



## It's time to bring digital skills to farmers and agribusiness 🧑🏫

SUSTAGRI 4.0 is an Erasmus+ project being funded by Leargas, the Irish National Agency, and coordinated by F6S. It will bring digital and marketing skills to small-scale farmers and agribusiness owners towards a sustainable and community-driven future.

There are many things that need to happen for us to mitigate and adapt to climate change. Often those who run small businesses are hit hardest and competing against large industries can become a losing battle. We are here to empower small-scale agribusiness and equip individuals with the necessary skills to enable the Agriculture 4.0 transition – a new wave in agriculture that embraces advanced technologies as a necessary step in the widescale adoption of sustainability.

We hope to see a significant uptake in digital and marketing skills by the time this project comes to a close in early 2024. Beyond those who participate in the partner countries of Ireland, Spain, Italy and Greece, we will strive to generate impact across the wider Europe with individuals in any country taking our e-course, getting on the e-commerce platform and helping spread awareness of sustainable agriculture.

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**Each partner comes with a particular skillset that feeds into the big picture: empowering small-scale businesses towards a sustainable and technologically advanced future.**



F6S is the largest Startup/SME community globally with over 1.5 million Startups/SMEs and 2.0 million entrepreneurs. It is the leading platform for application management for commercial, corporate, government, university and other accelerator programs, helping more than 17.000 such initiatives worldwide.

Mine Vaganti NGO is a non-profit organisation, whose services encompass Education and Training, Project Design and Development, Thematic Research, International Mobility, and Consultancy – for youth and adults in the education and sports sectors. MVNGO operates in Italy, around Europe and beyond.



Quality Culture supports social inclusion and the green and digital transition in Europe by empowering people, especially youth, through training in quality assurance, digital waves and European project management.

The University of Valencia is an international institution, offering studies in several areas from health sciences to humanities and economics. The research team is immersed in innovation practices



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The Institute for Promotion and Certification of Agri-food Products aims to promote high-quality food products by enhancing brand identity and commercial value. iAgroCert supports the agribusiness sector by building a network of producers by conducting research and innovation activities for tourism and enterprise knowledge exchange.



## KOM in Dublin – what happened?

Project Kickoff meetings can often be dry, long and PowerPoint-heavy. We wanted to avoid that and make sure we walked away with a clear, unified vision. What did it take? It took a lot of brainstorming, intense discussion and many post-

The brainstorming sessions even included some drawing! Despite some partners being apprehensive at first, the activity doubled as an icebreaker and opened the door to fruitful discussions about the bigger picture and breaking down in more detail who we want to target. This led to further thinking about where sustainability really fits into everything we aim to achieve and what kind of impact we want to see within our key stakeholder groups.



But how will the impact be felt over time once the project ends? Billy Goodburn from the Irish Cooperative Organisation Society (ICOS) gave a brilliant presentation nearing the end of our meeting to introduce relevant projects and also ask us some hard questions about what we really wanted to achieve. After all, nine different minds mean nine different ideas and coming together to reach one clear understanding of what this project is meant to achieve is not a simple thing.

One thing is clear: we believe that the days of the traditional farmer spending long, hard hours burning under the sun with old machinery are gone. Instead, we want to empower those working in all sectors of the agriculture industry to embrace innovation by taking on new technologies that will lessen the intense, physical labour, drive forward new digital communities and generate an impact against climate change.



## What's next?



Next stop: Spain! We are currently hard at work conducting research to understand what knowledge and skills gaps exist for those in the agribusiness sector.

Got an opinion you'd like to share? Are you a VET professional interested in participating in this research? Get in touch! [hello@sustagri.eu](mailto:hello@sustagri.eu)

