

Our global challenges. Your will to take responsibility.

KWS Crop Manager Challenge

Be part of our KWS university contest and help us to optimize our Digital advice for farmers. Bring in your own ideas and know how around the topic of Crop Rotations.

SEEDING
THE FUTURE
SINCE 1856

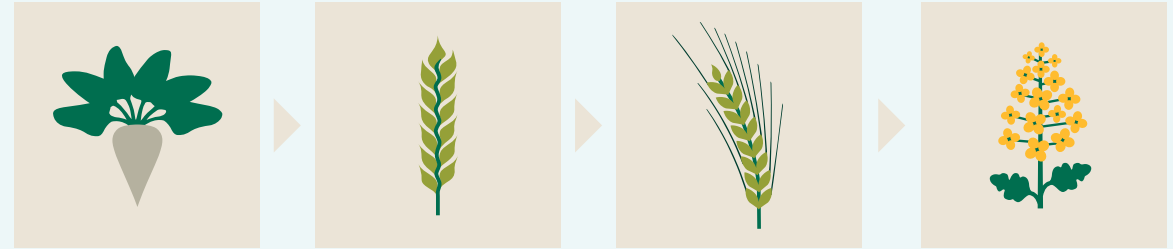


The European Green Deal

With the aim to become the world's first climate-neutral continent by 2050, Europe set up an ambitious package of measures – “**The European Green Deal**” One of the most important initiatives of the European Green Deal is the “**Farm to Fork Strategy**” till 2030. The goal is to combat climate change, provide consumers with **affordable and sustainably produced food**, ensure environmental protection and biodiversity as well as fair incomes for people in the food chain.

KWS, a leading plant breeding company

We at KWS believe in sustainable agriculture and focus on R&D, production, and advice to farmers. **Our driver is the development of high yielding and resource-efficient varieties.** Our portfolio includes seeds for 11 of the 13 most important crops. With our plant breeding activities, we try to find answers for today's and future challenges.



KWS believes in the power of crop rotations!

We at KWS believe in the power of crop rotations! Crop Rotations are an effective answer for the reduction of pesticides and fertilizer together with our varieties! We are not only delivering seeds to farmers, but we also accompany farmers from sowing to harvest and offering our Digital Services to get the best out of KWS seeds! **One of our Digital Solutions around the topic of Crop Rotations is the myKWS Crop Manager.**



The challenge

Imagine yourself being a farmer and using the Crop Manager. By this, please try to ask yourself how to optimize the Service around Crop Rotations. Please think about all possible improvements like Content, Design, Usability and further topics to add.

How can we create additional value for farmers using the tool?

Also please think about ideas to meet future requirements that belongs to the “Farm to fork strategy” to connect them or make them part of the Crop Manager.



Check out the tool?

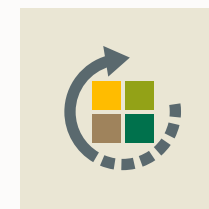
Click [here](#) and register for myKWS

Format

Build a team of 3-5 people and deliver a **PP presentation in English** with detailed information about your ideas, Visualization is always a good idea – you can use graphs, scribbles, pics or even video material.

Milestones

Please send your PP presentations to Kerstin.grabbe@kws.com until the xyz , your ideas will be screened by a group of KWS experts. You will get feedback latest the xyz. The best three ideas move on to the next round. The groups will be invited to pitch their ideas in front of the KWS jury.



Who is in?

Students with Agricultural, agricultural related IT or business focus with high interest in modern agriculture.

What's in for you

1. Get spotted by KWS
2. Work on a real topic with chances of realization
3. Explore your ability to work under real conditions within a team
4. Possibility for a meet & greet in the headquarter of KWS
5. Win a monetary prize (1st place: 1250€, 2nd place, 750€, 3rd place 500€)



Click here and apply!

Only electronic applications will be accepted.



KWS SAAT SE & Co. KGaA

Grimsehlstraße 31

37574 Einbeck

www.kws.com/career

You have a question. I can help.

Kerstin Grabbe

Project Manager International Marketing

Business Unit Cereals

kerstin.grabbe@kws.com