

Italian SME offers its model and technology for traceability of agricultural products using IoT and blockchain, and experiential NFTs with a social component

Summary

Profile type

Technology offer

Company's country

Italy

POD reference

TOIT20250819014

Profile status

PUBLISHED

Type of partnership

Commercial agreement with technical assistance

Targeted countries

• World

Contact Person

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Term of validity

27 Aug 2025
27 Aug 2026

Last update

27 Aug 2025

General Information

Short summary

The Italian agricultural producer is developing digital technologies (IoT, blockchain) and social impact tools such as NFTs. Digital traceability ensures a transparent supply chain. The company's inclusive model promotes sustainability, ethical work and training for vulnerable individuals, creating a virtuous ecosystem of nature, community and innovation. It seeks partners for further development and to adopt the model through a commercial agreement with technical assistance.

Full description

The company's model incorporates cutting-edge digital technologies into sustainable agriculture. Each product is tracked using IoT sensors and certified on blockchain, guaranteeing authenticity and transparency from harvest to table.

The project also includes a social component: through the issuance of experiential NFTs, part of the proceeds are reinvested to train and employ fragile and disabled people.

The model creates economic, social and environmental value, notable for its positive impact, quality and storytelling ability.

This is an immersive, ethical and innovative experience that attracts restaurateurs, distributors and investors who are attentive to ESG issues and the circular economy.

The company produces truffles and processed truffle products, but the model can be adapted to other contexts. The Social NFT & Digital Truffle Ground (Tartufaia Digitale) project was created to integrate three worlds: agriculture, technology and social inclusion. The initiative involves the creation of an experimental truffle ground equipped with IoT sensors and blockchain traceability systems to support supply chain certification, sustainability and transparency. Through the issuance of NFTs (Non-Fungible Tokens), the project introduces a digital and participatory dimension: NFTs will act as “experiential passports” to access educational content, events, courses and social initiatives, with a particular focus on vulnerable people and those with disabilities. Half of the funds raised through crowdfunding will be allocated to vouchers for disabled people to participate in training courses free of charge. The entire project is designed as a scalable ecosystem that can be replicated in other areas, combining product quality with innovation and social responsibility. The scope of application ranges from the agri-food sector to training, from experiential tourism to the digitisation of supply chains. The Social NFT & Digital Truffle Ground project is currently being structured, with crowdfunding set to launch soon. Blockchain and IoT traceability technologies are currently in the research and development phase, with conceptual prototypes available for demonstration.

The Italian partner's offer includes

Software: digital traceability platform with dashboard for IoT monitoring and blockchain registration.

Hardware: network of IoT sensors for environmental monitoring (humidity, temperature, pH) in the truffle ground.

Know-how: scalable model of social inclusion through NFTs and training in the metaverse; integrated methodology incorporating agri-food, experiential tourism and Web3.

Related services: support for implementation in other territories, consulting for supply chain digitalisation and marketplace creation.

The software and hardware components are currently under development with conceptual prototypes available.

Advantages and innovations

The innovative model operating for sustainable agriculture, social inclusion and technology creates economic, social and environmental value. Its immersive, ethical and innovative aspects add value to partners and customers who are attentive to ESG issues and circular economy practices.

Technical specification or expertise sought

Stage of development

Under development

Sustainable Development goals

- **Goal 10: Reduced Inequality**
- **Goal 3: Good Health and Well-being**
- **Goal 8: Decent Work and Economic Growth**

IPR Status

No IPR applied

IPR Notes

Partner Sought

Expected role of the partner

The SME seeks partners in the agri-food, distribution, catering and blockchain technology sectors who are interested in collaborating on the development and dissemination of an ethical and innovative ecosystem.

In particular, it seeks:

Investors or accelerators for digital projects in the agri-tech field

Social partners for the inclusion of vulnerable people in the workplace

Type of partnership

Commercial agreement with technical assistance

Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **SME <=10**
- **R&D Institution**
- **Big company**
- **University**

Dissemination

Technology keywords

- **01004002 - Applications for Tourism**
- **11001 - Socio-economic models, economic aspects**
- **11004 - Technology, Society and Employment**
- **01005003 - E-Publishing, Digital Content**
- **11002 - Education and Training**

Targeted countries

- **World**

Market keywords

- **01006005 - Other communications (not elsewhere classified)**
- **08002002 - Industrial measurement and sensing equipment**
- **09005 - Agriculture, Forestry, Fishing, Animal Husbandry & Related Products**
- **01004008 - Other data communications**

Sector groups involved