COREADO

connecting consumers and producers to rebalance farmers' position

THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 101000573

COCOREADO in a nutshell

The EU-funded COCOREADO project is designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains and as a supplier for public procurement.

Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on **good practices, ambassadorship and a focus on youth.**

Active youth engagement across Europe, an extensive ambassador training programme and the co-creation of new 'seed' initiatives are at the core of the project.

13 partners in **9** countries

10 good practices on public procurement

2,9M€ / **3,5** years

5 co-creating initiatives

40 ambassadors **3** trainings

15 good practices on novel and fair systems

COCOREADO facts

COCOREADO, which is inspired by the Esperanto for co-creation, is a project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement.

Youth and farmers

The project involves both academic and close-to-farmers partners across Europe, recognising regional differences and barriers in terms of replicability of good practices and regional opportunities in terms of solutions.
The consortium connects key youth actors in an environment that offers support and encouragement to undertake action.
A key tool for creating such environment is the COCOREADO Ambassador Training Programme.
Active youth engagement in co-creating solutions is at the core of the well balanced consortium including three EU-level youth organisations and is embedded within COCOREADO's methodologies, thus ensuring that innovative supply chains remain future-proof.

Innovative initiatives

Good practices will be assessed for their replicability and translated into educational materials. Furthermore, user-friendly decision support tools with high potential will be made accessible. Communication and dissemination of good practices and tools will focus on farmers, rural communities, policy makers, actors in the food chain such as chefs and local food processors.

Co-creating solutions

The selected group of 40 ambassadors will co-create solutions for the seed cases - ideas that are both consumer driven and conducive to improving farmers' incomes with a provided budget. These solutions will be based on a systemic design approach.
COCOREADO project will support the Ambassadors on the organisation of workshops with the regional actors to further develop possible solutions and win-wins for both producers and consumers. These workshops will be focused on the creation of a value propositon for all actors involved.

Further information on: Website ***www.cocoreado.eu*** • Twitter ***@cocoreado*** • Facebook ***/Cocoreado*** Linkedin ***/cocoreado*** • Youtube ***/Cocoreado Project***

COCOREADO PARTNERS

KU LEUVEN · LUT University · CONSULAI www.consulai.com · INSTITUTE OF PHILOSOPHY AND SOCIOLOGY 2019 · UNIVERSITY OF COPENHAGEN · BSC BALTIC STUDIES CENTRE

ILVO Flanders research institute for agriculture, fisheries and food · Jožef Stefan Institute, Ljubljana, Slovenia · MIJARC EUROPE · INTIA · Rural Youth Europe · CEJA · iniciativas innovadoras