



**DTRAIN**

e-newsletter

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- A European project to innovate the agri-food sector

## **A EUROPEAN PROJECT TO INNOVATE THE AGRI-FOOD SECTOR**

### **INNOVATION AT ZERO COST**

Professionals working in the agri-food sector, today more than ever, are facing the challenge of a constantly evolving and highly competitive global economy. To address the impact of globalization and the increasingly frequent global emergencies, including the health crisis due to the covid-19 pandemic, great flexibility and a continuous capacity for innovation are required. The **DTRAIN project “Design Thinking for Entrepreneurship in the Agri-food Sector”**, financed by EU funds, aims to intervene precisely on the ability of companies and professionals of this field to innovate and keep up with the times through the use of Design Thinking. This is a methodology of business management practically without costs, that allows to improve the innovation capacity and competitiveness of companies. To do this, the project aims to create a Design Thinking user manual and a course, completely free, aimed at professionals in the sector, which allows them to learn this method used by many companies around the world.



## WHAT IS DESIGN THINKING

Design Thinking is a still a little-known methodology in Italy but this method is used worldwide, especially by 'big' companies, that use it to solve possible internal business and management problems.

The Design Thinking methodology increases the ability of companies to make effective and profitable decisions, exploiting the involvement of various internal and external stakeholders. It is a structured method for developing creative thinking through teamwork, where the vision of problems is combined with the identification of potential innovative solutions.

Design thinking allows companies to overcome operational schemes, which today are obsolete and above all ineffective in terms of business, through the enhancement of internal resources.

It allows users to make crucial and strategic decisions, reducing the risks and costs associated with them. In addition, it promotes within the company an attitude of listening, collaboration and teamwork, and encourages the ability to focus on the needs of people, companies and customers. This methodology improves decision making, creates a culture of innovation, reduces costs and fosters a positive and proactive environment.

## THE ORGANIZATIONS THAT COLLABORATE IN THE REALIZATION OF THE PROJECT

Seven organizations from four European countries collaborate in the DTRAIN project. They are coordinated by the lead partner, the Regional Unit of Rethymno/Lifelong Learning, Education and Employment Department (Greece)

The other partners are:

GREECE: European Center In Training for Employment (ECTE), Sqlearn Ae, Mediterranean Agronomic Institute Of Chania;

SPAIN: Universidad De Valladolid;

ITALY: Centro Machiavelli S.R.L .;

GERMANY: Ldi Ug (Haftungsbeschränkt);

### Lead partner



Region of Crete (GR)

### Partners



European Center in  
Training for Employment  
(GR)



University of Valladolid (ES)



Centro Machiavelli S.r. l. (IT)



LDI UG (DE)



SQLEARN (GR)



Mediterranean Agronomic  
Institute of Chania (GR)

