

4Growth



Understanding the Market to Forecast Future Growth

Reflecting on our progress

Recent milestones and achievements

As the first year of 4Growth came to an end, we finished 2024 with several exciting achievements. The project's first wave of data collection came to an end, the first versions of the Visualisation Platform and Market Monitoring and Forecasting Tool have been delivered, and our initial Horizon Scanning and State-of-the-art analyses have been produced. 4Growth established key relationships with several other projects, particularly at Synergy Days 2024, which exemplifies the value of coordination among the agriculture and forestry R&I community. There have also been lessons learned in the 4Growth's first year, which are enabling the consortium to enter 2025 with a clear understanding of what we need to achieve and how to do so.

[Missed our 1st newsletter? Read it here!](#)

Project highlights



Visualisation Platform

The first version of the 4Growth Visualisation Platform has been created. Designed with a user-centric approach, the platform features multiple interactive screens that enable users to explore data through customisable filters and configurations. The overview section provides a snapshot of survey data, together with a map of Europe showing the adoption of technology by country. The overview adjusts when users activate various filters and they can further personalise their experience by customising widgets to display data in various formats tailored to their specific needs. Stay tuned for a preview!



Market Monitoring and Forecasting Tool

The first iteration of the Market Monitoring and Forecasting Tool (MMFT) has been delivered. The MMFT analyses and forecasts the uptake of digital technologies within the agriculture and forestry sectors. The model aims to provide up-to-date and forward-looking data with a global scope, focusing on country-level details for the EU and regional-level insights for non-EU Europe, North America, Latin America & Caribbean, Asia-Pacific, and Africa & Middle East, covering the period from 2020 to 2040. Read more in our [blog](#).



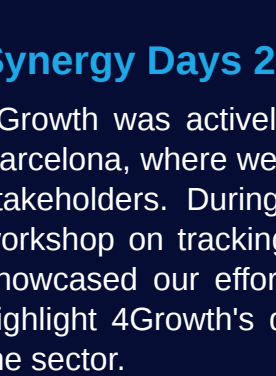
Foresight Module

Our Foresight Module explores the changing framework conditions of agriculture and forestry and their digital transformation. The first horizon scanning analysis has been delivered and presents the initial findings in 10 trends and 30 signals. The horizon scanning processes will continue in 2025. Horizon scanning is a foresight process of screening various sources to identify developments of change, zooming in from more global topics to sector-specific topics. Additionally, a set of scenarios is currently under development.



Observatories

The observatory ecosystem comprises 7 observatories, functioning as central hubs for planned surveys and other data collection methods to generate data and information, which is then utilised in forecast and foresight modules. Together, these interconnected components form a dynamic ecosystem essential for understanding and managing digital agriculture and forestry. Observatories play a pivotal role in gathering comprehensive data on digital technology adoption and its impact, informing strategic decisions and policy formulation in agriculture and forestry.



Assessment Grid

The second iteration of the Digital Agriculture and Forestry Uptake Assessment Grid has been delivered. The Grid is intended to be filled out by agriculture and forestry value chain actors and is designed to gather information regarding their adoption and integration of digital technologies. A key enhancement in this version is a more concise questionnaire, making it quicker and easier for stakeholders to complete. The revised Grid emphasises streamlined data collection while maintaining analytical rigor.

Events

Synergy Days 2024

4Growth was actively involved in [Synergy Days 2024](#), held on 14–15 October in Barcelona, where we connected with over 400 agrifood innovators, policymakers, and stakeholders. During the event, the team delivered an impactful pitch, hosted a workshop on tracking data flows and market trends in agriculture and forestry, and showcased our efforts at a dynamic booth. This provided an excellent platform to highlight 4Growth's dedication to advancing digital and data-driven solutions within the sector.

The event also provided a platform for building collaborative networks with initiatives like Data4Food and COMECT. Meaningful conversations at the 4Growth booth sparked new agreements with multiple partnerships to link 4Growth with their pilot activity stakeholders, who are now being approached to complete the [4Growth survey](#). Insights gained at Synergy Days will shape 4Growth's ongoing efforts to connect with key players in advancing digital innovation for agriculture and forestry. Read our [blog](#) to learn more.



AgriFoodForum2024

On the 26th of November, 4Growth was present at the [AgriFood Forum 2024](#). Organised by our consortium members AgriFood Lithuania, the event focused on resilience and sustainability in the agrifood sector. 4Growth made its mark on screens, and visitors could connect with 4Growth's mission through our stakeholder survey, contributing to the shaping of impactful solutions in agriculture and forestry.



Synergies

Through strategic synergies with other initiatives, 4Growth is fostering an open, growing, and sustainable ecosystem for digital technologies in agriculture and forestry. Our efforts are focused on enhancing knowledge exchange and collaboration. To date, we have announced partnerships with [ICAERUS](#), [Smart Droplets](#), and [QuantiFarm](#) projects. Stay tuned for more announcements!

Communication updates

Over the past few months, we launched our 'Meet Our Observatories' blog series, providing a deep dive into how digital technologies are transforming agriculture and forestry across Europe. This series showcases the challenges and breakthroughs in adopting these technologies across diverse regions in Europe, monitored by observatories led by 4Growth partners. Click the images below to join us on this journey and explore early insights from our observatories:



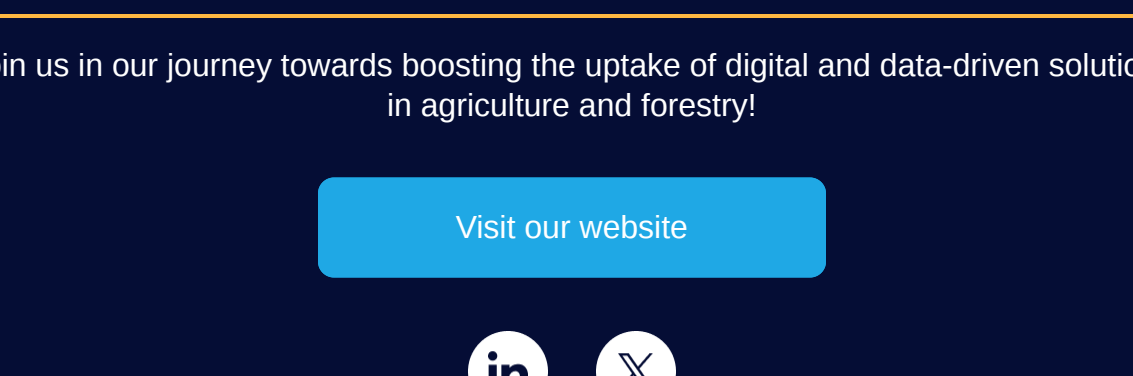
Accelerating Digital Transformation in Navarra's Agricultural Sector



Unlocking Innovation in French Agriculture: A Closer Look



Bridging the Gap: Digitalising Smallholder Farms in Greece and the Balkans



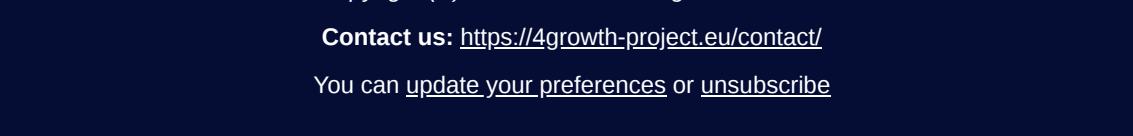
Finland's Path to Revolutionising Forestry through Digital Innovation



Advancing Forestry Practices with Tailored Digital Solutions in Southern Europe



Leading Digital Agriculture Advancements in the Benelux Region



Navigating the Digital Shift in Agriculture in Eastern Europe

A glimpse into what's next

Looking forward to the planned activities in 2025, 4Growth will have its second in-person consortium meeting in Thessaloniki in mid-February. This will allow the team to discuss several key topics and plan for the year ahead. Wave 2 of data collection will also kick-off in February and end in July. Several other key outputs will be produced, including the second iteration of the MMFT, the first Holistic Long-Term Framework Scenario analysis, the first Policy Recommendations and the first Exploitation and Sustainability Plan.

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

[Visit our website](#)

Funded by the European Union

Funded by the European Union under GA 101134855. Views and opinions however are those of the consortium and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

Copyright (C) 4Growth 2024 All rights reserved.

Contact us: <https://4growth-project.eu/contact/>

You can [update your preferences](#) or [unsubscribe](#)