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Digital Spring 🌸 : Navigating Sustainability with Digital Skills

If we want to make sure that the food we eat is sustainable and good for the environment, we need to take a close look at the challenges facing the agri-food sector. It's not just about adopting new technologies and business models - we must also understand the needs of small-scale farmers and other stakeholders battling industry and who are on the front lines of producing our food.

This also means supporting sustainable agricultural practices. But this is easier said than done. For many farmers, embracing digital technologies and innovative business models can be a real challenge. That's why researchers and projects like this one have worked hard to identify the gaps in knowledge, resources and infrastructure that are holding back the industry.

By working together to address these gaps, we can help farmers and agribusiness owners adopt sustainable practices that benefit us all, whilst also giving small-scale production a boost to compete against industrial operations and navigate EU policy. So let's keep pushing for positive change and support those who are doing everything they can to generate real impact!

This is why we developed a report on the needs, barriers and interests for farmers and agribusiness owners to adopt digital skills. The focus has been in our partner nations (Ireland, Spain, Italy and Greece), but we're sure that many of the interests and struggles for young, small-scale farmers are felt across the EU, too! Up next is the E-Course, intended to be hybrid, which will offer training in five key areas: sustainability, digitalisation, e-commerce, entrepreneurship and storytelling. Want to learn more? Get in touch!

[Check the Infographic](#)



Dr. Oscar Gil Castell

University of Valencia took SUSTAGRI4.0 to the 17th International Technology, Education and Development Conference. The event took place in Valencia from 6 - 8 March. The initiative is typically attended by educators, researchers and professionals from around the world who are interested in sharing their experiences and knowledge in the field of education and technology. This was the perfect opportunity to network with international experts and share our research with them.

Flash Interview



What is the importance of digital, marketing and branding tools, and how is SUSTAGRI4.0 contributing to the development of these skills in farmers and agribusiness owners? We reached out to Claudio Ragusa, from Quality Culture, to understand in our two-year journey how digitalisation will start a revolution in the agriculture sector.

[Read the full article here](#)

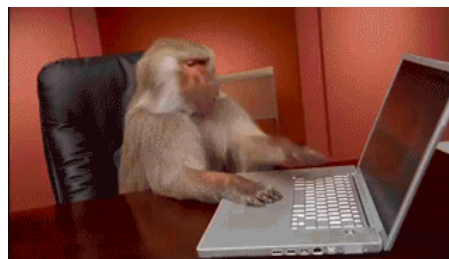


The SUSTAGRI4.0 consortium is working hard so that you have the best E-Course to empower a shift in the agri-food sector allowing small-scale, young farmers and agribusiness owners to adopt advanced technologies and embrace the digital shift to gain a competitive edge and become more sustainable.. Our E-Course offers 60 unique and bite-size lessons on all the hot topics, from navigating EU policy to understanding the power of storytelling. Stay tuned!

Get in touch!

hello@sustagri.eu

Do you have some insights to share about the struggles local producers face when it comes to the digital world and marketing? We want to know!



Don't despair! Our E-Course is almost here!



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