



UNLOCKING PRIVATE INNOVATION:

Best practices for value chain actors

Farmers, cooperatives, SMEs, and investors are key to digital transformation. By pooling resources, embracing open standards, and co-developing fair business models, private actors can accelerate innovation while ensuring inclusivity, data sovereignty, and sustainable growth in agriculture and forestry.

KEY BARRIERS



Data lock-in and vendor dependency



Investment misfit for early adopters



Digital skills and training gaps



Trust deficit in platforms and data use



Fragmented technical standards



Unequal access for smallholders and SMEs



Short-termism in investment horizons



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5 POLICY PRIORITIES

1 BUILD TRUST

Join transparent, neutral data platforms with clear governance

2 GO MODULAR

Adopt open, interoperable, "plug-and-play" digital tools

3 INNOVATE FINANCE

Combine hybrid funding, cooperative investment, and freemium models to spread adoption risk

4 INVEST IN SKILLS

Treat digital training as core; build peer learning networks and appoint data stewards

5 ADAPT LOCALLY

Co-design tools with users, pilot regionally, and scale with feedback loops



STRATEGIC RECOMMENDATIONS

- ✓ Focus on user-centric design and inclusivity
- ✓ Avoid vendor lock-in by prioritising interoperability
- ✓ Treat digital skills as long-term capital investments
- ✓ Aggregate demand through cooperatives and producer
- ✓ Explore new business models balancing profit and sustainability

NEXT STEPS FOR PRIVATE ACTORS

- ✓ Pilot open tools with trusted partners in cooperatives and SMEs
- ✓ Join neutral, transparent data platforms to build scale and trust
- ✓ Aggregate demand across regions via farmer associations and co-ops
- ✓ Establish skills alliances for agriculture and forestry SMEs