View this email in your browser

Understanding the Market to Forecast Future Growth

Where we stand

Midway milestones and more

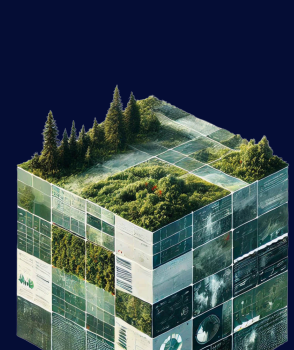
As 4Growth entered its second year, we have progressed further in our mission of developing an impactful and insightful market monitoring service. The project's second wave of data collection began with a refined Uptake Assessment Grid and with the help of the entire consortium the first Holistic Long-Term Framework Scenarios have been developed. As we reach the halfway point of the project, we still have many exciting outputs to deliver, including our first Policy Recommendations, our first Framework Conditions and Impact Analysis and our first Exploitation and Sustainability Plan, many of which will provide valuable insights to the public.

Missed our 2nd newsletter? Read it here!

Project highlights

Project annual meeting

The 4Growth Consortium Meeting in Thessaloniki on 17-18 February brought together partners for two productive days of collaboration, setting a clear direction for 2025. Hosted by the Laboratory of Forest Management and Remote Sensing at Aristotle University of Thessaloniki and reframe.food, the meeting focused on progress across work packages, strengthening observatories, improving monitoring and data flows, enhancing automation in market monitoring, boosting dissemination and validating future scenarios to support long-term sustainability.



Visualisation Platform

The next version of the 4Growth Visualisation Platform will be delivered in October 2025. It will be the first full release, with aggregated survey data, MMFT outputs and forecasted scenarios. Designed with a user-centric approach, the platform features multiple interactive screens that enable users to explore data through customisable filters and configurations. When users activate various filters, they can further personalise their experience by customising widgets to display data in various formats tailored to their specific needs. Stay tuned for the official launch!

Market Monitoring and Forecasting Tool

The next version of the Market Monitoring and Forecasting Tool (MMFT), scheduled for delivery in mid-2025, will incorporate foresight outputs to generate detailed forecasts of market developments under various socio-economic scenarios. The tool 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.

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. We have also delivered our first Holistic Long-Term Framework Scenarios, which present 3 alternative future scenarios – next to the MMFT baseline – for Europe and how these could shape the digital agriculture and forestry markets.

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. These interconnected components form a dynamic ecosystem essential for managing digital agriculture and forestry. The Observatories have been busy distributing and analysing surveys in the second wave of data collection, ensuring responses are rich and insightful. The second wave began in February 2025 and will run until the end of July.

Assessment Grid

Building upon the delivery of the second iteration of the Digital Agriculture and Forestry Uptake Assessment Grid, our Observatories have been busy distributing and promoting the use of the Grid around Europe. The Grid is intended to be filled out by agriculture and forestry value chain actors and is designed to gather information on adoption and integration of digital technologies. The revised Grid has proven much more successful in terms of response rate by reducing the time for responding and having achieved over 500 responses to date.

Events and Synergies

ICAERUS 2nd Demo Event

4Growth was a key contributor to the ICAERUS 2nd Demo Event, held on 26 February 2025 in Thessaloniki and joined leading experts, policymakers, and innovators to explore the potential of drones in rural logistics. 4Growth's vision for integrating drone technology into precision farming solutions was presented by the Agricultural University of Athens highlighting how drone-based services can support sustainable agricultural practices in remote communities. The event also featured panel discussions and insights exchanges followed with fellow Horizon Europe initiatives, including FUTURAL, STELLA, and XGain, a live drone demonstration by GEOSENSE, and showcased how platforms like ICAERUS DaedaLus can drive practical, sustainable solutions for agriculture. Read our blog to learn more.

Partnership announcements

Through strategic synergies with other initiatives, 4Growth continues to build an open, expanding, and sustainable ecosystem for digital innovation in agriculture and forestry. In addition to previously announced partnerships with ICAERUS, SmartDroplets, and QuantiFarm, we're pleased to announce new MoUs with the BEATLES and PRUDENT projects.

Spotlight articles

State-of-the-art analysis

Over the past few months, the Agricultural University of Athens has been working on a "State-of-the-Art" (SOTA) analysis of how digital technologies are currently being applied across agriculture and forestry. Scroll down and click to explore our latest blogs posts on digital innovation in agriculture — forestry insights are coming in the next newsletter!

Foresight scenarios

Our foresight specialists at Future Impacts are developing the 4Growth Foresight Module, a forward-looking tool that explores how digital agriculture and forestry might evolve across Europe by 2040. The module presents a range of future scenarios, helping us understand how different drivers could influence the uptake of digital and data-driven technologies. Three distinct scenarios are illustrated for 2040, each highlighting possible pathways for the future of digital agriculture and forestry in Europe. Scroll down and click to explore what lies ahead.

Automating data collection

To complement surveys and interviews, 4Growth is using web scraping to collect data from forestry company websites. This automated approach enables a broader, more scalable view of how digital technologies are being adopted across the sector, offering insights that would be difficult to capture through manual methods alone. Click below to learn more.

What's next

Looking forward to the planned activities for the second half of 2025, 4Growth will have its mid-project review meeting in September, a chance to reflect on progress and shape the path forward. We will also see the public release of the Visualisation Platform, with the first fully-fledged insights into the market being made available for users to interact with. Moreover, 4Growth will once again be present at Synergy Days, where dedicated workshops with other key projects are being arranged to ensure knowledge gained and lessons learned are shared.

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

Visit our website

WAGENINGEN UNIVERSITY & RESEARCH | evenflow | AGRICULTURAL UNIVERSITY OF ATHENS | reframe.food
LE Europe | FUTURE IMPACTS | vizzuality. | ILVO
INTIA | CTIFL | VTT | AgriFood DIH Lithuania | ARISTOTLE UNIVERSITY OF THESSALONIKI

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.