THE CHALLENGE

Farmers across Europe face significant barriers in adopting sustainable and climate-smart agricultural practices, despite their crucial role in mitigating climate change and ensuring food security. These challenges include limited access to digital infrastructure, inadequate financial support, and a lack of technical skills and training. The increasing frequency of extreme weather events further threatens agricultural productivity and resource availability. Without targeted support and practical solutions, farmers are unable to effectively transition to more resilient and sustainable farming models. Addressing these barriers is essential to achieving environmental goals and strengthening rural livelihoods.

GreenFit waives the barriers faced by farmers through practical, innovative solutions, to drive sustainable change in agriculture

Only
25%
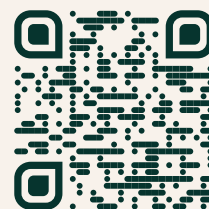of farmers have a good knowledge of what climate smart farming is!

OUR TEAM

DREVEN

bSpoke solutions

ΔΗΜΟΚΡΙΤΟΣ

ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

NOVA

Logika X

LUCENA Denominación de Origen Protegida Aceite de Lucena Consejo Regulador

SInopsis

EUROPEAN RURAL COMMUNITY ALLIANCE

POLITECNICO MILANO 1863

WORLD FARMERS' ORGANISATION

WHITE
ACCELIGENCE

AISFOR

CIA AGRICOLTORI ITALIANI UMBRIA

FORUMUL appr | Mândru că sunt fermier!

MaYA foundation

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Fitting agriculture into a **sustainable, climate-smart future.**
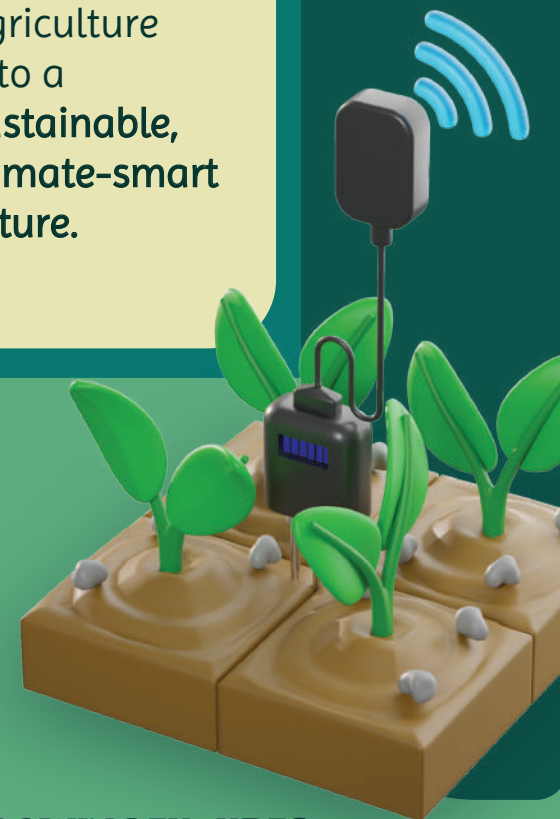
GROWING FUTURES
CONNECTING STAKEHOLDERS

to "fit" the green transition

GreenFIT
SMART AGRICULTURE

THE PROJECT

GreenFit accelerates the adoption of **climate-smart farming** practices by integrating **AI tools, IoT sensors, XR-based training**, and real-time solutions like the **AgriChatbot** and **drone-in-a-box systems**. It empowers farmers to optimize resources and build climate resilience through digital innovation, training, and value-chain collaboration It will support **eight pilot regions** (Greece, Italy, Spain, Romania, Latvia, Serbia, Malta, Global) to:

- Identify local barriers through participatory methods.
- Enhance technology and connectivity by integrating advanced tools and improving digital infrastructure.
- Build value-chain partnerships and sustainable solutions.
- Strengthen community engagement and capacity for scalable adoption.

PROJECT ID

Project Name: GreenFit - Green Resilience through Economic Empowerment, Environmental Knowledge, and Future-Proof Digital Infrastructure

Grant Agreement: 101216835
Programme: Horizon Europe
Type of Action: Horizon-RIA
Start Date: 1 October 2025
Duration: 36 Months
EU Contribution: 3,895,565.00€
Coordinator:
DRAXIS RESEARCH VENTURES ASTIKI MI KERDOSKOPIKI ETAIRIA (DREVEN)

OUR IMPACT

- ✓ **Expand field demonstrations** to include hands-on experiences with digital tools like Drone-in-a-Box and the Digital Agriculture Observatory.
- ✓ **Integrate Extended Reality (XR)** into agricultural training to create immersive, realistic learning environments.
- ✓ **Establish rewards and incentives** through value-chain partnerships to encourage sustained use of sustainable practices.
- ✓ **Leverage mobile and digital learning platforms**, delivering user-friendly content supported by data insights from the Digital Agriculture Observatory.
- ✓ **Empower local communities and regional authorities** with data-driven insights to tailor local solutions.
- ✓ **Implement a continuous feedback loop** to refine practices and technologies based on real-world user experience.
- ✓ **Strengthen community ties** using digital tools to facilitate ongoing engagement, knowledge exchange, and support.

OUR PILLARS

01.Understanding Barriers and Challenges

GreenFit identifies region-specific socio-economic, technological, and behavioural barriers to the adoption of green technologies in agriculture through participatory approaches. By combining behavioural research, climate risk assessments, and stakeholder engagement, it will generate tailored strategies and policy recommendations that reflect the diverse needs of farmers and foresters.

02. Building Value-Chain Partnerships for Sustainable Agriculture

GreenFit builds value-chain partnerships to support sustainable, locally tailored business models. By mapping and engaging agri-food stakeholders, and establishing the GreenFit Digital Agricultural Observatory, it identifies drivers and barriers to digital climate-smart solutions. These insights guide the co-creation of scalable, financially sustainable business models across pilot regions.

03. GreenFit Climate-Smart solutions from development to practice

Cutting-edge, climate-smart tools will bridge research and real-world farming, including AI-based climate downscaling, sustainability indicators, an offline-capable AgriChatbot, autonomous drones, XR training systems, and a smart Farm Management Information System. Supported by improved connectivity, a Digital Agriculture Observatory, and a farmer-focused One-Stop Shop, these innovations deliver real-time data, personalised advice, and hands-on learning to enable sustainable, tech-driven agriculture.

04. From Lab to the Field and Community: Solutions' Implementation and Validation

GreenFit solutions are tested through regional pilots in seven countries and global outreach, involving farmers and local organisations in real-world implementation. Continuous evaluation and feedback ensure the solutions are inclusive, scalable, and aligned with local socio-economic and environmental needs.

05. Community Engagement and Capacity Building

Through targeted training, local engagement, and inclusive communication, farmers and communities are equipped to adopt and sustain GreenFit solutions. Supported by a pan-European network and the Digital Agriculture Observatory, these efforts promote long-term uptake and scalable replication of climate-smart practices.