

Understanding the Market to Forecast Future Growth

The agricultural and forestry sectors hold profound importance in the foundation of both the European and global economies. The **EU Green Deal**, the **Common Agricultural Policy (CAP)** and the **EU Forest Strategy for 2030** all set ambitious targets towards environmental sustainability and economic viability of the sectors in Europe, concerning areas such as reduction of the use of pesticides, increase in organic farming output and in the promotion of sustainable use of wood-based resources.

Digital technologies and data play a pivotal role in revolutionising the agricultural and forestry sectors, ushering in a new era of efficiency, sustainability, and productivity. Understanding and forecasting the evolution of digital and data markets is paramount in navigating the rapidly changing technology landscape.

In today's interconnected world, where digital platforms help drive commerce, understanding market trends is essential for policy makers, farmers, foresters, and investors to adapt strategies, identify emerging opportunities and anticipate consumer behaviour. **With this in mind, the 4Growth project was launched in January 2024 and a kick-off meeting held in February in The Netherlands with a view to better understanding and predicting the digital and data markets within agriculture and forestry.**

Gathering data and visualising the market

The objective of 4Growth is to understand where, how and to what extent digital technologies and data are being adopted within the agricultural and forestry sectors. It will do so by collecting a wide range of ground truth data via distributed observatories across Europe and identifying key factors or constraints for uptake. 4Growth will showcase the uptake through the **"4Growth Visualisation Platform"** that will combine powerful storytelling with advanced visualisation of market data. This will contribute to a deeper knowledge of what influences market adoption, which in turn will allow 4Growth to develop robust forecasts to guide policymaking and increase further uptake.

The team behind 4Growth

4Growth bring together a consortium with years of experience in operational and R&D activities, committed to understand and contribute to the uptake of digital agriculture and forestry through a multi-actor approach. Thus, leader in innovation **Stichting Wageningen Research** (The Netherlands), acting as overall project coordinator and user uptake and market analysis specialists **Evenflow** (Belgium), acting as project technical manager are joined by **LE Europe** (Ireland), **Future Impacts** (Germany), **Vizzuality** (Spain), **Foodscale Hub** (Greece) and a group of key agricultural and forestry experts; **Geoponiko Panepistimion Athinon** (Greece), **INTIA** (Spain), **CTIFL** (France), **ILVO** (Belgium), **VTT** (Finland), **AgriFood Lithuania** (Lithuania) and **Aristotelio Panepistimio Thessalonikis** (Greece). The consortium is specifically designed to understand, measure, forecast and visualise the bigger picture of digital agriculture and forestry, uncovering the fine details of how such solutions can support practitioners in achieving environmental sustainability and economic performance and, finally, guiding decision makers in creating a conducive environment for all of the above.

For further information

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