



Facilitates innovation, networking, and education of farmers.



ABOUT PROJECT

Horizon 2020 FAIRshare project aims to support farm advisors to use Digital Advisory Tools and Services (DATS) to support a more productive and sustainable agriculture. EU and national/regional policy-makers put a major focus on digitisation of agricultural sector to ensure that digital innovation in agriculture keeps pace with other sectors and that the benefits of digitisation are available to and impact the wider farming community.

The e-OPG is a digital platform for farmers created as part of the FAIRshare project. The e-OPG provides farmers with increased access to relevant information from agro sector at one place, facilitates networking and education, and enables innovative agricultural enterprises to become an inspiration for other farmers.

Due to the increasing digitalization in various segments of the economy, including the agricultural sector, development of the digital platform "e-OPG" as part of the User Case "Smart Sustainable Farming for Young Agro entrepreneurs" has great importance for all stakeholders in the agricultural sector, including young farmers and women farmers, agricultural advisors, AKIS users, policy makers, but also the general public. The platform was developed based on the Austrian model, DATS „My Farm – My Way“. The idea was to create a platform that will serve as a "one-stop" spot where all relevant information will be indicated.

OBJECTIVES

e-OPG aims to:

- facilitate innovation, networking and education
- create a space where innovative farms and sustainable agricultural business models are an inspiration to other farmers
- exchange relevant information and knowledge towards farmers and advisors

The main idea was to develop the platform based on the actual needs of the farmers and the agricultural sector! Big focus was on making the platform user-friendly so that it is also approachable by older farmers and those with limited digital skills. The e-OPG platform was released to the public at the end of October 2022, and it is regularly being updated with new content for farmers.



Development of a digital platform with the most important and easily accessible information for farmers

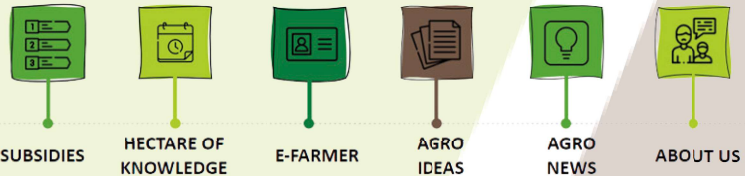
METHODOLOGY

Challenges that were taken into account during the development of the digital platform are Limited access to Internet and digital infrastructure, Low awareness, Age structure of the agricultural sector, Poor digital skills of farmers.

To overcome the mentioned challenges, we have conducted: Brainstorm sessions with experts from agriculture sector, farmers and farmers associations as well as advisory service about the ways to engage farmers, the maintenance of the e-OPG platform and the educational, motivational and promotion segment, Cross Visits with UCs similar as our's so that we could exchange experiences and get quality advice and suggestions, Internal meetings with IT experts and graphic designers about successful implementation of e-OPG (attractive interface and user-friendly platform).

As a result, we have developed e-OPG digital platform. On the e-OPG digital platform users are just one click away from relevant agro data. Main categories of our platform are subsidies, hectare of knowledge, e-farmer, agro ideas, and agro news. Subsidies consist of the list of measures with short explanations, list of tenders (open or announced) and available credit lines. Hectare of knowledge has all the information about legal framework on the EU and national level as well as educational brochures. E-farmer consists of the inventory of digital tools and applications and FADN calculator (serves for the calculation of economic size of the family farm). Agro ideas contain subcategories: farmers success stories, useful agro links and articles.

Just one click away from relevant agro data



It is important to encourage as many farmers as possible to use the e-OPG platform by pointing out all the advantages that the platform provides and that using the platform will be beneficial for them. Also, as a very important item is holding an educational webinar/training that will familiarize them with all the features of the platform and provide them with brief instructions on how to use it.

RESULTS

The e-OPG platform has already been promoted and presented at several conferences and through social media. A number of webinars are being organised to encourage more farmers to use the platform, and the platform is also being promoted at various agricultural events and conferences. In October 2022, a cross visit was organised to share experiences and get inspiration and concrete solutions to challenges, such as the main topics the platform should cover and how to promote the platform. Participants of the cross visit were asked to fill in a short survey, which gave an insight into the use of the platform.

Although the platform has been active for less than a year, it attracts an average of 240 new users per month. Site analytics showed that the platform is well adapted to different platforms. Some metrics, such as top performing content, also confirmed previous research.

