



Digital Agriculture & Forestry

Understanding the Market to Forecast & Support Future Growth

Ioannis Gitas, Professor
Laboratory of Forest Management & Remote Sensing
Aristotle University of Thessaloniki



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Project Duration: 2024 – 2026

Coordinator:  **WAGENINGEN**
UNIVERSITY & RESEARCH

Technical Manager:  **evenflow**

Partners:



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS



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Flanders research institute for
agriculture, fisheries and food



The 4Growth Objective



Understand where, how and to what extent digital and data technologies are **being adopted** in the agriculture and forestry sectors

Why?

- ✓ increase investments in digital infrastructure
- ✓ to enhance the **performance** and **competitiveness** in the two sectors
- ✓ to promote **innovative governance models**

The 4Growth Challenge



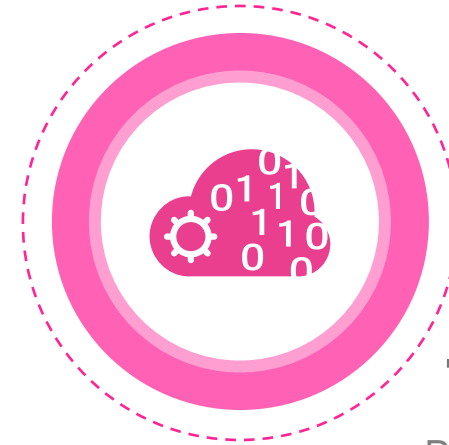
Agriculture

Understand the uptake
of digital technologies



Digital Technologies

Promote the benefits of
using digital technologies
within the agriculture and
forestry sectors



Forestry

Analyse the use of
forestry data and digital
technologies



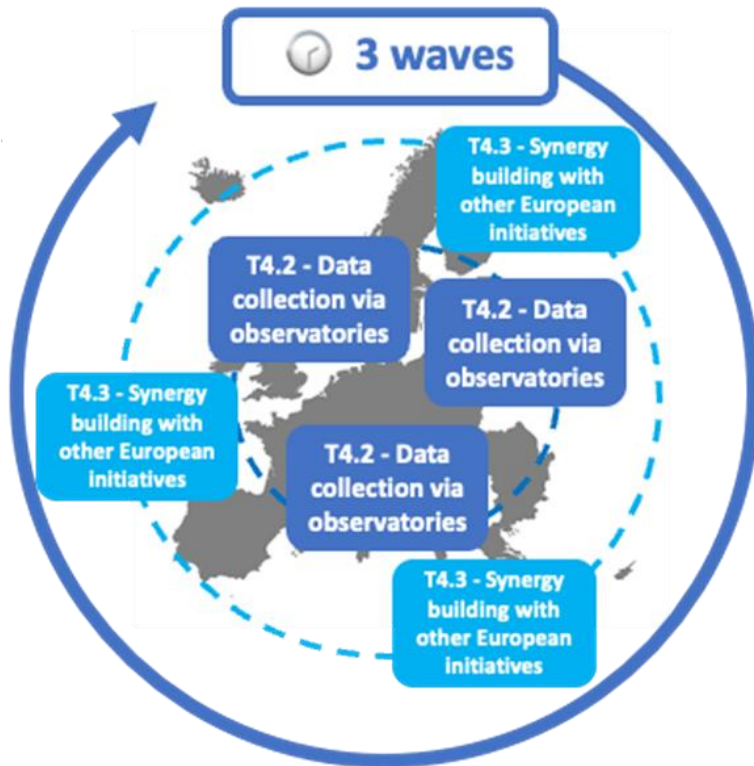
Forecasting & Foresight

Enable stakeholders to
proactively innovate, tailor
their offerings, and remain
competitive



The 4Growth Approach: Observatories

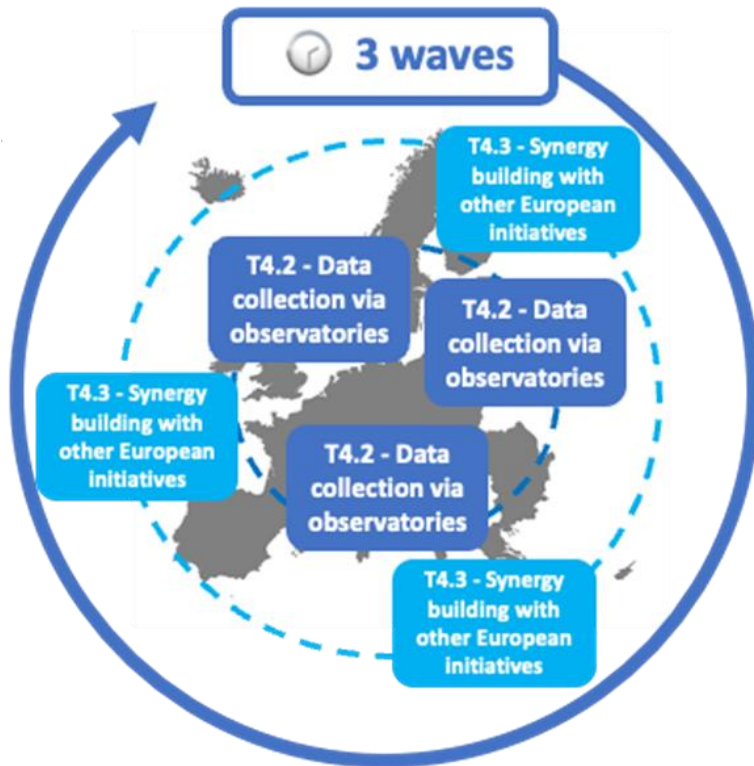
DATA COLLECTION



- ❖ One of the **core elements** of the 4Growth approach is the **data collection** across Europe.
- ❖ **Goal:**
 - ✓ The **investigation** of parameters, such as:
 - **How** digital technologies have been adopted/used
 - **Where** they are used
 - The **benefits** of their use
 - **Barriers** to uptake
- ❖ The data collection will be performed through a **digital survey**.

The 4Growth Approach: Observatories

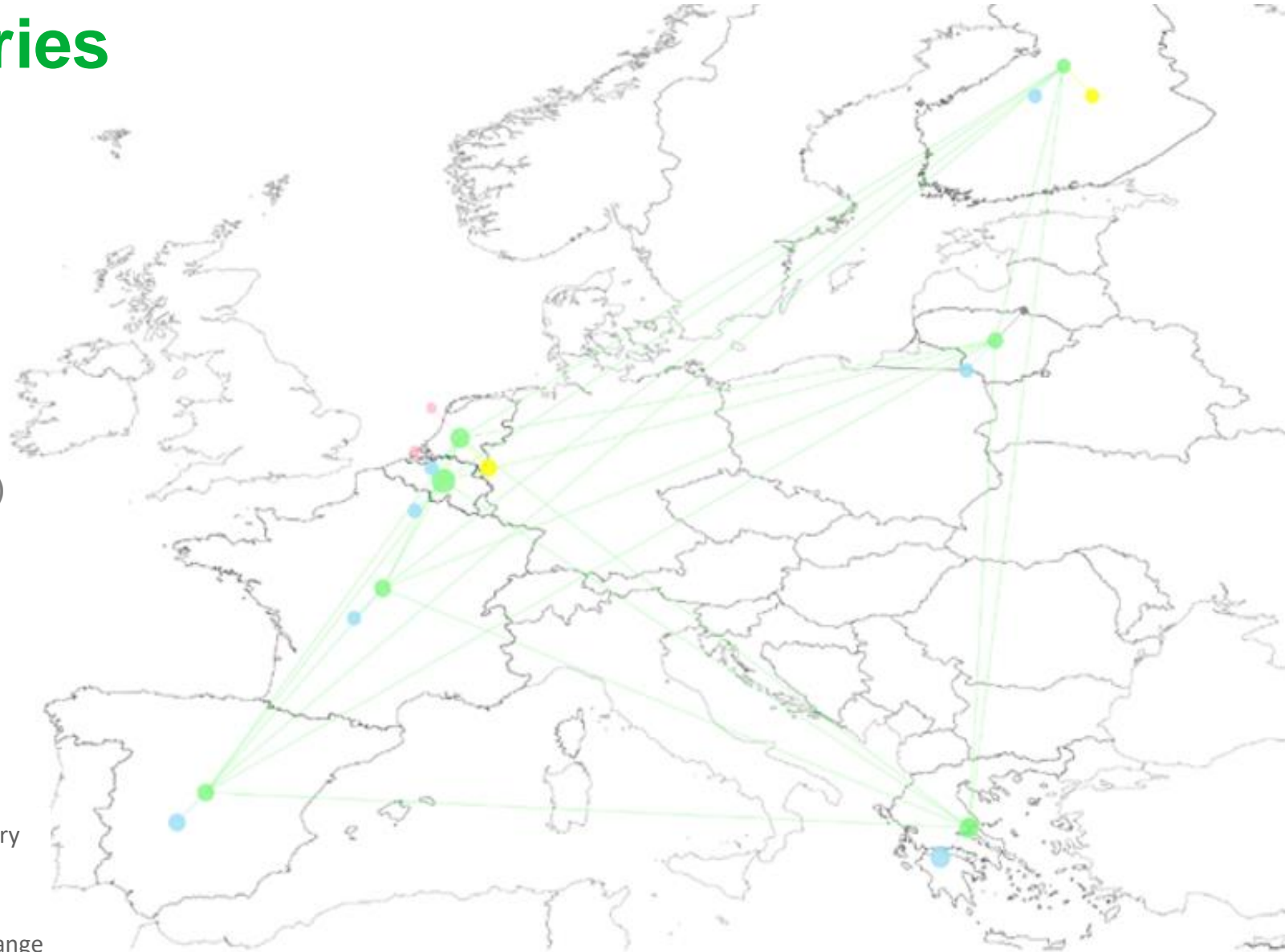
DATA COLLECTION



- ❖ Therefore:
 - ✓ 7 observatories (5 agriculture and 2 forestry) have been organised
 - ✓ Each observatory constitutes a **data collection ecosystem** composed by professional networks
- ❖ Data will be collected from each observatory in “3 waves” throughout the duration of the project.
- ❖ In each wave, we will try to expand the observatories with the aim to:
 - ✓ Collect as much data as possible
 - ✓ Cover the **entire European territory**

Forestry Observatories

- AUTh is responsible for the **data collection** within the forestry observatory, covering **Greece/Southern Europe**.
- VTT (Technical Research Centre of Finland) is responsible for the forestry observatory, covering **Finland/Northern Europe**.





**ASSOCIATION
INTERNATIONALE
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EUROPEAN FOREST INSTITUTE



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CENTRE OF EXCELLENCE



EARSeL



si-cluster
a corallia initiative



INRAE
science for people, life & earth



Mediterranean Regional
Information Network

(MedRIN)



**Our Current
Network**





**Your
Contribution
?**

We invite you to **contribute** to our endeavor & **enrich our current network** of stakeholders by:

1. Contacting us via email at alexands@for.auth.gr
2. Providing us with the name of the organization/institution to be included in the survey (ideally indicating contact person details)

The contact person is expected to be in position to provide feedback by filling out the **4growth survey**

Thank You!

Email: igitas@for.auth.gr



4Growth-project.eu



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