

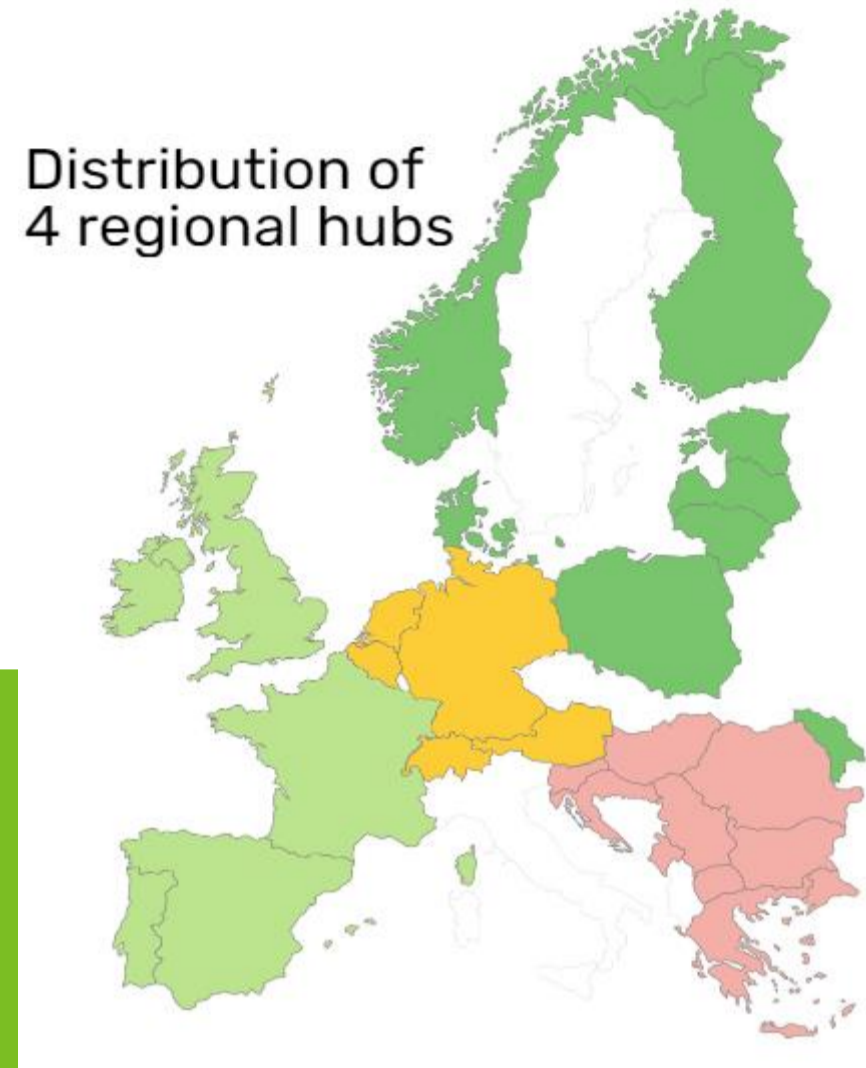
## 1. Introduction

- ❖ **FAIRshare** aims to ensure that **farm advisors effectively use Digital Advisory Tools and Services (DATS) to support a sustainable agriculture**, by:
  - ❖ Developing **an inventory** to share existing DATS from across Europe
  - ❖ Supporting the practical use of DATS by developing User Cases (UC) or Living Labs to embed digital tools in different advisory contexts across Europe

## 2. Key challenges in adopting DATS?

- ❖ To assess challenges faced by advisors in adopting DATS & provide potential solutions FAIRshare developed:
  - ❖ An EU survey with agricultural advisors & farmers (n=1,000)
  - ❖ 4 EU wide focus groups & regional (Western, Central, North Eastern & South Eastern Europe) workshops involving farmers, advisors, FAIRshare project participants & digital industry representatives

Distribution of 4 regional hubs



## 3. Main Findings

Most Common Barriers Across Regions	Solutions Identified to Barriers in these regions
Lack of or poor internet connection	<ul style="list-style-type: none"> <li>- DATS that are available and can work off with basic functions</li> <li>- Investing in infrastructure</li> <li>- DATS that are simple and load quickly</li> </ul>
Poor and lack of skills and training in using digital tools for both farmers and advisors	<ul style="list-style-type: none"> <li>- Offer trainings</li> <li>- Establish:                             <ul style="list-style-type: none"> <li>- Working groups</li> <li>- Learning networks</li> </ul> </li> </ul>
Lack of time, willingness and motivation to learn how to use DATS	<ul style="list-style-type: none"> <li>- Foster different types of motivation:                             <ul style="list-style-type: none"> <li>- Improve information</li> <li>- Illustrate examples and benefits</li> <li>- Support networking</li> <li>- Provide support</li> </ul> </li> </ul>
Value and benefit(s) of using DATS are not clearly visible	<ul style="list-style-type: none"> <li>- Provide "trusted" short-list of best performing tools</li> <li>- Create Information hub</li> <li>- Establish working groups to share benefits and tips</li> </ul>
Data collection and security too complex	<ul style="list-style-type: none"> <li>- Legislation regarding data safety in DATS</li> <li>- Ensure purpose of the data is clear</li> </ul>

## 4. Key Conclusions & Next Steps

- ❖ Barriers similar across Europe, however order of priority can differ from country to country
- ❖ Several solutions to overcome barriers were provided however context specific factors apply e.g. legislation
- ❖ Findings will inform the implementation of UCs & in developing their own action plans they will identify and set out the steps to address their own specific barriers.

### Consortium



### 3rd parties



### Advisory board

