



Understanding the Market to Forecast Future Growth

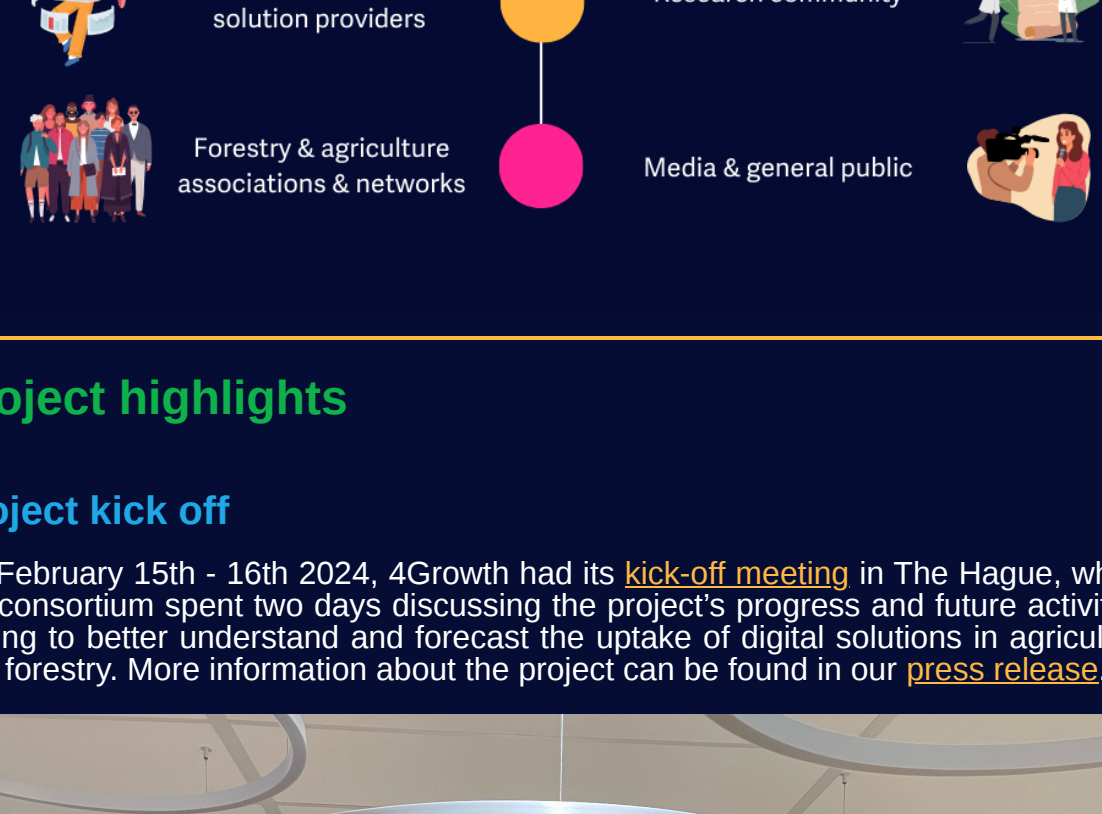
Introducing 4Growth

About the project

4Growth is a HORIZON Research and Innovation Action funded by the European Union under Grant Agreement No 101134855, launched in January 2024 for 36 months.

4Growth aims to contribute to the uptake of digital and data-driven solutions in agriculture and forestry by (i) documenting the current state-of-play and projecting the future evolution (forecasting and foresight) of the sector, (ii) making insights available to the wider community of decision makers and value chain actors – through the 4Growth Visualisation Platform, (iii) collecting a wide range of “ground truth” data and identifying key factors or constraints for uptake, and (iv) producing sets of key policy recommendations and best practices to encourage/facilitate further uptake. To successfully fulfill its ambition and carry out the proposed activities, 4Growth brings together a highly motivated team of 13 partners from 9 EU Member States, with strong proposition and extensive involvement in digital agriculture and forestry activities.

Project stakeholders



Project highlights

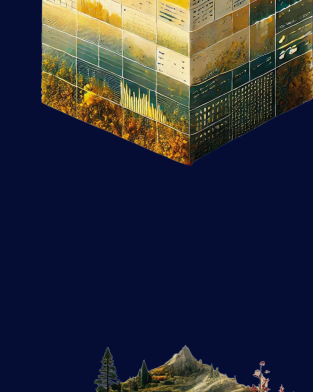
Project kick off

On February 15th - 16th 2024, 4Growth had its **kick-off meeting** in The Hague, where the consortium spent two days discussing the project's progress and future activities, aiming to better understand and forecast the uptake of digital solutions in agriculture and forestry. More information about the project can be found in our [press release](#).



Visualisation Platform

The 4Growth Visualisation Platform is on the horizon, designed with a user-centric approach to make complex data easily understandable and actionable. Extensive preparatory work by our seasoned partners in managing landmark platforms Vizzuality laid the foundation for this innovative tool, focusing on a thorough understanding of the data to be collected and on identifying potential users. Interested to learn more on the work conducted in this initial phase and to get a glimpse of our platform in the making? Find out more in our [blog](#).



Market Monitoring and Forecasting Tool

Extending up to 2040 and covering virtually all digital and data-driven solutions across the various agriculture and forestry disciplines, the Market Monitoring and Forecasting Tool (MMFT) will become an invaluable asset for the community. LE Europe have been developing the model using commercial data to better understand the market and forecast future growth.



Foresight Module

The different components of the Foresight Module will be accessible in a standalone format on the 4Growth website, thus empowering decision makers to draw strategies and R&D work programmes, as well as to inform policy. Future Impacts have developed their first “Horizon Scanning” report. The report presents ten trends that are expected to shape the future of agriculture and forestry concerning the uptake of digitalisation in the next decade and beyond.



Observatories

4Growth has set up a network of observatories that aim to gather “ground truth” data on the uptake of digital solutions. Each observatory acts as a “node”, through which intelligence is collected at national/regional level. Wageningen University and Research have outlined the structure of the observatories and have been busy gathering insights from all over Europe.



Assessment Grid

The Digital Agriculture and Forestry Uptake Assessment Grid, developed by reframe.food, will play a pivotal role in the Observatories' data collection and analysis efforts. This tool will be openly disseminated to the community and will gather comprehensive field-level data on the adoption of digital technologies by actors in the agriculture and forestry value chains. By capturing variables such as technology integration, associated costs, and workforce requirements, it will support capacity building and be made available as an open-access resource. The data collected will also help refine assumptions in the project's econometric model for market monitoring and forecasting.

Events

Synergy Days 2024

4Growth has confirmed its presence in the upcoming [Synergy Days 2024](#), the most important conference connecting the digital innovators of the European agri-food sector, scheduled to take place on 14th - 15th of October 2024.

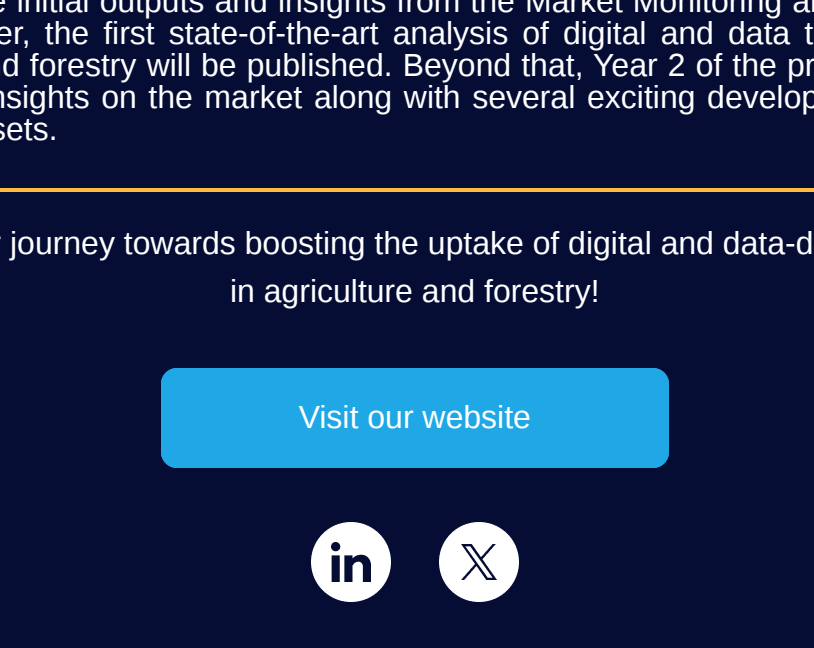
4Growth will provide a pitch presentation during the conference's plenary session, aiming to present the project and will also have its own exhibition booth, where all attendees can have a visual overview of the project's key concepts and directly engage with members of our consortium. Moreover, 4Growth will host a workshop titled “Data Flows and Framework Conditions in Agriculture & Forestry” at 15:40 on Day 1 of the event (14th of October). Synergy Days 2024 provides an excellent opportunity to create multiple collaboration opportunities and boost the uptake of 4Growth's exploitable assets. Read our [blog](#) for more details.



Communication updates

Early communication activities of the project involved the creation of 4Growth social media accounts on [X](#) and [LinkedIn](#), aiming to build an online community of supporters and followers, acting as one of the main pillars to promote the project and its ongoing activities. The [4Growth website](#) was launched in M3 and serves as the online platform for public and consortium communication, reflecting the work happening in the context of the 4Growth project. In addition, during the first eight months of the project, several promotional materials were produced, including:

- a. [visual identity](#)
- b. [leaflet](#), [poster](#) and [rollup banner](#)
- c. [promotional video](#)

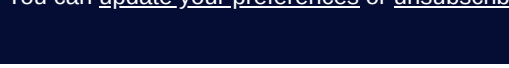


Forthcoming developments

As we near the end of the first year of 4Growth, we look forward to the finalisation of the first wave of data collection, with analysis expected to be finished by the end of December. We will also see the launch of the first version of the Visualisation Platform along with the initial outputs and insights from the Market Monitoring and Forecasting Tool. Moreover, the first state-of-the-art analysis of digital and data technologies in agriculture and forestry will be published. Beyond that, Year 2 of the project promises many more insights on the market along with several exciting developments relating to our key assets.

Join us in our journey towards boosting the uptake of digital and data-driven solutions in agriculture and forestry!

[Visit our website](#)



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