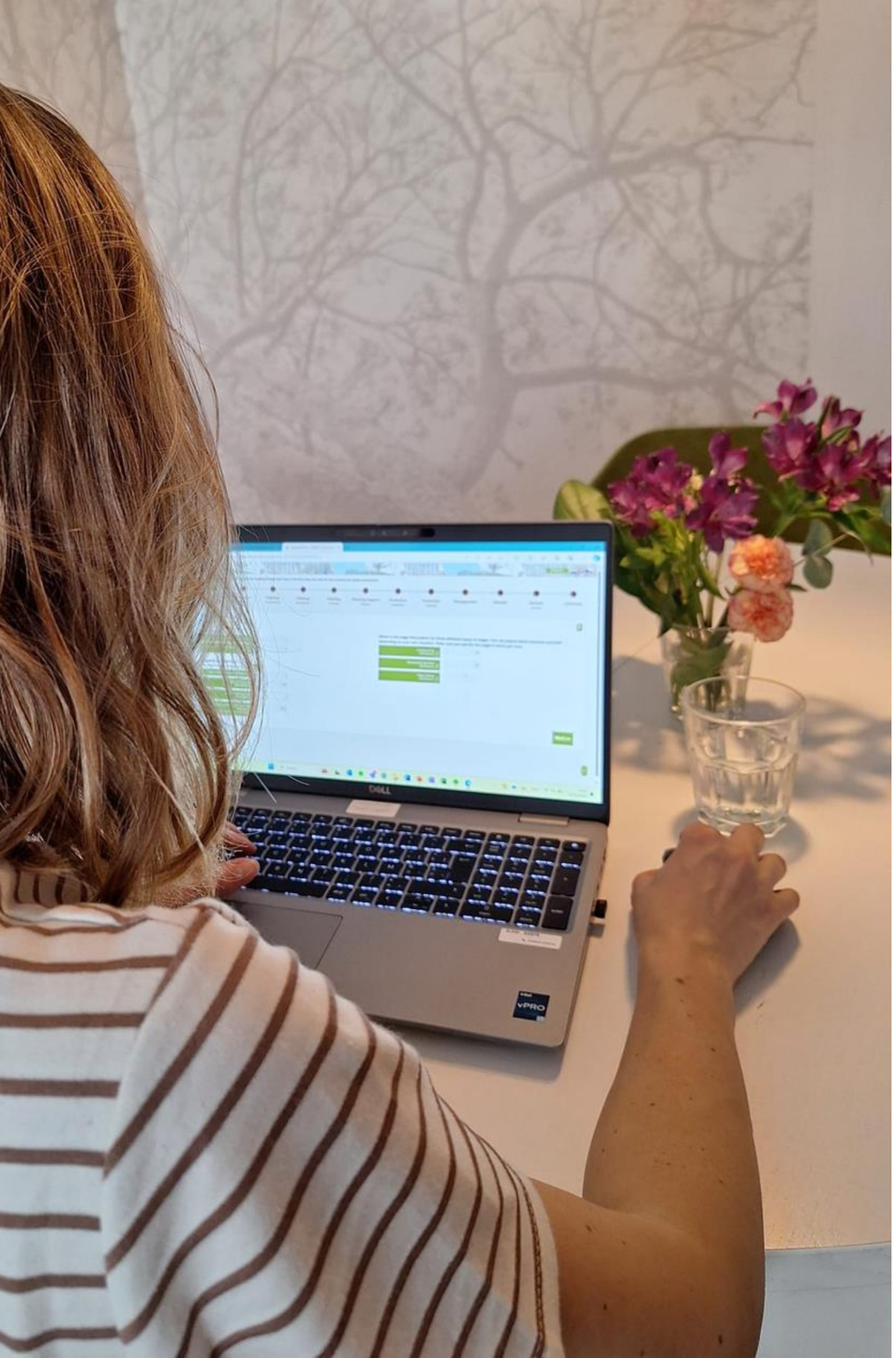

CONCLUSION

- **SO, INTACT IS ...**

A financial tool which can be used to get insight into the costs and benefits of a (new) agroforestry project for the first 20 years after planting trees.

- **INTACT 1.0 COVERS ...**

Most aspects of investment and maintenance costs, as well as expected income from trees and shrubs relevant to agroforestry systems.

- **USER-EXPERIENCE**

Two physical test moments were organised for the draft versions but not yet for the final version: feel free to explore INTACT and provide feedback.

- **INTACT IS LAUNCHED!**

You can find INTACT on the Agroforestry Planner

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REFERENCES

Abstract

[1]Bijl, M. & Forestry Service Group (FSG) (2021). AFP Model (Model 5) [Dataset].

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Manual INTACT 1.0

https://www.agroforestryvlaanderen.be/en/agroforestryplanner

Dataset INTACT 1.0

Carton, S., Rahahleh, J., & Reubens, B. (2024). Dataset of INTACT: INTeractive Agroforestry Cost-benefit analysis Tool [Data set]. Zenodo. https://doi.org/10.5281/zenodo.11281617

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THANK YOU!

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Questions?

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