

GOOD PRACTICE

ENAG Cross-Border Agripreneur Bootcamp & Three-Language Digital Learning Platform

Problem Addressed

The Hungary–Serbia border region faces rural depopulation, youth outmigration and limited access to modern agricultural entrepreneurship education. Women remain underrepresented in agribusiness due to structural barriers, limited financial access and insufficient digital and business skills. At the same time, agriculture requires green transition and digitalisation.

Solution

ENAG introduced a cross-border hybrid education and mentoring model combining:

- needs mapping and stakeholder knowledge committees
- a three-language digital learning platform (HU–SRB–EN)
- two cross-border innovation bootcamps
- structured mentoring support

The platform provides modular training in entrepreneurship, sustainable agriculture, digital skills and financial literacy.

Results

- Operational three-language digital platform
- Two international bootcamps implemented
- Cross-border mentoring system established
- Strengthened entrepreneurial skills and regional cooperation

Why Good Practice?

- ✓ Hybrid model (online + physical)
- ✓ Cross-border institutional cooperation
- ✓ Gender-sensitive approach
- ✓ Green and digital transition focus
- ✓ Transferable to other rural border regions