

# GreenFit Project Press Release – Kick-off Meeting

## *Green Resilience through Economic Empowerment, Environmental Knowledge, and Future-Proof Digital Infrastructure*

Thessaloniki, 20 October 2025

The Horizon Europe project **GreenFit** officially launched with a two-day **Kick-Off Meeting (KoM)** held on **October 6–7, 2025**, at the **KEDEA building of the Aristotle University of Thessaloniki**. Bringing together a dynamic consortium of researchers, innovators, and agricultural stakeholders from across Europe, the event marked the beginning of an ambitious effort to drive the digital and sustainable transformation of European agriculture.

### About GreenFit

**GreenFit** is a 3-year Horizon Europe project that brings together research institutions, technology developers, and agricultural stakeholders **to accelerate the adoption of climate-smart farming practices**. By integrating advanced tools such as AI-powered decision support systems, IoT sensors, XR-based training, and real-time solutions like the AgriChatbot and drone-in-a-box systems, **GreenFit empowers farmers to optimize resource use and improve resilience to climate change**. The project combines digital innovation with hands-on training, community engagement, and value-chain collaboration, ensuring that solutions are scalable, sustainable, and rooted in local needs.

### Objectives and Vision

GreenFit tackles key barriers to sustainable farming by **providing accessible, tech-enabled solutions tailored to real-world agricultural needs**. Through collaboration across the agri-food value chain and enhanced digital infrastructure, the project aims for long-term impact and scalability. Key innovations include an AI-driven AgriChatbot and a drone-in-a-box system for soil and crop monitoring. At its core, GreenFit takes a human-centered approach. Training programs and knowledge-sharing platforms ensure **farmers and rural communities are active participants in the digital transition**, fostering local ownership, environmental stewardship, and economic resilience.

### How will GreenFit achieve that

To make sustainable farming a reality, GreenFit will combine hands-on field demonstrations with cutting-edge digital tools like the Drone-in-a-Box and the Digital Agriculture Observatory. It will integrate immersive XR-based training, promote digital learning through mobile platforms, and offer value-chain incentives to encourage long-term adoption of sustainable practices. By delivering localized, data-driven insights to communities and regional authorities, and maintaining a continuous feedback loop with end users, GreenFit ensures its solutions remain practical, relevant, and community-driven.

## Consortium

The GreenFit project brings together **a multidisciplinary consortium of 20 partners from 10 European countries** - Belgium, Cyprus, Greece, Italy, Latvia, Malta, Romania, Serbia, Spain, and Sweden - strategically selected for their broad expertise and complementary strengths in agricultural innovation, rural development, technology, infrastructure, and policy. Coordinated by Draxis Research Ventures (DREVEN), the consortium includes universities, research centers, SMEs, and community-based organizations such as Geoponiko Panepistimion Athinon, Politecnico Di Milano, White Research, National Center for Scientific Research "Demokritos", bSpoke, Logikax, Acceligenca, Nova telecommunications & media, Synopsis socially integrated innovation, AISFOR, European Rural Community Alliance, Confederazione Italiana Agricoltori Regionale Umbria, Forumul Agricultorilor Si Procesatorilor Profesionisti Din Romania, Consejo Regulador Denominacion De Origen Protegida Aceite De Lucena, Latvijas Auglkopju Asociacija, Arilje Raspberry, Malta Youth In Agriculture Foundation, Seed Projects Limited (Merill), and Organizzazione Mondiale Degli Agricoltori.

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## For more information

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