



## FRAMEWORK



Small-scale, young farmers and agribusiness owners must transition towards **enterprising approaches** for **sustainable, efficient and profitable agriculture**. SUSTAGRI4.0 aims to provide **digital and marketing skills** to enable this shift.

Through digitalisation, farmers can embrace the Agriculture 4.0 transition – adopting advanced technologies for sustainability, efficiency, precision and smart farming:

- **Digital technologies** allow for pest control
- **Digitalisation** enables optimal use of natural resources
- **Digital tools**, like drones, reduce labour costs
- **Digital platforms**, like crowdfunding, help to gain new clientele

## SOLUTIONS



THE EU has invested heavily in the development of **training and education programmes** that are tailored to the **needs of individual farmers** in different Member States.

Some of the key areas which SUSTAGRI4.0 also aims to address are:

- Farm management and business planning
- Sustainable agriculture
- Climate change adaptation
- Biotechnology



# Focus Groups

In-person sessions with small-scale farmers, agribusiness owners, Vocational Education and Training (VET) professionals and students and digital learning experts.

10

Focus Group Sessions

58

Participants

4

Countries



## F6S, Ireland

- Urban Co-op
- Irish Cooperative Organisation Society (ICOS) & digital learning companies



## Quality Culture, Italy

- Agricultural Cooperative Coraggio
- VET trainers



## Mine Vaganti, Italy

- School N. Pellegrini, VET trainers
- School N. Pellegrini, VET students (Agricultural Production and Methodologies Course)



## University of Valencia, Spain

- VET Centre IES Vicent Gandia, VET students
- VET Centre IES Josep Segrelles, VET students & trainers



## iAgroCert, Greece

- KOSMOS Agricultural Cooperative
- VET trainers

# Main Learning Outcomes

Specific needs and interests are highly variable – training must be flexible and offered in the form of micro-lessons taken at one’s own pace.

Both farmers/agribusiness and VET professionals recognise that digital skills are essential.

Digital marketing skills should focus on storytelling, social media as tool for boosting commerce (e.g. making engaging videos) and a market-focused understanding of the internet.

Entrepreneurship training to include strategy-focused thinking and the basics of business modeling.

Sustainability must be weaved in throughout all training with the understanding that impact takes time and investment.

Connecting sustainability initiatives with EU policy and funding opportunities is essential.

Introducing farmers/agribusiness to advanced technologies in simple and accessible ways may help reduce fear and mistrust in adoption.



**SUSTAGRI4.0 aims to be part of the shift from a labour intensive lifestyle to an efficient, fair and profitable enterprise that is also sustainable.**

Open access E-Course June 2023  
Open access E-Commerce Platform March 2024