



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°7

Support learning from digital advisor/farmer interfaces



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n°7

Context

The goal is to create multi-actor groups that will be composed of farmers, advisors and digital industry, all between several European countries. Thus Europe has been divided into 4 Regions:

- West Europe: France, Ireland, United Kingdom, Spain and Portugal
- North East Europe: Lithuania, Latvia, Estonia, Finland, Denmark, Poland, Norway and Moldova
- South East Europe: Greece, Croatia, Serbia, Slovenia, Bulgaria, Hungary, Kosovo, Macedonia, Montenegro and Romania
- Central Europe: Germany, Italy, Switzerland, Belgium, Netherlands, Czech Republic, Slovakia, Austria

Each Region organise a "focus group" and a "workshop" bringing together a farmer, an advisor and a digital industry from each country in the region. The aim is to get all these people to talk about the use of digital technology in their activity, how it is used, what problems are encountered, the benefits identified, etc.

Thanks to these multi-stakeholder groups, a clearer vision of the levers and obstacles to the adoption of digital tools by advisors and farmers will be available.

Recommendations

- Find a common language between the participants (very often English)
- Find people that are available to participate in the "focus group" and the "workshop"
- Make sure that participants are already familiar with digital tools.



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Consortium

