



Empowering Micro-Biz Through Digital Evolution and Heritage Micro-Enterprises

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Newsletter

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DIGIHERIT PROJECT

The DIGIHERIT project—Empowering Micro-Biz Through Digital Evolution and Heritage Micro-Enterprises—aims to foster the sustainability of micro-businesses that are deeply connected with local heritage. By integrating digital transformation with traditional business models, the project supports small enterprises in adapting to the evolving digital landscape while preserving cultural and historical legacies.

PROJECT AIM

The primary objective of DIGIHERIT is to stimulate and support the development of sustainable micro-businesses linked to local heritage. This will contribute to economic growth, job creation, and the preservation of cultural heritage. By equipping micro-business owners with digital skills and resources, the project empowers them to leverage their unique heritage as a competitive advantage in a digitally driven market.

TARGET AUDIENCE

- ✓ Aspiring entrepreneurs from small towns and rural areas
- ✓ Unskilled individuals looking to transition into self-employment
- ✓ High school and college graduates interested in entrepreneurship
- ✓ Individuals facing temporary or partial exclusion from the labor market
- ✓ Micro-business owners and entrepreneurs connected to local heritage
- ✓ Vocational Education and Training (VET) providers
- ✓ Local government entities and business support organizations
- ✓ Technology providers and digital experts

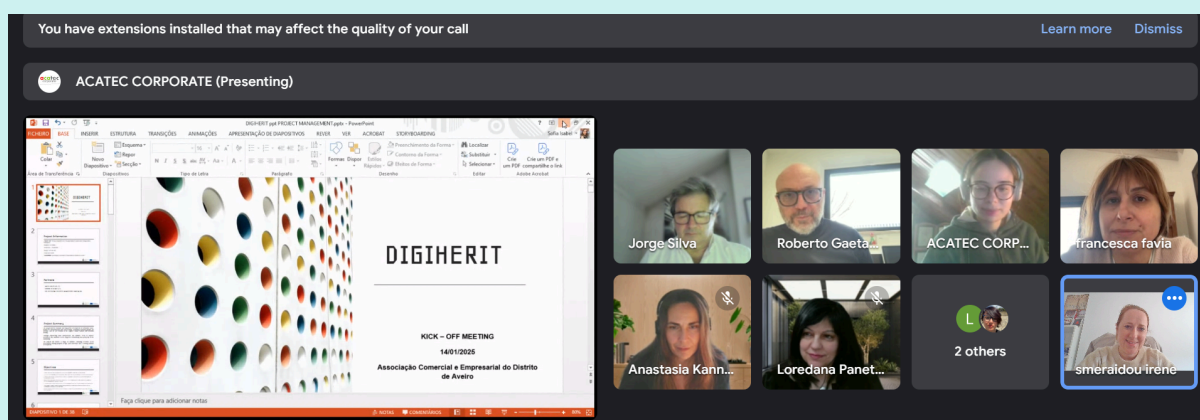


KICK-OFF MEETING

On January 14, 2025, the DIGIHERIT consortium officially launched the project with an engaging Kick-Off Meeting, hosted online. Partners from Portugal, Italy, and Greece gathered to establish the foundation for this Erasmus+ initiative, which focuses on empowering micro-businesses connected to local heritage through digital transformation. Key highlights from the meeting:

- Presentation of project goals and expected impact
- Planning of upcoming activities and training programs
- Defining roles and collaboration strategies
- Setting the vision for the MOOC educational platform

This meeting set the groundwork for a productive collaboration, ensuring that micro-businesses receive the necessary digital skills and support to thrive in the modern economy.





MEET THE PARTNERS

Associação Comercial e Empresarial do Distrito de Aveiro (ACA)	Founded in 1850, ACA supports businesses in the Aveiro district by providing certified training, digital employment programs, and initiatives that enhance competitiveness and digital transformation in local enterprises.
TATICS GROUP SRL	An Italian company specializing in innovation and technology, TATICS GROUP provides strategic guidance and digital solutions to help businesses excel in an evolving landscape
Comune di Gerace	The municipality of Gerace, a historic town in Italy, is dedicated to preserving local heritage and promoting cultural awareness through community development initiatives.
Green & Digital Idiotiki Kefalaouchiki Etairia	A Greek organization that blends sustainability with digital innovation, Green & Digital integrates green practices with technological advancements to promote environmental responsibility and modern solutions.



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