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WiseFarmer

WiseFarmer – Connecting farm generations in the digital age

Project period: 09/2019-08/2021
Target group: Farmers, farm advisors

Participating countries: Greece, Croatia, Romania, Slovak Republic
Target countries: Hungary, Serbia

Programme priorities

ADULT EDUCATION

» Increasing the demand and take-up through effective outreach, guidance and motivation strategies

» Improving and extending the supply of high quality learning opportunities tailored to the needs of individual low-skilled or low-qualified adults

HORIZONTAL

» Open education and innovative practices in a digital era

Main topics addressed

» Agriculture, forestry and fisheries
» ICT - new technologies - digital competences
» New innovative curricula/educational methods/development of training courses

Objectives

The project aims to bring the younger and elder farm generations together in a common program for the exchange of knowledge, access to high quality learning opportunity, facilitating support and sustained collaboration for increased competence, from one side in the use of digital tools, from the other side the crucial farming practices based on local knowledge.

Because the farmers' main and most trusted source of information are the other farmers, the WiseFarmer intergenerational pair-mentoring where an older farmer is paired together with a younger farmer with digital skills and knowledge co-creation methodology can give the generations an opportunity to learn from each other by solving context-relevant, farm related problems and circumvent existing obstacles by mentoring each other.

The skills of using digital tools can be successfully transferred in the local context, as they are connected and matched with local farmer knowledge, and facilitated by farm advisors who provide professional support for the learning pairs throughout the whole learning process.

Targeted results

To be achieve by five intellectual outputs:

1. Conducting regional needs analysis and knowledge assessment in every participating country.

2. Developing a methodology and content for the learning program, and matchmaking technique for the selection process of mentoring pairs.

3. Creating a collaboration platform that provides learning content and functions, collects good practices and displays new digital tools (relevant for the region) and supports communication features that enable constant share of ideas and knowledge, using mobile and desktop devices.

4. Implementing the pilot learning program in Serbia and Hungary.

5. Extensively sharing project results using multiple channels, publishing the digital handbook titled "WiseFarmer Inventarium" - a special repository of technologies and methods - collected and locally validated during the project.

Project results will demonstrate the viability of the approach and methodology, as one of the possible techniques to overcome crucial challenges in the agricultural and rural sectors. The experience can be utilized in a wider strategic context for policymaking, to cope with the abandonment of farming activity especially by young people, the succession of farming, attracting new entrants into agricultural activities, the introduction of digital innovations in a responsible and effective way, suitable for smallholders' and family farmers' needs.