

PHC Service One-Pager

Project: Mussomeli Digital Marketplace & Local Supply Chain (Project ID: PR445)

Location: Mussomeli, Sicily, Italy

Sector: Commercial / Digital Economy & Local Trade

Status: Proposed; concept aligns with regional digitalisation strategies and SME empowerment initiatives.

1. Project Snapshot

The Mussomeli Digital Marketplace & Local Supply Chain project aims to connect small producers, artisans, and service providers through a unified online platform that enhances local trade and visibility. The marketplace will support e-commerce transactions, digital payments, logistics coordination, and supply-chain transparency. Under PHC Service governance, the project will benefit from structured progress tracking, stakeholder accountability, and measurable outcomes in economic participation and digital inclusion.

2. Current Risks / Concerns

- Low adoption of e-commerce tools among small local businesses.
- Need for digital literacy training to ensure inclusive participation.
- Logistical challenges for last-mile delivery within rural areas.
- Sustainability of platform operations beyond initial funding phase.

3. PHC Service Offer

The PHC Service provides governance, monitoring, and reporting systems for digital marketplace development. Through PHC 7-Day Reviews, milestones will be tracked for platform design, onboarding of sellers, and buyer engagement. PHC dashboards will visualise data on trade volume, participation, and financial performance, supporting continuous improvement and public transparency.

4. Commercial + Humanitarian Flow

Revenue generated from transaction fees and logistics services will contribute to the TTGD EcoSociety humanitarian pool. This ensures that digital transformation directly supports community projects, capacity building, and youth employment across Mussomeli. The PHC framework thus links economic innovation with inclusive social progress.

5. Next Steps

- Conduct PHC 7-Day Review to define digital platform requirements and partnerships.
- Establish local training hub under the Mussomeli Innovation & Training Centre.
- Develop pilot platform prototype and onboard initial set of sellers.
- Integrate payment gateways and logistics tracking into PHC dashboards.
- Launch full platform with PHC governance and transparency features enabled.