smart 4 food
innovative microlearning for farmers





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Country

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Introductions

I work as a project manager and educator in the field of rural development, youth work, and non-formal education.

I collaborate with NGOs, schools, local governments, and European networks to strengthen community engagement and educational innovation in rural areas.

My main target groups include young people, teachers, youth workers, municipalities, and various stakeholders active in rural development.

I focus on promoting education, civic participation, digital skills, and sustainable development, with the aim of empowering rural communities and fostering long-term impact through inclusive and practical learning approaches.

What Skill Gaps have you identified

The most common gaps I observe include low levels of digital literacy, weak marketing and entrepreneurial skills, and a general reluctance or fear of using new technologies.

Many participants struggle to connect theoretical knowledge with real-life application, and often lack strategic thinking when it comes to planning and development.

Another key challenge is the limited awareness and understanding of funding opportunities and project management, which prevents them from effectively launching or scaling their ideas.

Describe the Training Tools and Methods you find effective

In my experience, interactive workshops, real-life case studies, and group-based learning activities work exceptionally well. These methods actively engage participants and allow them to learn from one another through discussion and collaboration. I've also found that mentoring and coaching are very effective, as they support individual development and help participants apply what they've learned in a personalized way.

What Opportunities have you identified?

Digitalisation brings significant potential for improving farm management, streamlining operations, and reaching customers more effectively. I see great value in using online tools, data analytics, social media, and digital innovation even in small rural businesses. These tools can enhance visibility, optimise production, and create new market opportunities. At the same time, digitalisation presents an important opportunity to engage young people in rural development by making agriculture more attractive, modern, and future-oriented.

What are the challenges in delivering digital education to farmers

The biggest challenge is low motivation and fear of technology, especially among older farmers who often lack confidence in using digital tools. Another barrier is weak internet coverage in certain rural areas, which limits access to online learning. Time constraints are also a common issue—many participants are busy with daily farm work and struggle to find time for training. Additionally, it is difficult to design learning content that fits a wide range of digital skills, from beginners to more advanced users, making adaptability a key challenge.

Recommendations?

I recommend supporting practice-oriented and longer-term educational programmes that allow participants to apply their learning over time. It is crucial to link education closely with real-life needs in the field and to foster cross-sector collaboration between farmers, educators, local authorities, and businesses. Policy makers should pay greater attention to the specific needs and characteristics of rural areas, such as limited infrastructure or demographic challenges, and tailor their strategies accordingly to ensure inclusive and eff support. to type…

Top Tip

The most effective approach combines mentoring, peer learning, and working with real-life examples from the local environment, which increases participants' trust and willingness to innovate.

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