

NEW AGRICULTURE NEW GENERATION

Since 2018, and thanks to the founding donation of the Stavros Niarchos Foundation (SNF), the nonprofit organization New Agriculture New Generation has consistently supported the Greek agrifood ecosystem in its transition to the next era.

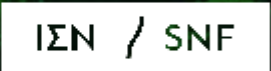
Through strategic initiatives, we empower young people and revitalize the sector, create opportunities for employment and entrepreneurship, build agri-food-related skills, expand advisory networks, cultivate innovation, and strengthen collaboration and dialogue within the industry.

New Agriculture New Generation works closely with Rutgers University, the State University of New Jersey, a global leader in the agrifood sector. At the same time, it promotes systematic, well-structured initiatives that connect academic research with industry and production, supporting more than 120 startups and spin-offs, as well as an extensive network of scientists, mentors, and experts dedicated to advancing the Greek agri-food sector.

Highlights and distinctions:

- Honoree at The Hellenic Initiative’s 8th Annual London Gala (October 2024).
- Acknowledged as best practice by the European Commission DG Agri twice (2022, 2024).
- Selected twice as a recipient of the Citi Foundation’s Global Innovation Challenge among the 50 organizations globally that were granted a total of \$25 million: in 2025 to pilot or scale up innovative employment solutions for low-income youth, and in 2023 to pilot or expand catalytic solutions to improve food security. Also, a Partner of PRAKSIS in the Cultivating Hope – Harvesting Change Project funded by the Citi Foundation under the «Global Innovation Challenge to Advance Solutions to Homelessness» in 2024.
- Collaborated with the General Fisheries Commission for the Mediterranean (GFCM) of the Food and Agriculture Organization of the United Nations (FAO) in 2024, promoting sustainable small-scale aquaculture in the Mediterranean.
- Participated in the ECOSOC Youth Forum 2023, United Nations (New York), regarding the enhancement of the role of women in the future of the agrifood sector and regional development.
- Became an environmental partner of 1% for the planet in 2023 (a global network of businesses, individuals and environmental partners tackling planet’s most pressing environmental issues, such as climate change, natural disasters, food insecurity, decreasing biodiversity, water scarcity).
- Selected for the “3M Global Impact Program 2022” of 3M / PYXERA Global, among 30 top organizations worldwide.
- Received **eight national awards** which highlight the industry’s support in its effort to strengthen the primary sector in Greece, the protection of the natural wealth and ecosystems and the empowerment of local communities.

FOUNDING DONOR



ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS FOUNDATION

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humanity at the core

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WE SHAPE THE FUTURE OF AGRIFOOD IN GREECE

Independent Socio-Economic Impact Assessment
& Performance Evaluation Reports of our Organization



NEW AGRICULTURE
NEW GENERATION



31.000+

beneficiaries & professionals involved in our programs.



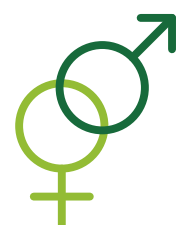
86%

Satisfaction rate of Participants/
Beneficiaries in our programs

The satisfaction rate of the participants is impressive, as the vast majority of them officially declare that they are fully covered by the theoretical, practical and experiential aspects of our programs



For every **€1** we invest
€5,35 is generated in
the real economy
(2023)



44%

Women participation
in our programs

Our organization systematically invests in the empowerment of women in the agri-food sector. In 2024, we achieved a particularly strong level of women's participation in our programs.



37%

of business owners/self-employed beneficiaries
increased their operational/cost efficiency and
profit margin (2017-2023)



25%

of our beneficiaries adopted new farming and
technical processes (2017-2023)



80%

of our beneficiaries improved their
production and technical processes (2017-2023)



€40M

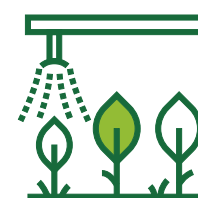
Overall footprint for the Greek economy

€21,4M

total value created annually
for the Greek economy from
our organization's initiatives
(2018 - to date).

€18,6M

total value created annually for the
Greek economy from our bene-
ciaries' initiatives (2018 - to date).



63%

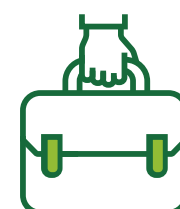
of our beneficiaries adopted new farming and
technical processes (2017-2023)



The activities indirectly have supported

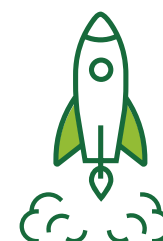
135

job positions in the wider
economy (2017-2023)



+486

additional job positions have been created by
the businesses of the beneficiaries (2017-2023)



64%

of our unemployed beneficiaries are now in
stable employment status or have started their
own businesses (2017-2023)



36%

of the entrepreneurs or the self-employed
beneficiaries reduced their environmental
footprint

Our organisation's programs are multidimensional and their impact has multiple benefits. This is evidenced by the fact that more than 1/3 of the people who participated in them, not only embraced new technologies, but as a result of this choice, they reduced their environmental footprint.(2017-2023)

The data originates from the Independent Socio-Economic Impact Assessment and Performance Evaluation Reports conducted by BDO and Deloitte covering the period 2018-2023, and subsequently published in 2024. These figures are the culmination of rigorous research, ongoing measurements, personal interviews, and thorough comparison of results throughout our operational years. More importantly, they serve as tangible evidence of our systematic and impactful initiatives.