

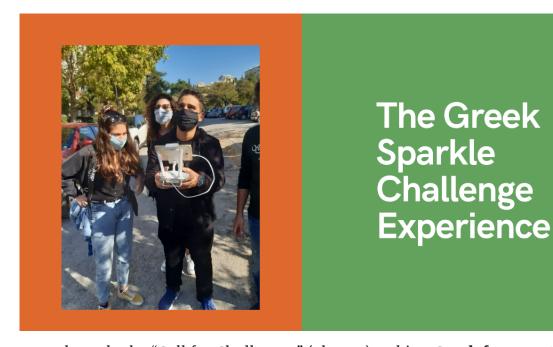
The Sparkle project launched its **Business Model Competition**, an innovative initiative that will allow students to test and validate all aspects of a business model within a real Agricultural Company.

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]

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]



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]



Subscribe to our newsletter









Copyright © 2018 SPARKLE is a Knowledge Alliance Project (588241-EPP-1-2017-1-IT-EPPKA2-KA). The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein, *All rights reserved*.

Our mailing address is:

info@sparkle-project.eu

Want to change how you receive these emails? You can <u>update your preferences</u> or <u>unsubscribe from this list</u>



This email was sent to << Email Address>>

why did I get this? unsubscribe from this list update subscription preferences

Sparkle project · Piazzale delle cascine 18 · Florence, Fi 50144 · Italy

