

MAIN CHALLENGE/ OBJECTIVES

For the organisation of the event, the main challenge was to create a comfortable space where participants could openly share needs, doubts and suggestions, ensure the participation of experts in the thematic groups, and identify a suitable time of year to represent different production activities in agriculture.

MAIN RESULTS/ OUTCOMES

Overall, the innovation bootcamp format was highly appreciated by participants. In particular, the small-group activities were well received, as well as the ability of facilitators and key experts to stimulate interest in smart farming solutions and keep participants actively engaged throughout the day.

PRACTICAL IMPLICATIONS / RECOMMENDATIONS

Organising the bootcamp required careful planning to identify the right professionals able to match and address the topics of the four thematic groups: horticulture, viticulture, wheat and plant nursery. The process started with the identification of key crop categories representative of agricultural activities in different Italian territories and aligned with the smart farming solutions proposed by the Italian Operational Groups involved in the TechCoach project.

The participation of experts with different backgrounds and experience enriched the dialogue. In addition, the strong representation of the farming community helped animate discussions, as farmers showed considerable interest both in the event itself and in the solutions presented in the thematic groups. When planning innovation bootcamps, especially in crop production, the main recommendation is to identify agricultural activities that are relevant and well contextualised within a specific territory or period of time. It is also important to invite experts with strong knowledge of the topics to be discussed and to hold the event in suitable locations with adequate space, preferably on farms or in rural settings.



GEOGRAPHICAL LOCATION

Oristano, Sardinia, Italy

FURTHER INFORMATION

<https://www.techcoachproject.eu/>



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