

INNOVATION BOOTCAMP: BRINGING FARMERS AND STAKEHOLDERS TOGETHER TO CO-CREATE SOLUTIONS FOR DIGITAL AGRICULTURE

techcoachproject.eu



MAIN CHALLENGE/ OBJECTIVES

Smart farming adoption is slowed by challenges related to data accessibility, digital skills and uncertain economic returns. The TechCoach Innovation Bootcamp brought together farmers, advisors, researchers and other partners to jointly identify barriers, exchange experiences and develop practical follow-up actions for Smart Farming adoption.

MAIN RESULTS/ OUTCOMES

The one-day TechCoach Innovation Bootcamp focused on three themes: data accessibility, data-driven skills and financing. Participants worked in mixed discussion groups and visited Aeres Farms to explore practical applications of smart farming technologies. Networking throughout the day further strengthened stakeholder connections.



PRACTICAL IMPLICATIONS / RECOMMENDATIONS

A key outcome was the positive appreciation of the co-creation approach. Participating farmers emphasised that this was one of the few innovation events where solutions were developed with farmers rather than for farmers. This increased engagement, mutual understanding and the practical relevance of the discussions. Participants concluded that successful Smart Farming adoption depends not only on technology, but also on practical value, ease of use, trusted advisory support and farmer ownership of data. The discussions highlighted the importance of peer learning, independent advice and practical examples to help farmers translate data into management decisions.

As a concrete follow-up action, stakeholders agreed to establish a study group focused on agricultural data use and interpretation. The bootcamp demonstrated that combining multi-actor dialogue, practical demonstrations and follow-up activities can build trust, create ownership of innovation and accelerate the adoption of digital technologies in agriculture. Informal networking opportunities, including shared meals, further strengthened relationships and encouraged collaboration beyond the event itself.

GEOGRAPHICAL LOCATION

Flevoland, the Netherlands

FURTHER INFORMATION

The TechCoach project (Horizon Europe) pilots innovation bootcamps in five countries to support smart crop farming. The format aligns with the EU's Multi-Actor Approach and is designed to strengthen AKIS by embedding co-innovation and participatory methods. Outputs are shared via the EU FarmBook. TechCoach project site: <https://www.techcoachproject.eu/>



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