



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,  
Reusable and Shareable

FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°2

Factors influencing DATS adoption among advisors



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# Factors influencing DATS adoption among advisors

n°2

## Context

There has been increased focus on the Digital Advisory Tools and Services in the advisory field recently and this trend is expected to continue and intensify. This scope of the relevant studies on the DATS implication in advising activities lights on the main factors influencing their impacts:

- performance expectancy of a decision support tool
- ease of use
- peer recommendations
- trust in tools and embedded knowledge
- cost of the tool
- relevance to user needs
- farmer-advisor compatibility
- ability to pass over the digital divide i.e. the knowledge gap (skills and competences)

## Recommendations

- The tool has to improve decision-making and productivity
- It should be simple, practical and rapid to show its effect
- Social representation of the digital tools should be reinforced
- Free apps are often preferred, but any digital tool is supported by an economic model built with investment and maintenance costs
- Co-design and co-creation of a tool with involvement of peers cooperation and collaboration, farmer/advisor mutual influence and trust are crucial
- DATS should be sufficiently flexible to serve the needs of an individual user
- DATS need to be adapted to the innovation facilitator uses, i.e. advisor skills and behaviour.



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## Consortium

