



D5.1 – 4Growth Website

Authors: Daire Boyle, Asaf Covo

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Lead beneficiary	Evenflow		
Lead author	Daire Boyle	Email	daire@evenflow.eu
Other authors	Asaf Covo (Evenflow)		
Reviewer(s)	George Beers (WUR)		

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1.0	29.03.2024	Final	First issue	Evenflow

Introduction

This deliverable contains original unpublished work, except where clearly indicated otherwise. Previously published material and any work done by others has been acknowledged using appropriate citation, quotation, or both. Reproduction is authorised provided the source is acknowledged. The 4Growth website which can be accessed here: <https://4growth-project.eu/>

As part of Task 5.1, the 4Growth project website (**D5.1**) is to be released in M3. This will be complemented with a series of other communication outputs and activities to be defined in **D5.0 – PDC: Plan for Dissemination and Communication** in **M6**. **Note:** D5.0 is internal to the consortium and will not be delivered to the EC.

Main goals: The main goals of the website are to (i) establish an online presence, (ii) communicate the project's objectives and methodology, news, and developments, and (iii) enable access to downloadable materials as well as specific knowledge and information relevant to different stakeholders.

Audience: The website was conceived with the core aim of interacting and benefiting its audience stakeholders which is mainly farmers/forestry actors, policy makers, investors, and agriculture/forestry supply chain actors. It is also serving the public at large, which is interested in digital and data technologies in the fields of agriculture and forestry.

Content: Given the scientific and technical nature of the topic our consortium opted for an easily navigable website with a sleek and modern interface which puts user experience at the forefront. The website will also directly link to the **4Growth Visualisation Platform**, which will host interactive visualizations of the project findings, success stories, best practices, and policy recommendations. **Note:** The link to the 4Growth Visualisation Platform at time of writing is currently hidden. Once the placeholder version of the platform is online (M4), the link will appear.

Overall, the website provides information about the project and consortium, the overall approach of the project, as well as other relevant material such as multimedia content, press releases, articles and events. Additionally, a dedicated section has been created to host key publications and deliverable documents.

The website was developed using the WordPress content management system and with a template that is easily configurable to accommodate any additional or evolving needs of 4Growth. The website is compliant with the relevant EC directives for Horizon Europe projects and the 4Growth GDPR compliance statement can be found in the relevant [privacy policy section](#) of the website. The 4Growth website will be regularly updated with relevant content in line with the phases and milestones of the project needs related to reaching the set target audiences and other aspects which will be highlighted in the **PDC** (D5.0).



In the sections below, we briefly introduce the main features of the website.

1. **Home page** – with subsections describing the types of challenges the project aims to address i.e.:
 - a. Agriculture
 - b. Forestry
 - c. Forecasting & Foresight
 - d. Digital Technologies



2. Project at a Glance – describing the objective and approach of the project



Project at a Glance

Objective

The objective of 4Growth is to understand where, how and to what extent digital and data technologies in agriculture and forestry are being adopted. 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.

Approach

Observatories

One of the core elements of the 4Growth approach is the collection of "ground truth" data via distributed observatories. 4Growth will gather and analyse data via 7 observatories across Europe. The data gathered will investigate several parameters, including how respondents have adopted/used digital technologies, where and how they use them, what benefits they experience, what barriers there are to uptake etc. Through their already well-established positioning in the European agriculture and forestry sectors, each observatory partner will cultivate their own networks, known as the "4Growth Observatory Ecosystems", to establish and tap into rich sources of data stemming from the likes of agricultural/forestry associations, cooperatives, data coalitions, R&I bodies etc.

State-of-the-art analysis

4Growth will carry out a comprehensive state-of-the-art analysis to understand the level of development and implementation of digital technologies in the agriculture and forestry sectors, primarily focusing on Europe. This analysis will describe the operation, advantages, and limitations of current cutting-edge technologies, then map them onto various applications in the sector, describing their utility and value for each application and placing special focus on the applicable barriers to uptake. The 4Growth state-of-the-art analyses will be an ongoing activity throughout the project and as new technologies are brought to market throughout the project's lifetime these will be continually assessed to ensure the project remains up to date with the newest innovations in the sector.

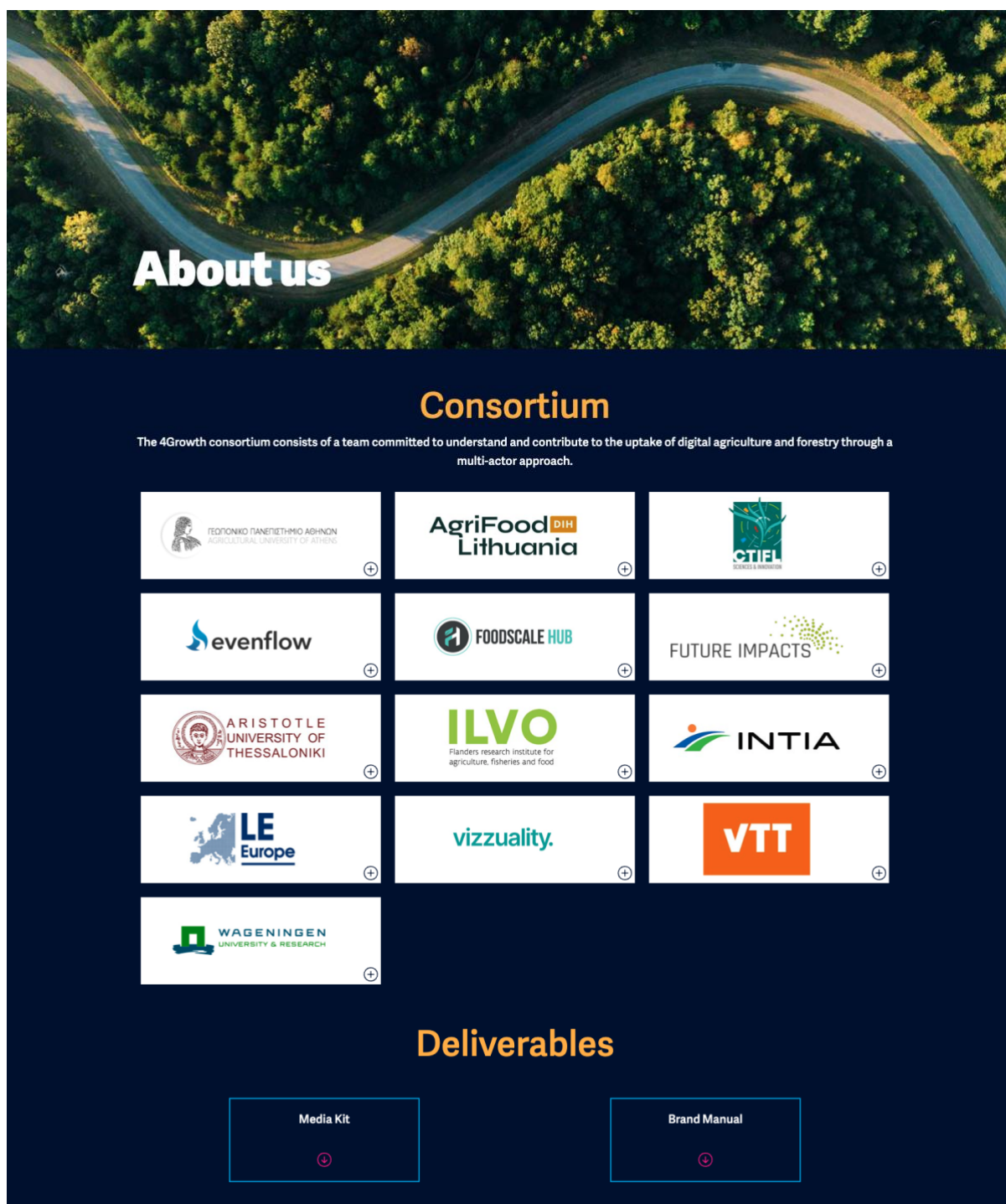
Market Forecasting and Foresight

Through an analysis of technological, economic, societal, regulatory, and nature-related indicators, the Market Monitoring and Forecasting Tool (MMFT) will enable decision makers to monitor digital agriculture and forestry markets as well as forecast the future uptake of various digital technologies. The tool will consider numerous digital agriculture and forestry technologies, applications, and subsectors as possible. 4Growth will also provide a holistic, accessible, and wider picture of possible long-term future pathways of digital agriculture and forestry. This will be done by developing foresight framework scenarios, and a continuous monitoring of relevant megatrends and possible disruptions that could play a role in and influence possible digital agriculture and forestry futures.

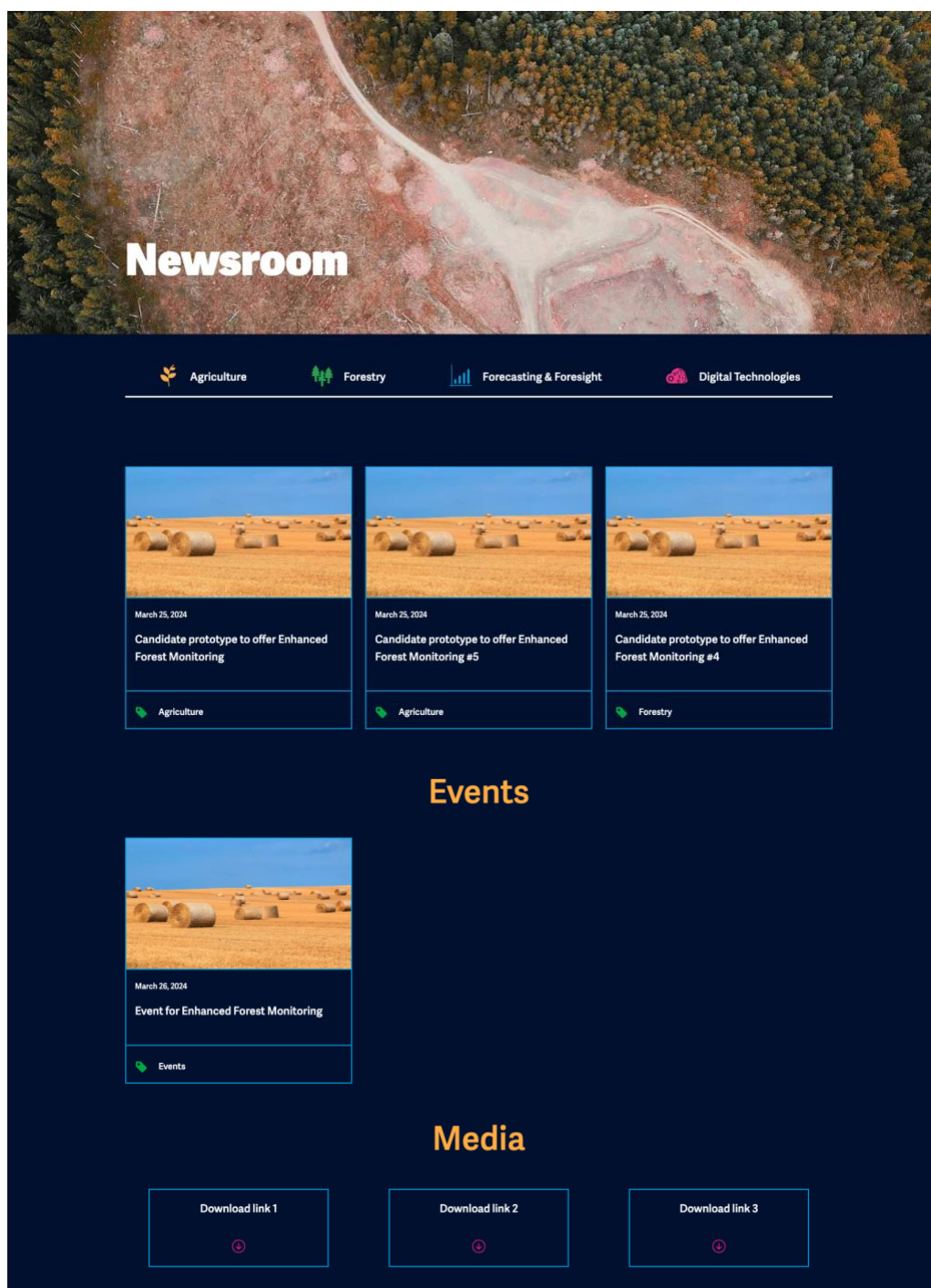
4Growth Visualisation Platform

4Growth will showcase the uptake through the "4Growth Visualisation Platform" that will combine powerful storytelling with advanced visualisation of market data. Through interaction with the platform, users will see where and how different technologies are being implemented in their sectors of choice, the associated benefits and profitability of given sectors and sub-sectors because of technology adoption and how future regulations/economic conditions/technological developments are likely to affect all of this. This rich information will help potential adopters of digital technologies reduce their investment risk and catalyze further uptake.

3. **About Us** – Describing the consortium (with pop-up descriptions for each) and an area for deliverables.



4. **Newsroom** – Area for news articles, events, and media to be hosted and filterable by challenge.



1. Contact

Contact

Get in touch with us

Feel free to reach out to us if you are keen on finding out more about 4Growth

First Name

Last Name

Email Address

Message



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the European Union

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101134855.