



NEW AGRICULTURE
NEW GENERATION

Transforming the Greek agrifood sector - supporting rural development

Independent Socio-Economic Impact Assessment Report and Performance Evaluation of New Agriculture New Generation (2018-2024)

New Agriculture New Generation supports the sustainable development of rural Greece and accelerates the transformation of the Greek agrifood sector through national- and local-level initiatives that deliver significant socioeconomic impact.

The organisation was established on the initiative of the Stavros Niarchos Foundation (SNF), within the framework of the SNF's Recharging the Youth initiative, which provided a landmark grant to strengthen Greece's primary sector. Since 2018, more than 33,000 beneficiaries and professionals have engaged with the organisation through skills-development programmes, knowledge-transfer activities, and initiatives that promote innovation and entrepreneurship across Greece.

The initiative began in 2018, led by Rutgers University (the State University of New Jersey), in collaboration with the Agricultural University of Athens and the American Farm School. In October 2020, it evolved into a civil, non-profit organization based in Greece, supporting the entire Greek agrifood ecosystem. At the same time, the organisation expanded its network of partners, supporters and donors to secure its long-term sustainability, while maintaining close collaboration with Rutgers University as its strategic and technical advisor.



33.000+

Total beneficiaries
& professionals
engaged

2018-2024

Every **€1**
we invest
generates

€6,09
in the real
economy

2018-2024

Total impact on
the Greek economy:

€46,6million

€22,2million.
from the organization's
initiatives and

€24,4million
from beneficiaries'
activities



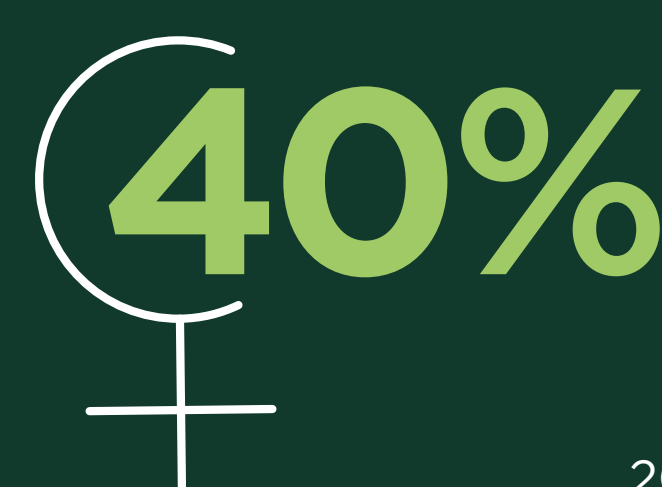
2018-2024

64%

of beneficiaries
introduced new
production &
technical
processes



2018-2024



40% of participants
in our programs
are women

2025



~128

Jobs
(yearly average)
indirectly sustained
by the organization's
activities

2018-2024



535

Additional jobs
have been created
by beneficiaries'
businesses

2018-2024

87%

Satisfaction rate
among participants/
beneficiaries in
our programs

2018-2024

40%

beneficiary entrepre-
neurs & self-employed
professionals
improved efficiency
& increased their
profit margins

2018-2024



25%



of beneficiaries
invested in new
product devel-
opment

2018-2024



80%

of beneficiaries
improved their production &
technical processes

2018-2024



36%

of entrepreneurs
or self-employed
beneficiaries reduced
their environmental
footprint

2020-2024



The above figures are derived from the Independent Socioeconomic Impact Assessment and Performance Evaluation Reports of our organization, conducted by BDO and Deloitte for the 2018-2024 period and published in 2026.

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ΙΣΝ / SNF

ΙΔΡΥΜΑ ΣΤΑΥΡΟΣ ΝΙΑΡΧΟΣ
STAVROS NIARCHOS FOUNDATION

ενίκεντρο ο άνθρωπος
humanity at the core