

SustAgri4.0

Overview

About us:

SUSTAGRI4.0 will bring digital and marketing skills to small-scale farmers and agribusiness owners towards a sustainable and community-driven future.

SUSTAGRI4.0's core aim is to promote sustainable agriculture and agribusinesses as part of the necessary transition to Agriculture 4.0 – the fourth revolutionary wave in adopting advanced and deep tech. Kicking off in May 2022, this project will run till May 2024.

Partners:



VNIVERSITAT
D VALÈNCIA

Funded by léargas

Mission

Objectives:



Empower local producers and sustainable agribusiness owners with digital and marketing skills



Encourage an expansion of sustainable practices and a food culture that favours local products, as well as waste reduction.

Milestones



Knowledge exchange and training with VET professionals
November 2022



E-Commerce Platform launch
February 2024

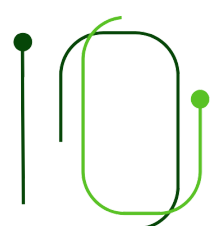


E-Course launch - An open source E-Course will be developed in a blended learning format, offering modules including digital storytelling, social media management and creating a business plan.
June 2023

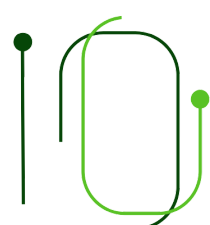


Multiplier events in partner countries to communicate results and showcase food products from local producers that have engaged with the E-Commerce Platform
March 2024

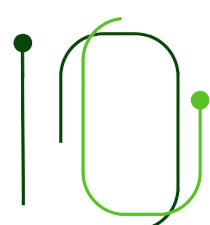
Programme



Professionals in the Vocational Education and Training (VET) sector will work with our team and be trained in an e-course designed for young farmers and agribusiness owners, as well as students studying agriculture, offering future-oriented curricula in a blended learning format. Trained VET professionals will gain a deeper understanding of knowledge gaps within digital skills uptake and other educators will be able to run this e-course in 2023 once it is provided online as open source.



An e-commerce platform will be developed and launched in 2023 for agribusiness owners and farmers to sell their products. This platform will serve as a tool to connect directly with customers and expand clientele, as well as raise awareness of local and sustainable food production.



The project will culminate in a series of public events in each partner country (Ireland, Italy, Spain and Greece) to showcase local food products that have been made available on the e-commerce platform and to promote the e-course as a critical tool to empower small-scale food producers.



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Funded by
the European Union

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