

# Agreement

## Regional Skills Partnership

### for the Agri-Food Sector in Campania

#### The challenge

In Campania, the agri-food sector plays a significant role in regional employment but faces persistent structural and workforce-related challenges that hinder its competitiveness and innovation capacity. In 2023, 4.0% of the regional workforce (approximately 67,000 individuals) was employed in agriculture, forestry, and fishing. This represents a 3.1% increase compared to 2022, contrary to the declining trends in Southern Italy (-1.6%) and at national level (-3.1%) ([CREA, 2024](#)).

Despite this positive trend, the sector is marked by fragmentation and dominated by small, family-run farms and SMEs. Between 2010 and 2020, the number of agricultural holdings in Campania dropped by 41.6%, from 136,872 to 79,983 — a steeper decline than the national average (-30.1%) ([CREA, 2024](#)). While the utilised agricultural area (SAU) decreased by 10%, the average farm size increased slightly, suggesting a modest consolidation process. Labour availability is decreasing. Between 2010 and 2020, the number of agricultural workers fell by 10.8%, mainly due to a 62.9% drop in family labour. The number of workdays also fell sharply (-35.7%), indicating a contraction in available workforce and work intensity ([CREA, 2024](#)). Digital literacy remains low, and the adoption of precision farming, automation, and processing technologies is limited. This is compounded by financial constraints, especially for small producers, and geographic barriers that reduce access to training opportunities, particularly in remote rural areas.

The skill profile of farm managers reflects this gap. Only 4.1% hold a diploma in agricultural subjects, while a majority have completed only lower secondary education or less ([CREA, 2024](#)). However, Campania shows signs of generational renewal and gender inclusion: about 12,300 farms are managed by individuals under 45 — one of the highest figures in Italy — and 39.2% of all farm managers are women, well above the national average of 31.9% ([CREA, 2024](#)).

#### The ambition

The aim of the Regional Skills Partnership (RSP) Campania is to set a joint strategy to design and implement a sectorial upskilling and reskilling framework, maximising competitiveness of all the actors involved, job retention and job attractiveness for the agri-food system in Campania. The ambition of the partnership is to enable the upskilling and reskilling of the workforce to increase the attractiveness of the sector to the young people, but also to provide life-long learning opportunities in the region. The partnership should develop the means to monitor the specific Key Performance Indicators to achieve these goals and overcome the challenges.

**Campania Agrifood sector performance:**

*With 5.7 million inhabitants, Campania has a rich agricultural heritage shaped by Mediterranean influences, fertile volcanic soil, and a strong culinary tradition that has contributed to its agri-food excellence. The region is renowned for high-quality products, many of which hold PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) status.*

- **Turnover (2023):** €10.8 billion
- **Export share:** 32% of turnover
- **Key products:** Wine, dairy, salami and ham, cereals and pasta, tomatoes, and vegetables

The partnership will develop a roadmap towards this ambition. To achieve this goal, it will use resources from finalised Erasmus+ projects such as Food-STA and ASKFOOD, from projects such as the EC Erasmus+ project FIELDS, I-Restart and AGRIFOODSKILLS, and current initiatives such as EIT-Food, and possibly from further dedicated resources if granted. The aim is to reach all the relevant stakeholders in the agri-food system from farmers, agri-food cooperatives, food processors, and relevant associations, to education and training organisations. The RSP shall provide actions, accompanied by KPIs to assess its impact. In Campania we develop the strategy with numerous small and medium-sized enterprises and funding from both job training development bilateral funds (Fondimpresa and Foragri).

**Commitments**

To support the upskilling of the agri-food workforce in Campania, partners commit to updating sectoral data on skills needs and guiding education and training providers accordingly. They will contribute to the implementation of an EU-wide framework for skills and job profiles—building on initiatives such as FIELDS, I-Restart, and AgrifoodSkills—by sharing knowledge, practices, and policy recommendations. Financial or in-kind support will be mobilised to deliver training linked to existing regional and national funding schemes.

Implementation will focus on strengthening cooperation between training providers and businesses, improving student and trainee mobility, and promoting vocational education, apprenticeships, and lifelong learning. Communication efforts will raise the sector’s attractiveness to young people and professionals, while training offers will be tailored to SMEs’ needs. Alignment between employers, workers, and education providers will be enhanced through social dialogue to ensure a more responsive and coordinated skills system.

**Activities**

To implement these commitments, the partnership will undertake a series of targeted actions to strengthen the agri-food sector in Campania. Initial steps will include the selection of companies, carried out in collaboration with regional professional

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organisations. Selection criteria will consider company size (with particular focus on SMEs), involvement in past training initiatives, and levels of investment in innovation and digitalisation.

Once the sample is established, the following actions will be carried out to support worker upskilling across the agri-food supply chain:

- Conduct interviews, focus groups, or targeted surveys to collect data on individual companies within the selected sample.
- Examine companies' internal organisation, production processes, logistics, marketing strategies, and human resources management.
- Identify key actors within the agribusiness supply chain, including producers, suppliers, processors, and distributors.
- Analyse interactions between supply chain actors, collaboration dynamics, and critical factors impacting efficiency.
- Assess new occupational profiles identified at the European level through interviews or targeted surveys to determine the skills and knowledge required for each company in the supply chain in Campania.
- Identify skill gaps or training needs that could negatively impact productivity and effectiveness of companies, taking into account both European and national contexts.
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Based on the information gathered through these actions, develop customised training plans for each company and for the supply chain as a whole:

- Define clear and measurable training objectives, identify the required training content, and determine the most suitable mode of course delivery (e.g., classroom training, online learning, field training courses).
- Develop a model for certifying skills acquired by participants in training programmes, ensuring simplicity and transparency. This can be achieved through official certificates issued by competent bodies or a dedicated committee evaluating the results.
- Implement training plans with the involvement of specialised personnel and experienced trainers in the agribusiness sector.
- Continuously monitor and evaluate the effectiveness of training programmes, making adjustments where necessary.
- Assess the impact of training plans on the efficiency, productivity, and quality of companies within the agribusiness supply chain.
- Measure progress against the objectives set in the study.
- Prepare a detailed report outlining the organisational analysis, identified agricultural and professional needs, and proposed training plans.
- Present the report to participating companies and relevant institutions, sharing recommendations and suggested actions.
- Promote ongoing monitoring of companies beyond the training phase to evaluate organisational outcomes such as efficiency, workplace climate, customer satisfaction, and economic return.
- Ensure that positive changes in organisational outcomes are sustained over time and introduce further improvements or updates as needed.

**Tracking impact**

<b>Task</b>	<b>Outcome / Process Indicator</b>	<b>KPIs</b>	<b>Target</b>	<b>Deadline</b>
<b>Sectoral cooperation and monitoring</b>	Strengthened collaboration among stakeholders in the agri-food sector	Number of stakeholders involved and their coverage of the agri-food system	50	12/2026
	Establish a structured routine for funding training programmes	Number of training agreements signed between funding entities and enterprises	Foragri: 60 Fondimpresa: 110	12/2027
	Promote ongoing monitoring of companies in the agribusiness chain after the implementation of training plans	Number of companies actively engaged in monitoring and follow-up activities	30	2028
<b>Definition of skills and job roles</b>	Building and delivering training courses for agri-food companies	Number of training programmes delivered	Foragri: 2 Fondimpresa: 2	12/2027
<b>Upskilling and reskilling initiatives</b>	Increased opportunities for workforce development in the sector	Number of people trained	Primary sector: 7,600 Processing industry: 9,100	2027

## Partnership arrangements

The current signatories align with the partnership's objectives and support its ambition to strengthen the agri-food ecosystem.

Key regional and local partners, as well as supporters of the regional partnership:

### Coordinating organisation/steering group:

- **Confagricoltura** (Primary Sector Trade Association)
- **Federalimentare** (Food & Drink Industry Federation)
- **Foragri** (Training Funder)
- **Enapra** (Training Agency)
- **Fondimpresa** (Training Funder)
- **FormaMentis** (Training Agency)

### Supported by:



Contact information of the coordinating organisation:

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