

FIELDS – 2nd VIRTUAL MEETING– 28/5/20

Task 1.3. Country and EU Focus Groups



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FIELDS WP1

WP Start/end date: M1-M15

Partners involved: All

Aim: Establish a general overview of the **labor market** in agriculture, forestry and related sectors (food industry, forest-based industry) in order to define present and future **skills needs** related to Sustainability, Digitalisation, Bioeconomy and Soft Skills.

The outputs of this work package will be directly used in WP2, WP3, WP4 and WP7.

WP1 Tasks

FIELDS WP1 - Tasks

- Task 1.1: State of the Art (UNITO)
- Task 1.2: Stakeholders strategic mapping and mobilisation (LLL-P and EfVET)
- Task 1.3: Country and EU focus groups (ISEKI)
- Task 1.4: Bottom-up surveys (ICOS)
- Task 1.5: Future trends analysis (WUR)

Ongoing Tasks: 1.1, 1.2 and 1.3

Task 1.4 starts M9 (September)

Task 1.5 starts M8 (August)

Tasks 1.3 Focus Groups

Aims of the FIELDS Focus Groups

Multi stakeholder approach

Education providers

Advisors

Farmers

Foresters

Agrifood companies

Forest industries

Cooperatives

Skills needs in the agriculture, forestry, food industry and related sectors

Training needs in response to identified needs

Best training methods

Tasks 1.3 Focus Groups

Task 1.3 activities (M2-M9)

1. Preparation of the Focus Group guidelines: FG conduction, FG questions, skill lists (ISEKI and all) (M2-M5)
2. Pilot Focus Group (Austria) and refine guidelines. (ISEKI, LVA, JF-LBT, AP) (M5)
3. Focus Group conduction. National and EU Focus Groups (M6)
4. Focus Group data processing and categorization (All) (M6-M7)
5. Focus group analysis (ISEKI) (M7-M8)
6. Focus group report (D.1.5) (ISEKI and all) (M9)

Deliverables: D1.4 Focus Group Guidelines (M6)
D1.5 Focus Group Analysis (M9)

Focus Group Guidelines



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Initially prepared for F2F Focus Groups, it was necessary to adapt guidelines to online format. Guidelines were revised in three rounds by task partners.

Tasks 1.3 Focus Groups

Focus Group Guidelines - Questions

- Theme 1: Presentations and participants networks (5-15 min)
- Theme 2: Skills (1 h)
- Theme 3: Training (45 min)
- Final Question: (15 min)

Theme 2: Skills (1 hour)

Q2.1: You received by email 5 skills lists on (1) sustainability skills, (2) digital skills, (3) bio-economy skills, (4) soft skills and (5) business and entrepreneurship skills and you were asked firstly to rank in order of importance on each skills list the 5 most important skills in the sector you represent. Secondly, you were asked to select among the 25 skills the 10 most important skills that you think are important in the sector you represent.

The facilitator kindly asks each participant to present their three most important skills by reading them out loud, explaining their choices. At the same time, the facilitator writes down in his own notes the presented findings of each participant to be able to ask more specific questions to initiate a discussion. This may facilitate the discussion and lead to further questions about frequency of skills, predominance of skills or categories of skills.

Examples of questions to facilitate the discussion:

Why soft skills are so important for farmers?

Why sustainable skills hardly appear in the top ten ranking for industry workers?

Why in general digital skills appear in the top ten in most of you?

Q2.2: Would you add any skill you find missing in the lists? Why is/are important?

The facilitator shows on the screen the overview of the ranked skills in question 2.1. Then question 2.3 is asked as a group question.

Q2.3: How do you think your current top ten list will change within the next 5-10 years? Will there be other skills in the list?

Q2.4: You were asked to rank your 10 most important skills in the sector you represent, do you see differences within your sector depending on the job level of responsibility?

The facilitator will direct this question specifically to the representatives of the farmers, foresters and food industry stakeholder profiles only. Responsibility levels are: 1) low level, responsible of a task or group of tasks; 2) medium level, responsible of a group of persons; 3) high level, responsible of the farm/entreprise.

Focus Group Guidelines – skill lists

5 skill lists, corresponding to the categories (DoW+1):

1. Sustainability
2. Digitallisation
3. Bioeconomy: Agriculture (3a), Forestry (3b), Food Industry (3c)
4. Soft skills
5. Business & entrepreneurship

4. Soft skills (Sheet 4)

Fundamental soft skills

1. Communication
 - o With others at work and in the daily life
 - o Languages
 - o Reporting and briefing
 - o Public speaking
 - o Press releases
2. Problem solving
3. Analytical, critical and creative thinking

Self-management skills

4. Demonstrating positive attitudes & behaviours
5. Being resilient, adaptable and proactive
6. Organisation, planning, visioning and strategic thinking
7. Equality skills (interculturalism, gender, empowerment, harassment)
8. Safety awareness
9. Reflecting on own performance

Teamworking and interpersonal skills

10. Team building (incl. conflict resolution, negotiation, flexibility)
11. Teamwork character (incl. responsibility, honesty, empathy)
12. Conflict management
13. Change management

Business soft skills

14. Providing leadership
15. Managing personnel (incl. delegating, motivating, assessing)
16. Networking
17. Innovative thinking

Education skills

18. Digital tools to support learning and distance learning
19. Learning at work
 - o Learning by doing
 - o Learning from others (mentoring, shadowing...)
 - o Learning each other
20. Learning continuously (lifelong learning)
21. Training others (training skills, training tools, course design, assessment...)
22. STEM knowledge (Science, Technology, Engineering and Mathematics) to understand and cooperate through the whole food/bioproducts value chains

Tasks 1.3 Focus Groups

Focus Group Guidelines – skill lists



5 skill lists, corresponding to the categories (DoW+1):

1. Sustainability
2. Digitallisation
3. Bioeconomy: Agriculture (3a), Forestry (3b), Food Industry (3c)
4. Soft skills
5. Business & entrepreneurship

Theme 2: Skills. Rank the 5 most important skills within a category and the 10 most important skills considering all categories as a whole

Homework: collect information and get familiar with the skill list for the Focus Group

4. Soft skills (Sheet 4)

Fundamental soft skills

1. Communication
 - o With others at work and in the daily life
 - o Languages
 - o Reporting and briefing
 - o Public speaking
 - o Press releases
2. Problem solving
3. Analytical, critical and creative thinking

Self-management skills

4. Demonstrating positive attitudes & behaviours
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Education skills

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 - o Learning each other
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22. STEM knowledge (Science, Technology, Engineering and Mathematics) to understand and cooperate through the whole food/bioproducts value chains

Soft skills ranking	
1	Communication
2	Managing personnel
3	Learning at work
4	Being resilient, adaptable and proactive
5	Learning continuously

Tasks 1.3 Focus Groups

Focus Group Conduction

Country	Date (2020)	Partners
Austria	18 May	ISEKI, LVA, JF-BLT, AP
Ireland	27 May	ICOS, PA
EU-Policy	9 June	FDE, LLL-P, EfVET, ISEKI, Plant ETP, CEPI, COPA-COGECA
Germany	10 June	UHOH
Italy	8-15 June	CONFAGRI, UNITO
France	15 June	ANIA, AC3A, ACTIA
Greece	18 June	EFB, GAIA, SEVT, CERTH
Slovenia	15-19 June	GZS
Spain	15-19 June	FIAB, UCLM, FENACORE, SCOOP, CONFAGRI-PT
Nederland	15-19, 22-26 June	AERES, WUR
Eu-Forestry	22-26 June	CEPI

Tasks 1.3 Focus Groups

Focus Group Conduction

Focus Group in Austria

- 18 May
- 12 participants
- Farmers, Cooperatives, Agri-Food companies, Educators, Foresters and Forest industries
- Gotomeeting App.

Focus Group in Ireland

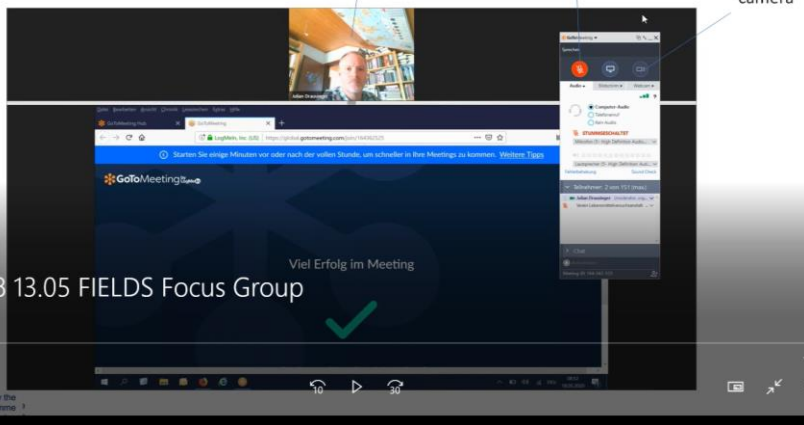
- 27 May
- 13 participants
- Farmers, Cooperatives, Agri-Food companies, Educators, Foresters, advisors and Government (RDI)
- Zoom App.

Technical Advice

Select „only moderator“

mute/unmute

Enable/disable camera



Skills needs



	1	2	3	4	5	6	7	8	9	10	11	12	13
Top 10 Skills	Farmer	Farmer	Educator	Educator	Advisor	Advisor	Forester	Govt.	Food Bus.	Food Bus.	Sustainability	Sustainability	BioEconomy / Educator
1	1.03	3.67	4.107	4.107	1.19	1.01	1.01	1.01	1.08	4.111	4.107	1.01	1.01
2	1.17	3.66	1.01	4.120	1.10	1.04	1.22	1.19	3.91	5.135	1.10	4.107	1.04
3	1.09	3.55	1.13	5.116	5.153	1.17	3.85	2.40	3.87	3.50	4.120	4.109	1.07
4	1.19	5.135	5.135	4.112	3.58	2.26	3.73	2.42	3.88	4.121	4.109	1.08	1.11
5	2.26	5.151	3.90	5.135	3.67	2.37	3.83	3.62	3.90	3.55	4.111	5.135	3.64
6	2.30	1.09	3.88	3.87	1.17	3.50	5.141	3.64	3.92	4.121	1.12	1.11	3.65
7	2.42	1.17	4.126	5.134	1.02	3.51	5.151	4.122	4.112	3.55	1.11	5.130	4.128
8	3.72	1.18	4.124	2.27	1.10	4.126	3.69	4.126	4.114	5.135	2.43	5.138	4.125
9	3.66	1.19	5.129	5.145	3.51	4.127	3.72	5.139	3.96	1.07	1.19	3.87	3.101
10	4.107	2.26	5.139	4.119	1.12	5.145	2.30	5.142	5.135	5.134	3.96	1.10	5.151



Tasks 1.3 Focus Groups

Focus Group Conduction

Fo

-
- Skills needs
-



Top 10 Skills

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

	1	2	3	4	5	6	7	8	9	10	11	12	13
	Farmer	Farmer	Educator	Educator	Advisor	Advisor	Forester	Govt.	Food Bus.	Food Bus.	Sustainability	Sustainability	BioEconomy / Educator
1	1.03	3.67	4.107	4.107	1.19	1.01	1.01	1.01	1.08	4.111	4.107	1.01	1.01
2	1.17	3.66	1.01	4.120	1.10	1.04	1.22	1.19	3.91	5.135	1.10	4.107	1.04
3	1.09	3.55	1.13	5.116	5.153	1.17	3.85	2.40	3.87	3.50	4.120	4.109	1.07
4	1.19	5.135	5.135	4.112	3.58	2.26	3.73	2.42	3.88	4.121	4.109	1.08	1.11
5	2.26	5.151	3.90	5.135	3.67	2.37	3.83	3.62	3.90	3.55	4.111	5.135	3.64
6	2.30	1.09	3.88	3.87	1.17	3.50	5.141	3.64	3.92	4.121	1.12	1.11	3.65
7	2.42	1.17	4.126	5.134	1.02	3.51	5.151	4.122	4.112	3.55	1.11	5.130	4.128
8	3.72	1.18	4.124	2.27	1.10	4.126	3.69	4.126	4.114	5.135	2.43	5.138	4.125
9	3.66	1.19	5.129	5.145	3.51	4.127	3.72	5.139	3.96	1.07	1.19	3.87	3.101
10	4.107	2.26	5.139	4.119	1.12	5.145	2.30	5.142	5.135	5.134	3.96	1.10	5.151

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Key	1	2	3	4	5
	Sustainability	Digitalisation	Bio-Economy	Soft Skills	Business / Entrepreneurship

Tasks 1.3 Focus Groups

What's next

- Final guidelines, some modifications on the basis of FG Austria and FG Ireland experiences. (ISEKI, ICOS)
- Upload D 1.4 (*Focus Group Guidelines*). (ISEKI)
- Powerpoint on how to conduct a Focus Group online and how to use the support material. (ISEKI)
- Conduct the following FGs (All Task 1.3 partners)
- Transcribing and processing (All partners). Instructions will be provided (ISEKI)
- Data analysis (ISEKI)
- Report and D 1.5 (*Focus Group Analysis*) (ISEKI with partners collaboration)

Many thanks for your attention!

Questions/comments at the end of this event

*If you need to find participants for your FG, app. meeting tool,
.....please contact ISEKI*

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