

LOFT Good Practice: Farge Organic

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agro-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	
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1. Author contact information	
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Country	Türkiye
Region	East Marmara



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2. Good practice general information		
Title of the practice	Farge Organic Agricultural Tourism Education Limited Company	
Location of the practice	Country	Türkiye
	Region	East Marmara
	City	Kocaeli
Funding	Izmit District Directorate of Agriculture and Forestry	
Does this practice come from an ERASMUS + Project	No	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Local/Regional/National

3. Detailed description	
Short summary of the practice	<p>Farge Organic is a versatile business starting as a family farm in 2016, proceeding with local and organic food production and livestock production while providing opportunities for volunteers all around the world willing to experience what it is like to be a part of organic production.</p> <p>It aims to promote the concept of organic production in Izmit district while collaborating with other organic certified farmers those who do not have as many opportunities to sell their products as Farge Organic does. In this regard, Farge Organic helps disseminate the idea of organic farming by ensuring organic products reach more consumers.</p> <p>Farge Organic also host plenty of volunteers from different countries and allow them to dive into an organic world, where participants may take part in various activities; ranging from chores, harvesting, production lines to cleaning of barns, taking care of farm animals. Aside from it being a business, Farge Organic helps the concept of local food disseminate to the public through its volunteers.</p>
Detailed information on the practice	<p>[1500 characters]</p> <p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>Izmit is the central district of Kocaeli, one of the prominent industrial provinces of Türkiye and it becomes infamous for air pollution and poor air quality every now and then. This unpleasant situation makes consumers skeptical about food safety and entrepreneurs reluctant to engage in organic farming as if it wasn't challenging enough to be an entrepreneur nowadays.</p> <p>Not only people living around industrial zones have inadequate knowledge about local food notion, but also difficulties in marketing of the product intimidate entrepreneurs and keep people away from engaging in the business.</p>

	<p>Anyway, especially after COVID-19 pandemic, society has started to become aware of the importance of health and healthy products and there has been an increasing tendency for people to consume organic products since then.</p> <p>Considering these issues, there was an obvious need for promoting the concept of local food. Farge Organic, since 2016, has been in the field of organic production and makes it possible for consumers to be able to reach local food by taking advantage of digital marketing and organic markets. Moreover; by forging alliances with other local food producers, Farge Organic enables small producers to be in spotlight for bigger markets.</p> <ul style="list-style-type: none"> - Objectives <ul style="list-style-type: none"> • To create public awareness for local food products. • To be a pioneer for those who intend to take place in the sector and give them inspiration by paving the way. • To make it easier for people to reach local food. • To help LOFT project become widespread by introducing it to consumers and alliances. - How does the practice reach its objectives and how is it implemented? <ul style="list-style-type: none"> • Website: an online platform that provides information about the Farge Organic with details, including an online order section. • Online Marketing: • Volunteer Program: being member of international volunteer programs and accepting lots of people all around the world, helping disseminate the idea of local food. • Government aids • Alliances: being in touch with other local producers, collaborating with them and granting them the opportunity to expand their reach. - Who are the main stakeholders and beneficiaries of the practice? <ul style="list-style-type: none"> • Consumers: having the opportunity to obtain local and organic food. • Small businesses
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p>
Timescale (start/end date)	<p>2016 - ongoing</p>
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p>

	<p>In 2021, Farge Organic was rewarded by Izmit Municipality as the best company competed in Solidarity Tournament.</p> <p>Farge Organic was certified by ISO 9001:2015 and by ISO 22000:2018.</p> <p>They are a proud member of Organic Product Manufacturers and Industrialists Association in Türkiye.</p> <p>Obtaining an organic label involves undergoing multiple official procedures. After undergoing rigorous auditions and inspections in 2023, Farge Organic has met all the necessary criteria and is now authorized to label their products as organic.</p>
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <ul style="list-style-type: none"> • In a region where local and organic food concepts are not very widely seen, taking the first step as a young entrepreneur is challenging enough and requires courage and dedication. Convincing smaller local manufacturers with limited sales potential and customer networks to collaborate is a challenging task. • Accessing information and experience in the field of organic agriculture, which heavily relies on technical knowledge, poses a significant challenge due to its limited availability and high cost. • For a young entrepreneur, the absence of a harvest guarantee can be highly daunting, primarily due to potential reasons like unfavorable weather conditions, parasites, insects, and diseases.
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/ organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <p>In addition to its own commercial success, Farge Organic also contributes to the spread of the definition of local food by collaborating with other organic certified producers who have difficulties in marketing and limited access to consumers, and guides other entrepreneurs who want to engage in the sector.</p> <p>Another issue that Farge Organic could contribute to the LOFT Project in spreading the concept of local food is visitors and volunteers. Not only does the project gain recognition among its customers, but it also introduces volunteers from various parts of the world to the concept of local food, thereby facilitating the project's dissemination.</p>
Further information link	https://www.fargeorganik.com/tr
Keywords related to your practice	Farge Organic, organic food, local food, rural, entrepreneur, eco-friendly



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Upload image/
video/interviews...



<https://www.youtube.com/watch?v=j-oa4aMmJhc>

https://www.youtube.com/watch?v=BjtlYUcC_40

<https://www.youtube.com/watch?v=rcpVZJDmbCw>

<https://www.youtube.com/watch?v=IO6epyxThdk>

<https://www.instagram.com/fargeorganik/>



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LOFT Good Practice: “Dağköy Food Cooperative”

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agro-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	
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1. Author contact information	
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Organisation name	Dağköy Agricultural Development Cooperative
Country	Türkiye
Region	East Marmara

Project number: 2022-1-TR01-KA220-VET-000088431. "This project has been funded with support from the European Commission. This publication reflects the views of the author only, and the Commission is not responsible for any use that may be made of the information contained therein."


2. Good practice general information		
Title of the practice	Dağköy Agricultural Development Cooperative	
Location of the practice	Country	Türkiye
	Region	Marmara
	City	Kocaeli
Funding	Kocaeli Metropolitan Municipality	
Does this practice come from an ERASMUS + Project	No	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Local/Regional

3. Detailed description	
Short summary of the practice	<p>The establishment of Dağköy Agricultural Development Cooperative can be attributed to the initiative of Necla Sarı Akyazı. This initiative was launched in 2016, following her decision to relocate to a rural area in order to ensure that her daughter has access to nutritious and organic food. Akyazı embarked on her farming journey by transforming the unused agricultural lands passed down from his family. As she carried on with her production, she eventually made her work public and made the decision to escalate the volume of her output. Upon the establishment of greenhouses, entry into the digital market was also initiated.</p> <p>During 2020, it was established as a cooperative with the aid of Kocaeli Metropolitan Municipality. The cooperative presently consists of 21 partners, with 15 of them being women.</p> <p>The aim of the cooperative is to initiate a trend of agricultural production in the rural areas of Kocaeli, with a focus on the empowerment of women.</p>
Detailed information on the practice	<p>[1500 characters]</p> <p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>Izmit, the central district of Kocaeli—one of Türkiye's major industrial areas—often struggles with severe air pollution and poor air quality. This issue leads to consumer doubts about food safety and makes entrepreneurs hesitant to start local farming, despite the already daunting challenges of running a business.</p> <p>Residents near industrial zones generally lack knowledge about local food issues, and the challenges of marketing organic products further discourage potential entrepreneurs. However, since the COVID-19 pandemic, there has</p>

	<p>been a growing awareness of the importance of health and a rising interest in organic and local foods.</p> <p>The cooperative began its operations with several key objectives. Firstly, it aimed to coordinate efforts among its members to streamline activities and enhance efficiency in their collective endeavors. This coordination included engaging in joint production activities, where members would work together to produce goods, particularly focusing on healthy food products.</p> <p>Another important goal was to raise awareness within the community about the benefits of healthy eating. By promoting the value of nutritious, organic, and locally-produced food, the cooperative sought to educate the public and encourage healthier dietary choices.</p> <p>The cooperative also aspired to transition from small-scale production to larger-scale operations. This shift was intended to increase production capacity, meet growing demand, and enhance the cooperative's impact on the market.</p> <p>In addition to expanding production, the cooperative aimed to stimulate consumer demand for healthy food products. By creating high-quality products and engaging in effective marketing strategies, it strived to build a strong consumer base and drive greater interest in healthy eating.</p> <p>Finally, the cooperative's long-term vision included institutionalizing its efforts. This meant establishing formal structures and processes to ensure the sustainability and ongoing success of its operations. By institutionalizing their work, the cooperative hoped to create a lasting impact on both the local community and the broader market.</p> <ul style="list-style-type: none"> - Objectives <ul style="list-style-type: none"> • To create public awareness for local food products. • To blaze a trail for those looking to enter the field and encourage them through our actions, especially in rural areas. • To enhance the accessibility of local food for individuals • Support the widespread adoption of the LOFT project by presenting it to consumers and members. - How does the practice reach its objectives and how is it implemented? <ul style="list-style-type: none"> • Online Marketing • Government aids • Alliances: Communicating with the villagers, partnering with them, and empowering them to increase their outreach. - Who are the main stakeholders and beneficiaries of the practice? <ul style="list-style-type: none"> • Consumers: Acquiring fresh and local produce from nearby sources. • Small businesses
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p>

Timescale (start/end date)	2020 - ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p> <p>Ministry of Family and Social Services Kocaeli District Directorate awarded Necla Sarı Akyazı "Woman Entrepreneur of the Year" in 2023.</p> <p>Necla Sarı Akyazı, founder of Dağköy Agricultural Movement Cooperative, also has an organic production certificate for her own private farm. She carries on with her work to obtain another organic production certificate for the cooperative.</p>
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <ul style="list-style-type: none"> • It is a daunting task for a woman entrepreneur to pioneer the promotion of local and organic food in a region where such concepts are not commonly embraced, necessitating a great deal of courage and dedication. • The organization is dedicated to changing the prevailing notion that agriculture is inseparable from pesticides, advocating instead for pesticide-free farming methods. • Excessive use of fertilizers and pesticides had impacted the farmland where the cooperative was set up, leading to an extended period of soil rehabilitation. • The lack of a harvest assurance can be quite intimidating, mainly because of factors such as adverse weather conditions, pests, insects, and diseases.
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <p>Additionally, a large portion of the cooperative's successful producers have moved from urban settings to rural environments. Each member has their own job and earns income from sources that are separate from the cooperative. By doing this, the cooperative can farm with intention, without the sole purpose of survival or maximizing profits.</p>
Further information link	<p>https://shorturl.at/Wykxe</p> <p>https://www.youtube.com/watch?v=la5TCVA711Q</p>
Keywords related to your practice	Dağköy Women's Cooperative, local food, organic food, rural, entrepreneur, eco-friendly
Upload image/video/interviews...	



LOFT Good Practice: “Tabip”

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agro-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

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What is a good practice

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PARTNER COUNTRY	
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1. Author contact information	
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Country	Türkiye
Region	Marmara

2. Good practice general information		
Title of the practice	TABİP- Medicinal and Aromatic Plant Cultivation Project	
Location of the practice	Country	Türkiye
	Region	Marmara
	City	Kocaeli
Funding	Kocaeli Metropolitan Municipality	
Does this practice come from an ERASMUS + Project	No	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	

3. Detailed description	
Short summary of the practice	<p>Tabip is a Medicinal and Aromatic Plant Cultivation project implemented in 2020 by the Agricultural Affairs Branch Directorate of the Kocaeli Metropolitan Municipality Mukhtar Affairs Department.</p> <p>The project aims to obtain high value-added products, increase income levels, support sustainable agricultural development with the Purchase Guaranteed Contract, provide raw materials for the pharmaceutical, cosmetic and food industries and create employment opportunities.</p>
Detailed information on the practice	<p>[1500 characters]</p> <p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>Cultivating medicinal and aromatic plants has consistently posed significant challenges in regions afflicted by air pollution and poor air quality. In addition to this challenge, another significant issue is the absence of a profit guarantee from the cultivated crop.</p> <p>In the aftermath of the COVID-19 pandemic, there has been a growing recognition within society regarding the significance of health and the consumption of healthy products. This shift has led to an increased inclination among individuals to utilize medicinal and aromatic plants.</p> <p>Those living in the vicinity of industrial regions not only demonstrate a deficiency in knowledge regarding this type of plants traditions, but the complexities of marketing these products also intimidate entrepreneurs and hinder public engagement in the business arena</p> <p>Given these challenges, it was clear that there was a pressing requirement to enhance the awareness and promotion of medicinal and aromatic plants. Launched in 2020, the Tabip initiative is a project dedicated to the cultivation of medicinal and aromatic plants, executed by the Agricultural Affairs Branch</p>

	<p>Directorate of the Mukhtar Affairs Department in Kocaeli Metropolitan Municipality.</p> <p>Additionally, women from the surrounding community are allocated to this initiative, thereby facilitating employment for them.</p> <ul style="list-style-type: none"> - Objectives <ul style="list-style-type: none"> • To obtain high value added products. • To function as a leader for those who wish to engage in the sector and to provide them with inspiration by charting a course for their future. • To increase income level. • To support sustainable agricultural development with the Purchas Guarenteed Contract. • To provide raw materials for the pharmaceutical, cosmetics and food industries. • To create employment opportunities. - How does the practice reach its objectives and how is it implemented? <ul style="list-style-type: none"> • Website: offering comprehensive details regarding the project and serving as a platform for individuals interested in becoming partners to submit their applications • Government aids • Alliances: Engaging with local residents, partnering with them, and providing them with the chance to gain employment. - Who are the main stakeholders and beneficiaries of the practice? <ul style="list-style-type: none"> • Consumers: having the opportunity to obtain medicinal and aromatic plants. • Local citizens: offering them the opportunity to secure employment.
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <p>As indicated by the data from 2022 and 2023, Kocaeli Metropolitan Municipality has committed approximately 629,000 Euros to this initiative.</p>
Timescale (start/end date)	2016 - ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p> <p>Tabip was certified as GMP, Halal and Kosher Certificate.</p>

	<p>Within the scope of the project, a 15 year cooperation agreement was signed with TUBITAK (The Scientific and Technological Research Council of Türkiye) for R&D studies.</p> <p>Overall 360 women were employed with this project.</p>
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <ul style="list-style-type: none"> In an area where the cultivation of medicinal plants is not commonly practiced, initiating such a project presents significant challenges and demands both courage and commitment.
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/ organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <p>Beyond its own commercial achievements, Tabip plays a significant role in promoting the understanding of medicinal and aromatic plants. It collaborates with local residents facing challenges in marketing and limited consumer access, while also providing guidance to other entrepreneurs interested in entering the sector.</p> <p>By creating a Farmer Training Center in the production zone, Tabip offers a hands-on training facility for the farmers engaged in the project.</p> <p>A distillation center with 6 tanks, 18,000 kg / product processing capacity, 4000 m2 closed facility area, was established in Kocaeli on an area of 42 decares in order to transform the grown Medicinal and Aromatic Plants into value-added products and for R&D studies in the field of demonstration.</p> <p>A new extraction plant has been set up in Turkey, employing the most advanced technology available globally, in compliance with GMP standards. This facility utilizes Super Critical Fluid Technology, which is entirely based on domestic innovations.</p> <p>The extracts acquired are provided for sale as antioxidants designed to increase the shelf life of food products and as raw materials utilized across multiple industries.</p>
Further information link	<p>https://www.kocaeli.bel.tr/hizmet/tibbi-aromatik-bitkiler-projesi-tabip-33.html</p>
Keywords related to your practice	<p>Tabip, medicinal and aromatic plants, rural, entrepreneur, eco-friendly</p>
Upload image/ video/interviews...	<p>https://www.instagram.com/kocaelibld/reel/C9j4Y98g7UG/ https://www.instagram.com/kocaelibld/p/C7oXwJXMYAB/?img_index=1 https://x.com/kocaelibld/status/1814558468189126697</p>



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LOFT Good Practice: Pon Aragón en tu mesa

Project summary

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PARTNER COUNTRY	UNIZAR
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1. Author contact information	
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Country	SPAIN



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Region	ARAGÓN
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2. Good practice general information		
Title of the practice	Pon Aragón en tu Mesa	
Location of the practice	Country	SPAIN
	Region	ARAGÓN
	City	ZARAGOZA
Funding	<ul style="list-style-type: none"> - European Agricultural Fund for Rural Development (FEADER) - EU co-financed Rural Development Programmes "LEADER +" - Government of Aragon 	
Does this practice come from an ERASMUS + Project	NO	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>PON ARAGÓN EN TU MESA is a project that highlights the quality of the agri-food products produced in the rural areas of Aragon's land, helping to disseminate them, raising awareness of the qualities of our food, supporting agri-food entrepreneurship and facilitating marketing; promoting rural development and boosting the agri-food sector in the villages of Aragon.</p> <p>It is committed to promote the value of the agri-food products of the different territories of Aragon, through information, awareness, training and promotion actions, offering an integral image of the territories where local products contribute in a very significant way not only to the maintenance of local economies but also to the understanding of rural culture and society.</p> <p>PON ARAGON EN TU MESA works mainly with small companies located all over Aragon to make the rural agri-food sector dynamic, competitive and accessible, fostering alliances and collaborations in the sector to ensure that these quality products reach points of sale and are recognized and sought after by customers.</p>
Detailed information on the practice	<p>[1500 characters]</p> <ul style="list-style-type: none"> - What is the problem addressed and the context that triggered the introduction of the practice? <p>The rural environment, and in particular the agri-food sector, faces many challenges. Being an entrepreneur in the rural world is not always easy. The lack of good communication, both physical and digital, is a handicap that must be overcome. Entrepreneurs who decide to start or continue their business in rural areas start, a priori, from worse competitive conditions than their counterparts in the big cities. Distance, the lack of commercial and distribution networks, the</p>

need for training that can often only be accessed in person, the lack of good digital and even telephone communication in some areas are difficulties that are present in the rural world of Aragon. But on the other hand, the survival of some areas depends almost exclusively on those who are committed to continuing or arriving in these territories.

Local food is often not well known, and as a result, the local sector is part of the difficulties such as entrepreneurship or marketing in the sector.

This leads, on the one hand, to the fact that fewer people want to engage in agricultural work and local production is diminished and not competent. On the other hand, it also means that the general population has little knowledge of the problems facing the sector in all areas.

Faced with all these problems, there is a clear need not only to bring the local food sector together to improve its visibility and impact, so that society is aware of its importance and its capacity for action is improved, but also to support small producers by improving their visibility, sales channels and networks, facilitating the marketing of their products and increasing competitiveness.

For more than 20 years now, the Local Action Groups have been aware of the need to support these rural entrepreneurs. The casuistry of their work, their difficulties and needs were similar in most of Aragon. For this reason, the cooperation action Pon Aragón en tu Mesa was created, made up of the 20 local action groups of Aragon.

The Aragonese agri-food sector is a key sector both in policies to contain depopulation and to generate wealth and employment, especially in rural areas. That is why we believe it is still important to support it.

- Objectives

To promote the development of the participating territories by enhancing the value of agri-food products.

1. To develop and improve knowledge of marketing channels.
2. Encourage and support agri-food entrepreneurship.
3. To be a point of reference for society in the agri-food sector.
4. To improve competitiveness and the transfer of good practices to the agri-food sector.
5. To facilitate the commercialization and knowledge of the product by buyers.
6. To publicize the qualities and quality of rural products.
7. To promote alliances and collaborations in the project.

- How does the practice reach its objectives and how is it implemented?

- DIGITAL PLATFORM WEBSITE
- PILOT PROYECTS: actions that promote collaboration between the different agents in the rural environment to solve problems or create new marketing lines for Aragonese rural products. (6 in total)
 - o E.g: Local agro-ecological market Teruel norte; passion for the olive tree (12 oleo routes to promote the olive grove of Aragon)
- MARKETING SUPPORT:
 - o Attendance at markets and trade fairs, working meetings with marketing agents.
 - o Visibility of Aragon's products and producers.
 - o Shop network: identify shops that are mainly committed to local products.
 - o Commercial agreement for better distribution with Correos Market.
- HOTEL AND CATERING TRAINING: Menus with local products

	<ul style="list-style-type: none"> ▪ SPECIALISED TRAINING <ul style="list-style-type: none"> o Sales and marketing o E Commerce o Communication o Costing and pricing o Distribution o Segmentation and positioning ▪ CONSULTING NETWORK ▪ ALLIANCES <ul style="list-style-type: none"> o “El Azafrán” School: online cooking course o School gardens: Publication of monitoring material for school gardens for teachers. o Tourism and agri-food: Attendance at the Gastronomic Tourism Congress. o In addition to other alliances with the media, UAGA, Correos Markets... ▪ MATERIALS: <ul style="list-style-type: none"> o Producers' and traders' guides Educational units o Orchard material o Agro-food routes o Recipes o Business Plan o Shop manuals Es Bueno, es de Aragón. <p>- Who are the main stakeholders and beneficiaries of the practice?</p> <ul style="list-style-type: none"> • Agri-food producers: farmers and stockbreeders, agri-food industries, artisan producers, etc. • Consumers: <ul style="list-style-type: none"> o Educational community: children and young people, teaching staff. o Citizen associations: consumer, neighbourhood, cultural, housewife, gastronomic, associations, etc. • Tourism Sector Services: Restaurants and Accommodation, Tourist Information Offices and Visitor Service Centers. • Local shops and food distributors.
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <p>According to the memory 2007-2013:</p> <ul style="list-style-type: none"> • Common actions: 1.440.797,75 • Funding/financial resources UE: 1.105.314 €
Timescale (start/end date)	December 2005 - ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p> <p>In 2018, the new website of "Pon Aragón en tu mesa" was awarded in the V Edition of the Aragón en la Red awards organised by Heraldo de Aragón. The award was received in the category of web administration.</p>

	<p>The project's new website has modernised its image and improved the form of communication with producers and the marketing of products from the villages of Aragon. It makes it easier for buyers to search for producers, as well as providing access to the sales channel through where to buy, and has become an essential consultation tool for producers on a range of issues related to the Aragonese agri-food sector. The website still has a search engine for restaurants and recipes, and a library section.</p> <p>In 2007, 228 activities were carried out in schools, reaching nearly 6,000 rural children. In 2016, their actions reached more than 1500 rural producers, more than 15,000 stakeholders through our social media and have involved more than 4000 people.</p> <p>"Pon Aragón en tu mesa" receives the recognition of the Gastro Sitios for its work in the promotion of Aragonese food.</p>
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>To encourage ideas for collaboration between agents in the agri-food sector so that they have a positive impact on the sector as a whole and, in this way, lead to greater competitiveness. This is one of the main challenges of the pilot cooperation project 'We like your ideas', coordinated by Pon Aragón en tu mesa.</p>
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <ul style="list-style-type: none"> - structured databases of producers according to their production sector and region, regional, national and international distributors, retailers, etc. - local contact network tool (LFPs) - trade channel - product showcase - example of a successful website
Further information link	https://ponaragonentumesa.com
Keywords related to your practice	Pon Aragón en tu Mesa, rural environment, local food, commerce
Upload image/ video/interviews...	 <p>https://www.youtube.com/@ponaragonentumesa</p>



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<https://www.youtube.com/watch?v=AF1iLjr0VM>



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LOFT Good Practice: AGRIFOODTE

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agri-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	UNIZAR
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1. Author contact information	
<i>Even refer to good practices developed by your organization or other externals organizations.</i>	
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Organisation name	CENTRO DE INVESTIGACIÓN Y TECNOLOGÍA AGROALIMENTARIA DE ARAGÓN (CITA)
Country	SPAIN



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Region	ARAGÓN
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2. Good practice general information		
Title of the practice	AGRIFOODTE: Red de conocimiento e innovación agroalimentaria (AKIS) de Teruel	
Location of the practice	Country	SPAIN
	Region	ARAGÓN
	City	TERUEL
Funding	<ul style="list-style-type: none"> - Government of Spain (Ministry of Territorial Policy). - Government of Aragon (Teruel investment fund (year 2022) (FITE) 	
Does this practice come from an ERASMUS + Project	NO	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>The AgriFoodTe Network aims to accelerate the exchange of knowledge and innovation in the agri-food and forestry sector around the ecological and digital transition and the circular bioeconomy in the province of Teruel, through AKIS systems (agri-food innovation and knowledge systems).</p> <p>This requires the integration of all actors in the sector through participatory methodologies, reducing the distance between the productive, technical and industrial sectors, research, teaching, public administration and society in general, in order to find solutions to problems that affect all parties and to design actions jointly.</p>
Detailed information on the practice	<p>[1500 characters]</p> <p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>The AgriFoodTe Network project arises from the need to accelerate innovation in the agri-food sector in order to favour the ecological and digital transition towards a circular bioeconomy required by European policies in the Teruel region, given the fragmentation of the AKIS (Agricultural Knowledge and Innovation Systems) system in this territory. Also it is needed to reduce the distance between researching and the agri-food sector, integrating them into a single mechanism.</p> <p>AKIS systems are a new approach to accelerate the innovation process by integrating all the agents involved in the generation, circulation and application of the knowledge necessary for innovation, moving from a linear transfer system to a network system with a multi-actor approach, in order to reduce the distance</p>


Project number: 2022-1-TR01-KA220-VET-000088431. "This project has been funded with support from the European Commission. This publication reflects the views of the author only, and the Commission is not responsible for any use that may be made of the information contained therein."

	<p>between research and the agricultural sector, integrating them into the same mechanism. An overview of European AKIS (2014) revealed that in Spain it is strongly implanted, but fragmented. Actions take place but the actors do not know each other, hence the need for a network to share knowledge and advance.</p> <p>In society, all must continue to address issues such as food security (availability + access + consumption), climate change, biodiversity conservation, mitigating the effects of health crises such as COVID-19 or policies.</p> <p>We not only have social challenges, but also regulations that govern daily activity: European green deal, farm to table, common agricultural policy, ODS, bioeconomy...</p> <p>- Objectives</p> <p>Accelerate the exchange of knowledge and innovation in the agri-food and forestry sector to favour three strategic areas: the ecological and digital transition and the circular bioeconomy in the Teruel region.</p> <ul style="list-style-type: none"> • To create a network for collaboration and information exchange between agents in the agri-food sector in Teruel. • To promote the exchange of scientific knowledge and the results of research and innovation projects to society. • Facilitate the adoption of good agro-ecological and innovative practices through participatory pilot trials ("Living-Labs"). <p>- How does the practice reach its objectives and how is it implemented?</p> <p>The project is designing 3 participative-demonstrative pilots or Living Labs: Sustainable soil management, Responsible consumption and Revaluation of biomass, by-products and agri-food and forestry waste, which will facilitate the adoption of more sustainable and innovative practices through trials and other actions.</p> <p>7 sessions will be held, each dedicated to a different topic: vegetables and pulses; livestock; forestry; extensive crops; woody crops; agri-food processing and consumption; agri-food tourism.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Create, update and dynamise a network with different agents in the sector (production, companies, research, public administration, social agents, etc.). • Participatory and co-creation sessions to define needs. • Gathering of information from the agents through surveys • 3 demonstrative pilot projects designed in a participatory way ("Living Labs") • Training, transfer days and information sessions • Visits, demonstrations and knowledge exchange activities <p>- Who are the main stakeholders and beneficiaries of the practice?</p> <ul style="list-style-type: none"> • Users (target group and behavioral definers) • Knowledge institutes (expertise and scientific substantiation) • Public actors (long term perspective and regulatory role) • Private actors (practical know-how and resources)
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does</p>

	<p>this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <ul style="list-style-type: none"> • 400.000 euros from FITE
Timescale (start/end date)	November 2022 – December 2025
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success.</p> <p>(e.g. measurable outputs/results).</p> <ul style="list-style-type: none"> • In January 2022, more than 50 agents have already gathered • Co-creation session held to decide on the most relevant strategic areas for each section. Conclusions were: <u>DIGITAL TRANSITION:</u> It has been detected that the agri-food and forestry sector is somewhat reluctant to digitalization. It became clear that the first obstacle to overcome is the digital divide that exists in the province, both due to connectivity or coverage problems and to the lack of digital skills due to both ageing and lack of training. <u>GREEN TRANSITION:</u> A greater interest in sustainable land management and biodiversity conservation has been detected. Regarding climate change, it has been seen that it is understood more as a need to adapt than as the possibility of carrying out mitigation actions in the sector itself. <u>CIRCULAR BIOECONOMY:</u> Some confusion has been detected regarding the concepts of bioeconomy and circular economy and the different areas they encompass, with the understanding that the sector can act more on the revaluation of biomass and by-products and the reduction of waste generation. • The AgriFoodTe Network will continue to organize three types of activities: Communication and awareness raising campaign Training, knowledge transfer and exchange activities Living-Labs focused on sustainable soil management, responsible consumption and revalorization of biomass, by-products and waste
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>Issues that cannot be addressed by this project will be transferred to other institutions, including:</p> <ul style="list-style-type: none"> - Digital divide - Wildlife conflicts - Flexibilization / adaptations of eco-regimes to Aragonese conditions - Simplification of the relationship with public administration - Legislative changes - Equitable access to water for irrigation - Promoting circular economy and making its interpretation more readable - Exploitation of research infrastructures and more information for the local population. - Territorial inclusiveness



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	- Promote figures such as "local disseminators".
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/ organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <p>It is closely related to LOFT in terms of creating a network of stakeholders to share knowledge. It addresses similar needs such as digitization and dedication to the local.</p>
Further information link	https://redagrifoodte.cita-aragon.es
Keywords related to your practice	Agrifoodte, rural environment, local food, research
Upload image/ video/interviews...	 <p>https://citarea.cita-aragon.es/handle/10532/6840</p> <p>https://citarea.cita-aragon.es/handle/10532/6573</p>



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LOFT Good Practice: Aragón Alimentos Nobles

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agri-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	UNIZAR
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1. Author contact information	
<i>Even refer to good practices developed by your organization or other external organizations.</i>	
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Country	SPAIN

Project number: 2022-1-TR01-KA220-VET-000088431. "This project has been funded with support from the European Commission. This publication reflects the views of the author only, and the Commission is not responsible for any use that may be made of the information contained therein."



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Region	ARAGÓN
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2. Good practice general information		
Title of the practice	Aragón Alimentos Nobles	
Location of the practice	Country	SPAIN
	Region	ARAGÓN, MADRID, CATALUÑA, VALENCIA
	City	
Funding	- Government of Aragon	
Does this practice come from an ERASMUS + Project	NO	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>The Department of Agriculture, Livestock and Environment of the Government of Aragon has launched an Extraordinary Plan for the National Agri-food Promotion of Aragon and its foodstuffs. "Aragon, noble food" is the logo and slogan chosen as the central axis of the campaign. Its website is not only informative but also an online market with Aragon products to buy.</p> <p>The food from Aragon is presented to the consumer through the logo "A" raised to the power "n". All the campaign's lines of action are built around this main idea, "Aragon, noble food".</p> <p>Aragon, noble food. What you see, is' is the slogan referring to the fact that what you see on the outside is what is on the inside.</p> <p>In addition, the 2018 Share the Secret campaign (general promotion) includes the "Aragon Agri-food Circle" where the main players in the sector come together: professionals, companies, organizations and institutions, with the aim of enhancing the value of Aragon's agri-food sector and building a brand around our noble foods and the new institutional promotion campaign.</p>
Detailed information on the practice	<p>[1500 characters]</p> <p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>We must innovate in the markets, differentiate ourselves and be recognized. To achieve this, we focus on four tools: training, cooperation, internationalization and digital transformation.</p> <p>Aragon's agri-food ecosystem, responsible for 10% of our GDP, is a food producing and exporting power. We produce approximately 1/10 of Spain's agricultural raw materials and we are capable of feeding ten times our population. Our challenges: to add value in the markets and to increase processing in our territory.</p>

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Approximately 87% of agri-food companies in Aragon have fewer than 20 workers. Business growth depends on sharing resources, stable cooperation agreements, integration and, in general, on more powerful structures that are capable of transforming and creating value in our territory.

The modernisation of the agri-food and agro-industrial sector is crucial for Aragon. The joint action of the Government of Aragon, the MAPA and European funds co-finances multiple actions that contribute to sustainable development.

Every day we are becoming more aware of the food we eat. We want guarantees of health and quality. And under this new paradigm, Aragon must strive to achieve the positioning of its agri-food products.

- **Objectives**



- Making sales channels visible
- Differentiate and acknowledgement the Aragonese product as a quality product.
- Increase sale points, the number of references and suppliers from Aragon

- **How does the practice reach its objectives and how is it implemented?**

- The digital impulse has allowed to create strategic actions very quickly and with strong support from the public, such as the Online Training Portal on wines of Aragon with differentiated quality. Wine is a strategic sector for Aragon, with 4 designations of origin and hundreds of wineries in the territory. To support it in the last quarter of 2020, we created an Online Training Portal where you can get the official title of Expert in Wines of Aragon.
- Since 2020 they have provided free training on marketing, branding, communication, electronic markets, eCommerce, industry 4.0, digital transformation, story telling, internationalisation, cooking with food from Aragon, differentiated quality in Aragon, etc. All this to more than 2,500 professionals and via the web with a Youtube replay of the sessions.
- Educating in healthy habits: design of a programme that distributes seasonal fruit and milk weekly and free of charge to practically all schoolchildren in Aragon. One of its accompanying measures is an APP with a competition that is very popular among schoolchildren and which rewards the best photos with fruit compositions. Currently, milk and seasonal fruit are distributed to 91% of Aragonese schools. In addition, an APP has been created where children can publish photos of their favourite fruit. A way of involving healthy habits in the technological habits that these new generations already have.
- The pandemic has boosted sales through the Internet and has reached products that we would not have thought of buying through this channel, such as foodstuffs. On the one hand, it gives visibility to Aragonese producers who have their own catalogue and shop, and on the other hand, through www.compartearagon.es you can buy directly from a catalogue of products that the website itself has. www.compartearagón.es is a platform that puts the producer in direct contact with the buyer, without commissions or intermediaries.
- Interactive virtual stand on the web that houses display elements of Aragonese foodstuffs as well as several screens that project streaming events, training courses, etc. It is a stand that can be themed according to objectives and has several web links that give depth to the exhibition by connecting visitors to websites that provide all the necessary information.
- TICS at points of sale. Support to the AIAA (Association of Food Industries of Aragon) in a pioneering project that has taken a

	<p>technological and interactive POS system to several "flag ships" of the main food distribution chains in Zaragoza and Madrid during the national promotional campaign in the second half of the year.</p> <ul style="list-style-type: none"> ▪ Kitchen support: chefs and cooks with products from Aragon. I work with all its groups in various projects and sponsorships so that Aragon and Aragonese chefs are at the forefront of our noble foods. <p>- Who are the main stakeholders and beneficiaries of the practice?</p> <ul style="list-style-type: none"> • Small producers from Aragon • Companies • Consumers • Government of Aragon
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <p>In 2020, the Department of Agriculture, Livestock and Environment allocates nearly 2.5 million euros to a national action to promote food from Aragon and in 2021 1.3 million euros.</p> <p>Investment in promotion(Balance 2019-2022):</p> <p>28 M € dedicated to promotion campaign 2019-2022 (public investment)</p> <p>16 M € in brand building</p> <p>9 M € marketing campaign (own funds)</p> <ol style="list-style-type: none"> 1. 9 M € sale points 2. 9 M € communication, training and dissemination 3. 9 M € fairs, events, sponsorships and rrii
Timescale (start/end date)	2019- ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success.</p> <p>(e.g. measurable outputs/results).</p> <p>2023 executive report revealed competitiveness is demonstrated in the global market and the agri-food sector of Aragon they are great producers and exporters. Exports have grown by 6.1%, in 10 years they have multiplied by 3. There is a rich larder and a dynamic export sector, being leaders in Spain in the production and export of pork, alfalfa, stone fruits and delicatessen.</p> <p>Aragon's agribusiness, with approximately 1,050 companies and 19,000 workers, achieved a turnover of 6.01 billion euros in 2019. In 2021, it will approach 7,000 million euros and is expected to double. A business fabric made up mainly of SMEs, which are crucial for the backbone of Aragon. We produce approximately 10% of Spain's agricultural production and represent approximately 3.5% of the total turnover of processed food at national level.</p> <p>Currently, 6% of Aragonese products have a differentiated quality seal with a guarantee of Aragonese origin, although there are sectors such as wine where the figure is as high as 85%.</p> <p>60% more engagement through social media is reached (twitter, facebook, Instagram, youtube).</p>

	<p>2019-2022 Balance report says Aragonese food is 53% more interesting than before and 63% more in Madrid, 45% in Valencia and 24% in Aragon. There is an 84% increase in the intention to buy Aragonese products since 2019 and in some foods up to 217%, reach to 3M accounts on social networks, 387% increase in visits to the website, 90.2% of the references on the network are positive, more than 500 publications on social networks of different users, more than 500 publications on social networks of different users. Presence of Aragonese brand references in chain lines in Aragon (+ 20% more than in 2021).</p> <p><i>2023 vs (Balance 2019-2022):</i></p> <ul style="list-style-type: none"> - 173 M of impacts in television – 1810 M - 160 M of impacts in outdoor billboards – 192 M - 1269 M digital advertising impacts on over 5m websites – 1263 M - 1126 M impacts on online digital distribution platform – 116 M - 102 M of impacts in supermarkets and hypermarkets with more than 7M promotional elements (screens, megaphones, leaflets, etc.). – 92 M <p>The national promotional campaigns for 2020 and 2021 have led to a significant increase in awareness in Spain compared to the results we obtained in 2018. In these two years, nearly 1.9 billion impacts have been generated among Spanish consumers with a multichannel promotion and communication plan, which has focused on food distribution (supermarkets and hypermarkets), the main food purchasing channel in Spain.</p>
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p>
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/ organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <ul style="list-style-type: none"> - use of digitisation - training in digital tools - successful promotional campaign - trade channel - local product marketing - example of a website very complete: online market, promotion, information
Further information link	<p>www.aragonalimentosenobles.es (web of promotional campaign "Aragón, noble food" in food distribution)</p> <p>www.comparteelsecreto.es (general website for the promotion of the agri-food sector and food from Aragon).</p> <p>www.aragonwineexpert.com (training and promotion website for wines of Aragon with differentiated quality).</p>

Keywords related to your practice	Aragon noble food, small producers, local food, commerce
<p>Upload image/ video/interviews...</p>	  <p>https://aragonalimentosnobles.es/blog/ https://www.youtube.com/@aragonalimentos</p>



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LOFT Good Practice: Mercado Agroalimentario UNIZAR

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agri-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	UNIZAR
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1. Author contact information	
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Country	SPAIN
Region	ARAGÓN

Project number: 2022-1-TR01-KA220-VET-000088431. "This project has been funded with support from the European Commission. This publication reflects the views of the author only, and the Commission is not responsible for any use that may be made of the information contained therein."

2. Good practice general information		
Title of the practice	Mercad Agroalimentario del campus San Francisco UNIZAR	
Location of the practice	Country	SPAIN
	Region	ARAGÓN
	City	ZARAGOZA
Funding		
Does this practice come from an ERASMUS + Project	NO	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>The proposal for this new market is unique in Spain. This initiative aims to turn this space into a meeting place for the university community and society.</p> <p>The space, located in two areas, dedicates one of them to the sale of agri-food and agro-ecological products, and the other to informative, training, and social, environmental and sustainability awareness activities.</p> <p>The new market is a complement to local commerce in the city center, becoming a regular and permanent activity over time. It is a collaborative project with the agri-food and agro-ecological associations and the University of Zaragoza and the City Council.</p> <p>This market has 22 stalls offering products from Aragonese producers within the university grounds. It is held weekly, every Friday, and offers a wide range of agri-food and agro-ecological products with producers from all over Aragon, as well as an extensive programme of informative, educational, and social awareness, environmental and sustainability activities proposed by the University's academics.</p>
Detailed information on the practice	<p>[1500 characters]</p> <p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>We must innovate in the markets, differentiate ourselves and be recognized. Small local food producers are not competitive enough and need to be supported to get your business off the ground. Consumers demand an area that brings together different foods, all of which are locally sourced, where they can shop just like in a supermarket. Education on local production and consumption is necessary to raise awareness of its importance.</p> <p>- Objectives</p> <ul style="list-style-type: none"> • Meeting place for the university community and society. • Acknowledgement the Aragonese products

	<ul style="list-style-type: none"> • Increase sale points, the number of references and suppliers from Aragon • Local food promotion • Scientific dissemination <p>- How does the practice reach its objectives and how is it implemented?</p> <ul style="list-style-type: none"> ▪ 22 different local food producers are offered on the market ▪ As for the activities programmed by the University during 2021-2022, which is another of the key aspects of the market, they have been dedicated to raising awareness, sustainability and food promotion ▪ Promotion of local food: Gifts for every food purchase of 10 euros or more, sale of healthy tapas with zero kilometer products, events on organic food and the Science Corner. The programme included information tables on health and sexuality, publishing projects and music. <p>- Who are the main stakeholders and beneficiaries of the practice?</p> <ul style="list-style-type: none"> • Small producers from Aragon • Consumers • Education community: schools as receptors, university as teachers • Associations
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p>
Timescale (start/end date)	<p>Every Friday from 9:30 a.m. to 1:30 p.m. since 2021- ongoing</p>
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success.</p> <p>(e.g. measurable outputs/results).</p> <ul style="list-style-type: none"> ▪ The market is part of the Campus Open to Citizenship project and within the Sustainable Development Goals (SDGs) and the University Strategy 2030. In fact, it complies with the Manifesto of the XXIX Crue-Sustainability Conference and the Zaragoza City Council's Sustainable and Healthy Food Strategy. ▪ More than 200 associations, organizations, associations, research centers and Unizar services during 2021-2022. For ten weeks, workshops have been programmed in the Science Corner, 16 weeks have been dedicated to environmental awareness activities, 13 weeks have been dedicated to health promotion, four weeks have been dedicated to culture and 12 weeks have been dedicated to food promotion. ▪ 13 research centers have participated in the programming of the Agri-Food Market of the San Francisco Campus: CAPA, CIRCE, CITA, ENCEFALOPATÍAS, I3A, IA2, IEDIS, IIS ARAGÓN, INMA, IPH, ISQCH, IUCA, IUMA.
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p>

<p>Potential for learning or transfer</p> <p>Contribution to LOFT</p>	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/ organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <ul style="list-style-type: none"> - combination of agrifood market and scientific dissemination - teaching through interactive activities - sale point in the center of a big city - example of promotion local food: market, commerce, information
<p>Further information link</p>	<p>https://mercados.unizar.es</p>
<p>Keywords related to your practice</p>	<p>Aragon market, small producers, local food, science, dissemination, university</p>
<p>Upload image/ video/interviews...</p>	<div data-bbox="628 837 1342 1099">  <p>mercados unizar</p> </div> <p>https://www.youtube.com/watch?v=97ogwdkLyLI</p> <div data-bbox="510 1164 1141 1583">  </div> <div data-bbox="510 1601 1129 1928">  </div>



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LOFT Good Practice: La Cité de l'agriculture – Marseille - France

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agri-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	CDE PP
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Organisation name	CDE Petra Patrimonia

Country	FRANCE
Region	Provence Alpes Côte d'Azur


2. Good practice general information		
Title of the practice	The « Cité de l'Agriculture »: training, professional integration and promotion of local agriculture in Marseille	
Location of the practice	Country	France
	Region	Provence Alpes Côte d'Azur
	City	Marseille
Funding	<ul style="list-style-type: none"> - European Social Fund - Regional and provincial grants 	
Does this practice come from an ERASMUS + Project	NO	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>The Cité de l'Agriculture is an organisation that promotes the development of urban agriculture in the Marseille metropolitan area, particularly among disadvantaged people.</p> <p>It relies on several levers for action, mainly:</p> <ul style="list-style-type: none"> - Organising training and awareness-raising workshops on urban agriculture - Creating an incubator to support professional integration around this theme - Setting up an urban farm open to the public
Detailed information on the practice	<ul style="list-style-type: none"> - What is the problem addressed and the context that triggered the introduction of the practice? <p>"La Cité de l'agriculture" (City of agriculture) is a Marseille-based association founded in 2015 that aims to address several issues related to ecological and social transition in urban areas. The association was developed in response to the gradual disappearance of agricultural and natural spaces in the Marseille metropolitan area and the problem of access to quality food for disadvantaged urban populations.</p> <ul style="list-style-type: none"> - Objectives <ul style="list-style-type: none"> • to support alternative ways of growing, sourcing and accessing food in urban and peri-urban areas.

	<ul style="list-style-type: none"> To support personal and professional development through urban agriculture To support networking among stakeholders, including the farmers and food professionals <p>- How does the practice reach its objectives and how is it implemented?</p> <ul style="list-style-type: none"> support and cooperation: providing research and consulting services to urban policy stakeholders – supporting urban agriculture project leaders – networking with stakeholders including farmers research and experimentation: developing experimental and research activities in the field of urban. The Cité de l'Agriculture has launched an experimental urban farm project in a disadvantaged neighbourhood to develop local agricultural production for the most disadvantaged populations. training: organising training courses for various stakeholders, in particular training for people who are distant from the labour market in urban agriculture project management animation: developing an annual programme of events focused on discovering agriculture and quality food for all <p>- Who are the main stakeholders and beneficiaries of the practice?</p> <ul style="list-style-type: none"> The local population Job seekers wishing to enter the field of urban agriculture Local farmers Research and innovation organisations in the agricultural, social and urban fields Local authorities: Region, City and Metropolis of Marseille, Department of Bouches-du-Rhône
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <ul style="list-style-type: none"> Not detailed
Timescale (start/end date)	2017 - ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p> <ul style="list-style-type: none"> Diversity and complementarity of actions undertaken: agricultural production, networking of producers, local promotion of products, but also training, social actions, etc. – 1 urban farm and 1 mobile grocery store created Focus on socially vulnerable groups, both in terms of product consumption and professional integration Integration into a local network of partners, forming a genuine 'Local Food Hub' in urban agriculture.

Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>The difficulty of mobilising socially vulnerable groups, even when they are nearby</p> <p>The difficulty of mobilising local farmers in initiatives aimed at socially vulnerable groups.</p>
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/ organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <ul style="list-style-type: none"> - The digital methodological guide for developing an urban agriculture project: https://www.cite-agri.fr/le-guide/ (in french) - The CAPRI farm experience, which puts agriculture at the heart of urban neighbourhoods and strengthens ties with the local population. - The experience of 'urban agriculture' incubators, which train future urban agriculture project leaders
Further information link	https://www.cite-agri.fr/
Keywords related to your practice	<p>Urban agriculture / social inclusion / Local food</p>
Upload image/ video/interviews...	<p>https://www.youtube.com/watch?v=nWwdnb2ONOs</p> 



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LOFT Good Practice: The agricultural testing area of Saint Maximin la Sainte Baume

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agri-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	CDE PP
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1. Author contact information	
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Telephone	+33 620 424 713
Organisation name	CDE Petra Patrimonia

Country	FRANCE
Region	Provence Alpes Côte d'Azur

2. Good practice general information		
Title of the practice	"Terreau Paysan" - The agricultural testing site of Saint Maximin la Sainte Baume	
Location of the practice	Country	France
	Region	Provence Alpes Côte d'Azur
	City	Saint Maximin la Sainte Baume
Funding	<ul style="list-style-type: none"> - FEADER (LEADER) - Regional and provincial grants 	
Does this practice come from an ERASMUS + Project	NO	

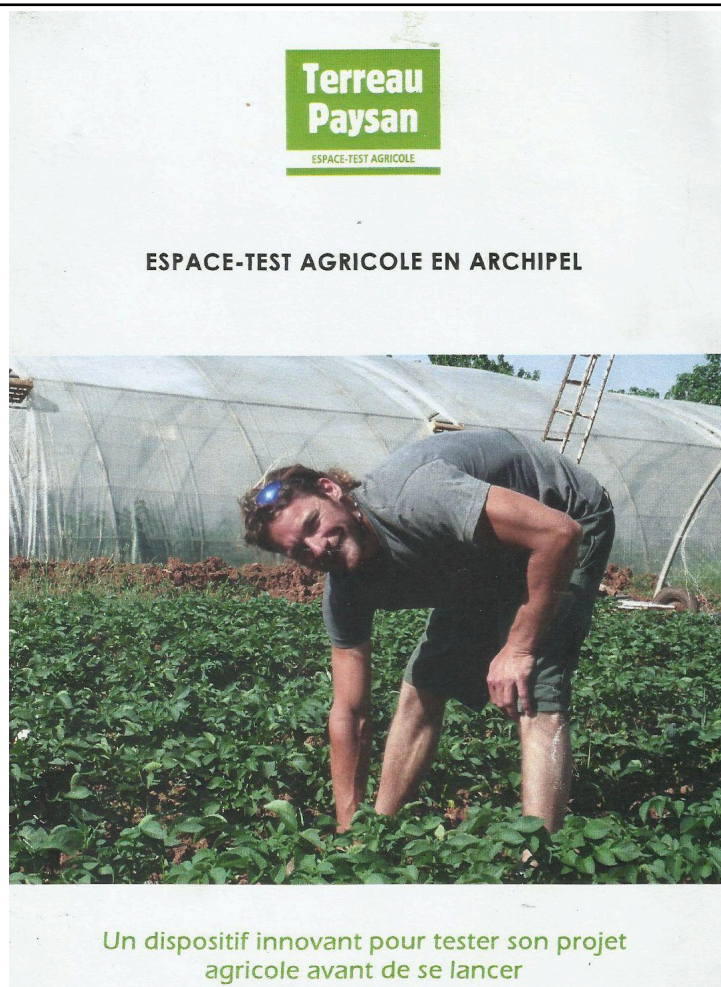
If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>The Saint Maximin la Sainte Baume agricultural testing area was created to enable new agricultural entrepreneurs who do not have sufficient professional experience or technical training to test their ability to produce and sell market garden produce (mainly organic vegetables) for a maximum of three years.</p> <p>The test area has been in existence since 2017 and has already enabled more than 20 producers to gain experience before setting up permanently.</p>
Detailed information on the practice	<p>- What is the problem addressed and the context that triggered the introduction of the practice?</p> <p>The Agricultural Test Space refers to a functional, coordinated entity that brings together all the conditions necessary for testing an activity. Its fundamental functions are to provide:</p> <ul style="list-style-type: none"> • a legal framework for testing the activity, allowing the person to be autonomous – "incubator" function; • means of production (land, equipment, buildings, etc.); • a multifaceted support and monitoring system – support function. <p>To carry out its missions, the agricultural test space is run and coordinated with a focus on openness, local roots and partnership facilitation function..</p> <p>The test space in Saint Maximin has been created as a physical location, temporary or permanent, for activity testing.</p>

	<ul style="list-style-type: none"> - Objectives <ul style="list-style-type: none"> • Identify and support potential agricultural entrepreneurs who have not undergone traditional training or do not have sufficient experience to propose a 100% viable project. • Provide them with equipped land (greenhouse, equipment) so that they can develop 1 to 3 years of market gardening production and market it • Train them and support them in their commercial endeavours and in the management of their farms - How does the practice reach its objectives and how is it implemented? <ul style="list-style-type: none"> • Signing of a business project support contract, which will provide the future entrepreneur with a legal framework for carrying out their activity • Implementation of a 78-hour training course entitled 'Entrepreneur in Sustainable Agriculture' • Implementation of an individual follow-up programme with a support officer - On average, one face-to-face meeting per month + video meetings as needed • Identification of a mentor, retired or experienced farmer who can answer the project leader's technical questions - Who are the main stakeholders and beneficiaries of the practice? <p>Partners</p> <ul style="list-style-type: none"> • CDE Petra Patrimonia, as incubator • The technical college of agriculture in Saint Maximin • The association ADEAR, which facilitate the mentoring and technical support <p>Beneficiaries</p> <p>Anyone wishing to set up an agricultural business and who can demonstrate a minimum of practical and/or theoretical experience in that matter</p>
<p>Resources needed</p>	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <ul style="list-style-type: none"> • The investments required to set up the test area were co-financed by the LEADER Sainte Baume programme (EAFRD/PACA Region) - Approximately €100,000 • Support for project leaders is co-financed by the PACA Region and the European Social Fund
<p>Timescale (start/end date)</p>	<p>2017 - ongoing</p>

<p>Impact, evidence of success (results achieved)</p>	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success.</p> <p>(e.g. measurable outputs/results).</p> <ul style="list-style-type: none"> - Addressing the issue of generational renewal in agriculture in the PACA region - Facilitating the establishment of people who are not eligible for existing agricultural support schemes and who require agricultural training leading to a qualification - 21 project leaders were supported, 18 of whom set up their businesses at the end of the Space Test programme.
<p>Challenges encountered (optional)</p>	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>The difficulty in finding land to enable project leaders to set up after completing the test phase, which is limited to a maximum of three years</p> <p>The difficulty in securing long-term funding for equipment maintenance and replacement costs</p>
<p>Potential for learning or transfer</p> <p>Contribution to LOFT</p>	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <ul style="list-style-type: none"> - The test area is also a training area, where technical and managerial training standards can be applied to learners. - The test area is an effective way to support the establishment of new local producers focused on organic market gardening.
<p>Further information link</p>	<p>https://reneta.fr/Terreau-Paysan-7 - cde-petrapatrimonia.com</p>
<p>Keywords related to your practice</p>	<p>Social agriculture / profesional inclusion / vocational training</p>
<p>Upload image/ video/interviews...</p>	



An example of Test Space (in another region) :

<https://www.youtube.com/watch?v=7b-yJYJe6tM>

LOFT Good Practice: “Eta Beta”

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agro-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	Italy
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1. Author contact information	
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Telephone	--
Organisation name	Eta Beta
Country	Italy
Region	Emilia-Romagna

2. Good practice general information		
Title of the practice	EtaBetaBio	
Location of the practice	Country	Italy
	Region	Emilia-Romagna
	City	Bologna
Funding	Collaboration with private and public organizations	
Does this practice come from an ERASMUS + Project	--	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	--
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>Eta-beta is a non-profit social cooperative that was founded in 1992 in the form of an association of artists. Eta Beta has been collaborating for years with the Local Health Authority of Bologna, University of Bologna and the Municipality of Bologna. Together they set up synergistic, biodynamic and organic gardens. They collaborate in projects for the diffusion of urban horticulture and the creation of biodiversity corridors under the project EtaBetaBio.</p>
Detailed information on the practice	<p>[1500 characters]</p> <ul style="list-style-type: none"> What is the problem addressed and the context that triggered the introduction of the practice? EtaBetaBio contributes to the creation of new jobs for people in difficult situations, thanks to the cultivation of vegetables and cereals. Objectives EtaBetaBio aims to use sustainable urban agriculture for the creation of job skills, social inclusion, aware consumption and small incomes. How does the practice reach its objectives and how is it implemented? Cultivation takes place with respect for the territory and the environment, in harmony with the cycles of nature. The products do not undergo aggressive chemical treatments, but follow organic rules. It offers a very short supply chain service, from producer to consumer. <p>EtaBetaBio has 4 hectares of agricultural land granted under concession by the Municipality of Bologna and intended for cultivation as well as social agriculture. The farmhouse (Casa Zanardi) is equipped with a cooking laboratory, classrooms and library.</p>

	<p>The activity offered by EtaBetaBio consists of growing vegetables, the sale of EtaBetaBio products at the “MERCATI DEL NOVALE” managed by EtaBeta coop, and in educational and training courses regarding the cultivation and processing of vegetables</p> <p>- Who are the main stakeholders and beneficiaries of the practice?</p> <ol style="list-style-type: none"> 1. EtaBetaBio is intended for anyone interested in healthy, balanced and tasty nutrition systems. 2. It is aimed primarily at families in the Bologna area who are sensitive to environmental and food issues. 3. It organizes educational courses for early childhood and primary school. 4. It is aimed at training institutions for the creation of training courses on the cultivation and transformation of agricultural products.
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <p>--</p>
Timescale (start/end date)	1992 - ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success.</p> <p>(e.g. measurable outputs/results).</p> <p>The output of EtaBetaBio in 2022 were:</p> <ol style="list-style-type: none"> 1. Environmental sustainability: organic cultivation 2. Social rehabilitation value: 4 internships + 2 UNIBO 3. Employability: 3 of which 1 certified + 2 collaborators 4. Training and culture: dissemination of sustainable practices (Novale market); collaborations with UNIBO and IILA
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>The main lesson learned is related to the capacity of urban agriculture to favor awareness on local food consumption and production.</p>
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <p>EtaBetaBio is a great example of how a social cooperative working with local food production can help to increase social inclusion, job skills, sustainable consumption and food awareness.</p>
Further information link	https://www.etabeta.coop/

Keywords related to your practice	Local production, sustainable production, social inclusion, job creation, local markets
<p>Upload image/ video/interviews...</p>	



LOFT Good Practice: “FoodE”

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agro-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	Italy
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Country	Italy
Region	Emilia-Romagna



Co-funded by
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2. Good practice general information		
Title of the practice	FoodE	
Location of the practice	Country	Italy
	Region	Emilia-Romagna
	City	Bologna
Funding	<ul style="list-style-type: none"> - European Union's Horizon 2020 research and innovation programme under Grant Agreement No 862663 	
Does this practice come from an ERASMUS + Project	--	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	--
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>Led by the University of Bologna, FoodE project brings together a highly qualified consortium of 24 organizations. It comprises universities, research institutes, SMEs, NGOs, as well as city councils spread across 8 EU countries. FoodE is financed under Horizon 2020, the European Union Research and Innovation Framework Programme (2014-2020) that run for four years with the aim to develop more sustainable local food systems.</p>
Detailed information on the practice	<p>[1500 characters]</p> <ul style="list-style-type: none"> - What is the problem addressed and the context that triggered the introduction of the practice? <p>In a context of food systems globalization that can determine great social, environmental and economic impacts, FoodE Project addresses the issue to bring back such systems to a local and more sustainable consumption.</p> <ul style="list-style-type: none"> - Objectives <p>FoodE aims to accelerate the growth of sustainable and resilient citizen-led urban food system initiatives across Europe.</p> <ul style="list-style-type: none"> - How does the practice reach its objectives and how is it implemented? <p>The project reaches its objectives by collaborating in a consortium of different organizations working on: research and analysis on different aspects (social, economic, productive) of local food systems, dissemination of knowledge on local food systems, young mind involvement, organization of open events,</p>

Project number: 2022-1-TR01-KA220-VET-000088431. "This project has been funded with support from the European Commission. This publication reflects the views of the author only, and the Commission is not responsible for any use that may be made of the information contained therein."

	<p>support to existing cases of local food production, App on local food consumption creation etc.</p> <ul style="list-style-type: none"> - Who are the main stakeholders and beneficiaries of the practice? <ul style="list-style-type: none"> • Citizens, regardless of their age; • food system start-ups and small businesses operating in the urban food landscape; • Cities and regional authorities; • Academia; • Schools.
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <p>EU contribution for this project are EUR 7 919 442.63.</p>
Timescale (start/end date)	2020-2024
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p> <p>Among the various measurable results of FoodE, the main are:</p> <ul style="list-style-type: none"> - 1320 people were involved in the co-design of innovative CRFS pilot projects. 17 FoodE pilot projects were implemented in the 11 EU cities. - Development of 341 food initiatives and events. - Concerning the App the number of food systems registered is currently 89 and expected to increase in the upcoming months. App users are currently 48. - Activities were organized in 87 schools involving 16239 students. - 55 job opportunities have been created. - 72 FoodE publications. - 6493 future CRFS entrepreneurs have received a training. - Dissemination of piloting activities targeted more than 56000 citizens.
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>Th main lesson learned is the European citizenship is ready and interested to support the development of more sustainable local food systems.</p>
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p> <p>The main contribution of FoodE project to LOFT may be represented by the FoodE App. It will allow interactive communication between innovative citizen-led food system stakeholders and evaluation of the sustainability impact</p>



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	of food producers and food consumers. In that way, FoodE is improving local food initiatives both in theory and practice.
Further information link	https://foode.eu/
Keywords related to your practice	City Region Food Systems, sustainability, FoodE App, local consumption
Upload image/ video/interviews...	https://foode.eu/photo-gallery/ https://foode.eu/video-gallery/



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LOFT Good Practice: “Salus Space”

Project summary

LOFT is a project whose main objective is to contribute to the EU's policy on developing the potential of digital technologies for teaching and learning with digital skills for small scale food producers through innovative VET tools (Vocational Education and Training). It aims to both decreasing the negative impacts of the pandemic on food consumers as well as taking advantage of the growth opportunities for LFPs.

This project seeks not only to promote local food production systems with shorter and safer supply chains but also to transform conventional ones into more digitalized food hubs and adopt global digitalization trend by using digital tools.

The objectives are to develop a database to unveil the potential of LFPs and consumption on a trust based approach between the LFPs and local consumers, facilitate the digital adaption by developing their digital skills, establish sustainable food hubs which will act as online market connection, generate a flexible VET tool (app) and raise public awareness on local food, food safety, sustainable growth of agro-food sector, etc.

The targets groups we are addressing are the existing and/or potential small-scale local food producers, the local food consumers, the local level managing authorities (local decision makers) for food related issues, provincial directorates, municipalities etc. and stakeholders and general public interested in local food production and consumption.

Collecting examples objective

This document aims at collecting information about existing good practices in the frame of local food, providing contribution and helping in the achievement of the project goals.

What is a good practice

A good practice is a real world example of where a method or technique has been applied that has consistently shown effective results. The case study and related approach are therefore used as a benchmark against which other activities can be measured.

PARTNER COUNTRY	Italy
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1. Author contact information	
<i>Even refer to good practices developed by your organization or other externals organizations.</i>	
Name	Inti Bertocci
Email	info@saluspace.eu
Telephone	--
Organisation name	Comune di Bologna
Country	Italy
Region	Emilia-Romagna

Project number: 2022-1-TR01-KA220-VET-000088431. "This project has been funded with support from the European Commission. This publication reflects the views of the author only, and the Commission is not responsible for any use that may be made of the information contained therein."


2. Good practice general information		
Title of the practice	Salus Space	
Location of the practice	Country	Italy
	Region	Emilia-Romagna
	City	Bologna
Funding	<ul style="list-style-type: none"> - PON Metro - EU projects 	
Does this practice come from an ERASMUS + Project	--	

If your answer is 'yes', fill out the following section. Otherwise, skip:

Project Name and number	--
Geographical scope of the practice	Select National/Regional/Local

3. Detailed description	
Short summary of the practice	<p>[160 characters]</p> <p>Salus Space is a multifunctional center with homes, art and craft workshops, a theatre, a study centre, a general store, a weekly farmers' market, vegetable gardens, an inn and above all a community.</p>
Detailed information on the practice	<p>[1500 characters]</p> <ul style="list-style-type: none"> - What is the problem addressed and the context that triggered the introduction of the practice? <p>The practice started from an initiative of Bologna Municipality to address issues of sustainable householding, including food production of self-subsistence and small income, social inclusion, affordable housing etc.</p> <ul style="list-style-type: none"> - Objectives <p>The objective is to experiment with a space of coexistence and sustainable collaborative management in which the social inclusion of migrants and refugees is combined with a vision of intercultural welfare and active citizenship capable of overcoming the logic of welfare by category, integrating the local and sustainable food consumption.</p> <ul style="list-style-type: none"> - How does the practice reach its objectives and how is it implemented?

	<p>The practice was implemented as a multifunctional center with homes, art and craft workshops, a theatre, a study centre, a general store, a weekly farmers' market, vegetable gardens, in order to achieve the above-mentioned objective.</p> <p>Who are the main stakeholders and beneficiaries of the practice?</p> <p>The people living in the affordable house and the community of citizens involved in the different activities.</p>
Resources needed	<p>[300 characters]</p> <p>If known, please specify the amount of funding/financial resources used and/or the human resources required to set up and run the practice. Does this good practice involve technical and material capital to ensure its implementation? If so, what are they (digital platform, tools/machineries for waste management)?</p> <p>Salus was developed thanks to municipal and EU funds through the participation to European projects.</p>
Timescale (start/end date)	2021 - ongoing
Impact, evidence of success (results achieved)	<p>[500 characters]</p> <p>Why is this practice considered as good? Please provide factual evidence that demonstrates its success. (e.g. measurable outputs/results).</p> <p>Every activity, every design at Salus Space is developed from the point of view of environmental and economic sustainability.</p> <p>The urban planning project was developed with great attention to environmental issues both in terms of energy (i.e. the reduction of energy consumption of all buildings) and water saving (i.e. the reuse of rainwater with underground cisterns for irrigation of green areas).</p> <p>The main structure, intended for accommodation, was made of wood, with the use of eco-friendly materials with low environmental impact. It is equipped with photovoltaic panels for the production of electricity and solar collectors for the production of hot water.</p> <p>Horticulture plays a central role at Salus Space. There are gardens that provide vegetables and fruit, cultivated by horticulturists who live in Salus Space, whose sale, organized with reservation and distribution on site, contributes to the economic sustainability of the project.</p>
Challenges encountered (optional)	<p>[300 characters]</p> <p>Please specify any challenges encountered/lessons learned during the implementation of the practice.</p> <p>The main challenge was the creation of a strong community supporting each other and capable of obtain the best from the available spaces and especially the garden.</p>
Potential for learning or transfer Contribution to LOFT	<p>[1000 characters]</p> <p>Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions/organizations/etc to learn from.</p> <p>This can be done e.g. through information on key success factors for a transfer.</p>

	<p>The project was born from the beginning with the aim of self-sustaining, that is, it must be economically sustainable and not depend on public contributions. For this reason it leverages an economic-financial plan that takes into account revenue, activities and management costs. Total autonomy must be achieved by leveraging activities that allow the manager (ATS) to recover costs and have profits to reinvest in the community. The income comes from contributions for housing, from the hospitality business, from the refreshment point, from the vegetable gardens, from cultural events, from the laboratories, from the rental of conference rooms.</p> <p>In particular, Salus Space, with its already over 1,000 square meters of synergistic vegetable garden managed by ATS, produces a large quantity of products, sold on site and used in Eta Beta's kitchens.</p>
Further information link	https://saluspace.eu/
Keywords related to your practice	<p>Sustainability, self-sustaining, community, affordable housing, local food production and consumption</p>
<p>Upload image/ video/interviews...</p>	



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