


Education needs and resources for urban agriculture entrepreneurship



Geoffriau E., Orsini F., Poelling B., Hoekstra F.,
Accorsi M., Kahane R., Yvergniaux M., Lorleberg W.,
Dubbeling M., Renting H., Magrefi F., Gianquinto G.

- Higher education: UniBO Italy, SWUAS Germany, Agreenium France
- Private sector: Horticity, MammutFilm, STePS, Italy, Hei-tro Germany, Vegepolys France
- NGO: RUAF Holland

**URBAN GREEN TRAIN
URBAN GRGreen Education for ENTeRprising
Agricultural INnovation**

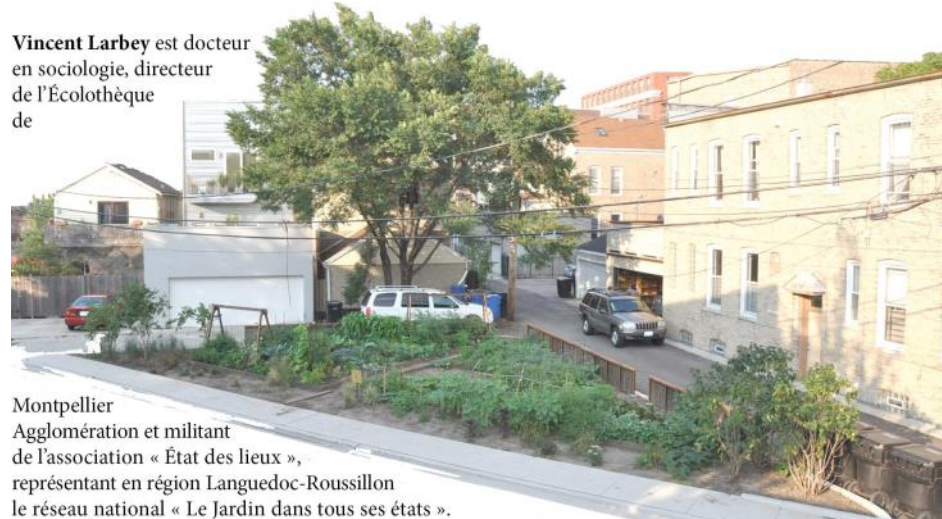
AIM: to encourage pioneering business oriented initiatives on urban agriculture based on knowledge exchange, mutual cooperation and innovation among SMEs, policy makers and Higher Education Institutions.

GENERAL OBJECTIVE : strengthen the knowledge triangle between Education, Research and Business in the field of urban agriculture (UA)

SPECIFIC OBJECTIVES

- Raise awareness for **green economy**
- Build capacity of youth to create their own **business**
- Respond to the EU labor market needs of highly qualified graduates in the field of UA
- Innovate curricula and learning methods in Higher Education

Vincent Larbey est docteur
en sociologie, directeur
de l'Écolothèque
de



Montpellier
Agglomération et militant
de l'association « État des lieux »,
représentant en région Languedoc-Roussillon
le réseau national « Le Jardin dans tous ses états ».

Framework of the entire project

SETTING THE BASIS FOR A NEW MINDSET ON UA ECONOMY

I.O.1

- O1-A1 State of art of UA Entrepreneurship
- O1-A2 State of art of UA Entrepreneurial Education
- O1-A3 Training needs analysis
- O1-A4 Final Output development

STRUCTURING A PILOT COURSE

I.O.2

- O2-A1 Identification and creation of modules
- O2-A2 Educational resources development
- O2-A3 Testing and improvement of modules and resources

MODELING & RECOM- MENDATIONS FOR UA ENTERPRENEURSHIP CURRICULUM

I.O.3

- O3-A1 Reccomandations on validation and recognition of competences
- O3 -A2 Urban Green Train curriculum
- O3-A3 Creating and launching the EU CLUSTER on UA

Undertake a survey on

- existing training opportunities and capacities,
- the most applied teaching methodologies, and
- existing educational resources.

Expected results

- Online inventory of existing training offers
- Inventory of existing modules and resources
- List of resources that need to be expanded and translated
- Identify missing modules and resources to be developed

Typology of resources

	Item	Criteria
Theme	Thematic orientation Topic orientation Discipline orientation	UA / entrepreneurship / mixt Agriculture / Horticulture / Landscape Food / non food Techniques / economics / sociology...
Resource type	Curriculum level Resource nature	Complete course / module Document / Ppt / movie / virtual course
Target	Student education level Life long learning Prerequisites	Bachelor / master / PhD / Professional / amateurs No / Yes (type, level)
Accessibility	Language Support Access cost	English / Dutch / German / French / Sp On line / on site Free / registration fees
Training methodologies	Nature of resource Teaching method	Lecture / practical / mixt Inductive / deductive (case study)

Survey among UGT partners

Thematic orientation of proposed resources by UGT partners

Link with urban agri.		Link with UGT themes		
criteria	n	Theme	n	Cited disciplines
> 80%	25	Food and non-food production of UA	38	agronomy (35), ecology (12), economics (5), management (6), pest management (1), floriculture (1), physiology (1), sociology (1), landscaping (2), urban planning (1)
>50%	23	Ecology, environment, resource management	17	ecology (16), agronomy (10), management, (5) physiology (1)
<50%	16	Resilience, social inclusion and sustainability	7	sociology (5), communication (3), agronomy (3), management (2), geography (1)
No direct link but potential interest for UGT	30	Entrepreneurship, innovative business models and modes of financing	22	economics (21), management (12), communication (3), entrepreneurship (2)
		Societal needs, market analysis and value chain development	7	economics (6), management (2), business planning (1), market analysis (1)
		No proposed theme	3	
total	94	total	94	

Survey among UGT partners

Target audience of proposed resources by UGT partners

Education level		Audience type	
criteria	n	criteria	n
Bachelor 1	12	General public	2
Bachelor 2	14	Entrepreneurs	2
Bachelor 3	19	Professionnals	10
Master 1	21	Trainers	1
Master 2	16	Students	82
no indication	12	NGO staff	1
		Policy makers	1
		Support agencies	1
		Mix: students+professionnals	8
		Mix: students+public	1

Results from the state of the art



- 94 resources identified already developed from the partners
- 105 res. available from the partner countries and matching the themes
- **Resource database available at <http://www.urbangreentrain.eu>**



PROJECT PARTNERS PILOT COURSE INVENTORY ▾ MAPPING OUTPUTS ▾
 UA ENTERPRISES UA EDUCATIONAL OFFER



GREEN HABITAT



ARVAIA



HORTICITY



POLIFLOR



ETA BETA



BIODIVERK



Introduction to urban agriculture



Types of urban agriculture



Dimensions of urban agriculture



Mult-stakeholder

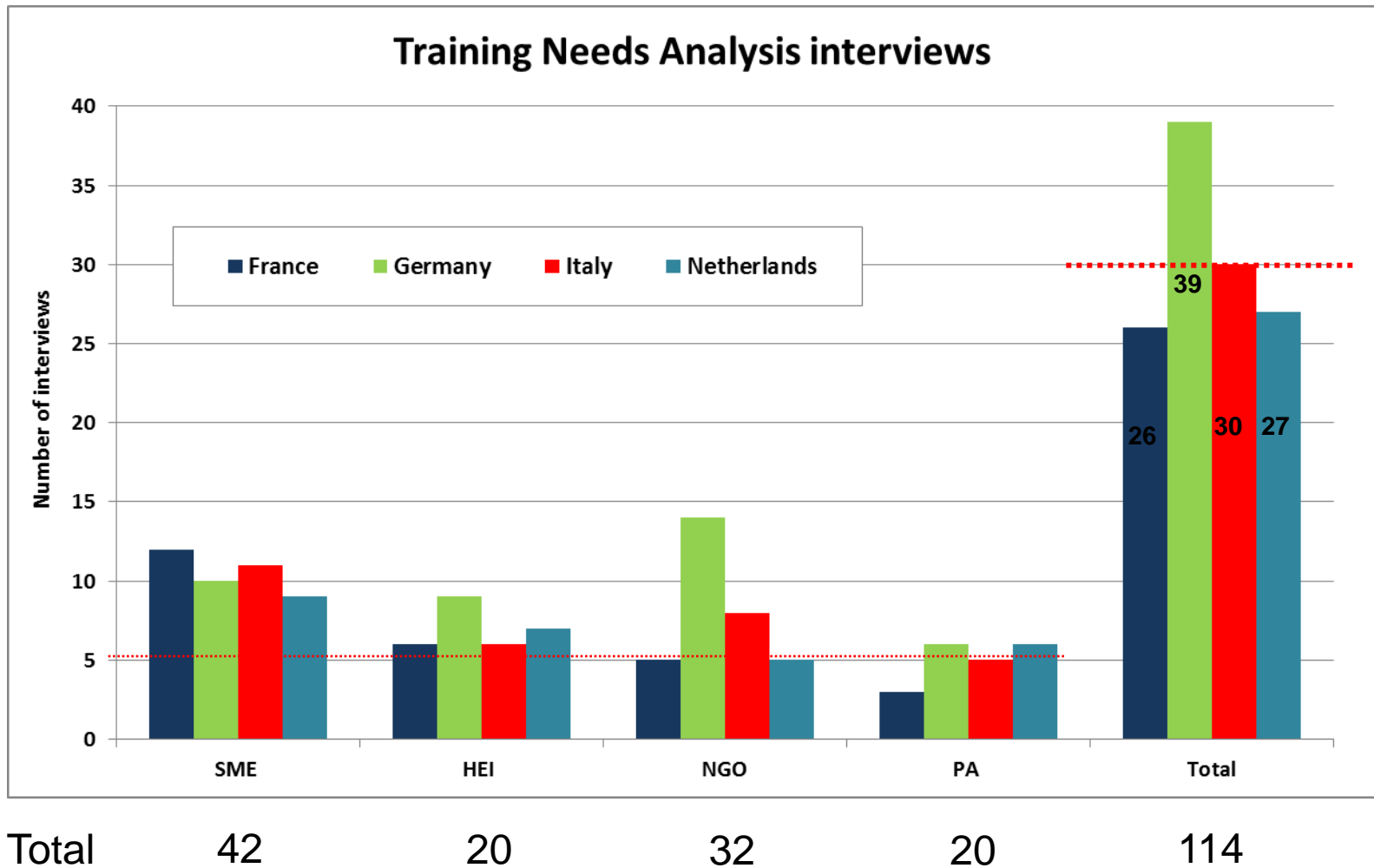
Requirements

- Strong involvement of relevant people/institutions
- Definition of the disciplines and topics necessary for UA entrepreneurial education
- Structure of the curriculum

Methodology

- Survey addressing 4 target groups:
SME, HEI, NGO, PA (public authorities)
- Minimum settings:
 - 120 interviews in total
 - 30 interviews per country
 - 5 cases per national target group

Interview distribution



Would you be interested in UA entrepreneurial education?

	SME		HEI		NGO		PA		Total		Yes (%)
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
France	9	3	5	1	1	4	2	1	17	9	65
Germany	10	0	7	2	13	1	4	2	34	5	87
Italy	10	1	6	0	7	1	5	0	28	2	93
Netherlands	5	4	5	2	4	1	4	2	18	9	67
UGT countries	34	8	23	5	25	7	15	5	97	25	
UGT countries (%)	81	19	82	18	78	22	75	25	80	20	

- All target groups in all countries are interested (80 %)
- HEI and SME > 80 %
- Italy and Germany more than France and The Netherlands

Which levels & kinds of education are from your point of view most suitable?

	in total	University Bachelor	University Master	University PhD	University Applied Sciences Bachelor	University Applied Sciences Master	Apprenticeship / Technical, Vocational School	"Life-long learning"	Computer Supported Training	Exchange Visits	Others
SME	42	11	9	7	9	9	22	26	14	19	5
(%)		26	21	17	21	21	52	62	33	45	12
HEI	28	11	17	5	5	3	10	11	4	7	1
(%)		39	61	18	18	11	36	39	14	25	4
NGO	32	8	10	6	10	6	18	24	6	17	5
(%)		25	31	19	31	19	56	75	19	53	16
PA	20	7	9	3	9	8	12	10	4	8	2
(%)		35	45	15	45	40	60	50	20	40	10
Sum	122	37	45	21	33	26	62	71	28	51	13
(%)		30	37	17	27	21	51	58	23	42	11

Which levels & kinds of education are from your point of view most suitable?

- Non-formal, non-academic, out-of-school levels are highlighted
- 51% respondents see vocational school as appropriate level
- Formal systems: vocational better than academic education
- HEI is the only target group which scores university level > 50%
- Universities / Universities of Applied Sciences (one UGT target)
 - 17% (PhD) – 37% (University Master)

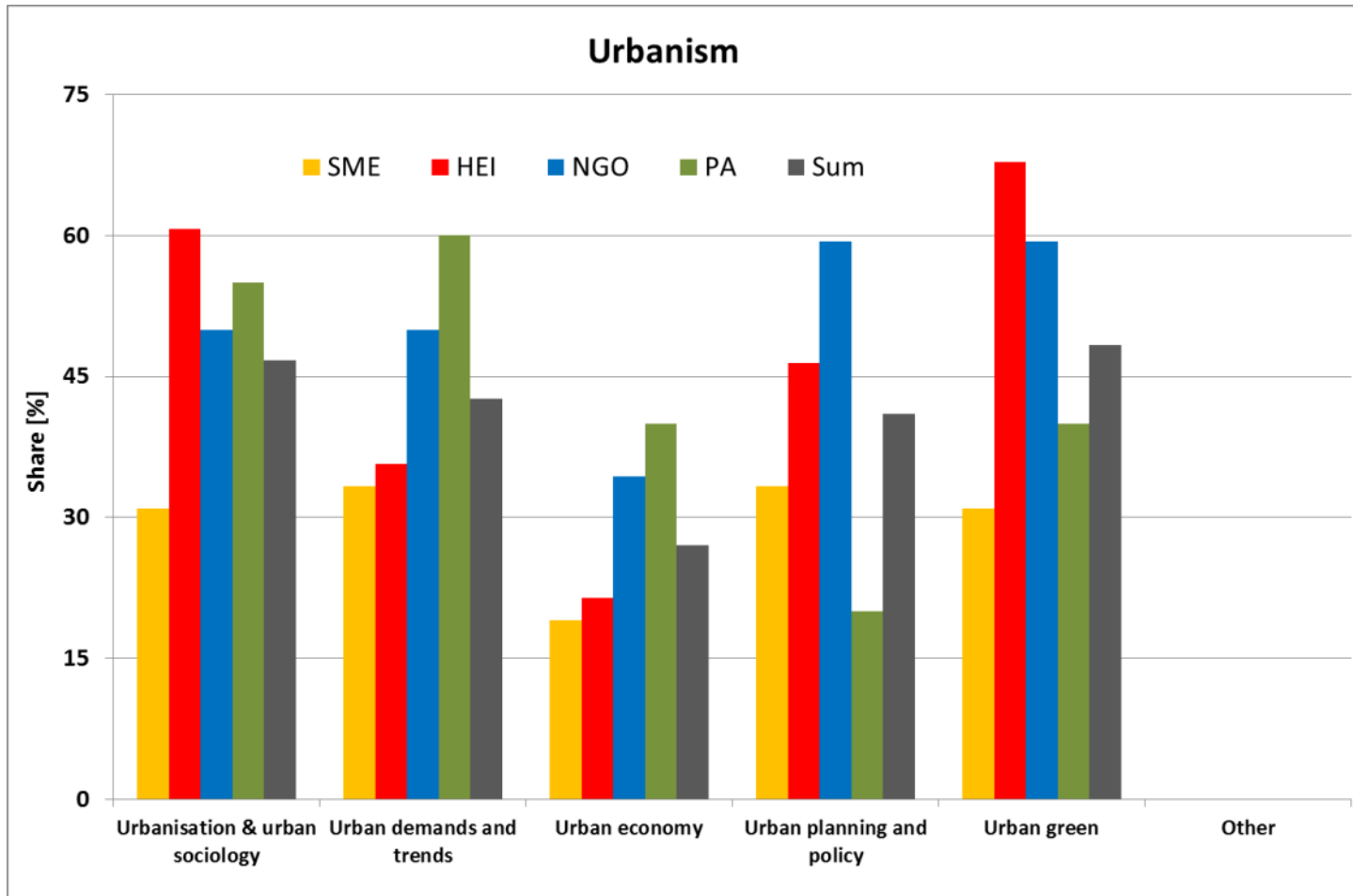
Most important topics

Which are the most important topics to be taught for UA enterprises?

	in total	Plant production	Machinery / Engineering	Market research / Marketing / Trading	Project management / planning	Business Planning, Administration, Finances	Legal Framework	Communcation, Networking, PR	Urbanism	Other
SME	42	26	9	21	18	20	9	24	18	3
(%)		62	21	50	43	48	21	57	43	7
HEI	28	22	8	19	14	9	8	21	12	0
(%)		79	29	68	50	32	29	75	43	0
NGO	32	25	7	14	21	14	14	22	17	0
(%)		78	22	44	66	44	44	69	53	0
PA	20	12	3	7	9	8	5	16	11	0
(%)		60	15	35	45	40	25	80	55	0
Sum	122	85	27	61	62	51	36	83	58	3
(%)		70	22	50	51	42	30	68	48	2

Training Needs Analysis - Results

Which are the most important specific training needs?



Which are the most important soft skills necessary to run an UA enterprise?

	in total	Communication	Empathy	Analytical competence	Creativity	Curiosity	Time management	Ability of lobbying	self-confidence	Capacity for teamwork	Trust-worthiness	self-control	Ability to handle conflicts	flexibility	Others
SME (%)	42	26	5	20	20	11	12	9	10	26	11	3	9	18	5
		62	12	48	48	26	29	21	24	62	26	7	21	43	12
HEI (%)	28	24	6	10	20	7	9	9	11	17	9	5	12	13	3
		86	21	36	71	25	32	32	39	61	32	18	43	46	11
NGO (%)	32	25	9	11	21	11	10	12	7	18	9	4	18	14	3
		78	28	34	66	34	31	38	22	56	28	13	56	44	9
PA (%)	20	11	3	5	17	7	2	5	4	10	3	0	4	8	0
		55	15	25	85	35	10	25	20	50	15	0	20	40	0
Sum (%)	122	86	23	46	78	36	33	35	32	71	32	12	43	53	11
		70	19	38	64	30	27	29	26	58	26	10	35	43	9

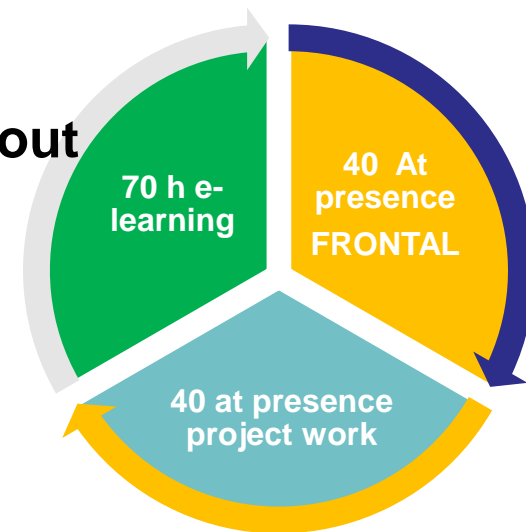
Which are the most important topics to be taught for UA enterprises?

- Education has to be **adjusted to students' knowledge**
- Basic knowledge has to be present to add special UA knowledge
- Some highlight that specialized knowledge is relevant, but UA is characterized by its **multi-/inter-/trans-disciplinarity**

Which are the most important specific training needs?

- **Multi-/inter-/transdisciplinarity** again
- **Specialized knowledge is not what UA is about**

→ How to integrate these considerations in UA entrepreneurial education modules?



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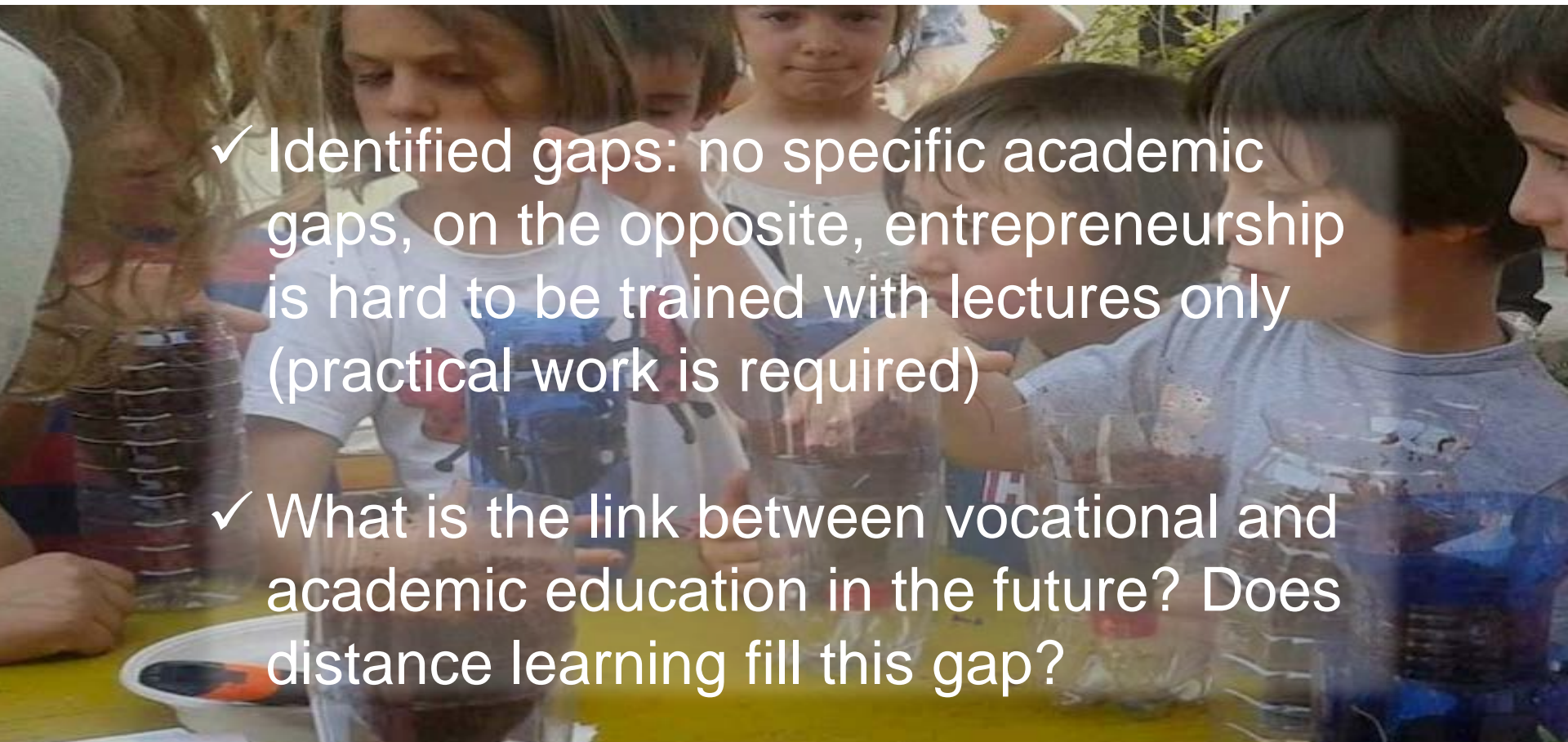
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- A group of children are gathered around a table, engaged in a hands-on activity. They are using clear plastic jars to hold soil, and some are using small tools like tweezers to carefully handle the soil. The children appear to be of various ages, and they are all focused on their task. The background is slightly blurred, showing more children and what looks like an outdoor or semi-outdoor setting.
- ✓ Identified gaps: no specific academic gaps, on the opposite, entrepreneurship is hard to be trained with lectures only (practical work is required)
 - ✓ What is the link between vocational and academic education in the future? Does distance learning fill this gap?

Thanks to



Erasmus+

funding



On behalf of all the UGT partners:



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