AgriNext

Curriculum for Module 4

Guidance Service Provider in Multifunctional Agriculture

Module 4: Motivation of Farmers, Students, and Others in Rural Populations

Duration: 6 hours (per 45-minute face-to-face training), 2 hours self-preparation (learner reads the contents of the module)

OVERVIEW

Multifunctional Agriculture (MA), also known as farm diversification, seeks to ensure the broadening of agriculture and non-agricultural activities within the farm by supporting farmers' incomes and sustainable rural development. Multifunctional Agriculture offers a viable strategy to rethink and rebuild rural areas in a way that develops the capabilities of farmers and rural people and strengthens their resilience. It facilitates diversified enterprises and promotes rural regeneration while supporting women and young entrepreneurs to flourish, ensuring rural places are attractive to live and work in.

This module focuses on teaching farmers, students, and others in rural areas about the motivations for MA activities. It provides an opportunity for participants to foster business innovation and entrepreneurship. The learning outcomes are to help participants understand these motivations and equip them with the knowledge, skills, attitudes, and competencies for the successful diversification of their farm business. Students will learn the motivating factors and learning processes driving MA entrepreneurship and how to employ digital and green competencies to guarantee food safety, animal welfare, soil health, climate protection, and biodiversity conservation. Participants in this module will:

- Learn from a team of practitioners, academics, and experts who are leading European and international projects in Agriculture
- Collaborate with like-minded people to co-create green and digital solutions in agriculture for sustainable development
- Promote Multifunctional Agriculture entrepreneurship for a positive impact on rural development and vitality

LEARNING OBJECTIVES

Knowledge

The learner will be able to:

- Recognise the forms of motivation for MA activities

- Outline farm resources and rural prospects

- Identify and describe the relevance of lifelong learning and competencies in digital technology, green practices, and entrepreneurship in supporting MA activities

Skills

Learners will be able to:

- Specify the factors driving MA activities and demonstrate the role of farms and rural resources

- Measure the benefits of lifelong learning in MA

- Gain an in-depth competence in digital technologies, green practices, and entrepreneurship that can contribute to the success of MA business

Attitudes Acquired

The learner will:

- Acknowledge the motivating factors behind MA activities based on farm and rural resources

- Value the role of lifelong learning in initiating MA activities

- Defend the need for developing digital, green, and entrepreneurial competencies

Learning Units

Unit 1: Forms of Motivation

Unit 2: Farm and Rural Resources

Unit 3: Motivation for Lifelong Learning

Unit 4: Motivation for Digital and Green Competencies

Unit 5: Motivation for Entrepreneurship Competencies

Unit 1: Forms of Motivation

Outcomes:

KNOWLEDGE	SKILLS	ATTITUDES
The student is able to: Explain the various forms of motivation for MA activities Describe and interpret how these forms of motivation drive MA activities based on different scenarios	The student is able to: Draw conclusions on the primary motivating factor(s) for MA activities	The student is able to: Integrate awareness of the forms of motivation for MA activities Justify how these motivations shape the choices of farmers and rural populations

Implementation Plan of Pedagogical Activities:

Date:	Location:	Duration: 45 minutes		
Description of participants: Guidance Service Providers				
Expected number of learners:				
No. of Activity	Timing	Training Methods / Activity	What I do	What they (participants) do
A 1.1	10 mins	Icebreaker activity: Balloon Questions	Moderate	Participants pop balloons and answer the questions inside.
A 1.2	10 mins	PowerPoint Presentation: Chapter 1	Present and moderate	Participants listen to the presentation.
A 1.3	25 mins	Motivation Survey	Present and analyse the result	Administer survey cards to the participants to assess their motivations and expectations regarding MA. Analyse the results collectively to identify common themes and motivations.

Material (What I need to have prepared):
Balloons, cards 1x1m, pens, paper, laptop and screen, PowerPoint presentation

References/Sources:
Check references in the module

Other notes:
The duration of each activity can be adapted

Unit 2: Farm and Rural Resources

Outcomes:

KNOWLEDGE	SKILLS	ATTITUDES
The student is able to: Outline the farm resources and rural resources motivating MA activities Describe the unique characteristics of farms/rural areas for MA activities	The student is able to: Demonstrate how farm and rural resources (e.g. biodiversity, nature landscapes) motivate MA activities	The student is able to: Formulate MA activities based on the farm/rural resources Justify how farm and rural resources promote MA activities

Implementation Plan of Pedagogical Activities:

Date:	Location:	Duration: 65 min		
Description of participants: Guidance Service Providers				
Expected number of learners:				
No. of Activity	Timing	Training Methods / Activity	What I do	What they (participants) do
A 2.1	10 mins	Presentation on module: Chapter 2	Present and moderate the session	Participants listen to the presentation.
A 2.2	55 mins	Case study with video testimonial	Present and moderate the session	Participants listen and discuss the potential of the farm and its landscape for MA activities.
Material (What I need to have prepared): Pens, paper, laptop and screen, PowerPoint presentation				
References/Sources: Check references in the module				
Other notes: The duration of each activity can be adapted				

Unit 3: Motivation for Lifelong Learning

Outcomes:

KNOWLEDGE	SKILLS	ATTITUDES
The student is able to:	The student is able to:	The student is able to:
Outline motivations for lifelong learning	Demonstrate how formal, non-formal, and informal learning processes can motivate MA	Justify the motivations for lifelong learning
Recognise the role of the learning processes for MA		Criticise the strategies for the lifelong learning in MA and make necessary adjustments

Implementation Plan of Pedagogical Activities:

Date:	Location:	Duration: 65 min		
Description of participants: Guidance Service Providers				
Expected number of learners:				
No. of Activity	Timing	Training Methods / Activity	What I do	What they (participants) do
A 3.1	10 mins	PowerPoint Presentation on module: Chapter 3	Present and moderate the session	Participants listen to the presentation.
A 3.2	55 mins	Workshop	Present and moderate the session	Participants select a challenging factor that mitigates lifelong learning in MA and discuss possible solutions.
Material (What I need to have prepared): Pens, paper, ball, projector, PowerPoint presentation, laptop and screen				
References/Sources: Check references in the module				
Other notes: The duration of each activity can be adapted				

Unit 4: Motivation for Digital and Green Competencies

Outcomes:

KNOWLEDGE	SKILLS	ATTITUDES
The student is able to: Describe the motivating factors for green and digital competencies in MA Explain the benefits and challenges of digital and green competencies in MA	The student is able to: Compile digital and green competencies that align with MA activities	The student is able to: Adopt green and digital competencies in MA activities Justify green and digital competencies in MA activities

Implementation Plan of Pedagogical Activities:

Date:	Location:		Duration: 45 min	
Description of participants: Guidance Service Providers				
Expected number of learners:				
No. of Activity	Timing	Training Methods / Activity	What I do	What they (participants) do
A 4.1	10 mins	PowerPoint presentation: Chapter 4	Present and moderate the session	Participants listen to the presentation.
A 4.2	35 mins	Case study with video testimonial	Present and moderate the session	Participants listen to a video testimonial on digital and green competences in MA and discuss its relevance.

Material (What I need to have prepared):
Pens, paper, ball, projector, PowerPoint presentation, laptop, and screen

References/Sources:
Check references in the module

Other notes:
The duration of each activity can be adapted

Unit 5: Motivation for Entrepreneurship Competencies

Outcomes:

KNOWLEDGE	SKILLS	ATTITUDES
The student is able to: Describe the motivations for entrepreneurship competencies in MA Recognise the need for development entrepreneurship competencies for successful MA venture	The student is able to: Cultivate and operate an entrepreneurial mindset in MA	The student is able to: Justify the relevance of entrepreneurship competencies in MA

Implementation Plan of Pedagogical Activities:

Date:	Location:	Duration: 45 min		
Description of participants: Guidance Service Providers				
Expected number of learners:				
No. of Activity	Timing	Training Methods / Activity	What I do	What they (participants) do
A 5.1	10	PowerPoint presentation: Chapter 5	Present and moderate the session	Participants listen to the presentation.
A 5.2	35 min	Vision Boards and Simulated Business Planning	Present and moderate the session	Participants identify one key area where they will provide a vision of their entrepreneurial goals for MA activities.
Material (What I need to have prepared): Pens, paper, projector, PowerPoint presentation, laptop, and screen				
References/Sources: Check references in the module				
Other notes: The duration of each activity can be adapted				