

THE DIGITAL SKILLS OF EUROPEAN AGRI-FOOD ENTREPRENEURS

INFOGRAPHIC BOOKLET

Digital Readiness for Agri-Food Entrepreneurship Training: Addressing the Digital
Competence of VET Educators (DigiFE)

Project number: 2021-2-2IE01-KA220-VET-000048843



THE DIGIFE PROJECT

www.digife.eu



The Project

The main aim of the DigiFE project is to review and adapt vocational education and training to respond to the digital needs of agri-food entrepreneurs in line with the digital competence framework.

The Partners

This project is led by Atlantic Technological University Galway, Ireland. The project was developed in partnership with Confederazione Italiana Agricoltori Toscana (CIA Toscana), Italy, The Polish Farm Advisory and Training Centre, Poland and Macra na Feirme, Ireland.

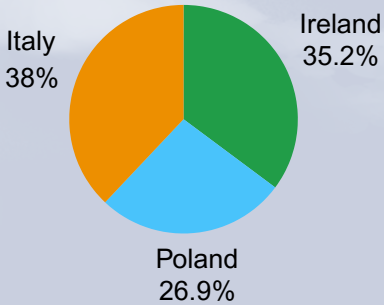


The Booklet

This booklet outlines the findings of a survey investigating the current competencies and training needs of agri-food entrepreneurs in Ireland, Italy and Poland. The aim of this booklet is to offer insights and highlight the key digital skills that Vocational Education and Training (VET) educators should prioritise for learners.



RESPONDENTS



The survey captured the perspectives of EU agri-food entrepreneurs, featuring respondents from Ireland, Italy, and Poland.



38 participants in Ireland

41 participants in Italy

29 participants in Poland

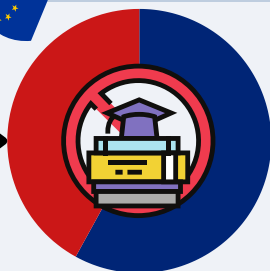


Digital Skills

Digital skills are recognised as the ability to find, evaluate, create, use and share content on digital platforms such as computers or smartphones.

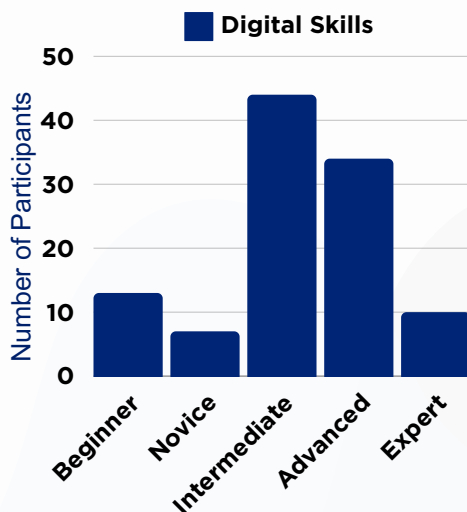


APPROXIMATELY 42% OF THE EUROPEAN POPULATION LACK BASIC DIGITAL SKILLS.¹



Survey Results

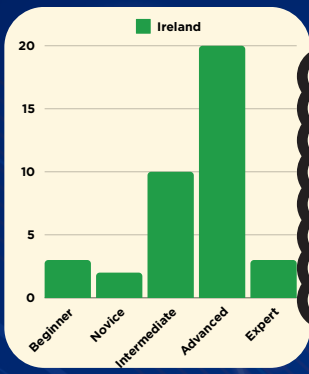
- 'INTERMEDIATE' OR 'ADVANCED' SKILLS WERE MOST COMMONLY REPORTED.
- THE SKILLS OF THESE PARTICIPANTS EXCEEDED THE EUROPEAN AVERAGE OF 42%.



¹(European Commission, 2023. Digital skills. Available from: <https://digital-strategy.ec.europa.eu/en/policies/digital-skills>)

Digital Skills BY COUNTRY

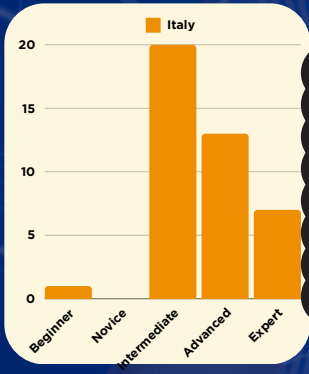
IRELAND



Participants in Ireland showed the widest variation in digital skills.



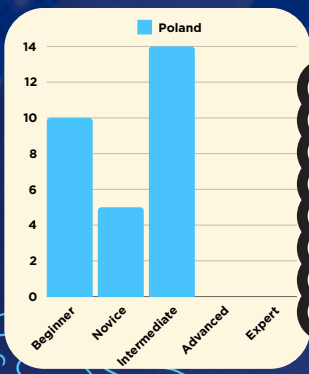
ITALY



Participants in Italy reported having the most “expert” digital skills.



POLAND



Participants in Poland were the least confident in their digital skills.



Social Media Use

Most Popular Platforms used by Agri-Food Entrepreneurs



Facebook
78 users from this survey



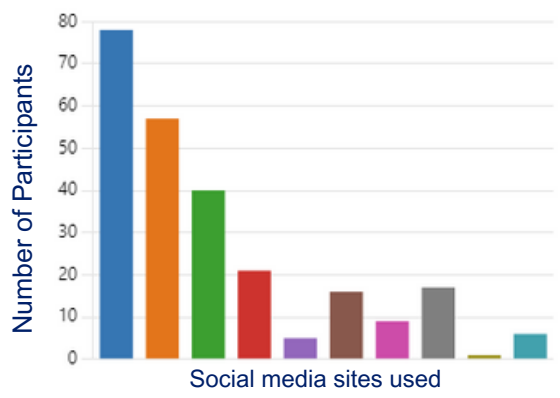
Instagram
57 users from this survey



WhatsApp
40 users from this survey

Detailed Breakdown

Facebook	78
Instagram	57
WhatsApp	40
LinkedIn	21
Snapchat	5
Twitter	16
Tiktok	9
None of the above	17
All of the above	1
Other	6



Digital Skills

Areas of Confidence

Social Media Use

Participants were
most confident in
their social media
skills!



Areas to Improve

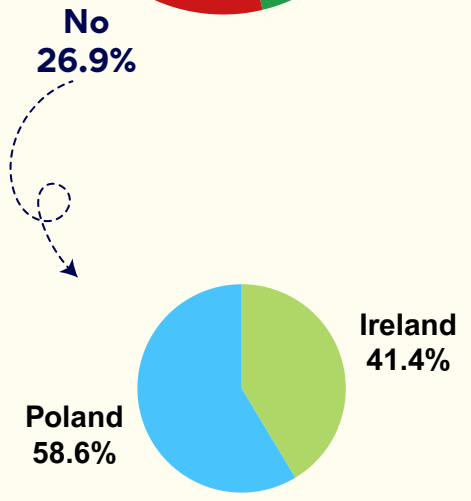
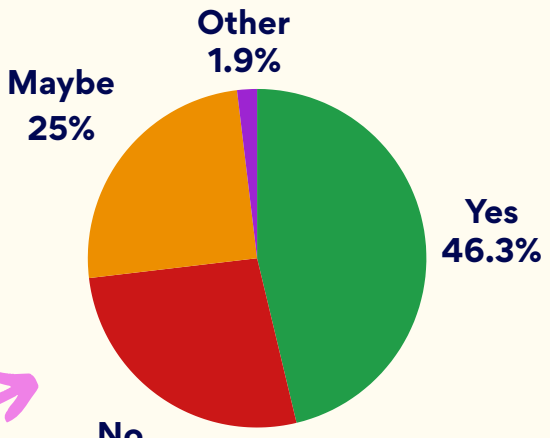
Data Analysis
Participants were
most interested in
improving their data
analysis skills!



Content Creation

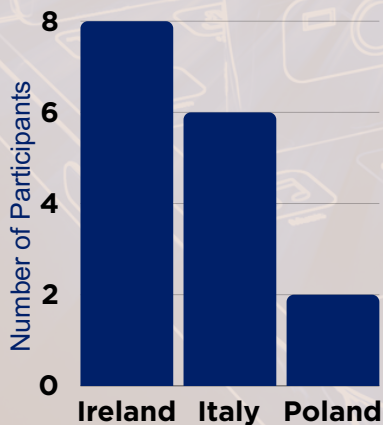
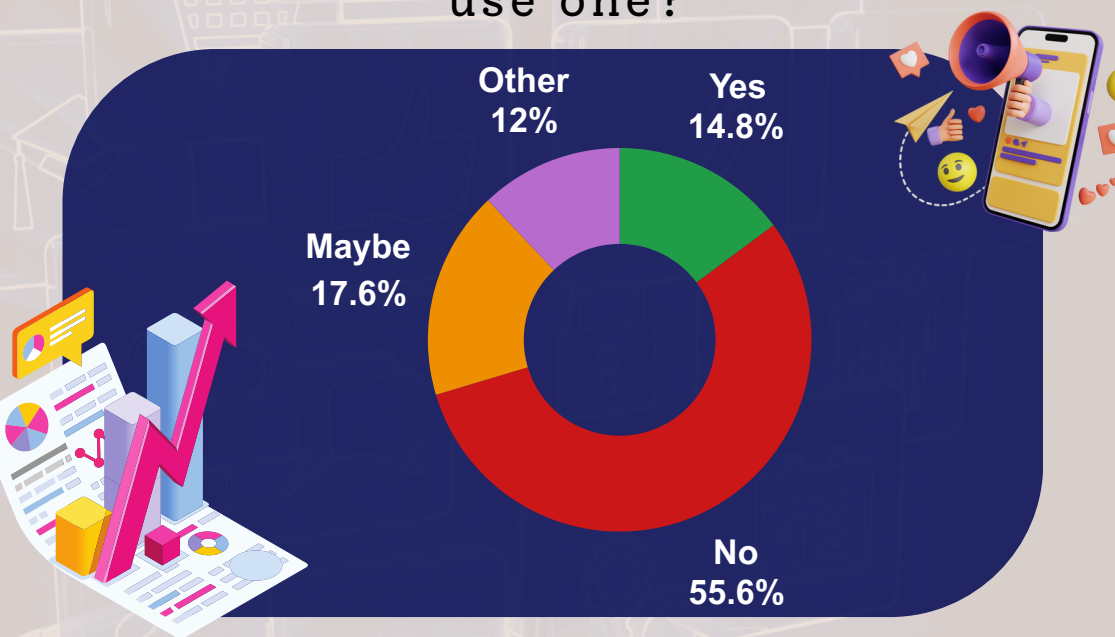
We asked participants if they are confident in their content creation skills for their business. Here are their responses:

Irish and Polish respondents were the least confident in their ability to create content for their business



Digital Marketing Strategy

Do Agri-Food entrepreneurs use one?



Ireland had the largest amount of participants reporting that they **do** use a digital marketing strategy.



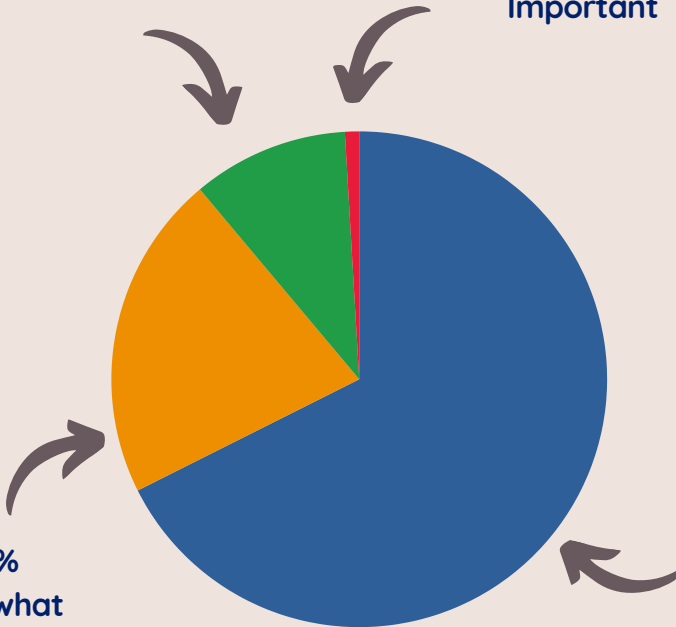


How important is having a website to Agri-Food Entrepreneurs?



10.2%
Neutral

<1%
Somewhat not
Important



67.6%
Extremely
Important

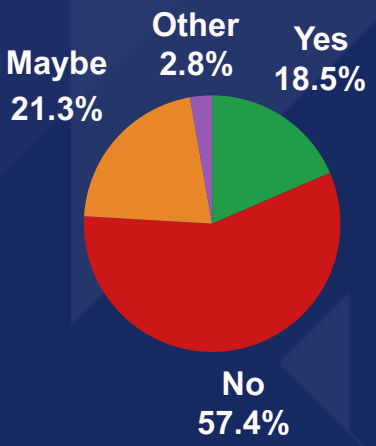
21.3%
Somewhat
Important



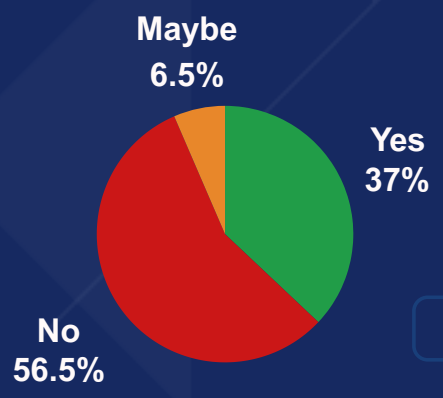
MONITORING PERFORMANCE



**Do Agri-Food
Entrepreneurs use
Key Performance
Indicators (KPIs)?**



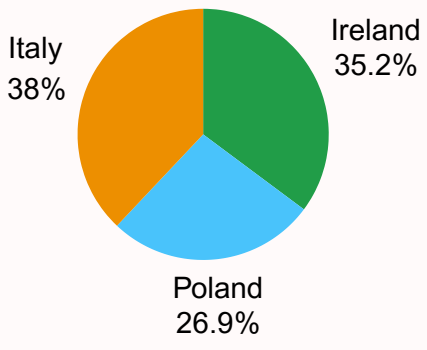
**Do Agri-Food
Entrepreneurs
gather feedback?**



Collecting Customer Data



Do agri-food
entrepreneurs collect
customer data?
.....



What was the most common form of customer data collected?

A cluster of 3D-style envelopes in yellow and purple, scattered with small white and blue geometric shapes like rings and cubes.

Customer Email

Email address was the most commonly collected customer data.

REFERENCES

- European Commission, 2023. Digital skills. Available from: <https://digital-strategy.ec.europa.eu/en/policies/digital-skills>

