A pioneering multi-year program in Greece for the creation of employment and entrepreneurship opportunities for youth in the Agrifood sector.
Greece has one of the highest youth unemployment rates across Europe. At the same time, the Agrifood sector, which is one of the most crucial sectors and the Greek economy’s second largest employment sector, presents important growth opportunities.

In this context, the need to take advantage of the sector’s potential and to reinforce its growth has strongly been highlighted, while at the same time, giving the new generation the chance to find employment or implement business ideas in Greece.

The “New Agriculture for a New Generation” program is being implemented at the initiative of and through an exclusive grant from the Stavros Niarchos Foundation (SNF), and forms part of the “Recharging the Youth” program, which aims at creating opportunities for Greece’s youth.

Supporting and empowering youth

*** Eurostat, 2019

<table>
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<tr>
<th>+</th>
<th>€12.2 billion per year</th>
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<td>Total estimated potential contribution of the Agrifood sector to the Greek economy *</td>
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<th>+</th>
<th>260.000 new jobs</th>
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<td>The prospects for creating new jobs in the Agrifood sector by 2021 **</td>
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<th>+</th>
<th>40.4% youth unemployment rate (under the age of 25 years) ***</th>
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*** Eurostat, 2019
The program is being implemented through an exclusive grant from the Stavros Niarchos Foundation.

Rutgers University is leading this multi-year, pioneering program, in collaboration with the Agricultural University of Athens and the American Farm School.

The “New Agriculture for a New Generation” program is a non-profit initiative that aims to create employment and entrepreneurship opportunities for youth in Greece, and to support the growth and revival of the Agrifood sector.

We develop human resources in the sector, build skills, cultivate innovation, support entrepreneurship and enhance collaboration and dialogue among all stakeholders in the Agrifood sector.

NEW AGRICULTURE FOR A NEW GENERATION
What the “New Agriculture for a New Generation” program has to offer

Throughout its implementation, the program focuses on the following actions:

**Workforce Development** through the implementation of training and consulting programs for youth (18 – 40 years) who currently work or wish to work in the field.

**Train the trainers programs** which are intended for the program’s trainers, aiming to strengthen their soft and hard skills so as to convey their knowledge to trainees in the best way possible.

**Paid placement and professional growth** through a tailor-made program intended for talented young graduates who seek to take their first professional steps in Greece.

**Mentoring and consulting** to young entrepreneurs or groups wishing to expand their Agrifood businesses and develop their ideas.

**Creation of infrastructure** through the planning and creation of a food innovation centre, which has already begun. It is the only initiative of its kind in Greece and aims to offer support services to food companies. Furthermore, plans are being made to create Agrifood entrepreneurship incubators.

**Supporting innovation and entrepreneurship** through the “Trophy – Τροφή [Greek word for ‘food’] Challenge”, which offers monetary and other awards to innovative start-ups that develop technological solutions for dealing with contemporary food challenges. Initiatives for co-funding business ideas in the Agrifood sector will soon be implemented.

**Information and networking** through the organisation of events and information days in the country’s rural areas, which focus on topics of interest to young farmers and entrepreneurs in the Agrifood sector and offer them practical knowledge and contemporary tools.

**Supporting rural development** through initiatives that are expected to have a medium-to-long-term impact on the regions that activities are being implemented.
Entrepreneurial guidance and support

New product development
We support the development of new and innovative products by giving our beneficiaries the added value their business' need. The first products to have been developed include a range of brews in capsules that are compatible with those of espresso machines, as well as goat's yoghurt milk with fig and strawberry flavour.

Preparing business plans
We support entrepreneurs by creating business plans for beneficiaries of the program with the guidance of our trainers. During the first year, 24 business plans were drawn up, which enhanced the business activities of young producers and entrepreneurs / creators.

Creation of formal and informal producer groups
We helped to form groups of producers, while at the same time supporting and strengthening their business model and sustainability.

The program in action

Training and consulting programs

1st YEAR OF IMPLEMENTATION

2 training cycles

1500 beneficiaries

9600 hours of training, both in class and in the field

40 different points in Central and Northern Greece

TRAINING PROGRAMS 2019 – 2020
In the 2019-2020 period, the training programs will expand to other regions in the country, starting on a pilot basis from the Peloponnese and Crete.

Alternative Tourism

Apiculture

Experimental farm

Summer School: Fundamental Principles of the Agrifood Sector – Principles and Practical Application

Herbal and Medicinal Plants

Sheep and goat farming: Promoting Greek livestock products

Sheep and Goat Farming & Dairy - Cheese Making

Adopting small family farms

Training in propagation material

Entrepreneurship in the Agrifood sector

Smart farming: new technologies for sustainable crops

Poultry farming

Greek shorthorn cattle breed

Religious cuisines: Halal

Goat's yoghurt milk with fig and strawberry flavour, which was developed in collaboration with the American Farm School.
The largest innovation competition in Agrifood, in collaboration with the most important players in the Agrifood ecosystem.

**PRIZES**

- 25,000 €
- One-year startup accelerator programs
- Educational visit to Rutgers University
- Direct access to the finals of the Future Agro Challenge 2019

**PARTICIPANTS**

- 50 business ideas (28 Foodtech, 22 Agritech)
- 90 individuals
- 73% men
- 27% women
- 5 winning companies

**SUPPORTERS**

- 25 bodies
- 44 judges
- 9 mentors

The next Trophy – Τροφη Challenge will take place in the spring of 2020.

**Sectoral studies**

- 20 studies available at www.generationag.org

A study on the supply chain in the Agrifood product sector will be published shortly. Studies on rural development are to be carried out in the coming period.

**Themes**

- 1 Agritech
- 2 Foodtech

**1st year of implementation**

- 7 events
- 450 participants

Agrifood entrepreneurship themes
- Microcredit
- Branding
- Agrotourism
- Social media

**Cities**

- Volos
- Grevena
- Thessaloniki
- Karditsa
- Trikala
- Larissa

The Toolkit events are continuing with interesting monthly events and workshops in cities across the regions. Information is available on the program’s website and social media.
What they say about us

“We would like to follow a path through knowledge, cooperation and technology. The Summer School has shown us the way by giving us useful ideas and tools that we have already started to apply to our family business in order to modernize it”.

Ioanna Karra, Zoi Karra, Athanasia Karra – livestock farmers

“The alternative tourism course we attended helped us develop skills and complement our knowledge, while it also encouraged us to start a new professional activity by introducing OurWay to the city of Thessaloniki”.

Gerasimos Mazarakis - Stavros Papadopoulos, founders of an alternative tourism company

“Our team has gained a lot from its participation and victory in the Trophy - Τροφή Challenge. Apart from the monetary prize, we received significant support in the development of our business idea. Our first-place win gave us the chance to go on a very important five-day educational visit to Rutgers University in the USA; it secured our participation in the Future Agro Challenge, a global Agrifood and technology competition, as well as our participation in a one-year tailored business development program, which is to be implemented in collaboration with Endeavor Greece”.

Katerina Kandyliari, Prosper Group, 1st Foodtech prize in the Trophy - Trofi Challenge

“The program and our partners from the American Farm School helped us improve the quality characteristics of our dairy products and introduce an innovative product to the market, thus reaping the benefits of the added value we have achieved for our group”.

Nikos Martos, Ioannis Kapoulias, Giorgos Sechtanidis, Stavroula Skartouli - livestock farmers, Pangaio producer group
Our vision is to ensure that there are benefits for Greek society and to create a sustainable initiative that will positively affect the generations to come in Greece.

Are you interested in participating in or supporting the program? Do you have any ideas you would like to share?

Contact us on info@generationag.org

Subscribe to our newsletter and follow us on social media

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In partnership with: AGRICULTURAL UNIVERSITY OF ATHENS

Implemented through an exclusive grant by: STAVROS N. NIARCHOS FOUNDATION