COREADO
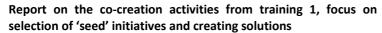connecting consumers
and producers to
rebalance farmers' position

6.1. Report on the co-creation activities from training 1, focus on selection of 'seed' initiatives and creating solutions

Document Summary

Deliverable title	6.1. Report on the co-creation activities from training 1, focus on selection of 'seed' initiatives and creating solutions
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☐PP Restricted to other programme participants (including the Commission Services)
☐RE Restricted to a group specified by the consortium (including the Commission Services)
☐CO Confidential, only for members of the consortium (including the Commission Services)

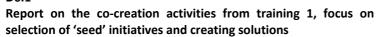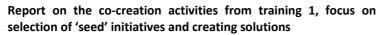|	
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Abstract

During training 1 (task 5.3), ambassadors were requested to introduce 'seed' initiatives from their region. Seed initiatives should be tailored towards the engagement of rural youth. Examples are smaller tenders to enable provision of local and seasonal food, improve the market position and identity of primary producers e.g. through the identification of unique selling points, decision support tools and hands-on approaches for smart joint logistics of producers' groups, outsourcing of transport to entrepreneurs, optimising sales order picking and transport routes etc. These initiatives were discussed based on the selection and evaluation criteria from COCOREADO. Out of 20 submitted 'seed' initiatives, the ambassadors selected 6 initiatives with the highest potential for improving the position of the farmer in the food chain and to create win-wins for producers and consumers in particular by minimising margins taken by intermediaries.

This report aims to describe the process of training preparation, co-creation activities regarding 'seed' initiatives, overall results and next steps.

List of abbreviations

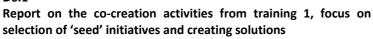|	
BSC	Baltic Studies Centre
CEJA	European Council of Young Farmers
COCOREADO	Connecting consumers and producers to rebalance farmers' position through ambassadors trainings
CONSULAI	Consulai, Consultoria Agroindustrial LDA
D	Deliverable
EU	European Union
EV ILVO	Institute for Agricultural, food and fisheries research
INI	Iniciativas Innovadoras SAL
INTIA	Institute for Agri-food Technology and Infrastructures of Navarro
IPS	Institute of Philosophy and Sociology
JSI	Jozef Stefan Institute
KU Leuven	Catholic University of Leuven
LFS	Local food system
LUT	Lappeenrannana-Lahden Teknillinen Yliopisto LUT
MIJARC	Mouvement International de la Jeunesse Agricole et Rurale Catholique
NOFA	Novel and fair food system
PROCUR	Sustainable public procurement of food
RYEurope	Rural Youth Europe
SFC	Short food supply chain
UCPH	University of Copenhagen
WP	Work package

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01

1. Introduction

The aim of WP6 is the co-creation of innovative supply chains. The trainings of WP5 are used as co-creation activities with the ambassadors to select, develop and implement 'seed' initiatives from their own region. Seed initiatives are ideas that are both consumer driven and conducive to improving farmers' incomes (e.g. economies of scale, smarter distribution, reduction of environmental footprints, territorial approaches etc.). Seed budget is thereby provided to support the rural communities.

The **aim of this report is to describe the whole process of co-creation** starting with the definition of the concept of 'seed' initiative until the proposition of 'seed' initiatives by the ambassadors, especially focusing on the co-creation activities carried out during the 1st training organised in Brussels from the 28th until the 30th of March of 2022.

The report will also outline the main outcomes obtained during these training sessions and the process of proposition and selection of the seed initiatives, carried out after the first training.

02

2. Concepts

2.1 What is co-creation?

Co-creation is a form of open innovation and can be defined as the practice of collaborative product or service development, where developers and stakeholders work together. It's a way of thinking about the economic concept 'value' where consumers play a key role, but there is also a need to co-create value with different stakeholders, such as consumers, suppliers, public organisations, competitors, and other business partners. This also includes the end consumer, as one of the key actors.

Co-creation is used throughout the whole project but has a crucial role during the co-creation of seed initiatives by the team of ambassadors. The group of ambassadors worked on the co-creation solutions for the development of seed initiatives based on a systemic design approach, with an adapted version of the value proposition tool, see annex 1 (https://www.systemicdesigntoolkit.org/). Parts of the systemic design toolkit will be used also in the next trainings.

During the first training, the ambassadors' network mutually inspired and learnt from each other and collectively promoted the common interest of re-designing food chains for strengthening the farmers' position with active involvement of consumers. Ambassadors discussed these ideas supported by the COCOREADO team. The next ambassador trainings will work as a laboratory for both co-learning, co-creation and co-innovation, discovering both barriers and opportunities for the selected 'seed' initiatives.

2.2 What is a 'seed' initiative?

Through discussions among the partners, an agreement was reached for a common definition of **'seed' initiative**.

Seed initiatives entail preliminary ideas, not yet implemented in practice, that are both consumer driven and conducive to improving farmers' incomes. Improving the position of the farmer in the food chain and creating win-wins for producers and consumers, in particular by minimising margins taken by intermediaries, are the main objectives for seed initiatives. These ideas are not yet implemented in practice and are still in a start-up phase, while NOFAs are already implemented and rather successful.

These initiatives try to tackle different challenges dealing with reconnecting producers and consumers and strengthening the position of the farmer in the food system. COCOREADO will invest in the co-creation of 4 to 6 seed initiatives that bridge the gap between producers and consumers. The process of development as well as the final output will provide valuable insights for the project and its stakeholders across Europe.

As a result, each 'seed' initiative will need to develop a roadmap with concrete actions, clustered as a set of interventions that can reinforce or enable each other, to be implemented in a coordinated way.

2.2.1 Proposition of 'seed' initiatives

The selected initiatives are ideas developed by ambassadors, from the ambassadors' region. They will be further developed and implemented through co-creation activities together with ambassadors during the project. Seed budget will be provided by the COCOREADO project (15.000€ in total) to the selected ones to support and develop the selected initiatives through implementing regional workshops in their specific regions.

Ambassadors participated in a virtual session before the training where the concept of 'seed' initiative was explained to them. During the training they co-created proposals for 'seed' initiatives and finally had the opportunity to present their own ideas. After the training they also had the opportunity to propose 'seed' initiatives, after the enriching collaboration sessions that took place there.

2.2.2 Selection process

From the group of seed initiatives, the ambassadors selected 6 initiatives with the highest potential for improving the position of the farmer in the food chain and to create win-wins for producers and consumers.

It is necessary to underline that the selection was made by the ambassadors, with the objective to increase the involvement of the group of ambassadors with this task, while the partners ensured that all proposed initiatives meet the requirements for eligibility.

The selection was carried out after the 1st training and is explained in detail in point 5: Post-training.

03

3. Pre-training

This section details the work done before the first training, including the preparatory meetings for the working sessions of the training with the ambassadors.

3.1 First online meeting with ambassadors

To make the ambassadors aware of and understand the concept of 'seed' initiatives and to find out about their interest in proposing initiatives from their regions, a first virtual session was organised with ambassadors on the 19th of January of 2022.

For this purpose, two interactive videos were prepared explaining the concept and including some examples of 'seed' initiatives. Also information about the whole process of proposition and selection, the available budget and timeline of each step was provided.

The other goal of this session was to get feedback from the ambassadors and learn about their intentions of proposing their own 'seed' initiatives. A survey was done after the meeting and half of the ambassadors who answered (22 ambassadors answered this survey out of the 37 participating in the first online session) said that they already had an idea in their mind. This fact was reflected in the number of proposals submitted at the proposal stage.

The best way to understand the concept of 'seed' initiatives is to inspire with examples of this kind of initiatives. For this reason, a video was prepared showing three cases that could have been 'seed' initiatives. This made the concept 'seed initiative' more tangible for project partners and ambassadors:

1st example - Hazialdeko: Organic farmers association created with the help of measure 16.2 of the rural development program. These farmers had difficulties in post-harvest processing, marketing and reaching high-value markets. By creating this association, they have acquired a common machinery for cleaning cereals and legumes grains and have started to market together with a single brand

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through short distribution channels: directly to bakers, consumers, consumer associations and via collectors. The association hopes to acquire more common machinery as well as market more products together.

Figure 1 - First lentils commercialised by Hazialdeko 'seed' initiative

2nd example - Collective infrastructure for meat processing: Group of farmers creating a collaborative model of infrastructure for transformation and direct selling with all sanitary requirements. These common facilities are necessary for the viability of small producers.

Figure 2 - Overview of the facilities

3rd example - Sardetik Sardeskara app: The app 'Sardetik Sardeskara - From farm to fork' allows society and the agricultural sector to get to know each other and to establish direct contact between consumers and farmers. In addition, producers improve their profitability by receiving the full sales margin and consumers enjoy food of excellent quality. Establishing this type of links generates relationships of trust that guarantee a social and supportive economy, which help keep rural areas alive and preserve the environment.

Figure 3 - Sardetik Sardeskara app

3.2 Preparation of co-creation training sessions

After the first online meeting with ambassadors, work began on the preparation of the co-creation sessions to be held during the training in Brussels (March 2022). For this purpose, several meetings were held between the partners involved in this work, the co-leaders of WP6 (EV ILVO and MIJARC) and other partners BSC and KU Leuven that also collaborated during the training. Finally, it was decided to hold **3 working sessions during the training** with the ambassadors. Since it was the first time they would meet each other, we decided to set the deadline for **submitting seed initiatives after the first training**. This allowed ambassadors to be focused during the training and take time to co-create seed initiatives with other ambassadors.

When preparing the sessions for the training, it was decided that ambassadors would receive time to work on co-creation of seed initiatives in three sessions. In the next section these sessions will be explained in detail. All the partners present in the training collaborated in the sessions.

- Session 1: 1h 30 min: Seed initiatives, ambassadors role and co-creation activities

- Session 2: 1h: Key elements and goals of the seed initiatives

- Session 3: 1h 30 min: Seed initiatives proposition

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4. Training sessions

4.1 Session 1: Concept, ambassadors role and co-creation activities

This first session was dedicated to learning about the concept 'seed initiatives'. Although, they had already had some time prior to the training to get familiar with the concept, it was still important to have all ambassadors on the same page. The aim of this first session was that all ambassadors had an idea about the seed initiative concept and the role of the ambassadors. The **learning objectives** were:

- What is a seed initiative?
- What is the role of the ambassadors in the creation and selection of these seed initiatives?
- How do they want to work in co-creation?

Outline of this first session

1. Introduction on what is a seed initiative (examples in videos).

2. Discussion on what their role will be during the process of proposing 'seed' initiatives.

3. Then, ambassadors were divided in groups of 5 to start the work on co-creation. Ambassadors had the opportunity to share their own backgrounds, to discuss about the questions proposed and to learn about the reality of other regions 'supply chains and their needs. In this last part, they discussed on how they will work together as teams. These groups remained the same for the rest of the sessions on seed initiatives. These groups were formed prior to the training by the organising partners, based on gender-balance, geography and status in the food chain criteria. In these groups, they reflected on:

   i. What does 'co-creation' mean? What key words do they put behind this?
   ii. What do they need from a group to work properly?

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iii. What do they know about the realities of each other regions / areas / countries? What do they have in common?

Figure 4 - Picture of 1st session on co-creation of 'seed' initiatives

Figure 5 - Session 1 example

4.2 Session 2: Key elements and goals of the seed initiatives

In this next session, ambassadors discussed in their groups, the key elements 'seed' initiatives needed to contain to ensure their goals. **The learning objectives** are twofold in this case:

- What are the goals that seed initiatives are supposed to tackle?
- What are the elements that ensure these goals?

Outline of the 2nd session

1. Explanation on the main goals: Improving the position of the farmer in the food chain, creating win-wins for producers and consumers, minimising intermediaries, being replicable…

2. Discussion groups on what key elements to have in a seed initiative to ensure their goals, based on their realities. Examples of this are fair prices for farmers or clear information for the consumers.

At the end of the session, every group had a short time-slot to report their main findings in plenary. This was seen as feedback to inspire the other groups on elements they might be missing. Each group created its own ideal recipe for a seed initiative, listing all the elements that the ideal seed initiative should contain. The main ideas (cfr. Key elements) that were generated are the following:

Bridge between farmers and consumers
Freedom of choice for the farmers
Affordable products for everybody (B2B, B2C)
Shared risk and benefits
Income share to community and environment
Shared logistics
Shared knowledge
Clear concept focusing on solving challenges (analyse customer groups, financial plan, good marketing strategy)
Adequate partners/stakeholders (pitching the project, funding, connecting of the value chain, rise sharing)
Fair price for farmers (direct sale, price stability…)
Transparent information for consumers (storytelling, communication/promotion)

Figure 6 - Picture presentation of the team work of session 2

Figure 7 - Recipe for a successful 'seed' initiative

4.3 Session 3: Seed initiatives proposition

The objective of this session was to provide ambassadors with tools to approach their ideas in the right way. The learning objective was learning **to make a proposal for a 'seed' initiative using the value proposition template (annex 1)**. This is a tool to make the ideal future explicit, it supports the listing of key elements of the initiative and the benefits or added value that the initiative can bring to the stakeholders and actors involved. The tool helps the actors articulate the common desired future and the intended value creation for all of them. In this way, the tool can stretch the ambition of the group and align the stakeholders on the intended outcomes.

Outline of the third session

1. To start, the template on the value proposition was explained to the ambassadors. On the template (see annex 1), 3 levels (the circles) are shown, on which the initiative can have an impact. In their groups, ambassadors think about the future situation they want to achieve on each of these levels. The left-hand side focuses on the key elements of the initiative, while the right-hand side is focused on the added value that these key elements of the seed initiative can bring for all the three levels. The template focuses on the 2 main goals of COCOREADO, which are improving the position of the farmer in the food chain (economical focus - upper side) as well as reconnect the producer and consumer (social focus - lower side). In addition, some inspiration for key elements as well as for possible added value below the template are provided.

2. In their groups, they applied the template of the value proposition to their seed initiative. This stimulated further group discussion on the added value and key elements**.**

3. At the end of the session, each group had the opportunity to present a seed initiative. As mentioned before, this proposition was not definitive, and they would have the opportunity to present final initiatives at a later stage.

Figure 8 - Ambassadors developping 'seed' initiatives

Figure 9 - Ambassadors presenting a 'seed' initiative

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5. Post-training

5.1 Proposition of seed initiatives

After the training (Brussels, March 2022), it was time to present the initiatives. Ambassadors, with the co-creation skills acquired during the training and with the knowledge about food systems they got, had the possibility to present 'seed' initiatives.

In this regard, a Q&A session was organised with the interested ambassadors, to solve all the doubts regarding the submission process. In addition, an infographic (annex 2) was created with all the information needed. INI, leader of WP7 was the designer of this and other infographics.

5.2 Selection process

5.2.1 How was the process organised?

There was a wide variety of initiatives, from all parts of Europe, with different approaches and involving all types of actors.

All selected initiatives were analysed by members of the consortium to ensure that they all met the minimum requirements to be considered a 'seed' initiative.

After several discussions, it was decided to exclude those initiatives that claimed not to be at a preliminary stage, a prerequisite to be considered 'seed' initiative. The 18 remaining initiatives (available in the Annex 3) moved on to the voting phase, where all the ambassadors had the chance to assess them according to the following criteria, scoring each of them from 0 to 5:

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- Connection between producers and consumers (30%)
- Improvement of the position of the farmer in the value chain (30%)
- Degree of innovation of the initiative (30%)
- Possible replicability (10%)

The possible replicability of the initiative was weighted less, as seed initiatives are initiatives at a preliminary stage that are not yet even implemented, and it can be difficult to assess this aspect.

A voting process was organised through an online platform where each ambassador could evaluate easily all the initiatives. The different initiatives were sent to the ambassadors well in time prior to the voting, providing ambassadors the time to read them through.

Finally, ambassadors voted, there was a high participation, 23 votes were received and the 6 most promising initiatives were selected. It was planned to select between 4 and 6 initiatives, but due to the large number of applications it was decided to select 6, each with a budget of 2,500€.

These are the selected 'seed' initiatives:

Figure 10 - Family walking festival

FOODHUB

ALBANIA | **BLEDAR META**

WORKING ON THE IDEA

We want to create a food hub in which farmers will receive various services such as standardization and control of their products. This will increase food security for consumers, packaging and labeling of their products with the name and address of thus, ensuring the origin of the products, the processing and packaging. It helps to increase the added value of farmers' products, and thus supplying consumers throughout the year with safe local products, and with information on their origin and method of production.

In Albania, small farmers do not have the opportunity to invest in such equipment, so we will offer the above services for an affordable fee for their budget, and in this way they can enter the market with their standardized products, controlled and well-packaged, which they can sell in the market at a better price and be more competitive, thus they begin to strengthen both financially and in terms of quality and food

safety. Farmers come to the food hub, receive the above services and can take and sell their products in the market they want. We will also give them the opportunity to sell their products in different markets and do their marketing; we will keep a percentage on the selling price of these products, making this in a very transparent way with both farmers and consumers.

Figure 11 - Food Hub

FARMERS ARE OUR TEACHERS

SPAIN - NAVARRA | **AITOR AZKARATE**

WORKING ON THE IDEA

Students nowadays don't know where the food they are consuming comes from, how it was obtained or how it is produced. Children, especially in primary education (ages 6-12) should have a better understanding of the steps that are required for an animal to go from being born to ending up in a plate, as well as how this impacts the environment. This happens in spite of the growing interest by schools, parents and infants towards farming and agriculture. **This initiative creates an Educational Unit in which students will be able to learn about the ecosystem and biology regarding farms and how the manufacturing process unfolds.**

Complemented by doing field trips to the actual farms (mainly in science classes). In the same line, we want to introduce our products in the school cafeteria where students will be able to taste the food they have been learning about, that comes from

the farms they have been visiting. In short term, parents will be influenced by the use of these products, and hopefully be encouraged to consume it more as studies show that parents are very influenced by what their children tell them to buy. In the long term, we have to think that these students may grow to become potential consumers.

Figure 12 - Farmers are our teachers

KALASKA

SPAIN - NAVARRA | **NEREA VIANA**   DEMONSTRATION / VALIDATION

This is an initiative that seeks to unite meat production with local consumption through a cooperative of farmers that produces, transforms and sells directly to the consumer. They will also collectively manage a local cutting plant, in addition to trying to collaborate with restaurants and businesses in the area. The objective is to provide high quality meat to the inhabitants of the area, produced in a sustainable and fair way, improving the farmers' market position and income. This is the case of dairy sheep farmers who produce cheese, whose lambs are paid low prices nowadays, however, it's meat is later very appreciated by the consumer. Therefore, the idea would be to be able to process and market these lambs more directly and locally.

In the case of beef cattle, the initiative allows also to give more added value to the meat produced in a sustainable way in the local pastures and mountains, marketing it directly and bringing these values to the consumer, as well as more margin and autonomy to the producer.

KALASKA means cowbell, a tool that serves to know where the cattle is when they're outside in the mountain, as a metaphor to a meat that "you can know where it comes from", synonymous with extensive livestock, animal welfare and its sound reminds of a rural environment that is still alive.

Figure 13 - Kalaska

COCO MARKET

GEORGIA - TKIBULI | **DOMEN VIRANT**   WORKING ON THE IDEA

There are no areas in Georgia and specifically in my region where farmers will be able to have direct contact with consumers. **Therefore, my initiative is to create an online application and market where consumers can directly buy natural, products produced by farmers.** This initiative will include incentive activities to interest farmers. For example, fertilizer assistance, training and additional benefits. Consumers on the online platform will learn about the product and farmer.

Figure 14 - Coco Market

Figure 15 - Food School

5.3 Online match-making event

After the selection, the work with the selected initiatives started. Some meetings were carried out to organise the online match-making event. The objective of this session was to create a collaboration environment between the selected ambassadors and the other ones. Slack channels for each initiative were also created, to contribute to this.

Beside, a guideline was prepared for the ambassadors on the next steps to be taken with the development of the initiatives. This guideline also included multiple tips for organising a workshop and instructions about the value proposition toolkit. It was distributed before the match-making event, which took place on the 7th of June 2022.

During the match-making event, each selected ambassador had the opportunity to present his/her idea to all the ambassadors and then to discuss about it in parallel sessions with the interested ambassadors. In addition, doubts regarding the organisation of workshops, the eligible costs, timeline, collaboration… were solved.

After this training, SLACK channels were created for each initiative, to provide a space for collaboration among ambassadors.

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Figure 16 - Match-making event

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6. Conclusions and next steps

6.1 Overall feeling and learnings

The goal of this part of the project is to create an environment in which our ambassadors could co-creatively develop innovative ideas for improving the position of the farmer in the food chain and reconnecting consumers and producers.

We can conclude that the ambassadors have been trained in the concept, in tools for the development of ideas and for collaborative work. After all the meetings, workshops, guides, videos etc... We have 6 very interesting seed initiatives. Now it is time to contribute to the development of these ideas.

But first it is important to reflect on the process so far and to analyse what went well and what not.

- Group size: It was important for in-depth discussions to have small groups of 4 to 6 people so that everyone has enough time to express their opinion.
- Groups' composition: By not letting ambassadors choose their own groups we reduced the connection between the group members, in some groups. The composition of the groups is important and should receive proper attention. It is important for participants to be able to choose their own group. In order to do this they need to know each other a bit and this means there needs to be enough time for networking and getting to know each other prior to the group selection.
- Seed selection: Voting by ambassadors based on guidelines from the consortium was a good way of balancing the needs of the project while empowering the ambassadors and relying on their expertise.
- Extension of the submission deadline: There were some good ideas that came up during the training, but in general the quality and quantity of the seed initiatives went up because we gave them more time to develop their ideas.
- Co-creating the seed initiatives: Our aim was for ambassadors to work together on one seed initiative. This did not happen, all seed initiatives were submitted by a single ambassador. This

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is partly due to geographic challenges, the ambassadors don't live close to each other and face different challenges in their respective regions. But also because we allowed them to submit after the training ended and they had not yet formed strong bonds in their seed working groups.

- Slack tool: We realised that ambassadors would need an easy communication tool in order to continue working together on their ideas. They did not use this opportunity to get feedback from their peers.
- Clear concepts and definitions: The definition of what a Seed Initiative is exactly was very important. This required a lot of co-creation between partners and an additional webinar to clarify all questions from Ambassadors. It is recommended to take enough time to clearly agree on these concepts beforehand.

6.2 Next steps

The following table describes the next steps with the initiatives:

Summer 2022	LOCAL WORKSHOPS Selected initiatives will organise a workshop/meeting with their local actors during summer 2022 to develop their idea and value proposition.
10th to 12th of October 2022	2nd AMBASSADORS TRAINING Co-creating activities on the selected initiatives after the summer workshops. Other ambassadors will be involved in these activities to share their expertise and to further co-create the initiative.
Winter 2023	2nd LOCAL WORKSHOP Selected initiatives will organise a workshop/meeting with their local actors during winter 2022-2023 to develop a road map.
Spring 2023	3rd AMBASSADOR TRAINING Co-creating activities on the selected initiatives after the winter workshops. Other ambassadors will be involved in these activities to share their expertise and to further co-create the initiative.
Summer 2023	3rd LOCAL WORKSHOP Selected initiatives will organise a workshop/meeting with their local actors during 2023.

Table 1 - Next steps

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7. Annexes

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7.1 Annex 1: Value proposition

Figure 17 - Template to describe 'seed' initiatives

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Figure 18 - Example of 'seed' initiative proposed by the ambassadors

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7.2 Annex 2: Call for seeds

Call for seed initiatives!

As an Ambassador you can apply to receive support in the development of your idea for a local seed initiative!

WHAT IS A SEED INITIATIVE?

- preliminary idea from an Ambassador, still in a start-up phase, not yet fully implemented in practice, but with the intention to implement in your business or your region
- ideas with the aim to improve the position of the farmer in the food chain and create win-wins for producers and consumers in particular by improving their connection and reducing intermediaries

WHAT DOES COCOREADO OFFER FOR YOUR SEED INITIATIVE?

COCOREADO will invest in the co-creation of 4-6 seed initiatives. If selected, your initiative can benefit from the expertise available within the group of Ambassadors and COCOREADO partners:

- through match-making with other Ambassadors
- through a mentor (partner from the Cocoreado project) that will assist you in finding the right expertise within the Ambassador group and partners
- through co-creation activities together with Ambassadors during Ambassador trainings
- guidelines for organizing local workshops (free to use)
- support in calculations on possible costs and margins (preliminary business plan)

WHAT IS THE AVAILABLE BUDGET?

Seed budget, provided by the COCOREADO project can be used to organize regional meetings or workshops with relevant actors to support and develop the selected initiatives locally.

1. Amount? 3.000 - 4.000€ (15.000€ divided by the number of selected projects).
2. What for?
- to work on your initiative with local actors through organizing 3 meetings or workshops in your region: rent for a meeting room, pay the catering, hiring a facilitator, hiring expert, field visits.
- preferably with the following timing, but not restricted to: Summer 2022, Winter 2023, Summer 2023.
3. When selected, what is expected?
- you need to make a plan on how you would like to spend the money to work on your initiative in your region with local actors
- after approval of the plan, Cocoreado will fund the money (information will follow on what is necessary for reimbursement)
- open transparent knowledge exchange on the process, using the materials of COCOREADO where relevant.

WHAT WILL BE A CLEAR OUTPUT THAT COCOREADO CAN BRING YOU?

- a roadmap with concrete actions, clustered as a set of interventions that can reinforce or enable each other, including insights on barriers and opportunities
- insights in possible costs and margins

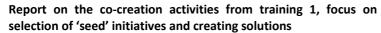Figure 19 - Guideline for submission process of 'seed' initiatives, part 1

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WHAT OUTCOMES CAN BE REALIZED?
- learnings on the process of development of your initiative
- learnings on a possible implementation
- your initiative is known and networked to the Ambassador and European Cocoreado community

ALL OF THIS WILL DELIVER VALUABLE INSIGHTS TO:
- you, as the Ambassador of the seed initiative
- the other Ambassadors and partners
- COCOREADO and stakeholders across Europe.

WHAT IS THE PROCESS OF SUBMISSION AND SELECTION?
1. Submit your idea of your local seed initiative by 29th of April through this link. We need information on the basic idea, the competencies you need, what you miss of expertise to further work on the idea, and if you already have local actors that want to work on it?
2. Selection will occur during the month of May (expected between the 20th and 25th). All Ambassadors can vote for the most promising seed initiative using the following criteria (more info will be provided):
- high potential to improve the position of the farmer in the food chain
- high potential to reconnect consumer and producer
- stage of the initiative (preliminary)
- diversity of initiatives
- replicability of the initiative

WHAT WILL HAPPEN AFTER THE SELECTION?
1. In June a match-making event with Ambassadors will take place, to team up your seed initiative to the expertise of other Ambassadors and complete the value proposition
2. Assignment of a mentor (partner in Cocoreado) that will assist you in finding the right expertise
3. A workshop/meeting (your task) with your local actors during Summer 2022 to further specify your idea (for example, to refine your value proposition)
4. 2nd Ambassador Training with co-creation activities on your seed initiative towards a draft Roadmap
5. A workshop/meeting (your task) with your local actors during Winter 2023 (for example, to design a roadmap with concrete actions)
6. 3rd Ambassador Training with co-creation activities on your seed initiative to get insights on your preliminary business model
7. A workshop/meeting (your task) with your local actors during Summer 2023 to further refine your business model

How to reach us?

Q&A SESSION | 20th April
Click here and tell us your preferences

SLACK | channel to be created

EMAIL | jbienzoa@intiasa.es

Figure 20 - Guideline for submission process of 'seed' initiatives, part 2

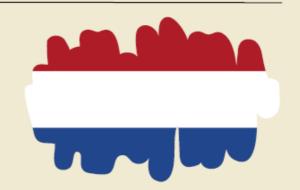## 7.3 Annex 3: Not selected 'seed' initiatives

TOMORROW'S HARVEST

NETHERLANDS - GRONINGEN   WORKING ON THE IDEA

The war in Ukraine and the corona pandemic have increased the demand for local food. In addition, we also want to be more independent in the food supply from other countries. But the problem is that not every crop grows in a specific region/country.
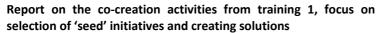
The idea is to start in two countries with a selection of crops that are not normally grown in that region, but for which there is a local market demand. The relevant knowledge can then be shared between the two countries/regions.

In short, the first step is; seek cooperation with another region/country. The second step is to map out which crops are in demand. The third step is looking at the cost picture. The fourth step is to collect knowledge about the crop concerned. The fifth step is to start with the plan of growing crops and building a community.

The customers are consumers who want a special product, something unique and tasty. A full experience from start to end with knowledge and interaction. The farmer grows the products and communicates about the product through an experience road of taste.

AVO-BIO

ITALY - ABRUZZO

WORKING ON A PROTOTYPE OR CONCEPT

Sustainable roadmap for organic avocado farming in Europe [controlled environment]

In the current era of global warming & health crises, demand for access to healthy and sustainably produced food is growing at unseen rates within the consumer market.
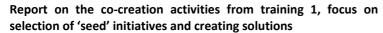
Avocado is among the few scientifically approved crops which can respond to the growing demand for healthy nutrition, while it can win the environmental battle against opponents in this competitive market.

The current challenge is to balance the supply and demand for avocado and its double-digit market growth while moving towards sustainable, resilient and organic production.

Avocados are often imported from regions where water and land availability are an issue; **AVO-BIO plans to define and introduce the organic-avocado production road-map in Europe, and is looking for the most sustainable and effective growing method of avocado in controlled environment.**

AVO-BIO is looking to determine if it's possible to grow this tropical fruit in Europe in economically viable method. AVO-BIO will also be looking for the implementation of this solution once the question is answered.

After the initial assessment made by WUR university in Netherlands, and University of California, we are convinced that this project is a successful story. You are welcome to join us throughout this journey.

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CLIMATE CHAIN

IRELAND AND EUROPE   WORKING ON A PROTOTYPE OR CONCEPT

ClimateChain is a digitally enabled track and trace system which combines consumer & producer engagement with climate friendly decision making. **The track and trace system will track the physical goods and the associated carbon calculation and accumulation.** The system allows consumers to make well informed purchasing decisions using a carbon and currency balance. While tracking carbon, the system will also use blockchain technology to guarantee credibility, machine learning to enhance accuracy and digitally enabled user engagement to enhance communication between producer and consumer.

TRADE2FARM

IRELAND   DEMONSTRATION / VALIDATION
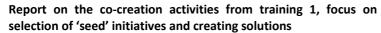
Through innovative technology, Trade2Farm wants to investigate how producers trade produce.
By reinventing the tradional coop model, we want to bring the consumers closer to the farmers

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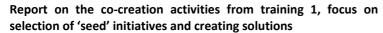
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MILK & MEAT BELONG TOGETHER!

GERMANY - HESSE

WORKING ON A PROTOTYPE OR CONCEPT

We - a group of farmers and consumers coordinated in regional policy food councils - **are working on a solution to ensure that the young animals remain in the region and, if possible, are allowed to grow up on the farm of origin before they are slaughtered with little stress**. Such meat is not available at dumping prices and is simply part of the milk production. The sale of these animals is often associated with enormous challenges. Challenges include the disappearance of local butchers, the costs of raising animals on small farms, setting up working marketing strategies as well as reaching enough consumers via direct marketing.

We believe that it is possible to bring more meat from milking farms to regional consumers, because milk and meat belong together!

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(H)EERLYCK

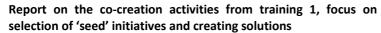## BELGIUM - FLANDERS

WORKING ON THE IDEA

Cooperative between producers (farmers), consumers (general public) and government, that aims to tighten the gap between the three stakeholders.

How? Through small scale "supermarkets" with local produce & products sourced from other cooperatives (example: in Belgium local potatoes, meat & vegetables, but pasta & olive oil from linked Italian coop). Creating in-house restaurants in the "supermarkets" serving food with produce from the own supermarket/producers. If in-house is not possible, than really close by... Also, letting the overstock/overproduction to be donated to local welfare systems.

And finally giving advantage for farmers to respond on government calls for food deliveries for hospitals/schools/retirement homes.

What is the win-win? Fair price in the "supermarket" for consumer. Fair price for the farmer as there is no longer a middle-man. Healthy, local food at affordable prices in the restaurant. Access to fresh produce for people in poverty through donations of overstock/overproduction. Growing respect for farmers as they are valuable part of the coop.

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BRASOV FOOD COUNCIL

ROMANIA - BRASOV

WORKING ON A PROTOTYPE OR CONCEPT

Food (especially local and sustainable food) is completely missing from the public agenda in the Brasov city or the central development region that Brasov is part of. The local food chain is broken, with little cooperation between the food chain actors. Farmers are not accessing the consumers from Brasov city, and food is brought from outside the region, mainly by big retailers. Brasov city is one of the most touristic spots in Romania for both national and international tourists. Despite this potential, the local gastronomy is struggling to offer its best and promote the local tastes, HoReCa sector is not being connected with the local farmers. **My seed initiative is aiming at setting up the Brasov Food Council, together with my team in Highclere Consulting.**

The Council will enable community members to have input into policy and initiatives that affect the local food system in an articulated format (strategy). It can also be the place to network with community members who wish to engage with others passionate about the local food system.

LOCAL FOOD BRAȘOV

ROMANIA - BRASOV

WORKING ON THE IDEA

The initiative aims to increase the citizens awareness of the importance of a sustainable local food system, while also increasing citizen engagement through the development of an online platform.

How? Creating a community: giving them a common goal and ground to open discussion and co-creation processes that will result in a stronger linked, resilient, and empowered community.

Integrate farmers: connect local farmers / producers to consumers and to integrate them in the local markets, local public procurement, and local businesses.

Create a space for direct interactions between stakeholders – there are few opportunities for local farmers and producers to directly interact with consumers or local public authorities. In the local markets it is very difficult for the consumers to distinguish the local farmer from the intermediary and local products fairs involve additional costs for the farmers.

Creating a website: This represents a digital solution for raising awareness among the stakeholders regarding the importance of the food system sustainability, giving opportunities for interaction between stakeholders, thus fostering citizens engagement and local farmers/ producers' integration and a platform for continuous feedback from all the parties involved.

FOODFORTHOUGHT

BULGARIA

WORKING ON A PROTOTYPE OR CONCEPT

A podcast is a new way to introduce the topic of farming, local food, sustainable living! Today people get bored of reading, they even get board of watching videos! recently a famous digital specialist said that soon people will only listen to what they want to learn. **This is the new way of getting new information. A well organised podcast would be interesting for the new generation of young people who are actually both the producers and the consumers!**
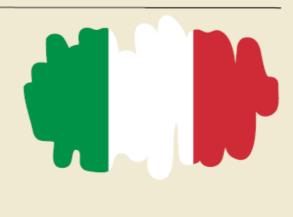
INTRECCI REPLICABILI

ITALY - SICILIA

WORKING ON A PROTOTYPE OR CONCEPT

To intertwine, connect, unite and replicate this project in all those rural places to protect, safeguard and strengthen the agricultural supply chain in connection with final consumers.

Where ... in an agricultural property owned or perhaps even recovered from abandonment, etc ... in which to start, together with other farmers and the various agricultural production sectors, laboratories, a restaurant, a hospitality glamping activity, moments of peasant training, creating days of the earth, creating a farmer's market, creating shared gardens, etc ...

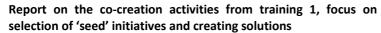# FOOD FOR ALL

BELGIUM - LEUVEN

WORKING ON A PROTOTYPE OR CONCEPT

Food for all is an app that connects farmers and different types of consumers (catering industry, companies, health care institutions, schools, individuals...). Farmers can indicate in the app which products they want to sell this way and at what price. This could be seasonal vegetables, a surplus that they have, but also their normal supply. Consumers can indicate in the app which products they are interested in. They can either ask about the availability of a certain product (does anyone have...?) or make a choice from the offer that has already been made available. Farmers can set their price according to the type of customer: for example, they can give a discount to a nursing home or a school. The app not only brings consumers and farmers in contact with each other but also offers inspiration by offering recipes that use as many available products as possible.

Thus, the app is not only useful for private users but also addresses mass kitchens and producers of finished products (e.g., salads or French fries). The app will, however, impose several quality criteria on interested agricultural producers (related to the social, ethical and environmental conditions in which production takes place).

LOOF URBAN FARM

BELGIUM - LEUVEN

WORKING ON A PROTOTYPE OR CONCEPT

The urban farm we are talking about is a 12m long shipping container that produces approximately 3000 leafy vegetables, herbs, microgreens and salad per week. Dishes are created with a low food cost. This in collaboration with local farmers. The seasonal vegetables come from the open ground, what is grown on another, we now grow locally in a controlled environment. In this way we create dishes that are sold in the catering industry or institutions.

The idea is not to create extra food, but to replace unhealthy food with a solution that is sustainable and future-oriented. Less imports, more local food.

Unlike existing initiatives with a container, we do not create extra expensive food for a certain niche, on which many organic farmers and CSA concepts are based, our goal is to ensure that rich and poor will eat in the future.

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CO COREADO

connecting consumers
and producers to
rebalance farmers' position

COCOREADO PARTNERS