CIHEAM ZARAGOZA SYMPOSIUM 2026

"The farmers of tomorrow: Skills, jobs and renewal pathways in times of uncertainity"

POSTER SESSION – "Stories from the Field: The People Shaping the Future of Agriculture"



FROM PERSONAL CHALLENGE TO SYSTEMIC CHANGE:

THE "FARM ROAD" ECOSYSTEM

AN INCLUSIVE AND ESG-CERTIFIED MODEL FOR MEDITERRANEAN AGRICULTURE

By Imen MEFTEH

Founder – RKFarm SME / Agri-Tech & Social Innovation – Tunisia



A PERSONAL STORY, A REGIONAL MISSION

As a mother of a child with autistic traits, I discovered the critical absence of pedagogical farms and zootherapy in Tunisia and Africa. This personal challenge became the driving force behind a systemic innovation: the Farm Road ecosystem.
Because sustainable agriculture is a pillar of future societal well-being.

CONTEXT & CHALLENGE

THE PROBLEM

In Tunisia and Africa, solutions for zootherapy and pedagogical farms are almost non-existent. Families with specific needs lack adapted resources.

THE INJUSTICE

This unequal access to well-being through nature represents a social injustice and a missed opportunity for the agricultural sector.

THE OPPORTUNITY

Transform farms into places of learning, therapy, and life to build more inclusive and resilient rural territories.

THE FARM ROAD ECOSYSTEM: 3 PILLARS FOR IMPACT

1 FARM ROAD LABEL
A RECOGNIZED & PROTECTED STANDARD

- ✓ INNORPI-protected framework
- ✓ Standardizes management, safety and activities
- ✓ Guarantees quality, inclusion and sustainability
- ✓ Enhances visibility and trust for families, institutions and investors

1.2 AUF CERTIFIED & QUALIFYING TRAININGS
PROFESSIONAL SKILLS FOR PEDAGOGICAL FARMS

For Managers / Entrepreneurs
Learn to manage, develop and structure a pedagogical farm with international standards.
Strategic management – Financial & legal tools – Safety & risk management – Quality, inclusion & impact

For Animators / Companions
Learn to welcome, animate and accompany visitors (children, families, people with specific needs).
Educational & therapeutic approach – Animal mediation – Activity design & facilitation – Inclusion & accessibility

AUF CERTIFICATION – INTERNATIONALLY RECOGNIZED

2 ESGact TOOL
FROM INTUITION TO EVIDENCE

A SaaS & analytical simulator that quantifies ESG impacts of farms.

- ✓ Social impact
- ✓ Environmental impact
- ✓ Governance & ethics
- ✓ Data-driven dashboards
- ✓ Evidence-based decisions



3 PHIGILAB LIVING LAB
EXPERIMENT, TEST, INNOVATE



Phigilab Living Lab – Tabarka is our open-air laboratory where innovations are deployed and validated with communities.

- ✓ Aquaponics & greenhouses
- ✓ Agri-therapy & inclusion
- ✓ Biodiversity & circular economy
- ✓ Training & awareness
- ✓ Local economic impact



KEY RESULTS & CONCRETE IMPACT

INCLUSION & WELL-BEING
Improved quality of life for children, families and people with specific needs.

SUSTAINABLE AGRICULTURE
Responsible production, biodiversity, circular economy practices.

RURAL REVITALIZATION
New jobs, skills and entrepreneurial opportunities in rural territories.

TRUST & TRANSPARENCY
ESG evidence builds trust with investors, authorities and communities.

LESSONS LEARNED & PERSPECTIVES

SCIENTIFIC VALIDATION
IScientific rigor and certification are essential to overcome skepticism and scale social innovations in agriculture.

HUMAN STORY
A strong personal narrative combined with facts strengthens stakeholder engagement.

REPLICABLE MODEL
Farm Road proves that a personal challenge, backed by science, can become a scalable model for the Mediterranean and Africa.

> *"This journey shows how a personal experience can become a scientifically validated, data-driven and human-centered model for a resilient and inclusive agricultural future."*
>
> *Imen Mefteh*



PROFESSIONAL[illegible] FARM TOMORROW.
Discover the AUF certified & qualifying trainings for managers and animators of pedagogical farms.

All our trainings are available on the AUF platform
Access the complete "Farm Road" training catalogue

FOR MANAGERS / ENTREPRENEURS
Build, manage and develop your pedagogical farm with international standards.
- ✓ Strategy & management
- ✓ Financial & legal tools
- ✓ Safety & risk management
- ✓ Quality, inclusion & impact

FOR ANIMATORS / COMPANIONS
Welcome, animate and accompany visitors (children, families, people with specific needs).
- ✓ Educational & therapeutic approach
- ✓ Animal mediation & well-being
- ✓ Activity design & facilitation
- ✓ Inclusion & accessibility

AUF CERTIFICATION – INTERNATIONALLY RECOGNIZED SKILLS FOR A SUSTAINABLE IMPACT

SCAN ME!

Selectionner:
1. formation a distance
2. Tunisie
3. Université Université Jendouba

SCAN TO DISCOVER ALL AUF TRAININGS

https://formation.auf.org/sessions/filter-liste-sessions?catalogueId=2



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