

TALLHEDA - Shaping the Future of Digital Agriculture Education: A Questionnaire for Agritech and IT Companies

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Project Overview

The TALLHEDA project aims to enhance digital agriculture (DA) education and research, especially in countries needing more support. This initiative plans to bring together Higher Education Institutions (HEIs) and various stakeholders to form a powerful alliance focused on DA. The main goal is to support students, researchers, and faculty members by providing them with access to educational materials, good practices, mentoring, opportunities for collaboration, and activities that boost learning and research. TALLHEDA seeks to prepare a new generation of highly skilled professionals in digital agriculture, ensuring they're ready to contribute to Europe's agricultural sector's digital transformation. The [TALLHEDA](#) Project is funded by the European Union (HORIZON-WIDERA-2023-ACCESS-03 programme). It is coordinated by the Agricultural University of Athens; it includes 10 partners from 3 European countries and runs for a period of 42 months.

Purpose of the Questionnaire

This questionnaire is designed to gather comprehensive insights into the current state and future needs of Digital Agriculture (DA) education within **Agritech and IT Companies**. Our aim is to identify key areas requiring reform, enhancement, or support to ensure that DA education aligns with the latest advancements and industry demands. Through your valuable feedback, we seek to uncover challenges, opportunities for improvement, and potential areas for collaboration. The findings will inform strategic planning and initiatives to foster a culture of

excellence in DA education, benefiting students, educators, and the broader agricultural sector. Your participation is crucial in shaping the future of DA education and ensuring its relevance and impact in addressing global agricultural challenges.

Confidentiality & Data Usage

- I wish to participate in the TALLHEDA Questionnaire: "**Shaping the Future of Digital Agriculture Education: A Questionnaire for Agritech and IT Companies**".
- I am aware of my rights; I have been given the contact details of the responsible persons and I consent to the processing of my personal data for the purpose and under the conditions explained in the attached file below.

Legal information

[legal-disclaimer-survey_for_agritech_and_IT_companies.pdf](#)

Estimated Completion Time

Thank you for taking the time to contribute to this important initiative. Completing this questionnaire is expected to take approximately 20 minutes. Your detailed responses are invaluable to us in understanding and shaping the future of Digital Agriculture education and research. We appreciate your willingness to share your insights and expertise.

II. Current Situation in Applying Digital Agriculture (DA)

Your company is active:

- in the agricultural sector
- outside the agricultural sector
- both

What is your **main activity**?

- Production of hardware/equipment
- Developing software (e.g. farm management platform, data analytics software)
- Selling hardware/equipment (e.g. IoT devices, sensors, cameras, drones)
- Selling software, applications
- Consulting and supporting services
- Machinery
- Other

Please, specify:

Is your company following the **main trends** in DA technologies?

Please, rate on a scale from 1 to 5.

1 = Very Low

2 = Low

3 = Moderate

4 = High

5 = Very High

What percentage of your total employees are **specialists** in DA?

- 0-10%
- 10-30%
- 30-50%
- 50-70%
- more than 70%

How long have you been **active** in providing services /products of DA?

- Less than one year
- Less than five years
- Five to ten years
- More than ten years

What are the **main sectors** regarding DA technology your company is involved in?

- Precision Agriculture (data collection and acquisition)
- Planning, decision making and execution
- Big Data
- Internet of Things (IoT)
- Artificial Intelligence (AI)
- Guidance systems
- Blockchain technology
- Robotics and autonomous systems
- UAVs, UGVs
- Reporting
- Other

Please, specify:

What proportion of your company's revenue is currently generated from products or services directly related to DA?

- Less than 10%
- 10-25%
- 26-50%
- 51-75%
- More than 75%
- Not sure/Cannot say

What percentage of your company's recurring revenue (e.g., subscriptions, service contracts) is attributed to DA products or services?

- Less than 10%
- 10-25%
- 26-50%
- 51-75%
- More than 75%
- Not sure/Cannot say

Is your DA services development demand-driven?

- Yes
- No

If yes, by which sector(s)?

Please, select the option that best aligns with your requirements:

- develop white-label solutions
- sell under your brand
- both

Who do you consider your most important customers?

- Individual Farmers
- Farming Cooperatives
- Group of Farmers
- Food Processing Companies
- Traders

Other

Please, specify:

Please, rate on a scale from 1 to 5, the level of the market supply of DA technologies in your country.

1 = Very Low

2 = Low

3 = Moderate

4 = High

5 = Very High

Please, select the option that best aligns with your requirements:

- import your products/services
- your products/services are domestically produced
- both

III. Educational Gap and Needs in Digital Agriculture (DA)

Would you like **to be trained** on the following DA technologies?

Topics	Not at all	Somewhat	Neutral	Quite a bit	Very much
Artificial Intelligence (AI)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blockchain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Twins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drones/ Robots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Data/ Data Analytics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet of Things (IoT)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please, specify:

Please, choose the **ways** in which you prefer to be trained on DA topics:

Ways	Not at all	Somewhat	Neutral	Quite a bit	Very much
Field demonstrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-line courses/e-learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short-term seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practical courses/ workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online educational content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newsgroups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please, specify:

Does your company, regarding your employees, have **opportunities in education** that is connected to DA technologies?

- Yes
- No

If yes, which?

- Training material
- Manuals
- Serious gaming
- 1-to-1 or 1-to-many coaching
- Other

Please, specify:

Does your company have **opportunities for cooperation** with HEIs from your city/county regarding DA technologies?

- Yes
- No

If yes, it is in the form of:

- Exchange of know/how
- Research cooperation
- Participation in educational seminars
- EU projects collaboration
- National projects collaboration
- Other

Please, specify:

Do you utilize any **learning approach** in educating your clients?

- Yes
- No

If yes, which?

- Training material
- Manuals
- Serious gaming
- 1-to-1 or 1-to-many coaching
- Other

What are your **clients lacking** in terms of knowledge (service using wise)?

- Digital literacy
- User experience knowledge
- Learning willingness
- Sufficient amount of time
- Other

Please, specify:

What is the **biggest obstacle** in your clients' approach to DA technologies?

- Lack of education
- Lack of information on current technologies
- Difficulties in purchasing DA technologies/apps/equipment
- Not willing to be updated on DA
- Other

Please, specify:

Please rate the **complexity** of integrating the DA technologies you offer into farm production on a scale from 1 to 5.

1 = Very Low

2 = Low

3 = Moderate

4 = High

5 = Very High

Please specify the **average time** required to integrate DA technologies into farm production for your clients.

- less than 1 year
- 1-3 years
- 3-5 years
- more than 5 years
- I don't know

IV. General Information of the Respondents

Which country are you from?

- Belgium
- Greece
- Serbia
- Other

Please, specify:

What is your gender?

- Male
- Female

What is your age?

What is your educational level?

- Primary education
- Secondary education
- Higher education

Please, select:

- Bachelor's degree
- Master's degree
- Doctoral degree

What is your position in your company?

Please, provide details:

What size is your company?

- Large
- SME
- Startup
- Other

Please, specify:

