



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,  
Reusable and Shareable

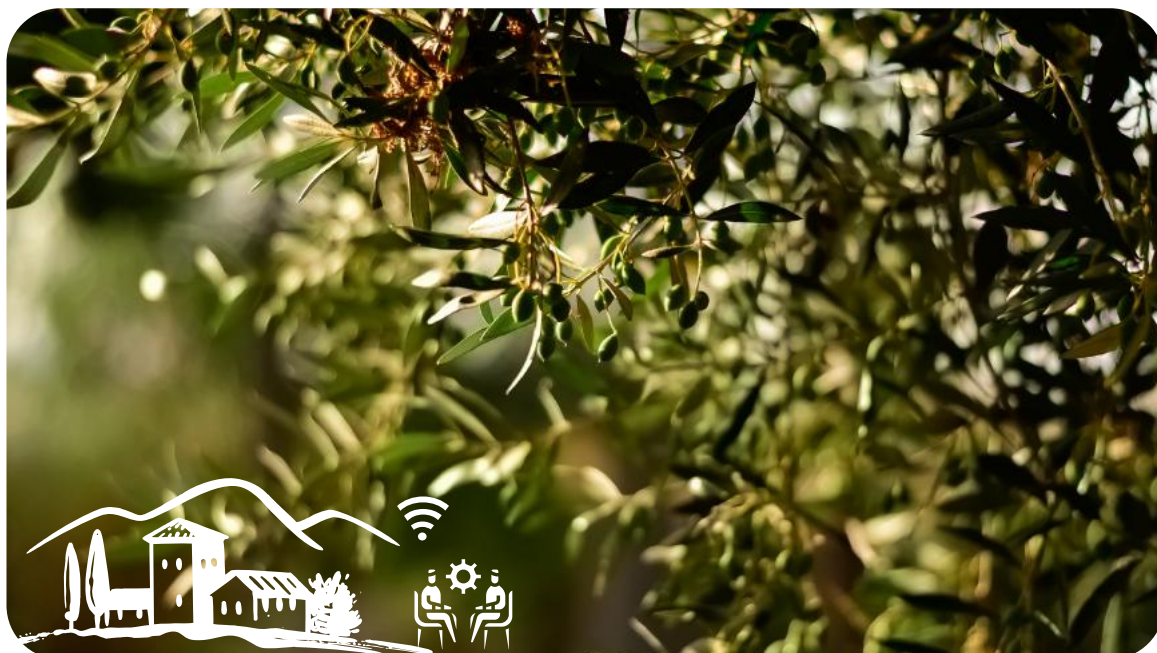
FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°55

Tuscany Living Lab for wider adoption of DATS



THIS PROJECT HAS BEEN FUNDED BY THE  
EUROPEAN UNION HORIZON 2020 RESEARCH  
AND INNOVATION PROGRAMME  
GRANT AGREEMENT ID 101019150



# Tuscany Living Lab for wider adoption of DATS

n°55

## Context

Encouraging the adoption of digital tools by farm advisors could be an efficient way to involve small-scale farmers who are often reluctant to invest in new technologies.

## Innovative approach

The Tuscany Living Lab aims at developing a unique web-app for olive growing, with advisors as co-creators, using a user-centred approach to detect, prototype and validate solutions in a real-life context. The web-app Poderi will include:

- Decision Support System for fertilization, irrigation and olive pest control
- Tool for the monitoring of the infestation of olive fly
- Tool for the self-evaluation of biodiversity preservation at the farm level
- Chat to communicate with farmers, send them alerts and exchange data.



The advisors taking part in the User Case will be involved in all the steps of the Poderi web-app development from the co-creation to the testing.



Learn more about the Poderi web app on the FAIRshare DATs inventory:

Poderi



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## Consortium

