



The Sparkle project launched its **Business Model Competition**, an innovative initiative that will allow students to test and validate all aspects of a business model within a real Agricultural Company.

**The “Sparkle Challenge” brings together a sharp focus on both training and farms, by getting Sparkle students to work on precision farming-centred challenges form a business approach.**

The competition takes place at National level and it is organized respectively by the four Sparkle Universities: Unifi (Italy), AUTH (Greece), Evora (Portugal) and UPM (Spain). **Each University has selected one interesting challenge proposed by a national farmer.** It is a real challenge that the farm manager has to face in its day-to-day work. [[Read more](#)]

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# Sparkle entrepreneurial education training in Italy



To complement the “**Handbook for BUSINESS MODEL CANVAS** in the field of SUSTAINABLE PRECISION AGRICULTURE”, a mix of business cases from different sectors – transport, fashion, ICT – was used to facilitate the approach during the online classes. Having verified the flexibility of the tool, which makes it possible to calibrate the level of detail of the study, from the most generic to the most detailed and complex, **students proceeded to apply the canvas to the different business cases proposed.** [[Keep reading](#)]



## The Greek Sparkle Challenge Experience

AUTH launched a “Call for Challenges” (phase I), asking **Greek farmers** to present their real needs and problems on the farm that may be solved through PA (Precision Agriculture). Out of **two different challenges**, one was selected: the challenge presented by a **certified organic family herb**

farm, specialized in Greek oregano and **high-quality essential oil products**. [[Keep reading](#)]

Sparkle presents itself: this is what we are doing within the European Erasmus+ programme. Watch the video!



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