



Newbie Impact Report

Information provided: all consortium partners

Prepared: by WP5 leader Business Incubator-Gotse Delchev, Entrepreneurship Promotion Centre BI-GD

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The report provides an overview of the exploitation, dissemination and communication in the member states that the Newbie partners are located in. It provides both quantitative and qualitative information for the diverse target groups: new entrants and successors, farmers, advisors and supporting organizations, associations, educational and research institutions, public authorities, media and wide community.

Means of exploitation, dissemination and communication

Social Media and National web page

In addition to the NEWBIE project web page and social media all the consortium partners actively have been using their national web page/s and effective social media, the most popular and frequently used in particular country to reach out targeted audiences. The access to different channels in nine EU countries with such a large volume of followers totally has allowed the project to increase its impact very quickly, widely promoting the outcomes, good practice, innovative business models, competitions, newbie winners, videos and events.

The aggregated data provided by the partners show impressive coverage and great opportunity to communicate and disseminate project information and outcomes to wide variety of targeted stakeholders:

Facebook – more than 55.800 followers totally

Twitter – more than 44.900 followers

LinkedIn – more than 1500 followers

Instagram – more than 12.500 followers

National web pages' views – more than 935.000

Belgium: The KU Leuven team has been active on LinkedIn, Facebook and twitter.

Facebook has been used intensively for the Newbie Award, which also included the voice of the broad audience. The FB page Newbie.be was launched in September 2018 and was proven to be a very good medium to promote the newbie award. Flemish farmers haven been put in the spotlights through the use of Facebook. The stories of the newbie award candidates were published on the website. Erik Mathijs, Mertijn Moeyersons and Tessa Avermaete were very active on *LinkedIn and Twitter*. KU Leuven closely cooperates with CEJA and embedding them into posts has been very efficient in reaching out young farmers.

The KU Leuven developed an institutes *Newbie page*, which targets the Flemish stakeholders. It included foremost news on the steering board, the discussion circles and the newbie award. In November 2021 KU Leuven launched the campaign for the [MOOC](#) (Massive Open Online Course) on Sustainable Business Models: Guidance for Future Farmers. It has been watched 931.702 times (last update 4th of Jan 2022), and over 18.000 people visited the webpage on the educational platform EdX.

Bulgaria: In order to reach a wide audience, both Bulgarian and International, the BI-GD uses Facebook page <https://www.facebook.com/businessincubatorgdelchev> and account <https://www.facebook.com/ekip.bigd/> (very popular and used in Bulgaria), 1309 followers total, where posted update information about the project, newbie award contests and presentations of winners, all the events, useful and interesting information and lessons learnt during the 4 International Exchanges and conferences, promotion of videos of innovative new entrants etc. with links to web pages for detail information. LinkedIn personal profile is used to promote NEWBIE outcomes.

The BI-GD on its own web page in the menu projects has specific space for the newbie project with information in Bulgarian and English about the project, partners, objectives, news, newbie awards and winners, lessons learnt by exchanges, discussion circles and events <https://www.bi-gd.org/site/projects-menu/current-projects/113-newentrant> and in Bulgarian <https://www.bi-gd.org/site/bg/proekti-2/tekushti-proekti/111-newbieproject>. For instance: <https://www.bi-gd.org/site/bg/novini/182-newbie-exchange-pt>. There is link to the project web page as well. Views are more than 3500.

Germany: Social media used as follows:

Facebook: BDL official FB page (<https://www.facebook.com/BDLandjugend>): 4,779 followers, 4,283 likes; number of Newbie posts: 22; outreach per post: up to 1,300 people, 1,000 people on average, on average 25 interactions and 11 reactions per post. BDL Young Farmers Project <https://www.facebook.com/projekt.junglandwirte>): 2,523 followers, 2,371 likes; number of Newbie posts: 36; outreach per post: up to 460 people, 280 people on average, on average 7 interactions and 2 reactions per post.

Newbie Germany (<https://www.facebook.com/NewbieDE>): 121 followers; Number of Newbie posts: 28; outreach per post between 40 – 1,600 people.

Instagram: bdlandjugend BDL official Instagram page (<https://www.instagram.com/bdlandjugend/>): 2,018 followers; Number of Newbie posts: 5 + 1 video series in “Story Highlights”; outreach per post: up to 685 people, 597 people on average. On average 25 likes per post

National webpages:

<https://www.landjugend.de/projekte/newbie-jetzt-mit-toolkit>: All Newbie related web pages on BDL’s homepage have been accessed a total number of 546 times.

<https://newbie-direktvermarktung.de/>: Toolkit was only launched late October. Advertising campaigns for the websites are still in progress. Determining the number of views at this point will not lead to conclusive results.

FHS official website

(https://www.fh-swf.de/de/forschung_transfer_4/forschungsprojekte_1/forschungsprojekt_2.php)

Ireland: A Newbie Ireland twitter account was established @IrelandNewbie. Newbie has utilized to great effect the Teagasc Social media channels. These channels have a great reach with Facebook having over 44,000 followers, 32,700 Twitter followers and over 10,500 followers on Instagram. All posts were replicated across all three channels maximizing the reach obtained. Access to channels with such a large volume of followers has allowed the project to increase its impact very quickly, widely promoting competitions, competition winners, videos and events.

Netherlands: LinkedIn personal account of the WR employee Marcel Vijn to send linked-in messages to his audience since he had of the Dutch newbie team the largest amount of followers within the Dutch agricultural community (1500). Approximately 50 messages have been posted about Newbie activities and results resulting in about 50,000 reads. Members of the Newbie team brought these messages under the attention of their linked-in networks, enlarging the reach of the posts. So did most members of the steering committee. We do not have numbers of total reads reached but this will have been far over 200,000.

The post developed where linked to Newbie articles of events. For example on the results of Discussion Circles, a photo storyboard of a field trip to multiple new entrants and very often to a specific business model of a new entrant that was targeting one of the challenges (access to land, capital) in a innovative way.

Published 3 blogs on the corporate Wageningen University and Research website on new entrant topics.

- [New ways of cooperation on a estate](#)
- [How to find a farm for Ayoub](#)
- [How to find a farm for Ayoub - 2](#)

The blogs about Ayoub resulted in an article in Food and Agri Business and the Newbie team supported in the first steps of the national [TV series on Ayoub searching for a farm](#).

Portugal: FB page of MED – Mediterranean Institute for Agriculture, Environment and Development <https://www.facebook.com/MEDUniversidadeEvora> has 1854 followers, 10 NEWBIE posts

Partner's webpages <http://www.labscape.uevora.pt/pt/projetos/newbie/>

Slovenia:

FB page of the Department of Geography, link: <https://www.facebook.com/geofful/>, 1160 followers, 10 NEWBIE posts

FB page of Association of Slovenian Rural Youth, link: <https://www.facebook.com/zvezaspm/posts/1338395123019574>, 13.000 followers, several NEWBIE related posts.

France: Before the project, the RENETA was not very active on social medias, but it started to really use Facebook and Twitter with the NEWBIE project. Various information about NEWBIE European meetings, Discussion Circles, International Exchanges or NEWBIE award, has been shared on the RENETA Facebook page (@reseau.reneta). Each post reached an average of 150 people.

Twitter @Reseau_RENETA has been used to give “live” information during the events. 200 followers

The RENETA also published various news about the NEWBIE project on its own website. Furthermore, the RENETA has developed and animated a French NEWBIE website for French stakeholders

(<http://newbie.reneta.fr/>) with information in French about the project: presentation of NEWBIE, publications, case studies, NEWBIE awards , etc. and a link to the European NEWBIE website.

UK: The NEWBIE team for the UK (Hutton) relied on the @NEWBIEUK twitter handle, @HUTTONSEGS (the department involved), and the main Hutton communications team (via their social media channels), to share knowledge and updates from the project.

The @NewbieUK twitter profile has 453 followers. The @HuttonSEGS twitter feed has 1460 followers. The main Hutton twitter feed has 12,000 followers. There is also a good support from Hutton's communications team with press releases, and news articles on the main Hutton website – some of which are detailed in this report. There is also own NEWBIE UK webpage within the main www.hutton.ac.uk website but tended to rely more on social media and the main newbie-academy website for knowledge activities. The Hutton team also produced a newsletter for registered Newbie participants, totalling 200 participants by the end of the project. Some 20 newsletters were produced over the course of the project. An example can be found [here](#).

Publications in public press, agricultural journals, scientific journals

The consortium planned to have 90 articles in public press and agricultural press and completed the NEWBIE project with more than 130 articles and 3 in scientific journals as well as interviews in regional and national radio and TV with large audience.

Belgium: Newbie has especially reached out to the agricultural press in Flanders. For all public activities, such as the discussion circles and the newbie award ceremony, the journalists of the agricultural press have been invited. Several articles were published in VILT (Flemish information centre for agriculture and horticulture). They have an online newsletter that reaches out to all experts, researchers and advisors in agriculture in Flanders. Furthermore, articles were published in both Boer & Tuinder and Landbouwleven. Both magazines reach out to farmers in Flanders. Also, Newbie articles were posted in Stiel, the magazine of the young farmers in Flanders (Groene Kring).

Mertijn Moeyersons is PhD student and started his PhD on the influence of the supportive environment on strategic decisions by farmers. The research and research question of this PhD are heavily inspired by the observations made during the Newbie project. There will be a joint-paper together with the team from the University of Ljubljana on the topic of the supportive environment. In a separate project we conducted a farmer survey with both Belgian and Slovenian farmers (many of them Newbies) on the influences of advisors, bankers, policy makers etc. on their strategic decisions. The decision to start farming will be heavily featured. Later, there will be additional research work on the decision making process of farmers and newbies in particular.

A search on GoPress Academic shows the outreach of the newbie project in both agricultural press and public press. Over 455 articles are identified. List of some of the articles published in the Flemish press on newbie:

- Boer Olivier wint eerste Newbie-award van KU Leuven. Het Laatste Nieuws/Leuven-Brabant, Wo. 20 Mar. 2019

- Melkveebedrijf genomineerd voor innovatieve award. Het Nieuwsblad, Vr. 01 Okt. 2021, Online
- Boer Steven maakt kans op prijs voor 'vernieuwende landbouwer'. Het Laatste Nieuws/Gent-Eeklo-Deinze, Wo. 06 Okt. 2021
- Janne Vanderyse Damme “Fier om genomineerd te zijn”. Krant van West-Vlaanderen/Brugsch Handelsblad Brugge - Torhout, Vr. 11 Dec. 2020
- Beloftevolle nieuwkomers. Boerenbond, Vr. 18 Sep. 2020, Online
- Mousserende wijn van inlands fruit wint ideeënwedstrijd. Vilt, Wo. 23 Jan. 2019, Online
- Newbie-netwerk zoekt nieuwkomer in landbouw met durf. Vilt, Ma. 26 Nov. 2018, Online
- Stem tot 15 mei op je favoriete Newbie. Landbouwleven, Di. 05 Mei 2020, Online

Bulgaria: To get to variety of the target groups: new entrants, farmers, associations, stakeholders, community etc. BI-GD uses variety of media:

- 10 publications in specialized agricultural press as Bulgarian Farmer (newspaper and on-line with audience close to 50.000 followers and readers), Sinor.bg (15.000+ followers), Niva (6.000+followers), Bulgarian Agricultural Academy site (2.000+ followers) where published information about the project and outcomes, newbie winners and innovative new entrants, shared experience and lessons learnt by the 4 International Exchanges about the public and agri – incubation support in France, Innovative business models in the Netherlands, vision and strategy for development of Innovative partnership of public authority, academia and research and new entrants and farmers in Portugal; good Bulgarian and European practice.
- 2 publications in the newsletters of the European Enterprise Network about the newbie project and award
- Interviews in the regional TV ZAPAD covered South West Bulgaria with 100.000 audience sharing ideas and lessons learnt during the International Exchange in Portugal and challenges of the new entrants to get to wider audience including community and other stakeholders
- Interviews for the regional Radio Blagoevgrad (70.000 radio listeners daily, however they have on-line emission and web page) about the newbie innovative business models in the Netherlands and challenges of the new entrants

Some links to the articles:

1. <https://sinor.bg/57072-kakvo-e-da-si-fermer-vav-franciya-razkazvat-uchenite-ot-ssa?fbclid=IwAR3qkkm0WXZ42nZK5sFWOHormnsexX0aMhIUp-wDyi1qZdyYvfAQBYUQAzY>
2. <https://nivabg.com/kak-vav-frantsiia-reshavat-problema-s-dostapa-do-zemia/>
3. <https://www.bgfermer.bg/Article/10042501>
4. <https://www.agriacad.bg/bg/presscenter/news/article/edin-frenski-biznes-model-v-zemedelieta-da-imash-svobodata-da-greshish-po-pytq-kym-vernite-resheniq-na-bydesht-fermer?fbclid=IwAR3Bayt0ZefyEBCqvasqKVjsyGTHqVukpu53KeGCNfSG7wSQPUhchaY0tjY>
5. https://agriacad.bg/bg/presscenter/news/article/gl-as-dr-achkakanova-ot-ijn-kostinbrod-za-sinergiqta-mejdu-zemedelski-proizvoditeli-nauka-i-administraciq?fbclid=IwAR15QNJLVsQTIFR5PpB7lt960RUUpQo8-kaajestV8CGLmQ_YhKteSjPV-vc
6. <https://oralo.bg/2021/08/%d1%81%d0%b8%d0%bd%d0%b5%d1%80%d0%b3%d0%b8%d1%8f%d1%82%d0%b0-%d0%bc%d0%b5%d0%b6%d0%b4%d1%83->

- https://www.bgfermer.bg/Article/10087440?fbclid=IwAR3ssiGJA-oRXoZPGAg1C1GPXlJulZ_M1-e4PV0dk82iGXW7JTX7NONO1o
7. <https://www.facebook.com/zapadtv.gd/videos/594472535324487>
 8. TV Zapad interview (covers South West Bulgaria) <https://www.facebook.com/zapadtv.gd/videos/594472535324487>
 9. Regional Radio Blagoevgrad <https://bnr.bg/blagoevgrad/post/101414929/022021-g-13-00-17-00-ch-dnes-s-bilana-slavcheva>

Germany: Over the course of the Newbie project, BDL has released 5 press articles about the Newbie project. The impact of that can only be estimated according to the total size of BDL's PR mailing list. There is a total number of 192 addresses included in that list.

1. <https://www.landjugend.de/presse/news/newbie-toolkit-startet>
2. <https://www.landjugend.de/presse/news/mit-bergbau-rueckstaenden-in-die-marktluecke>
3. <https://www.landjugend.de/presse/news/newbie-award-geht-an-wagyu-sauerland>
4. <https://www.landjugend.de/presse/news/ran-an-den-newbie-award>
5. <https://www.landjugend.de/presse/news/jetzt-bewerben-fuer-den-newbie-award-2020>

Release by HofDirekt.com: The article was read by around 600 people which is relatively high figure for their website. Overall, there are more than 12,000 subscribers for the newsletter which have potentially read the article.

6. <https://m.hofdirekt.com/meldungen/hilfe-fuer-die-landwirtschaftliche-direktvermarktung-838.html>

Releases by Wochenblatt.com (the publisher was contacted for more information without response)

7. <https://www.wochenblatt.com/landwirtschaft/agrarpolitik/newbie-award-gute-ideen-gesucht-12369712.html>
8. <https://www.wochenblatt.com/landwirtschaft/tier/newbie-award-geht-an-wagyu-sauerland-12460263.html>
9. <https://www.wochenblatt.com/landleben/startklar/newbie-ideengeber-gesucht-10372088.html>

Releases by f3 magazine (the publisher was contacted for more information without response)

10. <https://f3.de/farm/newbie-award-2020-geht-salzpflanzen-grunder-1505.html>
11. <https://f3.de/grunderwerkstatt/newbie-neue-ideen-gesucht-288.html>

Other press releases

12. https://www.netzwerk-laendlicher-raum.de/fileadmin/Redaktion/Seiten/Service/Publikationen/LandInForm/2021/LIF_4_21_bf_2.pdf (page 24)
13. <https://www.she-works.de/wettbewerbe/newbie-award-2021-bewerbungsphase-laeuft/2020/11/04/>
14. <https://www.lifep.r.de/inaktiv/bund-der-deutschen-landjugend-bdl/Newbie-Toolkit-als-Starthilfe/boxid/871688>

15. <https://hub.netz-der-regionen.net/index.php/pages/750-newbie-award-2021>
16. <https://www.wll.de/aktuelles/wagyu-sauerland-gewinnt-newbie-award-des-bundes-der-deutschen-landjugend-e-v/>
17. <https://www.solidarische-landwirtschaft.org/aktuelles/news/news-detail/newbie-award-2021>
18. <https://woll-magazin.de/newbie-award-geht-an-wagyu-sauerland/>
19. <https://www.lifepir.de/inaktiv/bund-der-deutschen-landjugend-bdl/Newbie-Toolkit-als-Starthilfe/boxid/871688>
20. <https://hessische-landjugend.de/45-veranstaltungen/vorankuendigungen/435-jetzt-bewerben-fuer-den-newbie-award-2020>
21. <https://hofuebergabe.agrarzeitung.de/grundlagen/eu-foerdert-einstieg-fuer-hofuebergabe/>
22. <https://www.wp.de/staedte/arnsberg/arnsberg-auszeichnung-fuer-edle-wagyu-rinder-id231422345.html>
23. <https://www.rind-schwein.de/brs-news/hilfe-fuer-die-landwirtschaftliche-direktvermarktu.html>
24. <https://www.gemuese-online.de/Aktuelles/Nachrichten/Innovative-landwirtschaftliche-Start-ups-sind-preisverdaechtig,QUIEPTY2OTU2ODcmTUIEPT44ODU3MQ.html>
25. <https://www.badische-bauern-zeitung.de/in-die-zukunft-investieren>
26. <https://www.topagrar.com/panorama/news/wie-kann-klimaschutz-bei-landwirten-aussehen-12455734.html>

Ireland: Articles are listed below:

1. We need more newbies, July 2018 Press Article (Today's Farm), <https://www.teagasc.ie/media/website/publications/2018/We-need-more-newbies.pdf>
2. If you're a new farmer or you've diversified your farm, this competition is for you, 11-11-2019 Press Article (Independent.ie), <https://www.independent.ie/storyplus/if-youre-a-new-farmer-or-youve-diversified-your-farm-this-competition-is-for-you-38584611.htm>
3. Are you Ireland's top new entrant to farming?, 18-10-2019, Press article (Agriland), <https://www.agriland.ie/farming-news/are-you-irelands-top-new-entrant-to-farming/>
4. Are you a successful new entrant to farming?, 03-09-2020, Press article (Agriland), <https://www.agriland.ie/farming-news/are-you-a-successful-new-entrant-to-farming/>
5. Irish NEWBIE competition 2020 now open for entries, 24-08-2020, Press Article (Independent.ie), <https://www.independent.ie/storyplus/irish-newbie-competition-2020-now-open-for-entries-39465987.html>
6. Enda Keaveney - Dairy Farm Partnership, 06-09-2020, Teagasc Daily, <https://www.teagasc.ie/news--events/daily/farm-business/enda-keaveney---dairy-farm-partnership.php>
7. Teagasc Newbie competition now open for 2021 entries, 10-08-2021, Press article (Agriland), <https://www.agriland.ie/farming-news/teagasc-newbie-competition-now-open-for-2021-entries/>
8. Galway Snail Farmer wins Irish NEWBIE Farm Entrant Competition, 29-01-2020, Press Release (Teagasc.ie), Circulated to all media outlets, <https://www.teagasc.ie/news--events/news/2020/steven-ryan-snail-farmer-.php>

9. Tipperary Poultry Farmer wins Newbie New Entrant Competition - Kylie Magner, 01-04-2021, Press Release (Teagasc.ie), Circulated to all media outlets <https://www.teagasc.ie/news--events/news/2021/tipperary-poultry-farmer-.php>
10. NEWBIE New Entrant Competition- Meet the Finalists - Anne Marie Feighery, 01-04-2021, Press Release (Teagasc.ie) Circulated to all media outlets <https://www.teagasc.ie/news--events/news/2021/newbie-new-entrant-compet-1.php>
11. NEWBIE New Entrant Competition - Meet the Finalists - Patrick Greenan, 01-04-2021, Press Release (Teagasc.ie), Circulated to all media outlets <https://www.teagasc.ie/news--events/news/2021/newbie-new-entrant-compet.php>
12. Are you a successful new entrant to farming or have you diversified your farm business?, 18-08-2021, Teagasc Daily, <https://www.teagasc.ie/news--events/daily/farm-business/are-you-a-successful-new-entrant-to-farming-or-have-you-diversified-your-farm-business.php>
13. Dublin Farmers win Newbie New Entrant Competition 2021 Welgro Produce Ltd, 18-11-2021, Press Release (Teagasc.ie) Circulated to all media outlets <https://www.teagasc.ie/news--events/news/2021/dublin-farmers-win.php>

Sample of Articles published based on Teagasc Press Release's: Good income on small ground: Newbie winner on savvy switch to snails, 29-01-2020 Press article (Agriland) <https://www.agriland.ie/farming-news/good-income-on-small-ground-newbie-winner-on-savvy-switch-to-snails/>

New ag entrant achieving 'good income from relatively small farm, 03-04-2021 Press Article (That's Farming), <https://thatsfarming.com/farming-news/magners-farm-newbie-award/>

Trio, 3-acres, 15 employees, 20,000 cucumbers, 19-11-2021, Press Article (That's Farming) <https://thatsfarming.com/farming-news/irish-cucumber-growers/>

VIDEO: 'We are going to be milking snails' – beef and sheep farmer 10-01-2020 Press Article (That's Farming) <https://thatsfarming.com/farming-news/video-we-are-going-to-be-milking-snails-beef-and-sheep-farmer/>

Dublin cucumber farmers win Newbie new entrant competition, 22-11-2021, Press Article (Irish Examiner) <https://www.irishexaminer.com/farming/arid-40750437.html>

Snail farming providing 'a good income from a small piece of ground, 10-01-2020, Press Article (That's Farming) <https://thatsfarming.com/farming-news/steven-ryan-snail-farmer/>

Netherlands: Various articles were written about the NEWBIE project in a series in The Dutch monthly magazine for ecological farming Ekoland. This magazine is printed in 2000 copies and is read by an average of three people. Next to the hard copies there are several hundreds of downloads from the produced articles.

The following publications on newbie have been made:

	Categorie	Title	Nummer	Online
1	New Entrants The Netherlands	Wijngaard Dassemus: Voor dry cider hoef je niet meer naar Engeland	April 2020	https://edepot.wur.nl/525896

2	New Entrants The Netherlands	Herenboeren De Vlinderstrik: Boeren in dienst van Herenboeren	June 2020	https://edepot.wur.nl/539003
3	New Entrants The Netherlands	Landgoed Eyckenstein: Van landgoed in eigen beheer naar gedeeld agrarisch ondernemerschap	Sept 2020	https://edepot.wur.nl/539004
4	New Entrants The Netherlands	Boerderij Boterhuispolder: Trombonist wordt koeienboer	Dec 2020	https://edepot.wur.nl/542365
5	New Entrants The Netherlands	Burgerboerderij De Patrijs: Werk voor vijf huishoudens	March 2021	https://edepot.wur.nl/548982
6	New Entrants The Netherlands	Hoeve Kazan: Vlees voor barbequemannen en (bijna) vegetariërs	April 2021	https://edepot.wur.nl/548990
7	New Entrants The Netherlands	Waalgaard en Het Hamerstuk: Nieuwkomers in het Rijk van Nijmegen	December 2021	Link available in 2022
8	New Entrants Europe	Schotland: Verlangen naar regen en de Brexit	Juli/aug 2018	https://edepot.wur.nl/462765
9	New Entrants Europe	Bulgarije: Met beperkte middelen er het beste van maken	Juli/aug 2019	https://edepot.wur.nl/509609
10	New Entrants Europe	Wales: Starters beurs voor schapsherder	Nov 2019	https://edepot.wur.nl/517282
11	New Entrants Europe	Wales: Mogelijkheden voor starters door samenwerking	Dec 2019	https://edepot.wur.nl/524709
12	New Entrants Europe	Slovenië: Opvolgers die eigenlijk starter zijn	Febr 2020	https://edepot.wur.nl/525886
13	New Entrants Europe	Frankrijk: Nieuwe boeren in de gouden driehoek van de biologische landbouw	2022	To be published
14	Newbie award winners	Mobiele Gaard: Burgers zonder land worden boer	Mart 2019	https://edepot.wur.nl/476926
15	Newbie award winners	Doeties Geiten: Een inkomen met 75 geiten	Mart 2020	
16	Newbie award winners	Eytemaheert: Pionieren zonder inputs	Febr 201	
17	Report / brochure	Financieringsvormen voor duurzame landbouwbedrijven: Anders financieren	Mart 2020	https://edepot.wur.nl/525888

18	Report / brochure	Routekaart start en overname: Begeleiding verbetert de kans op succes bij bedrijfsoverdracht	Dec 2020	https://edepot.wur.nl/542368
19	Report / brochure	Toegang tot land: Niet kopen, wel gebruiken	Jan 2021	https://edepot.wur.nl/545081
20	Report / brochure	Ik word boer: Starten als boer of tuinder, wat komt erbij kijken?	2022	To be published

Portugal:

- [1] Scientific paper - Eistrup, M., Sanches, A. R., Muñoz-Rojas, J., Pinto Correia, T. A Young Farmer Problem? Opportunities and Constraints for Generational Renewal in Farm Management: An Example from Southern Europe. 2019. LAND 8, 70. DOI: 10.3390/land8040070

MINGA - MINGA is an Integral Cooperative in Montemor-o-Novo

- [2] <https://mingamontemor.pt/2019/12/04/premio-newbie-2019/>
[3] <https://mingamontemor.pt/2020/02/05/a-minga-na-revista-transrural-initiatives/>
[4] <https://mingamontemor.pt/2019/05/14/a-minga-ganha-premio-cadeias-curtas-de-comercializacao-da-universidade-de-evora/>
[5] <https://mingamontemor.pt/2019/04/10/conversa-km0/>

Agroportal - Agroportal.pt is a digital information platform that brings together relevant information about agriculture. It has a focus on the Common Agricultural Policy and its application in Portugal.

- [6] <https://www.agroportal.pt/premio-newbie-2021-prolongadas-candidaturas-ate-20-de-abril/>
[7] <https://www.agroportal.pt/premio-newbie-2021-candidaturas-abertas-ate-fim-de-marco/>
[8] <https://www.agroportal.pt/newbie-abre-candidaturas-para-o-iii-premio-empresario-agricola/>
[9] <https://www.agroportal.pt/premio-newbie-2021-candidaturas-abertas-para-distinguir-projeto-agricola-inovador/>
[10] <https://www.agroportal.pt/ervitas-catitas-vence-premio-newbie-2019-para-o-modelo-de-negocio-mais-inovador/>
[11] <https://www.agroportal.pt/candidaturas-ao-premio-newbie-prolongadas-ate-31-de-janeiro/>
[12] <https://www.agroportal.pt/projeto-europeu-newbie-lanca-premio-2019-para-novos-empresarios-agricolas/>
[13] <https://www.agroportal.pt/inquerito-quer-avaliar-desafios-que-os-novos-empresarios-agricolas-enfrentam/>
[14] <https://www.agroportal.pt/projecto-europeu-newbie-universidade-de-evora-lanca-premio-para-novos-empresarios-agricolas/>
[15] <https://www.agroportal.pt/inovacao-rural-desenvolvimento-de-solucoes-reais-para-areas-rurais-inteligentes-e-resilientes-na-europa/>
[16] <https://www.agroportal.pt/debate-em-evora-sobre-apoio-a-instalacao-de-novos-empresarios-agricolas/>

Leader 2020 – Minha Terra is the Federation of Local Development Associations. The LEADER 2020 portal provides technical, economic and organisational information aimed at agents who carry out

activities in the areas of Production, Transformation or Agricultural and/or Forestry Commercialisation:

- [17] <http://leader2020.minhaterra.pt/projeto-europeu-newbie-lanca-premio-2019-para-novos-empresarios-agricolas.T1017.php>
- [18] <http://leader2020.minhaterra.pt/apoio-tecnico-a-instalacao-de-novos-empresarios-no-setor-agricola.T893.php>
- [19] <http://leader2020.minhaterra.pt/premio-alentejo-cadeias-curtas-de-comercializacao.T781.php>

Agricultura e Mar actual is a daily digital publication containing information aimed at professionals in the rural world and the maritime economy

- [20] <https://agriculturaemar.com/projecto-europeu-newbie-premio-2019-para-novos-empresarios-agricolas-com-candidaturas-abertas-ate-31-de-janeiro/>
- [21] <http://agriculturaemar.com/universidade-de-evora-debate-apoio-tecnico-a-instalacao-de-novos-agricultores/>
- [22] <https://agriculturaemar.com/projecto-europeu-da-universidade-de-evora-lanca-premio-para-novos-empresarios-agricolas/>

Voz do Campo is a monthly publication specialising in the agricultural sector

- [23] <http://vozdocampo.pt/2019/12/05/projeto-europeu-newbie-lanca-premio-2019-para-novos-empresarios-agricolas/>
- [24] <http://vozdocampo.pt/2021/09/28/inquerito-quer-avaliar-desafios-que-os-novos-empresarios-agricolas-enfrentam/>
- [25] <http://vozdocampo.pt/2021/02/26/inovacao-rural-desenvolvimento-de-solucoes-reais-para-areas-rurais-inteligentes-e-resilientes-na-europa/>
- [26] <http://vozdocampo.pt/2021/02/05/projeto-da-ue-lanca-premio-empresario-agricola/>

Rede rural several publications on the newbie award

- [27] <https://inovacao.rederural.gov.pt/9-destaque-inov/1327-newbie-publica-newsletter-informativa-5>
- [28] <https://inovacao.rederural.gov.pt/9-destaque-inov/1258-newbie-publica-newsletter-informativa-4>
- [29] <https://inovacao.rederural.gov.pt/9-destaque-inov/1136-premio-newbie-2021-candidaturas-abertas>
- [30] <https://inovacao.rederural.gov.pt/9-destaque-inov/1016-newbie-publica-newsletter-informativa-3>
- [31] <https://inovacao.rederural.gov.pt/9-destaque-inov/988-newbie-publica-newsletter-informativa-2>
- [32] <https://inovacao.rederural.gov.pt/9-destaque-inov/897-newbie-publica-newsletter-informativnewbie-publica-newsletter-informativa>
- [33] <https://inovacao.rederural.gov.pt/9-destaque-inov/861-projeto-newbie-divulga-novos-videos-de-casos-de-estudo>
- [34] <https://inovacao.rederural.gov.pt/9-destaque-inov/805-projeto-europeu-newbie-lanca-premio-2019-para-novos-empresarios-agricolas>
- [35] <https://inovacao.rederural.gov.pt/9-destaque-inov/804-icaam-recebe-delegacao-francesa-no-ambito-do-projeto-newbie>
- [36] <https://inovacao.rederural.gov.pt/9-destaque-inov/446-newbie-publica-newsletter-informativa>
- [37] <https://inovacao.rederural.gov.pt/9-destaque-inov/1175-quase-um-terco-dos-europeus-vive-em-areas-rurais-que-representam-mais-de-tres-quartos-da-area-total-da-uniao-europeia-ue-estas-areas-contribuem-fortemente-para-a-cultura-e-as-sociedades-europeias-e-sao-um-cenario-chave-na-luta-contra-as-alteracoes-climaticas-e-para-uma-melhor-gestao-dos-recursos-este-pacote-de-resultados-cordis-apresenta-nove-projetos-financiados-pela-ue-que-tem-trabalhado-arduame>

Other press releases

[38] <https://www.tribunaalentejo.pt/artigos/chef-luis-baena-apoia-produtos-locais-na-universidade-de-evora>

[39] <https://www.tribunaalentejo.pt/artigos/chef-luis-baena-apoia-produtos-locais-na-universidade-de-evora>

(40) <http://www.drapal.min-agricultura.pt/drapal/index.php/9-noticias/1515-o-projecto-newbie-lanca-nova-edicao-do-premio-para-novos-empresarios-agricolas-com-modelos-de-negocio-inovadores>

Slovenia:

- (1) Several articles published in Geografska širina (<https://geo.ff.uni-lj.si/o-oddelku/geografska-sirina>): e-newsletter of the Department of Geography, min. two releases per years, in total more than 8 releases. In 2021, in March 2021, September 2021, November 2021, 1000 e-addresses.
- (2) NEWBIE e-newsletter 2020, released in March 2021 (link: https://issuu.com/ff.uni-lj.geo/docs/newbie_novicnik3_fin): directly sent to 60 addresses, but shared with the Slovenian Rural Development Network (1040 views on 17 Dec 2021) - link: <http://www.drustvo-podezelje.si/novice/item/1053-novicnik-o-tretjem-letu-projekta-newbie>.
- (3) NEWBIE e-newsletter 2019, released in January 2020 (link:): directly sent to 60 addresses, but shared with the Slovenian Rural Development Network <http://online.fliphtml5.com/aqvsd/epbv/#p=1>):
- (4) NEWBIE e-newsletter 2018, released in May 2019 (link: https://issuu.com/ff.uni-lj.geo/docs/newbie_novicnik_1_2019), directly sent to 60 addresses, but shared with the Slovenian Rural Development Network.
- (5) Scientific journal DELA, Issue December 2018: <https://revije.ff.uni-lj.si/Dela/article/view/8426/8534> .
- (6) Agricultural journal Kmečki glas with 45.000 subscribers, released on 12th February, 2021, link: <https://kmeckiglas.com/post/522621/najvecja-tezava-nakup-kmetijskih-zemljisc>
- (7) Agricultural journal Zelena dežela with 92.000 subscribers, released in September 2021 (link: https://www.kgzs.si/uploads/dokumenti/glasilo-zelena-dezela/2021/zel_dezela_168_splet.pdf),
- (8) Agricultural journal Zelena dežela with 92.000 subscribers, released in October 2020 (link:https://www.kgzs.si/uploads/dokumenti/glasilo-zelena-dezela/2020/zel_dezela_162_splet.pdf).
- (9) Agricultural journal Zelena dežela with 92.000 subscribers, released in October 2019 (link: https://www.kgzs.si/uploads/dokumenti/glasilo-zelena-dezela/2019/zelena_dezela_155.pdf).
- (10) Around 5 posts were shared within Slovenian Rural Network – “Mreža za podeželje”, mailing list, webpage: https://skp.si/aktualno/mreza-za-podezelje?fbclid=IwAR3JvPj6iqLYDlVLV-62LmV1ratSB54tAi5m_h3-6lwS538Zb0ChsjvmXEI, Facebook: <https://www.facebook.com/MrezaZaPodezelje/>.

France:

Various articles were written about the NEWBIE project. Here is a selection quite representative of what has been published: The Discussion Circles were the most covered topic:

1. Paris-Normandie (regional press), 02-07-2019, “*Le test d’activité tisse sa toile*”: article about the Discussion Circle organized in Le Havre (26 and 27-06-2019).
2. Biofil (agricultural press), Sept/Oct 2019, “*Reneta, acteur de la transition*”: article about the Discussion Circle organized in Le Havre (26 and 27-06-2019).
3. La Montagne (regional press), 23-10-2021, “*Un test grandeur nature pour les futurs paysans*” : article about the Discussion Circle organized in Le-Mayet-de-Montagne (22-10-2020).
4. RCF (regional radio), 23-10-2021: interview about the Discussion Circle organized in Le-Mayet-de-Montagne (22-10-2020).
5. Plein Champ (agricultural press), 15-12-2020, “*Espaces-test à l’installation : le coup de pouce aux jeunes pousses*”: article about the Discussion Circle organized in Le-Mayet-de-Montagne (22-10-2020).
6. XLandes info (regional press - [link](#)), 12-07-2021, “*Espaces-test agricoles : l’exemple landais*”: article about the Discussion Circle organized in Mimizan (24-06-2021).
7. Réseau Rural Français (rural press – [link](#)), 20-11-2021, “*Transmission, résilience et transition en agriculture : un séminaire pour réfléchir et agir*”: article about the Discussion Circle organized in Paris (20-09-2021).
8. RENETA also invited a journalist from Transrural Initiatives, a rural journal, to participate to the international exchanged in Portugal, in November 2019. They wrote a 2-pages article on what they saw there. Transrural Initiatives, Nov/Dec 2019, “*Au Portugal, l’herbe est plus verte sous les chênes-lièges*”.

The organization of the final meeting of the project in Montpellier has been the occasion to talk about the NEWBIE project in the press:

9. Paysan du Midi (agricultural press), 03-12-2021, “*Un forum pour des solutions d’installation*”
10. Transrural Initiatives (rural press), to be published (Jan/Feb 2022).
11. Finally, 2 articles were written on the NEWBIE project in “*La revue du Réseau Rural Français*” (rural press):
12. “*Newbie: un reseau pour faciliter l’installation agricole*”, in the number 18 (second semester 2020).
13. “*Renouvellement des générations agricoles : des initiatives innovantes pour mieux préparer la relève*”, 01-07-2021 (internet website - [link](#)).

UK:

Journal articles

1. Sutherland, L.-A., Calo, A., 2020. Assemblage and the ‘good farmer’: New entrants to crofting in Scotland. *Journal of Rural Studies* 80, 532-542. https://www.sciencedirect.com/science/article/pii/S0743016720307440?dgcid=rss_sd_all
2. Creaney, R, Hasler, H, and Sutherland, L.A. What’s in a name? Defining new entrants to farming. *Eurochoices* (forthcoming, 2022)

Blog posts on external websites produced by non-Hutton staff:

3. Exchange visit: [536826 \(wur.nl\)](https://wur.nl/536826)
4. Exchange visit: [Landworkers' Alliance Blog on Farm Incubators](#)
5. Exchange visit: [Scottish Land Commission Blog on Farm Incubators](#)
6. [Exchange visit: Article on Farm Incubators by Sustainable Food Trust](#)
7. Discussion circle: [Newbie Farm Incubators at AgriScot](#)
8. Discussion circle: [Macaulay Trust Article on Farm Incubators](#)

Newspaper articles

9. [Article on Farm Incubators in The Scottish Farmer](#)
10. Articles on the Newbie UK new entrant farmer of the year awards were published all three years, in response to press releases produced by the Hutton team. The articles appeared in the Press and Journal, the Scottish Farmer and Farmers' Weekly. Approximately 12 articles in total were published in the farming press. Earlier articles are no longer available on-line. Examples of articles still available include:
 - a. Agriland: <https://www.agriland.co.uk/farming-news/ni-young-farmer-named-as-newbie-award-finalist/>
 - b. The Scottish Farmer: <https://www.thescottishfarmer.co.uk/news/19057336.crieff-market-garden-reaches-final-latest-newbie-award/>
 - c. The Courier: <https://www.thecourier.co.uk/fp/business/farming/farming-news/1980223/farmers-from-perthshire-in-top-award-win/>
 - d. The Scottish Farmer: <https://www.thescottishfarmer.co.uk/news/19097895.crieff-market-garden-wins-newbie-award-farming-new-entrants/>
 - e. <https://www.pressandjournal.co.uk/fp/business/farming/3528639/loch-lomond-young-farmer-wins-uks-newbie-award/>
 - f. <https://www.thecourier.co.uk/fp/business-environment/farming/2652552/loch-lomond-young-farmer-wins-uks-newbie-award/>
 - g. <https://www.farmbusiness.co.uk/news/portnellan-farm-wins-final-newbie-award-for-innovative-new-entrant.html>

Events - speeches – conferences – workshop – debates

To inspire new entrants, to reach out decision-makers, to promote the project and its activities and disseminate outcomes and enlarge and strengthen the networking and cooperation the project partners actively participated in a huge variety of National and International events such as regional, National and International conferences, in particular in countries which are not included in the consortium such as Bosnia and Herzegovina and Greece, workshops, national meetings, agricultural fairs and exhibitions, debates, forums, farm festivals, masterclasses and school courses and webinars to overcome Covid restrictions.

Belgium: The KU Leuven has contributed to several workshops and debates in Flanders and in events that deal specifically with the challenges of young farmers. Moreover, the contacts with young farmers in Flanders – among others realized through the newbie case studies – opened the opportunity to invite young farmers as guest speakers. That holds for conferences, workshops and debates but also for educational purposes. For example, KU Leuven students visited several young farmers, a tendency that has been facilitated by the newbie project.

The list the reports of some of the organized events:

- Belgian Newbie team cooperates with Generation Food – report [27.07.2020](#)
- “Mediterraniann Slovenia” Study Tour with the last Slovenian Discussion Circle – report [20.10.2021](#)
- Newbie discussion circle on access to labor and Flemish Award winner announcement – report [24.09.2020](#)
- Business models in agriculture education in Flanders – report [18.02.2020](#)
- The future of farming in Flanders – report [28.02.2019](#)
- Foodprint Debate Leuven – report [20.05.2019](#)

Bulgaria: The BG team of NEWBIE took part in the discussion of scientists and representatives of autochthone animal breeding association in Agricultural Academy about the methodology for changes in the Law on conservation of endangered varieties and animals. As the numbers of endangered animal breeds are very limited and the areal is small it is very difficult for new entrants to have subsidies for such kind of herds.

The NEWBIE project and award was presented by the BI-GD during the National Exhibition of French breeds in Bulgaria on 8 June 2019 at “Sliven – Expo” supported by **Ministry of Agriculture and Food** and organized by the National Sheep Breeding Association. Evgenia Achkakanova from the Agricultural Academy and the chairperson of the Association, who is the member of the Bulgarian NEWBIE Steering Group, awarded the first BG NEWBIE winner Blagoy Andonov.

BI-GD presented the NEWBIE project during the Feast of the Local Action Group Gotse Delchev-Garmen-Hadzhidimovo on 19 October 2019 to local farmers, new entrants and agri food producers as well as the agricultural vocational high school Peyo Yavorov and citizens.

The business models identified by NEWBIE project was presented in a National Scientific conference “Role of the family business for sustainable development” organized by Agrarian University Plovdiv and Foundation Land- source of income in March 2020. Bozhura Fidanska, PhD from the Institute of Agricultural Economics, an active member of the Bulgarian NEWBIE Steering group in her presentation “New Business Models – Way for Sustainable Development of Small Farms” put the focus on a relatively new topic on the introduction and use of new business models in starting up a farming business, which is the main path preferred by EU rural development policy.

The NEWBIE team of the BI-GD presented the main achievements of the NEWBIE project as a valuable good practice in Thessaloniki, Greece during the Female Entrepreneurial Week events in November 2021. The main organize of the Forum - Greek Association of Women Entrepreneurs SEGE has 11000+ members all over the world. The representatives of the EU parliament, decision-makers, Joint Secretariat of INTERREG Greece- Bulgaria, associations, female entrepreneurs shared their vision, experience, achievements, ideas for the future. BI-GD also share the NEWBIE experience in bilateral meetings in Greece and discussed the opportunity for future initiatives and projects in agriculture, agri-food and connected sectors as sustainable tourism in the cross-border areas, Balkans and EU.

Germany: BDL Young Farmers congress: Topic “carbon accounting as a measure for the future” with around 75 young farmers, German members of the Bundestag (federal parliament), and scientists. BDL web seminars about “conversion to organic agriculture”, “digital plant protection” and “conflict management for farm succession” with 25 to 45 participants. BDL Young Farmers Dinner: Topic “More

politics for the countryside is more politics for young farmers” with 20 participants and three members of the Bundestag and candidates therefore

FH participation in the German University Forum in Kiel, Germany in 2018. Poster Speed Dating with 80 participants: European "Newbie" Network: Entry and Business Models of Newcomers in European Agriculture. http://www.deutsches-hochschulforum.de/wp-content/uploads/2018/05/DHF_Programm_2018.pdf.

FH Participation in the Gewisola Conference 2019. Exchange with scientists in agricultural economics. Workshop on: European "Newbie" Network: Entry and Business Models of Newcomers in European Agriculture with 12 participants. <https://gewisola2019.thuenen.de/programm/>

Ireland: Newbie has been represented at a number of events both local and national. Presentations have been given at a number of options programme <https://www.teagasc.ie/rural-economy/rural-development/options-programme/> courses which are held annually throughout Ireland. Newbie has had a presence at two Moorepark Opendays in 2019 and 2021 <https://www.teagasc.ie/publications/2019/moorepark19-open-day.php> this is a biannual event which hosted 10,000 farmers in 2019 and almost 7,000 in 2021. Newbie was represented at the 2019 Agri Careers Expo held in Dublin <https://www.facebook.com/events/rds/agri-careers-expo-2019/369320330284195/>. Presentations have been given to final year agriculture students in a number of colleges over a number of years including Waterford Institute of Technology, Kildalton Agricultural College and Clonakilty Agricultural College.

Netherlands: Several workshops have been organized on the Dutch organic fair ([BioKennisWeek](#)):

- Access to land workshop
- Access to capital workshop
- Roadmap farm transfer
- How to become a farmer?

In those workshops approximately 200 attendants participated.

During the yearly organic fair (BioKennisWeek) we also presented the newbie award winners in the plenary room reaching in that way approximately 400 people.

Portugal: European’s researchers’ night. Stand with info on NEWBIE and the initiative km0 Alentejo <https://www.facebook.com/noitedosinvestigadorespt/posts/1702888413243068>. Target audience: general public

Oral communication. The impact of the economic and legislative structure on the establishment of young farmers -the case of the Alentejo region. Ana Rita Sanches, Mathias Eistrup, José Muñoz-Rojas, Teresa Pinto Correia. XVI Ibero-colloquium of geography. 2018 target audience: researchers

Agronomy master class - ongoing projects in Labscape research group (University of Évora) around short-supply chains and new entrants, Ana Rita Sanches, - Univ. Évora, 2019, 2020 & 2021 - Target audience: students

“Café com Ciência” *Science with coffee*, 16/06/2021. pólo da Mitra, University of Évora. Discussion with a renowned chef about the importance of local quality products and producers.

Slovenia: International geographical conference in Bosnia and Herzegovina (5th Geographical Congress in Sarajevo, 18-20 November 2020): 150 participants from Bosnia and Herzegovina, Croatia, Serbia, Montenegro, Kosovo, Macedonia, Slovenia; newbies in rural development policy;

International conference on Smart villages for green, digital and resilient Europe (30 Sept-1 Oct 2021): 100 participants – local action groups members, policy- and decision makers from Slovenia and other EU countries; NEWBIE Award 2020 was delivered.

Slovenian NEWBIE team was awarded with the prize “Congress Ambassador of Slovenia in year 2021” (link <https://www.congress-ambassador.si/kongresne-ambasadorke-ambasadorji-2021/>).

Workshop at Slovenian Rural Parliament in October 8th 2019 with 25 participants at workshop, 200 participants in total.

Study tour in cooperation with University of Primorska within two project: NEWBIE and national research project VINGATUR (20th and 21th September 2021, 30 participants)

Workshop in cooperation with Association of organic school gardens (90 participants, December 2020).

Workshop Slovenian LAG festival in Kamnik on 8th September 2018 with 120 participants.

France: The RENETA participated to variety of events (workshops, debates, conferences) in France regarding new entrants. The NEWBIE project provided an opportunity to discuss examples from other European countries, which is a real qualitative change compared to what it was before the beginning of the project. Among those events, it worth to mention:

- Courses in agricultural schools: more than 200 students each year.
- Discussion circles: almost 900 reached during the project.
- Conferences in fairs/festivals with farmers, advisors: 2 000 participants in *Le Printemps d'INPACT* in 2018 for example.
- Webinar “*Innover pour le renouvellement des générations agricoles en France et en Europe : exemples territoriaux et multi-partenariaux*”, in partnership with Ruralization. 200 participants. [Link 1](#) – [Link 2](#).

UK: Lee-Ann Sutherland, presentation to FONE group 6 October 2021: “What’s new with new entrants at the Hutton”. FONE (Farming Opportunities for New Entrants) is a group established by Scottish Government to develop farming opportunities for new entrants. <https://www.gov.scot/groups/farming-opportunities-for-new-entrants-fone/>

Related projects in which your institute is / will be involved

The partners of the NEWBIE project cooperate on European, National and regional level with different organizations in many projects and initiatives to share ideas and experience and increase the impact among stakeholders

- Cooperation with other H2020 projects such as COCOREADO, NEFERTITI, Ruralization, MOVING, HNV Link: High Nature Value Farming
- Bilateral such as CELSA
- National such as Km0 network, DIAGRO and Young Farmer project
- And regional or local projects and initiatives.

Belgium: There are two projects that are explicitly linked to the Newbie project: COCOREADO and the Celsa project on new entrants. COCOREADO is a H2020 project, funded as GA N° 101000573. COCOREADO, inspired by the Esperanto for co-creation, is a project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. CEJA is a full partner in it and guarantees the involvement of young farmers across Europe. The Celsa project is a bilateral cooperation between KU Leuven and Ljubljana University and results directly from Newbie. The aim of the Celsa project is to investigate how the institutional context—including the AKIS—of new entrants contributes to the adoption of organizational and technological innovations. An initial and comparative analysis of new entrant-AKIS interaction in Flanders and Slovenia will be an important stepping stone to investigate these dynamics across Europe in the framework of a Horizon Europe research project or Innovative Training Network.

Bulgaria: BI-GD worked together with the Bulgarian partner STEP of the H2020 project HNV Link: High Nature Value Farming: Learning, Innovation and Knowledge and organized a discussion circle on access to labour in Northern Bulgaria in 2018.

The very important discussion circle on digitalization in agriculture was organized in Gotse Delchev in June 2020 by BI-GD together with the Institute of Agrarian Economics IAI, Sofia and National Association of Small family farmers and processors under the research project “Theoretical models for the development of digital agriculture DIAGRO” <https://diagro.iae-bg.com>

Links exchanged below with Bulgarian organizations: Society for Territorial and Environmental Prosperity STEP www.step-bg.bg ; The National Association of Small family farmers and processors often shared posts and outcomes, good practice, insights, in particular International exchanges and inspiring videos of newbie project <https://www.facebook.com/groups/525581470882330> ; BG regions also shared information about NEWBIE project <https://www.facebook.com/bgregioni> ; Local Action Groups in Bulgaria: LAG Gotse Delchev- Garmen-Hadzhidimovo, LAG Razlog, LAG Zlatograd

Germany: The BDL’s Young Farmers Project (<https://junglandwirte.de/>) targets all type of new entrants, especially family farm or other farm successors. Within the project multiple activities target topics concerning this group for a successful start in their professional farming career. This includes informational web seminars and workshops, studies, panel discussions and provision of informational resources.

Ireland: Teagasc is involved in a number of projects which are related to Newbie. The Nefertiti project under the Farm Attractiveness thematic network works to attract young people into the agricultural sector. Teagasc is a partner in the Ruralisation project as well as in the i2Connect project.

Portugal: The research team has a contract with the municipality of Montemor-o-Novo to monitor the local food strategy and provide technical support to local – new and established – producers.

UEvora will remain involved and developing the Km0 network which kick started with the help of the NEWBIE project and its network - <https://www.km0alentejo.pt/>

Slovenia: CELSA (Central Europe Leuven Strategic Alliance), No. of contract: CELSA/20/008, New Business Models in Farming; lead partner: KU Leuven, Belgium, partner: Department of Geography (Faculty of Arts, University of Ljubljana); Collaborative research project (10.2020–9. 2022).

Sustainable regional development of Slovenia (Slovene: Trajnostni razvoj Slovenije). Program at the Department of Geography (Faculty of Arts, University of Ljubljana); No. of contract: P6-0229; financed by the National Research Agency (01.2009–12.2021 and in the programme period 01.2022-12.2027)

Conflicts in rural areas stimulate searching for solutions and development (Slovene: Konflikti na podeželju spodbujajo iskanje rešitev in razvoj); No. of contract: V6-2029; lead partner: Department of Geography (Faculty of Arts, University of Ljubljana); Target research project (11.2020-10.2022). Link: <https://www.ff.uni-lj.si/konflikti-na-podezelju-spodbujajo-iskanje-resitev-razvoj>

UK: Hutton research into barriers to new entrants and generational renewal will continue with funding from Scottish Government, under its strategic research programme 2022-2027. Furthermore, another ongoing H2020 project, [MOVING](#) (2020-2024) which explores value chains within mountainous regions across Europe, is simultaneously looking to enhance the sustainability and resilience of mountain areas through opportunity for young people (and therefore generational renewal in these areas). In the UK, our case study in the Speyside malt whisky value chain in Scotland, but a range of value chains are being explored across the 23 European partners.

Target audiences

The NEWBIE project targeted diversity of stakeholders and project partners used different approaches to work with them. One of the most effective way is the cooperation with National associations, in particular Young Farmers Organizations on National level as well as on European level – excellent cooperation with CEJA. And thanks to the driving force of the partners and the fruitful cooperation the project approaches more than 10.500 young farmers, more of them new entrants.

The new entrants actively involved in the project activities highly appreciate the benefits of the project: the contacts established and networking, the inspirational innovative ideas and experience exchanged, the prestige by the award winning and direct and indirect positive impact for their farm among the customers and community and enlarging their horizons. In the NEWBIE video 3 newbie award winners share how they see the project benefits and impact for themselves and their farms.

The members of the National Steering Groups not only actively participated in the project but also monitored all the process and they are very satisfied with all the deliverables, outcomes and products of the project. More of them pointed:

- Raising awareness for the new entrants in agriculture, the challenges they facing and their needs and including the topic in the agenda at various levels and the discussions
- Shared good practices from the exchanges, the established network with all stakeholders and important topics discussed.
- Nice storytelling of new entrants (entry and business models, case studies, videos)
- Videos made are very useful in the education at universities, vocational high schools and vocational training centres.
- Identification of need of supportive environment and instruments for new entrants

- Increased media visibility of new entrants in agriculture
- The innovative solutions and suggestion identified by the project in one country could be adjusted and implemented in other
- Identified policy recommendations, in particular for national level and for the future strategy development

Policy makers were involved in some National Steering Groups, in the discussion circles as well as in some International Exchanges and even the Slovenian partner was involved in Strategic Plan preparation. Although it is a long-term process there are some positive signs.

The country specific reports provide valuable information about project added value according to the main target groups: new entrants, experts involved, policy makers, steering group members, researchers and students:

Belgium:

New Entrants

Along the Newbie project, the KU Leuven developed a strong cooperation with the young farmer association in Flanders, Groene Kring with approximately 3000 members, farmers younger than 35 years. However, there are also an important number of. It concerns. To reach new entrants in Flanders that are not young, or not linked to Groene Kring, mainly farmers that start from scratch in the sector KU Leuven had a representative from the organisations De Landgenoten, CSA network Flanders and Landwijzer in the steering board:

Experts in the agricultural sectors

The KU Leuven research team is, for decades, well networked to the diverse group of experts in the agricultural sector in Flanders. Key actors within this network have been involved in the national steering board. Newbie has offered the opportunity to discuss ‘traditional’ topics of the research team from the perspective of young farmers. This holds for example for the case of access to land. We experienced in all activities (steering boards, discussion circles, debates, ...) that, although views on sustainable farming may differ across experts, there is a shared concern on the future for young farmers as well as on the access of people that want to start in the sector from scratch.

Policy makers

Both regional and national policy makers have been reached with the Newbie project in Flanders. National policy makers have been involved in the steering board. At the regional level, it is worth mentioning the development of the food and farming advisory board of the city of Leuven. This board is chaired by Tessa Avermaete. The city of Leuven granted access to several land plots for the development of urban farming. Special attention was thereby given to new entrants in farming.

Researchers and students

The KU Leuven Newbie team has integrated the topic of new entrants in several courses. Especially relevant to mention is the seminars ‘agriculture’. Several members of the Newbie steering board gave guest lectures for this course.

With the launch of the MOOC on new business models for sustainable farming, it is expected that the KU Leuven team will reach out to thousands of students in both the North and the South.

Bulgaria:

New Entrants

BI-GD worked in partnership with National Association of Young Farmers in Bulgaria, Bulgarian National Horticultural Union, National Business Development Network, BG regions, National Agricultural Advisory Services and National Association of Small family farmers and processors thereby reached out indirectly to 3.500 young farmers.

Actively participating new entrants in the project said that the videos and their presentation, as well as their participation in the events such as conferences resulted in a positive change - better demand of their products, higher interest to their farms, more contacts and useful networking. Networking, new business models and good practice in particular of the International exchanges and European conferences as well as field visit have high value added as newbie winners exchange ideas, share experience and inspire each other.

Steering Group members

The Bulgarian SG members see obvious impact of the NEWBIE project. According to them the most valuable and recognizable project outcomes are: the case studies and business models, the interesting videos, the shared good practices from the exchanges, the established network with all stakeholders and important topics discussed. The videos made are very useful in the education at universities, vocational high schools and vocational training centres. The project contributed to the inclusion of the topic of new entrants, their challenges and achievements on the agenda at various levels and the discussions in Bulgaria. Solutions and suggestion identified by the project could increase the influence in planning of resources and structured support to newbies in BG agriculture.

Experts in the agricultural sectors involved

In Bulgaria the NEWBIE project involved variety of experts A such as agronomists, food engineer-technologist, agri-economist, animal breeding, sustainable agriculture, agro ecology, agricultural economics, climate change and agriculture, economists, marketing experts and Researchers: from National Agricultural Academy; Institute of Animal Science, Kostinbrod; Institute of Agricultural Economics; University of National and World Economy.

Policy makers

Policy –makers on local and regional level were involved in the project through discussion circles and activities of the SG and team. The inspiring videos, case studies, insights and good practice and experience exchanged are very useful for the managing boards and strategy implementation by Local Action Groups in rural areas. The innovative approaches identified and promoted by NEWBIE project would be a solid base for the next LAG strategy development.

Researchers and students

Researchers of the National Agricultural Academy; Institute of Animal Science, Kostinbrod; Institute of Agricultural Economics; University of National and World Economy was directly involved in the project as the SG members and reached directly to 100+ students

Broad audience, community involvement

To reach out wider audience and variety of stakeholders the BI-GD cooperated with regional media and share insights, experience and lessons learnt in interviews for regional state radio Blagoevgrad,

part of the Bulgarian national radio (reaching out to 70.000 people) and in the regional TV Zapad covering South West Bulgaria with up to 100.000 people audience.

Germany:

New Entrants

Since BDL is the umbrella organization for the German young farmers association, all the work that has been conducted within the Newbie project has been transferred to this group directly through the regional associations. In Germany, 107 Newbies registered on the project website and have received regular newsletters. From the Newbies directly involved, Germany's last Newbie award winners of Grow Up Salicornia GbR stated that for them networking and exchanging with others are key features for a successful implementation of a business idea. Projects like Newbie can help new entrants to gain insights into other best and innovative practices and overcome some of their own obstacles. The Newbie Award winner Wagyu Sauerland has drawn a similar conclusion during their awarding ceremony. For them, marketing of any kind is essential for their success. Additionally, steering group member Yvonne Rottmann who is a new entrant herself, has highlighted that she personally has benefited from the international exchanges and that hearing about other new entrants' stories in other countries has been very beneficial.

Steering Group members

The German steering group contained experts from all over the agricultural sector in Germany. This included representatives of academia, new entrants, the presidents of the German Association of Rural Women and of the Association of the Chambers of Agriculture, representatives of the German Farmer's Associations, and specialists from the legal and financing sector. In the final steering group meeting, they concluded that Newbie has helped them to expand their horizons. One steering group member said that "before Newbie I, for example, would not have considered community-supported agriculture as a viable form of agriculture. Now I have changed my mind."

Policy makers

BDL is frequently in touch with policy makers on a national level in Germany. The insights gained through Newbie will be compared to other BDL positions and included in BDL's political demands wherever suitable.

Researchers and students

The Newbie project was repeatedly discussed and published within FHS University of Applied Sciences. By presenting it in thematically appropriate modules such as a) agricultural and environmental policy, b) project management, c) direct sale and niche markets, d) rural sociology and e) urban agriculture, students were informed about and involved in the Newbie project. In addition, students were able to actively engage with the Newbie project and various related issues through the offer of project, bachelor and master theses. In addition, students also worked on the Newbie project as research assistants. In this way, they could be seen as a link between the project, staff and students and use their reach among fellow students to disseminate information. Through the cooperation with the student council and the festival committee, the reach of these departmental committees was also used to reach other interested students. Since 2020, FH Soest has integrated "newbie" into courses, directly reaching several hundred students.

Ireland:

New Entrants

Newbie in Ireland has targeted New Entrants through the widespread use of Social Media especially in promotion of the Newbie competitions. Facebook, Twitter and Instagram are widely used. Information pertaining to the project was regularly circulated through the Teagasc network of agricultural colleges and local education officers. Presentations have been given in a number of education settings over two years. The young farmer organisation Macra Na Feirme has been represented on the Steering group.

Experts in the agricultural sectors

Experts in the agricultural sector have been represented on the Newbie steering group. These experts include advisors, farm representatives and the banking sector.

Policy makers

The Newbie steering group in Ireland made a submission to the public consultation on CAP reform in 2021 which sought three amendment that would favour new entrants to agriculture. Two farmer representative organisations are represented on the steering group. These representatives make regular representations to policy makers and advise policy makers in relation to agricultural policy.

Researchers and students

Students who are tomorrows new entrants have been connected with through social media and a number of lectures in agricultural colleges and other educational settings.

Netherland:

New Entrants

The Dutch Young farmers organization was part of the Dutch Steering group and through them we reached new entrants into agriculture, mainly those involved in family succession. Reaching newcomers was more difficult since newcomers to agriculture are not organized in the Netherlands. Landgilde, a Dutch organization which provides training for newcomers was part of the Dutch steering committee. Through that organization we were able to reach newcomers. Landgilde was also involved in the development of the Newbie report: “Ik word Boer”, a guide for newcomers who are considering starting as a new entrant farmer. Around 250 - 500 newcomers approached.

Experts in the agricultural sectors involved

In the Dutch steering group representatives of the Dutch farmers organisation, the Dutch young farmers organisation, the banking and financial advisory services sector, Agricultural colleges and agricultural advisors were active.

All organisations were very committed to the Newbie project and actively disseminated Newbie news and results to their members.

Policy makers

Policy makers were not directly involved in the newbie project and unfortunately did not participate in the steering committee. However, policy makers were reached via workshops in which mostly regional or local policy makers participated.

Portugal:

New Entrants

UEvora has a vast network of producers, producer's organizations and networks involved in the project through the steering group, discussion circles, national/international exchanges. UE targeted new entrants through the topics in question and the key contacts made, however lacking structures dedicated to new entrants it is difficult to estimate the number of new entrants reached. For the case-study newbies and prize winners, getting to know other innovative examples, the knowledge exchange and connections made were the most relevant aspects of the project.

Steering Group members

The steering group pointed out that there is knowledge gained through the exchanges, studied good examples and development of the newbie network are key outcomes of Newbie in Portugal. This knowledge is important to formalized and communicate to enterprises/association dedicated to supporting producers so they can better adapt to the producers' needs. The showcasing of good examples on how to tackle certain issues in other countries, was also fruitful and in generated interest in a support system based on rural incubators.

Policy makers

2 of the most assiduous members of the steering group are technicians of the General Direction of agriculture and rural development. UE also sought to engage the Alentejo Regional Coordination and Development Commission (entity responsible for the coordination and articulation of the various sectoral policies at regional level), which was presented in 2 steering group meetings and in international exchange to France. Also, in 3 discussion circles UE invited regulatory entities to discuss the challenges of licensing.

Researchers and students

Newbie was presented, together with other projects, to different classes through 2019-2021, so students get acquainted with different project typologies. Newbie videos have been shown in discussions and classes organized by the university to illustrate certain practices or business models, and case-study newbies have been visited during field trips.

Knowledge from the project was also disseminated through a wider group of researchers through an oral presentation in the ibero -colloquium of geography in 2018 and is 1 scientific paper in Land

Slovenia:

New Entrants

UL worked together with the young farmers' association and thereby reached out indirectly to 3000 young farmers. Around 50 young farmers / new entrants have been directly involved in Newbie activities. UL worked together with Association of Slovenian Rural Youth: for the continuation of NEWBIE Award by merging it with the Innovative Young Farmer Award (July 2021). At each Discussion circle, minimum three newbies were actively involved.

For the newbies, it was most valuable exchange of knowledge between national and international newbies within international exchanges, conferences and national discussion circles. The NEWBIE project offered the possibility of visit farms abroad what was a unique and very valuable experience for the farmers in order to foster the exchange of knowledge, sharing experiences, etc. between

farmers abroad and within country. Within NEWBIE project, the Slovenian newbies have met and now they are aware of each other and it might will result in the cooperation between them (NEWBIE Award winners have already discussed how could they sell products together, buy and share the machinery, etc.).

Thematic discussion circles were also very well accepted. The new entrants support the idea to continue with thematic meetings once per year (e.g. webinar, discussion circle on farm, farm visits) and wish to have possibilities to visit farmers abroad also in the future.

Steering Group members

In December 2021 UL conducted a semi-structured interview with the SG members – 7 out of 10 members answered regarding: a) broader and overall effect of Newbie project for Slovenian agriculture and rural areas, b) value of the project impacts for their institutions and c) what was missing, not realized within the project.

Regarding the broader impacts of Newbie project in Slovenia they pointed out:

- All SG members agreed that NEWBIE project raised awareness about new entrants in agriculture, which hurdles are they facing and what are their needs.
- NEWBIE project spotted and awarded a good stories of new entrants (entry and business models), who can be a role model for future new entrants in agriculture in Slovenia.
- Supportive environment is not aware of new entrants and their needs yet but they were invited to play more active role in addressing new entrants' hurdles.
- The project's activities increased media visibility of new entrants in agriculture, their entering and business models etc.
- Within NEWBIE project some policy recommendation (for national level) were prepared and SG members strive to introduce new interventions for new entrants.
- Following the needs and challenges of new entrants and supportive environment in Slovenia UL will try to implement abandoned agricultural land toolkit (Ministry, Public advisory service), continuing awarding newbies, implementing rural incubators, etc.

Experts in the agricultural sectors involved

Within the Slovenian SG several experts were involved:

Association of Slovenian Rural Youth: Through the NEWBIE project, we learned about many new aspects of farming models, created new contacts, and received additional education. The project additionally brought to the agricultural space new notion of a new entrant that was previously unknown. Our attitude towards completely new entrants has also changed since the beginning of the project.

Public advisory service: With the project we started exposing new entrants in public, they strengthened networking, advisory service also started to draw attention to their problems.

Expert from national Institute of agriculture: Through a series of implemented activities, the project significantly contributed to the visibility of often overlooked new entrants, and above all, by presenting good pilot examples and practices, supported their economic and social contribution to rural areas.

Policy makers

The frequent involvement of newbies in organic farming was presented within the national campaign (in 2020 and 2021) for the preparation of Action Plan for Organic Farming in Slovenia. Through the actions of Slovenian team (University of Ljubljana) a special measure supporting new entrants in organic farming was prepared and inserted in the final document (2021).

A SG member from the Ministry of Agriculture, in cooperation with the decision-makers, prepared a draft intervention for the new entrants. Workshops were held to present new entrants and their needs, but in the end the proposed intervention was not approved - so it stopped at financial support or the distribution of funds.

A workshop for stakeholders at Ministry of Agriculture was organized to discuss about their needs regarding agriculture land protection and assuring agricultural land for new entrants – result is a draft version of abandoned agricultural land toolkit.

The Slovenian Rural Development Network: Given the examples and challenges of new entrants, their development initiatives should be promoted in LEADER / CLLD calls (with additional points for new entrants and successors).

Researchers and students

Department of Geography (Faculty of Arts, University of Ljubljana) integrated newbies in the following courses:

- (1) Rural Geography (45 students of 1st Bologna circle, compulsory course, academic year 2021/22): the importance of newbies for agricultural and rural regeneration in Europe, the role of newbies in the alternative/local food networks;
- (2) Agricultural Geography (17 students of 1st Bologna circle, compulsory course, academic year 2021/22): business models of newbies with special emphasis in diversification;
- (3) Developmental Inequalities in Rural Areas (12 students of 2nd Bologna circle – including 4 Erasmus students from Belgium, Czech Republic and Portugal, compulsory/selective course, academic year 2021/22): the importance of technological and social innovation in the process of developmental inequalities diminishing.
- (4) Newbies and their contribution to adaptation to climate change: two newbie farms (NEWBIE Award winner 2018, and a candidate for NEWBIE Award) presented their examples of water reuse to 30 students.

Also Department of Agroeconomy, Agrometeorology and Rural management (Biotechnical faculty, University of Ljubljana) integrated newbie topics in several courses (Prof Andrej Udovč is Steering Group member).

Broad audience, community involvement

Newbie was presented to the pedagogical staff (in kindergartens, primary and secondary schools; 98 participants from the entire Slovenia): webinar on how newbies are/could be involved into school organic gardens.

Newbie was reported in national radio Radio Študent, reaching out to 500.000 people.

France:

New Entrants

RENETA worked with a lot of different organization involving new entrants (Jeunes Agriculteurs, FADEAR, Réseau CIVAM, Terre de Liens, Réseau des CREFAD, espaces-test agricoles...). They were associated to the NEWBIE project in various occasions (such as discussion circles, workshops). Some of them were also members of the Steering Group.

More than 300 new entrants were involved directly in Newbie activities (videos, discussion circles, workshops, case studies, Newbie awards, etc.). This number is certainly underestimated, but it is difficult to measure the real one. And there are new entrants who have benefited of the Newbie activities indirectly, through the partners of the project.

Experts in the agricultural sectors involved

The different organizations mentioned before are also composed of experts in the agricultural sectors (most of them advisors). The participation of some of them to the Steering Group (National Organization of Chambers of Agriculture, French Agriculture Academy, rural development associations...) has been very important. Although they were not necessarily used to working together, they actively participated in the smooth running of the project.

An interesting example is the organization of 2 Discussion Circles, one in 2019 and one in 2020, on farm succession. Various organizations were involved, in particular in presenting studies they had carried out on the subject. Some of them have little contact because they are relatively politically opposed. However, the fact that the discussion circle was organised within the framework of the NEWBIE project made it possible to involve them together. They listened to what others had to say, which certainly helped to move things forward in the right direction.

Policy makers

Policy makers have not been the most presented in the project, despite several invitations. The Ministry of Agriculture, in particular, unfortunately did not wish to participate in the Steering Group.

But some have participated in discussion circles. This has been the case, for example, of several local authorities, but also of the Economic, Social and Environmental Council.

Researchers and students

Several researchers were directly involved in Newbie project activities. This was the case of Cécile Gazo, who is currently doing a thesis on the accompaniment of new entrants on behalf of the Young Farmers Organization (Jeunes Agriculteurs). She was part of the Steering Group, and participated to the NEWBIE conference in Ljubljana, Slovenia.

Partnerships with several researchers have made it possible to set up long-term research activities. RENETA will thus start next year a research project on the effects of farm incubators, in conjunction with several researchers and academics.

During the 4 years of the project, several interventions were carried out with agronomy students in particular. Almost 1 000 students attended these courses.

Broad audience, community involvement

NEWBIE was reported in various medias, such as radios and newspapers, and not only in specialized medias. It is difficult to say how many people were reached thanks to those articles and interviews, but it has been a good opportunity to talk about new entrants to a broader audience.

UK:

New Entrants

New entrants were of course a large target audience for our work in NEWBIE. We engaged with new entrants directly through discussion circles with young farmer groups and through conferences targeting alternative (and often new entrant farmers). Furthermore, the NEWBIE game will be tailored towards new entrants. We gave out three NEWBIE awards throughout the project, and each winner has used their award to further their skills in business management, farm planning and diversification, respectively. According to one of our award winners, the opportunity to attend NEWBIE events helped to grow their international networks. We also engaged with an additional 10 new entrants for the video-making, some of which have had over 3000 views on YouTube, no doubt having a positive impact on their business.

Within our steering group, the members comprised of those who primarily represented new entrants within their organisations, meaning that we were able to identify good opportunities to engage with new entrants across the UK. The steering group members really appreciated the opportunity to hear about the range of new entrant activities taking place across the UK throughout the project, as well as opportunities to attend discussion circles and other NEWBIE events themselves, including three very successful international exchanges (more information on these is included above).

Experts in the agricultural sectors involved

The main interactions with agricultural sector experts came through the steering group. Our steering group comprised of 10 members who meet 2-3 times per year. The experts included representatives from all four UK nations, in organisations focuses on land-management, finance, farming unions and young farming groups. In addition, many of these experts also participated in offering suggestions for international changes, discussion circle and NEWBIE videos. Finally, a sub-group of these steering group members helped to determine the three NEWBIE UK award winners.

Policy makers

Policy makers were engaged through discussion circles, international exchanges and conference presentations, including presentations to the FONE group (mentioned above). Furthermore, the second academic paper (currently under review) has also been targeted towards a policy audience.

Researchers and students

Students and researchers were engaged through young farmer discussion groups (i.e., as reported in Dec 2020 with 25 audience members from Northern Irish young farmers groups). Furthermore, researchers and students were engaged within the NEWBIE survey, with 28 respondents identifying themselves as students. Finally, the NEWBIE game will engage with students of further education colleges.

Broad audience, community involvement

NEWBIE was reported in several newspaper articles, and radio programmes, with large audiences. Furthermore, the NEWBIE survey gathered over 350 responses from across a range of agricultural sectors, and countries.

Long term impact

All the consortium partners declare they will continue to use, multiply and upgrade the products, outcomes in their future projects, initiatives and activities.

Belgium: Several initiatives guarantee that the Newbie project will remain relevant and the insight of the projects applied, also after the end of the project. The ongoing projects COCOREADO and Celsa directly build on the Newbie project. The Newbie case studies are highly relevant input for the COCOREADO project. The same holds for the relevance of the Newbie network, which will enforce the impact of the COCOREADO project. The research of Mertijn Moeyersons in the framework of Celsa will result in scientific publications, academic presentations, and a PhD dissertation.

The exchanges and the international conferences in both Ljubljana and Montpellier have been very inspiring and demonstrated the added value of both practitioners and researchers. KU Leuven has already specific plans to organize a visit to Slovenia and meet up with the Slovenian Newbie team and with young farmers in Slovenia. The KU Leuven led the development of the MOOC on business models for sustainable agriculture. The MOOC will have a first run starting in January 2022, and closing in May 2022. It has been an enormous investment from KU Leuven and from several other partners. In that sense, it is the ambition to continuously improve the MOOC.

The connections with the young farmers also indirectly resulted in the membership of Tessa Avermaete in the Advisory Board of Groene Kring. This will ensure interaction between the KU Leuven team and the young farmers in Leuven in the future.

Bulgaria: BI-GD will use the newbie outcomes for a cross-border project to boost Entrepreneurship in agriculture - BU4Inno under Bulgarian – Greek CBC program. The Education material and videos will be used by BI-GD in its vocational training centre, by teachers in the universities and high schools, the business incubators and centres in National Business Development network. The policy recommendations would be used for analysis/reports and recommendations of the National programmes for rural development

All the information collected by various European countries on policies for sustainable agriculture and ecology, good practices, public support for newcomers to agriculture etc. will continue to be used in the future for new entrants as well as for policy making and strategies in Bulgaria. It will also be important for the further development of new entrants, not only to support and encourage them to start, but also to continue to be successful in agriculture. BI-DG to periodically share and promote short articles that can be used by NAAS, social media and agri-media on certain topics - for example the experience in short supply chains, public support in France for new entrants, marketing, innovative models.

Germany: BDL will embed the Newbie work in its Young Farmers Project. The topic of newcomers is a niche branch of agriculture in Germany. BDL is the largest organization for rural youth in Germany and around one fifth of its members is occupied in “green jobs” like agriculture. In the agricultural spectrum, farm successors are the largest proportion of BDL members while newcomers are underrepresented. However, while newcomers often need to start their businesses from scratch

which makes them more prone to adversities and requires them to find creative and new alternative business models, these ideas can also inspire “classical” farm successors. The topic will thus be taken up in the Young Farmers Project’s educational sections like the frequent web seminars or panel discussions.

Furthermore, the German Newbie toolkit on direct marketing is a valuable resource that will be maintained and updated within the Young Farmers Project. It already sparked interest since its launch in late October 2021. Advertising material to promote the toolkit is currently being printed to distribute the information over a large audience across Germany.

Additionally, BDL is largely involved in political work in the agricultural sector in Germany and will use the political recommendations derived from the Newbie project in its demands and communication with decision makers wherever suitable.

BDL considers the range of businesses, innovative ideas and creative solutions to target different hurdles for farming in various European countries identified through the Newbie project as especially beneficial. BDL’s young farmers might pick up ideas for their own businesses through these practical examples. In this regard, the Newbie YouTube-channel will prove to be a valuable resource for BDL’s young farmers. Since CEJA has a connection with Newbie and BDL is a member of it, the ideas created in the project will probably be discussed there as well.

The FH already brings the topic of new entrants more strongly into teaching and intends to do so in the future even more. In addition to using the pedagogical resources created within the bachelor and master modules, the other outputs of the project, such as the toolkit or the best practice videos created, are also to be disseminated among the students and staff. Cooperation with other departments at the campus in Soest, such as the Early Childhood Education study course, also makes sense in view of the increasingly diversified farms in agriculture in the future.

The exchange with other agricultural colleges and higher education institutes in German-speaking countries should also be used to spread the concerns of new entrants as widely as possible and to communicate the materials created to interested users.

The good cooperation of the FH with the Chamber of Agriculture in the federal state of North Rhine-Westphalia has already been used successfully in the past and should continue to be used for the continuation of this important topic and the use and distribution of resources created from the Newbie Project.

Ireland: The Newbie new entrant competition has built a profile over the past three years. It is proposed to retain the current annual New Entrant Competition to award new ideas and farm businesses.

It is proposed to form a new Steering group from interested parties, both from within the existing steering group and by issuing invitations to individuals who could contribute positively to the group. This group would meet when required or at least once a year to discuss topical items such as policy submissions and the new entrant competition.

Agricultural college final year students

As many new entrants of the future, complete courses at agricultural colleges, it is important to have the opportunity to present to these students in the final year of their agricultural course. Gordon cited

presentations that he regularly gives in agricultural colleges as an opportunity to engage with future newbies. This is an area that Gordon plans to develop further in his role a collaborative farming specialist. Even if they are a couple of years away from developing their own business, the seeds have been planted and they have a point of contact when required.

Netherlands: During Newbie the Dutch team developed several brochures and guides (17-20 from the table above) for new entrants on access to capital (crowdfunding), access to land through landfunds, farm succession and specifically for the future newcomers a brochure on what it means to become a farmer and which aspects you have to tackle in becoming a farmer. This brochure was specifically developed to help future newcomers to decide whether farming is something for them or not prior to the phase of becoming a new entrant. This also takes away some of the pressure on existing organisations guiding new entrants since at the moment there is a lot of interest in this topic but these small organisations cannot always help every interested potential newcomer with basic info.

Because of the open availability we foresee that the above mentioned brochures and guides will have impact the upcoming years.

Specifically, in the steering group the collaboration among different organisations has resulted in new connection and collaborations that did not exist before Newbie and which will continue after Newbie. The partnership developed in Newbie with all 10 partners is an important basis for future collaboration on this important and inspiring topic.

Portugal:

A key outcome of Newbie is the development of the km0 Alentejo network. The Km0 label is an innovative opportunity for small farms to add value to their products and create alternative ways to enter the market. The initiative will be maintained and further developed with the help of the other partners of the initiative and other projects.

The knowledge gained through the exchanges, studied good examples and developing the newbie network will be formalized and communicated to enterprises/association dedicated to supporting farmers so they can better adapt to their needs. UE analyses the strategies applied and the networks built during this and other similar projects to take lessons on how to scale deep and promote sustainable network structures.

The Portuguese Newbie webpage hosted in the research's group website will be continued. This page links to the international website and will feature links relevant outputs from the project.

The videos and practice abstracts are featured in the institute's data base so they are accessible to any researcher that wants to use them.

Slovenia:

Further release of a holistic-informative-focused e-newsletter on Newbie: this suggestion was also confirmed by the SG meeting; audiences: newbies, policy makers, stakeholders in rural development, broader farming community.

University of Ljubljana and steering group member from Ministry of Agriculture organizing official meeting of relevant stakeholders (young farmers, newbies, University of Ljubljana) will meet several

policy makers (and minister) at the Ministry of Agriculture related to the further development of knowledge access for new entrants into farming, implementation of several activities (rural incubators, mentoring newbies, land availability etc.) (scheduled for February 2022).

A seminar/online webinar will be organized in 2022 on a selected topic: 1-1,5 hour event with short presentation of newbies (new idea, product/service, how was a hurdle addressed).

A scientific monograph on newbies in the process of preparation (in the series e- GeograFF; link: <https://e-knjige.ff.uni-lj.si/znanstvena-zalozba/catalog/series/e-geograFF>), released in 2022 or 2023.

Further informal networking with newbies: a picnic in May or June 2022 on the newbie farm; location: Farm Vrhivšek (link: <https://www.kmetija-vrhivsek.si/>).

Research project CELSA (University of Ljubljana and KU Leuven; till October 2022): comparative field analysis and joint scientific paper is planned, herewith connecting 2 PhD students.

Joint research paper on newbie networks: cooperation of University of Ljubljana, KU Leuven, University of Evora, FHS Soest.

Presentation of NEWBIE results on international conferences: ruraltourism conference in Croatia (27-30 April 2022) and rural conference in Finland (23-25 May 2022).

Further Erasmus exchange: already existing with FHS Soest (teaching exchange in 2019, planned for 2022) and a new Erasmus bilateral contract with the University of Evora (2022).

France:

Thanks to the NEWBIE project, the members of the Steering Group got to know each other through the project, and they will continue to work together in the future on other projects on new entrants.

Another long term impact is the partnership with several researchers. In 2022, RENETA will start working closely with researchers on different topics related to farm incubators and new entrants. A committee involving both researchers and advisors will be set up, in order to coordinate the applied research. An employee will be in charge of that for at least 3 years.

Finally, a discussion on the development of farm incubators in other European countries is underway. The partnerships developed with the NEWBIE project partners will be mobilised to further this project, as some of the interested countries were involved in the NEWBIE project (Germany, Slovenia, UK, Portugal, and exchange with Bulgaria).

UK:

Hutton have inputted into the upcoming DEFRA (UK Government's Department of Environment, Food and Rural Affairs) handbook for new entrants, through which long-term impact is expected in terms of offering practical advice and support to assist potential new entrants.

Some of the case studies and videos were included in the pedagogical materials produced by the German partners, which will be shared and utilised in educational settings across Germany.

We also have strong links to the Hutton's International Land Use Study Centre (ILUSC) and there is potential to use the videos within ILUSC, to highlight innovative models of farming and creative uses of social research methods.

Finally, the NEBWIE game will have long-term impact in terms of its usage within further education colleges, and through its free availability of Google Play and Apple stores.