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Consulting Project International
Market Research
for **Hamasil Foundation**

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Potential Analysis for a Global Database on Sustainable Agroforestry

The project aimed to create a basis for a farmer-focused platform by indentifying key actors and their needs, analyzing current agroforestry tools, exploring AI for better access, highlighting barriers and thinking on potential systems to share local knowledge.

Proceeding

The methodology combined 2 types of qualitative research. The first was intensive desk research, the other was interviews with semi-structured transcriptions with a total of 26 stakeholders. These included 8 from the science sector, 14 from practice and NGOs, and 4 policy actors. Each group offered distinct perspectives on knowledge-sharing needs. The semi-structured format allowed for open discussion, uncovering key insights into current practices, barriers, and opportunities. This flexible approach revealed shared priorities such as offline accessibility, trust-building, the use of simple tools, and the integration of local and traditional knowledge systems.

Results

The project demonstrates that agroforestry knowledge is shaped by culture, politics, land rights, and relationships, not just technical expertise. Digital platforms work best when designed for farmers' real needs, such as being accessible offline, in local languages, and through familiar formats like radio or peer learning. AI can support translation and personalization but must be introduced with local guidance and care. Farmers are partners, not just users, and their generational wisdom should guide platform design. Working with existing platforms and local networks increases adoption, trust, and long-term impact. Beyond technology, success depends on partnerships, respect for local culture, and matching real-life conditions.

To assist Hamasil Foundation in their next decision, the choice was made of creating a mix of roadmap and business process model to highlight the different paths possible as of now and the steps needed to reach the desired outcome.

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Hamasil Foundation, Zurich

Dedicated to advancing sustainable development through ecological practices, social justice, and the inclusion of local knowledge, it works closely with communities to promote agroforestry, climate resilience, and fair food systems. By fostering strong partnerships, supporting grassroots innovation, and facilitating inclusive knowledge sharing, the foundation empowers local actors to change.



Client

Hamasil Foundation
Anna-Katharina Seiz
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The group worked very hard to secure a large number of experts for their interviews, enabling them to draw valuable conclusions for the foundation. The results speak for themselves, as we received clear recommendations for the next steps and a roadmap that is very well tailored to the framework conditions. All the best for the future and thank you very much!



Coach

OST – Eastern Switzerland
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Prof. Dr Oliver Christ

The international project group quickly familiarised itself with a new subject area and, based on a well thought-out methodology, developed valuable insights for the potential development of a farmer-centred knowledge and communication platform in the field of agroforestry in the Global South and systematised these in a meaningful way.

