

Model of strategic actors to be mobilised in each territory

« SORECO » Éducation à la consommation responsable

Centre for Health and Development Murska Sobota

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1 Summary

In the project Soreco one of the main deliverables was to identify strategic actors in each partners territory that are important to the partners and consequently to the partnership in the field of short supply chains, ecological food production and consumption and mostly in promoting these two areas of activities.

For the launch of this deliverable the Centre for Health and Development Murska Sobota was dedicated this task at the first mobility meeting in Forcalquier, France.

Document consists of a lot of different data and information on strategic actors to be identified and consequently mobilised in each territory of eight different partners in six different European countries. Document is in English language.

2 Strategic actors – preparation of a model

Each partner should look for strategic actors in their own country/region/city according to the principles below, and also try to find the most appropriate way of communication with each strategic partner to make the most successful interaction on themes of local, ecological and safe consumption/production. As agreed at the second meeting, it is obligatory to find strategic partners in each country, region or territory, but non-obligatory to define actions and evaluate them.

The model consists of these principles (agreed with all the partners and in context with the application of the project):

Strategic actors are defined and detected in following areas:

- **Authorities** (local, regional, national) that are important in the decision making processes
- **Educational systems** (primary and secondary schools, kindergartens, faculties – trying to also influence mechanisms and different boards within these systems, that have influence on food policy, for example principles, food organizers, etc.)
- **Companies** (employees): trying to think about how to influence working people to think about what they eat during their work time (propose healthy snacks, local food, etc.)
- **Ecological producers in the area** (include them and make them think about how they can adapt to the market)
- **Cooperatives** (different providers – how they can connect producers with customers)
- **Tourist providers** (trying to influence them to connect with providers of organic products, or of some other home made, for example, handcraft products)
- **Restaurants** (connect them with local organic producers to be their providers of healthy ingredients for the local meals)
- **Other** (for example: strategic project partners, good-practices in the area) and depending on the specifics of each territory.

3 Strategic actors – data of every partner:

Here are the data tables of every partner, which were made by the good practice example of Petra Patrimonia, whose template document was then used to complete the data of every partner.

The data presented here as follows:

1. A Terra Verde, Corsica, France
2. Soros Educational Centre, Romania
3. Petra Patrimonia, France
4. ISEI s.a.s., Sicily, Italy
5. Croc'espace, Belgium
6. Technical Training, Cyprus
7. Biconbi, Italy
8. Centre for Health and Development Murska Sobota, Slovenia

GRUNDTVIG PARTENARIAT

PROJET « SORECO »

Strategic actors to be mobilized on our territory - Eastern lowlands of Corsica Association "A Terra Verde"

Type of actor	Name of actor and link with the project SORECO
Local authorities	Local authorities: The Mayor of Prunelli di Fiumorbu and Mayor of Ghisonaccia are among the most important local authorities from the Eastern lowlands of Corsica. They support actions such as information, awareness and promotion of national education implemented by the Agency for Environment and Energy Management and the Territorial collectivity of Corsica. Regional authorities: The Territorial collectivity of Corsica defines regional policy for protection/promotion of the environment (protection and management of open spaces and natural balance of plant and animal species, awareness and environmental education). It participates in action plan for young people and children by assigning public funding for prevention activities and health promotion: development of information workshops or activities (small culinary workshops, educational/information workshops, activities to educate and empower pupils/students for a balanced diet) <u>Awareness actions for sustainable production, responsible consumption and synergies between consumer/producer/territory:</u> At heart of territories' new dynamics is strengthening links between agriculture and food through development of short marketing circuits and synergies between agriculture, handicrafts and tourism. Concerned with the way of feeding their citizens and maintenance of agriculture in their territories, Communities are engage in this movement by changing their supplying policies and supporting business creation. It seems necessary to invite these actors to attend open day events, workshops for raising awareness on environmental education, cultural events on themes related to the development of organic agriculture and the importance of healthy eating (...)

Educational systems	5 primary schools: Primary School of Prunelli di Fiumorbu / Primary School of Ghisonaccia / Primary School of Ventiseri / Primary School of Aleria / Primary School of Linguizetta 1 high school and college: College and High School from the Eastern lowlands of Corsica (Prunelli di Fiumorbu) 1 University: University of Corsica Pascal Paoli 1 agricultural college: Agricultural High School of Borgo School and university restaurants will introduce organic products or intend to do it. Many actions are regularly implemented to accompany the process of introduction of organic products in catering and aware staff and guests on organic farming and its products. Schools on our territory are organizing different workshops (e.g., educational gardens) in order to guide youth to discover new areas, discover the rich living world, and simply describe and characterizes a close environment. <u>Awareness actions for sustainable production, responsible consumption, and synergies between consumer/producer/territory:</u> - undertake awareness actions/campaign among members of young public (children, youth and students) on the importance of supply issues related to the environment, biodiversity, animal welfare; - inform and aware on the fact that a balanced diet consisting of quality products and has a positive effect on one's health; - distribute posters and leaflets, organize annual regional competitions in primary schools on representativity of organic food; - organize gourmet workshops with organic products animated by a dietician and a chef; - initiate the setup of educational gardens in schools; - offer guided tours; - organize special activities, theme days and meetings with farmers, moderators of environmental organizations.
Companies	On the Eastern lowlands of Corsica, there are administrative, social and educational organisations as well as a dozen companies (SMEs). Employees from surrounding communities are encouraged to launch on-site structures. <i>La Roulotte</i>: food wholesaling specialized in various organic products <i>Corse Bio distribution</i> : shop specialized in organic foods

	4 <i>Biocosmetica di Corsica</i>: It is based on therapeutic and beneficial properties of the Corsican maquis, known and used for centuries in the heart of villages, that the laboratories Ecce Donna developed the concept of “<i>perfume of beauty</i>” through “<i>Donna è</i>” brand. 4.1 <i>Puntimoso</i>: The Puntimoso station is a place for the production of organic citrus and organic kiwis. It is also a platform for organic citrus packing. 4.2 <i>Solyvia</i>: The Solyvia area extends over 70 hectares on the edge of the Mediterranean Sea and the pond of Urbino. It is by focusing on rare and endemic ingredients from organic products, with exceptional anti-aging and anti-oxidant characteristics, that the company manufactures its products and keeps a young and friendly ethics of the world around us. 4.2.1 <i>Essences naturelles corses</i>: Corsica Natural Essences was created in 1983 on Bordeo farm. Its twenty hectares of land are cultivated by the family Von Keyserling since 1961 according to the rules of organic farming and with a spirit of respect and preservation of its natural resources. The herb garden is composed by plants from Corsica used for aromatherapy. The garden feeds the inspiration of craftsmen of Natural Essences Corsicans in search of new flavors. <u>Awareness actions for sustainable production, responsible consumption, and synergies between consumer/producer/territory:</u> To educate/aware employees about the impact of their diet on their health we can deploy an awareness program for a balanced diet by introducing: - specific actions (monthly or weekly) in partnership with restaurants and caterers by developing a service offering "organic dishes and menus at affordable prices" - an educational approach of good eating habits as conferences and debates on "eat well" issue - information material on organic farming to sensitize employees to organic food
Ecological producers in the area	They represent more than 196 organic farmers, they are listed according to their farming activity: vegetables, fruit, dried fruit, honey and bee products, wine, aromatic and medicinal plants, olive oil, cheese, and pig meat, sheep, goats and cattle, processed products; are included agrotourism actors: restaurants, campsites, farm visits ... <i>Vegetables and fruits: Virginia BRUNINI</i>: engaged in AMAP network (Associations for the maintenance of farming) and the collective approach "Terra Bio Corsica", Virginia offers fruit and vegetable of quality and impeccable freshness

	<i>"Torra Casella" Farm:</i> farm of market gardening working in organic farming and integrating the principles of biodynamics in respect of nature. <i>Jacques BARIANI:</i> 5 minutes from Aleria, a fruit and vegetables farming following the slopes of Frassiccia using all the techniques of integrated biological protection (auxiliary releases, natural pollination ...) <i>Breeders/ stockfarmers:</i> Jean-Louis and Thierry Fougier Ange-Etienne GIULY, Charles Paul GUIDICELLI, GAEC from Petricciu, Marcle CESARI <i>Honey production and hive:</i> Jean-Yves FOIGNET, "Mille Fiori" farm <i>Nuts (chestnuts, hazelnuts, almonds):</i> Coticcio field (almonds), Brigitte Le Meur (chestnuts) <i>Cheese:</i> Jacques MARIANI <u>Awareness actions for sustainable production, responsible consumption, and synergies between consumer/producer/territory:</u> The majority of organic producers is present on markets of Corsica and exhibitions/fairs; members of AMAP (Association for the maintenance of farming) offer their products through direct sales on their farm and sell to local traders. A new marketing strategy is necessary because producers and distributors are faced with new realities such as: - the emergence of new demand corresponding to new consumers profile (increasing number of parent families and single people) - increasing acceptance of new modes of feeding (vegetarian cooking, vegan, allergies food ...). Agrobiologists have to think about how to adapt their offer to consumer demand, both in content and quantity. This should take into account the consumer's preference to be informed about traceability of sold products.
Cooperatives, associations	<i>GAEC du Petricciu:</i> Agricultural group operating in common cattle, engaged in direct sale and wholesale, it also distributes its products from local restaurateurs. <i>4 AMAP:</i> Association for the maintenance of family farming partnership between producers and consumers in the form of distribution of baskets comprised of farm products. <i>Cooperative Alimea:</i> since 1986, certified organic Corsican season fruits are distributed all over territory of France. <i>The wine-growing cooperative of Aleria:</i> since 1976, the "SCA Union de Vignerons de l'Île de Beauté" is leader on market for Corsican

	wines by its dynamism, innovation, and quality management and sustainable development, expressing the rich soils of our region. Commercial(s) Brand(s): La réserve du Président – Prestige du Président. <i>SEDARC (Company for Exploitation and Development of Arboreal in East Coast):</i> The prune of Corsica is known for its organoleptic qualities and soft pulp. <i>Civam Bio Corse:</i> Gathering organic farmers whose mission is to develop the program of development of the organic sector in Corsica, animation of environment-friendly farming practices, dissemination of knowledge through training ... <i>Parc Naturel Régional Corse:</i> the Regional Natural Park of Corsica with rich natural and cultural heritage is the subject of a joint development project, based on the preservation and promotion of heritage, led by all partners. This regional project is devoted to the protection and enhancement of the natural, cultural and human heritage through an innovative social and cultural policy. <i>INRA (Institut National de Recherches Agronomiques):</i> The National Agronomic Research Institute is the largest public research organization in Corsica. Associated with CIRAD, it provides the entire agricultural research. While contributing to the national policy of the institute, and more specifically in the context of its Mediterranean policy research, INRA whose national identifier is "Quality and qualification of production in connection with the territory" develops topics directly related to the problems of agriculture and territorial development of the island. It produces knowledge to support the competitiveness of the agricultural sector in the context of sustainable development of the territory. <i>GAEC du Petricciu:</i> Agricultural Group joint exploitation of cattle engaged in direct selling and wholesale; it also distributes its products to local restaurateurs... <i>AMAP:</i> Association for the maintenance of farming, a partnership between producers and consumers in the form of distribution of baskets comprised of farm products.
Restaurants	<i>Strada Nova / l'étincelle / le cintra / campu serenu / la cuppulata / la merendella / Bio Fée/ Ferme auberge de l'Inzecca</i> The Corsican regional products keep all their finesse and charm of the island even after the cooking process, because they are prepared according to traditional recipes served by artisans and human-sized companies that have been able to meet the insular nature. Corsican cooking uses a wide range of recipes promoting natural products grown or raised on the island. It thus promotes local development, contributing to the development of organic agriculture, maintains a peasant, regional

	and local organic production and ensures a concrete link between producers and consumers.
Other	<i>Terra bio corse:</i> The collective label "Terra Bio Corsica" is a tool for promoting products certified "AB from Corsica" ("Terra Bio Corsica" is not a simple label; it is an ethical pact between man and the earth.) <i>Agenda 21 (Corsica Vint'Unu):</i> Corsica was the first pilot area to implement the plan of national mobilization of sectors and territories for the development of trades Green Growth. In this context, the OEC (The Office of Environnement of Corsica) is in charge of several actions, over the period 2011-2013, to: - Know, Understand, Compare, Capitalize all key components of the Green Growth through the elaboration of a good practice guide at European, national and local level; - Experience, Action, Gathering in the development of micro-regional Agenda 21 including the issue of Green Growth; - Transfer, Train, Develop diagnosis related to green growth and sustainable development training through implementation of trades; - Share, Disseminate, Implement Awareness actions- through the establishment of a regional communication plan dedicated to Sustainable Development and Green Growth, in order to promote actions taken in Corsica.

GRUNDTVIG PARTNERSHIP PROJECT

« SORECO »

Strategic actors to be mobilized on the territory of Harghita county (Soros Educational Centre Foundation, Miercurea Ciuc)

Type of actor	Name of actor and link with the project SORECO
Local authorities	- Harghita County Council (initiator of the local products' brand »székely termék« and traditional, monthly markets of local products in Miercurea Ciuc) (http://www.hargitamegye.ro/international_relations) - municipalities of towns and villages of Harghita county
Educational systems	- kindergartens in Harghita county - primary schools in Harghita county - secondary schools in Harghita county - »Sapientia« University
Companies	- associations, small and medium private companies that produce or commercialize organic products in the region
Ecological producers in the area	- ecological farmers present at the monthly markets of the local products from Harghita region, organized by the Harghita County Council in Miercurea Ciuc (capital of Harghita county)
Cooperatives, associations	Associations, cooperatives involved in organic food production, or those who support the idea of short distribution of local products/responsible consumption
Restaurants	In Harghita region only small family run pensions offer organic food, but there is a lack of organic restaurants – our goal is to connect

	some restaurants that have parts of the menus with organic food offer with eco farmers.
Tourist providers	<i>SEC intends to promote SORECO among all public and private actors of the tourist area of Harghita county :</i> Tourist offices and info points, municipalities, hotels, family run pensions (with own farms), travel agencies, etc.
Other	- Various initiatives in neighbour regions – for example »Urbane brazde« an initiative of urban ecological gardens) - Environmental Partnership Foundation, Miercurea Ciuc Green Szeklerland (association focusing on issues and solutions for sustainable consumption, etc. in the region) (http://www.epce.ro/) - Focus Eco Center, Targu-Mures (promoting sustainable development) (http://focuseco.ro/eng/page/despre-focus-eco-center) - Local/regional initiatives for local products distribution circuits: »Átalvető« program (www.atalveto.ro) in Odorheiu Secuiesc – initiative of Rural Development Centre from Alba Iulia; - TRANSYLVANIA AUTHENTICA - „The Living Heritage” - launched in 2007, is a joint project of the Romanian Environmental Partnership Foundation from M-Ciuc and The Prince's Charities Foundation. Transylvania Authentica seeks to protect the region's unique natural and cultural heritage by promoting and developing sustainable livelihoods. (http://www.epce.ro/programok.php?id=12; www.transylvania-authentica.ro) - initiators (local producers, eco-farmers) of »Góbé Termék« program (http://www.gobetermek.ro/)

GRUNDTVIG PARTNERSHIP PROJECT

« SORECO »

Strategic actors to be mobilized on the territory of « Pays de Forcalquier »

CDE PETRA PATRIMONIA

Type of actor	Name of actor and link with the project SORECO
Local authorities	<i>Pays de Haute-Provence</i>, with the project «<i>REGAL - Réseau de Gouvernance Alimentaire Local</i>»: Network of local food governance, promotes the consumption of local farm produces and food-processing industries, in school and collective catering, values the sustainable agriculture <i>Communauté de communes du Pays de Forcalquier</i> - Intermunicipal public institution of cooperation 13 city councils
Educational systems	<i>Université Européenne des Senteurs et des Saveurs</i> - European university of scents and flavors 9 primary schools 1 secondary school 1 vocational training center and of agricultural promotion
Companies	<i>Distilleries et Domaines de Provence</i> - Distilleries and Domains of Provence : distillation of plants and local fruits <i>Cave de Régusse</i> : local wines 1 collective point of sale, <i>Unis-verts Paysans</i> : farmers' store proposing their local productions directly from their farm

Ecological producers in the area	24 biological farmers : cereal, olives, vineyard, vegetables and fruits, fruit-based specialities (jam, juice, ...), olive and sunflower oil, culture of aromatic herbs, organic meat (lamb, pork...), cheese 1 association of producers of goat's cheese 13 multipurpose markets, 1 organic market, 1 producers and local farmers' market
Cooperatives, associations	<i>Agribio 04</i> : gathering of the organic producers, promotion and development of organic farming, distribution of the knowledges by trainings, administrative and technical support for its members and every farmer interested in the organic farming, structuring and development of the sectors in organic farming, introduction of organic meals in catering <i>2 AMAP "Association Pour le Maintien d'une Agriculture Paysanne"</i> - 2 Associations for the preservation of a peasant agriculture: partnership of closeness between a group of consumers and one or several local farms, system of distribution of "baskets" consisted of the products of the farm, the farmer can so plan the produced quantities and be on to obtain the payment (payment in advance). <i>Maison des produits de Pays</i> - Store of local products: place of sale in the service of the producers, of promotion of the territory's products and a tool of local development. It is about an association which markets products according to the principle of the second-hand store <i>CPIE 04, centre permanent d'initiatives pour l'environnement</i> - Permanent center of initiatives for the environment : <i>"Itinéraires paysans"</i> - "Peasant routes", allows to discover the local farmers <i>Terre de Liens</i> - Earth of Links : 19 certified farms <i>"bienvenue à la Ferme"</i> – "welcome to farm" : the members make a commitment to respect the quality charters of the label <i>Parc Naturel Régional du Luberon</i> - Regional natural reserve of Luberon : <i>"de la ferme à ta cantine"</i> – "of the farm to your canteen", the aim is to favor the supply of the collective restaurants in local products Collective of producers of the Luberon

	Association of Family Gardens
Restaurants	<i>L'entre-2</i> : Catering with organic and local products 10 <i>Bistrots de Pays</i> : their aim is to allow the opening and the activity of authentic and friendly places all year round, to propose a catering with local products
Other	<i>Café relais l'Ecoloco</i> : relay, sale, tasting and information about the local organic products

GRUNDTVIG PARTNERSHIP PROJECT

« SORECO »

Strategic actors to be mobilized on the territory of «Sicily - Province of Catania»

ISEI s.a.s.

Type of actor	Name of actor and link with the project SORECO
Local authorities	<i>Sicilian Region – Province of Catania, – Municipalities of Acicastello, Acicatena, Bronte, Etna Park, Alcantara Park, Corfilac, Coreras</i> The local authorities most involved in the decision making process are: Sicilian Region, Municipalities and Provinces. Sicilian Region has approved some important legislative measures, among which art. 82 of 2010 finance law, concerning the “productive chain” agreements, named 'Born in Sicily'. They consist of sub-contracting relations between companies exchanging Sicilian products: those who sign this Agreement may be helped by Article 8 of Law n. 25/2011 (so-called Law KM 0), which treats the construction of a promotional catalog of regional agri-food products. Members will be connected to hospital caterings, school meals, short chains and other sector agreements. Provinces and Municipalities organize farmer's markets
Educational systems	<i>Following public primary schools in the Municipality of Catania:</i> C.T. N. 2 (Distr. 12 Ist. Alb. Ct) Loc. Bicocca 95100 Catania CT C.D. "G. Deledda" Catania 95100 Catania CT C.D. Battisti Catania Via della Concordia 95100 Catania CT C.D. Diaz Catania Via Santa Sofia 78 95100 Catania CT C.D. Diaz Catania Via Palermo 95100 Catania CT C.D. Diaz Catania Via Messina 829 95100 Catania CT C.D. Malerba Catania Via Pidatella 95100 Catania CT C.D. P. S. di Guardo Catania Via S.Vitale 22 95100 Catania CT

	I C Fontanarossa Villaggio S. M.Goretti 95100 Catania CT I.C. "Nino Martoglio" Viale S. Nullo 24 95100 Catania CT I.C. A.Doria Via della Concordia N. 75 95100 Catania CT I.C. B.Monterosso Contrada da Primosole (Vaccarizzo) 95100 Catania CT I.C. B.Monterosso Via Leucatia 141 95100 Catania CT I.C. Campanella Sturzo Catania Viale Bummacaro 4 95100 Catania CT I.C. Capuana Pirandello di Bartolo Via Etnea 133 95100 Catania CT I.C. Francesco Petrarca Viale Tirreno 95100 Catania CT I.C. G.Recupero Via Anfuso 95100 Catania CT I.C. P.Mascagni Catania Via di Gregorio N.26 95100 Catania CT I.C. V.Brancati Stradale Cardinale 95100 Catania CT I.C. XXV"A.Musco" Catania Via dell'Agave 95100 Catania CT In Sicily, there are very important schools for children (kindergarten and elementary). It's possible to get long term results in the education of children about responsible consumption: ISEI will inform the Directors of all kindergartens and primary schools about the results of SORECO projects , by e-mail and/or by organizing specific meeting
Companies	<i>Local Trade Associations :</i> - Camera di Commercio di Catania - Coldiretti - CIA - Confagricoltura - Confartigianato - Confcommercio - Confesercenti - Confimpresa

	- Confindustria To influence working people to think about what and how they eat during their work time, proposing healthy snacks, local food, etc. ISEI will conduct a meeting with the local Trade Associations for the presentation of the project, particularly showing a publication of Sicilian products quality and flea markets in km 0. The companies will be invited to promote the consumption of these products among their employees. The companies will do the same with their canteen.
Ecological producers in the area	<i>Distretto Produttivo Arancia rossa di Sicilia</i>: 15 farms, 30 cooperatives and simple associations, 11 citrus producer organizations, 31 marketing companies, 5 processing industries, 1 company producing automatic juicer and 1 company producing packaging material for agricultural products. Total 1,409 employees; <i>Distretto Produttivo Uva da Tavola Siciliana IGP Mazzarrone</i>: 187 companies with a total of 938 employees; <i>"Azienda Agricola La Casa delle Acque Srl" Bio Farm</i>; <i>«Biogold»</i> production and direct sale of honey and organic fruit and vegetables via web with free home delivery; <i>«Asilat»</i> Farm producing donkey milk; <i>« l'Orto dei semplici »</i> Organic Farm of the Etna Park 5 To make them think about how they can effectively address the market. ISEI will contact the producers of organic products in the province of Catania via e-mail and organize, together with a public institution, a seminar on direct sales via web.
Cooperatives, associations	<i>Cooperativa Terra Libera Beppe Montana</i> <i>Bio-agroverde societa' cooperativa agricola</i> <i>Poggiarelli societa coop agr ar.l.</i> <i>O.P.Agrinova Bio 2000</i> - Associazione Produttori Agricoli Biologici- Soc. Coop. is an association of agricultural producers in Sicily that has as its mission the dissemination and promotion of biological agriculture. It consists of 61 organic farms, situated primarily in the

	Province of Catania (34), in the province of Palermo (10), in the province of Syracuse (7), in the province of Ragusa (5), in the province of Messina (3), in that of Enna (1) and Belgium (1). How can they connect producers with customers? ISEI will propose to Cooperatives to adopt the model of the “cooperative umbrella brand” for all producers with centralized product marketing, logistics and distribution.
Tourist providers	KATANA VIAGGI (S.R.L.) Via Vittorio Emanuele Orlando 6/A - 95129 CATANIA (CT) 5.1.1 LACHEA TOUR SRL Via Cesare Vivante 28 - 95123 CATANIA (CT) ORSA VIAGGI CATANIA S.R.L. Corso delle Provincie 139 - 95128 CATANIA (CT) TRIMONDO VIAGGI S R L Piazza Vittorio Emanuele Iii 32 - 95129 CATANIA (CT) 5.1.2 AGESIND VIAGGI Piazza San Domenico 15 - 95124 CATANIA (CT) 5.1.3 TOURING CLUB ITALIA CATANIA Via Pola 9/d - 95127 CATANIA (CT) 5.1.4 Try to influence them to connect with providers of organic products, or of other home made, for example, handycraft products in Sicily. It is fundamental to think about the tourist routes that connect different manufacturers of quality. An ideal container is the tourist district. It treats all forms of connection among agriculture, quality handcraft and hotel accommodation. ISEI will design the rural routes of the value of these products.
Restaurants	<i>Some of the best restaurant of Catania:</i> <i>Vico San Barnabà,</i> <i>La locanda del Vinattiere,</i> <i>Il giardino di Bacco,</i> <i>l'Oste Scuro,</i> <i>La vecchia dogana</i> Connecting them with local organic producers to be their providers of healthy ingredients for the local meals. ISEI will promote the

	project <i>“COMPRA SUD”</i> (“buy South”). It is a logistics platform for Southern Italian quality products that are distributed through the circuit of the restaurants at 0 km. In this way the products are “plotted” concerning their origin and method of production.
Other	<i>Ammuccamu Circuit</i> : creation of an umbrella brand of local products with online sales through the site www.ammuccamu.it

GRUNDTVIG PARTNERSHIP PROJECT

« SORECO »

Strategic actors to be mobilized on the territory of « Verviers »

CROC'ESPACE

Type of actor	Name of actor and link with the project SORECO
Local authorities	1. The campaign "Fair Trade Towns" invites citizens and municipalities to engage effectively for fair trade, it exists for many years. Mobilization of Verviers' districts could be done through a similar action around the purchase of local products by municipalities. A labelisation "short supply chains municipalities" can be promoted. 2. The Walloon Agency for the promotion of agriculture quality, abbreviated "APAQ-W" is a public organization. The agency is assisting the Walloon Government in the definition and implementation of an integrated and coordinated policy around promoting agriculture and developing the quality of agricultural products.
Educational systems	I. Nurseries in the region Verviers I.1. Nursery Baby-Stop collaborates with Croc'Espace through sensitization of actors to the "short supply chains and organic products". Croc'Espace also provides organic food for Baby-Stop's babies. We aim to develop more collaboration with others nurseries in the region. I.2. Croc'Espace provides Organic food to "RAIDS", a public nursery created by the Municipality of Verviers. We want to raise awareness among nurseries in the region about the importance of a healthy eating since infancy. Secondary schools in the region Verviers II. Saint-Roch Theux school: We have a project in collaboration with the teachers' training center Saint-Roch Theux to creat a canteen, which will offer mostly organic products provided by short supply chains. We would like extend that experience to other schools in the region once the pilot project is carried out.

	III.EPICURIS training center: A competence center created by the Walloon public vocational training agency in collaboration with the Federation of SMEs. Epicuris offers catering trainings.
Companies	Private institutions in the region (some companies for example: ATHLON, ING, FORTIS...) We plan to offer fruit and local products baskets to local businesses and individuals (ATHLON, ING...)
Ecological producers in the area	We would like to promote a network that links producers (Remy Hardy...), distributors (Croc'Espace...) and end-users/consumers through the implication of actors as De Bouche à Oreille network. Remy Hardy: farmer producer of cheese, yogurt, potato and onion.
Cooperatives, associations	
Restaurants	Croc'Espace offers organic products and products provided by short supply chains. We would like to promote our good practices in order to inspire other actors (restaurants). Our collaboration with the training center Epicuris will allow us to reach the hotel and catering sector in the region.
Other	The GACs (collective purchasing groups) are growing more and more in our region. One of them is «Cooperative Ardente», which aims to offer its cooperators an assortment of local and/or organic products.

GRUNDTVIG PARTNERSHIP PROJECT

« SORECO »

Strategic actors to be mobilized on the territory of « Larnaka, Cyprus »

Technical Training Centre Cyprus

Type of actor	Name of actor and link with the project SORECO
Local authorities	- Local government (6 municipalities and mayors, 45 communities in the region of Larnaka)
Educational systems	- Kindergartens in the region Larnaka - Primary schools in the region Larnaka - Secondary schools and Lyceum in the region Larnaka - 3 private primary and secondary schools - Educational and Vocational Training Centre UCLAN University in Larnaka
Companies	- Public institutions/organisations in the region (public employment services, youth board, Larnaka Chamber of Commerce and Industry, ...) - Private institutions in the region (some companies for example: Larnaka District Development Agency, Amalthia Trading Ltd: imports – exports of fresh fruits and vegetables, Cyprus Organic Farmers Association and their members ...) - Tourist and eco farms - Tourist offices and info points – Cyprus Tourist Organisation - Info points in protected nature areas – Environmental Information Centre in Skarinou - Local/regional travel agencies

Ecological producers in the area	- Two main eco markets/ very small shops in the area that include most of the ecological farmers (Green shop and Aitherio) - Cyprus Organic Farmers Association - Alpina Farm – organic milc - The Lanitis Olive Groves - Organic Olive Oil is produced - Castellanos Herbs of Gardens - Amborisia Oil
Cooperatives, associations	- Cooperative supermarkets that sells organic products «MAS» in the region of Larnaka – There are 12 supermarket under this name - other good practices in Cyprus (to inform them on our actions, to see good practices)
Restaurants	In Larnaka, we still do not have even one organic restaurant – our goal is to connect some restaurants that have parts of the menus with organic food offer to connect with eco farmers.
Other	- Public health institute (strategic partner for years in the field of health promotion and healthy food production and consumption) - Different initiatives in schools – for example »Green Schools« an initiative of competitions in schools or »Make your schools green«. - In Hypermarkets that started selling organic products – they have a big section with bio products! - Initiatives of eco, green, bio basket, that is very popular now in Cyprus, Larnaka - In Larnaka they are trying to open a bigger organic/green shop, with fresh vegetables and fruits – they have such in other cities.

GRUNDTVIG PARTNERSHIP PROJECT
«SORECO»
Strategic actors to be mobilized on the province of «Cosenza»
Biconbì Social Cooperative

Type of actor	Name of actor and link with the project SORECO
Local authorities	- <i>Regione Calabria and the municipalities of Rende and Cosenza</i> for the support of joint purchasing groups (GAS) and Godo and for the promotion of food products from short supply chain and quality as well as the promotion of 'farmer's markets'; - <i>Local action groups GAL</i> and particularly the <i>GAL Sila Greca</i> and <i>GAL Serre Vibonesi</i> (actives in the promotion of the "short chain" logic and the enhancement of local heritage and its resources in terms of local products and excellence).
Educational systems	<i>Primary and secondary schools and in particular technical institutes (industrial and agricultural) Centers of training courses</i> , of Cosenza area by organizing training sessions and awareness activities on the subject.
Companies	<i>Associations, small and medium companies and agri-food and industrial districts of the Cosenza area that produce also using organic or biological products</i> (agritourisms, restaurants): ✚ <i>Risaie (Sibari Cosenza)</i> company specializing in the cultivation of rise ; ✚ <i>Company Colavolpe (Belmonte Calabro)</i> specializing in the production of dried figs ; ✚ <i>Farm Geraci</i> specializing in the production of organic extra virgin olive oil and citrus.
Ecological producers in the area	- <i>ABC Organic Agriculture Calabria</i> is an association that regroups at regional level producers associations and regional biological companies conducting activities of support and information to other Agrobiological companies; - <i>Carpe Naturam</i>, Producers Organization (OP) consists of leading companies in the field of fresh products, aiming at commercializing fresh fruits and vegetables, organic quality around the world.
Cooperatives, associations	- <i>Coldiretti</i>, the main Agricultural Organization at national level present in the Province of Cosenza with a local office; - <i>Confagricoltura The General Federation of Italian Agriculture</i> - It is the representative organization of the agricultural Italian enterprises. It recognizes the entrepreneurs as the protagonist of agricultural production and pursues the economic,

	technological and social importance of agriculture and agricultural enterprises. It's present in the Province of Cosenza with a local office; - <i>AIAB Calabria</i> is a Social Promotion Association, working on the whole territory of Calabria to promote the production and consumption of organic products.
Restaurants	- <i>Agriturismo Fattoria Biò</i>, an organic farm with two headquarters, one in Sila plateau, Lagarò, where potatoes and wheat, vegetables are cultivated, the other in Rossano where citrus and olives are grown. - <i>Agriturisms Pirapora</i>; - <i>Agriturisms Fattoria Sant'Anna</i>; - <i>Agriturisms Da Nonna Caterina</i>.
Tourist providers	In the future Biconbi intends to involve, in the operation of bio promotion and of sustainable consumption, all public and private actors in the tourist district of the province of Cosenza mapping the tourism offer related to nature, to the rediscovery of ancient crafts, local and biological products and the related services (<i>municipalities, hotels, camping, tour operators, travel agencies, agricultural camping, didactic and/or social farms</i>).
Other	- <i>Social farms</i>: are farms or farmhouses in which educational activities are "active", especially for children and teenagers. <i>Fattoria Amica</i> is the network of educational farms active in Calabria, associated with Coldiretti. In Calabria there are 20 <i>didactic farms</i> and between them it is possible to indicate <i>Terra di Vasia (Reggio Calabria)</i>, <i>Paglialonga (Cosenza)</i>, and 4 <i>Social Bio Farms</i> where organic food production is combined with the attention to the disadvantaged people: ✚ <i>The Cooperative Valle del Mallo Libera Terra (Reggio Calabria)</i> ✚ <i>Social Cooperative Il Borgo e il cielo (Reggio Calabria)</i> ✚ <i>Social Cooperative Utopia (Reggio Calabria)</i> ✚ <i>L' Arco Social Cooperative (Catanzaro)</i>. - <i>GAS AND GODO (Organized Groups of Supply and Demand)</i> between them is possible indicate <i>GAS SOS Rosarno</i> in Reggio Calabria and <i>GAS Primula Rossa</i> in Cosenza - <i>Biomarket, traveling market, the organic squares, farmer's markets</i>: events and initiatives as these take place weekly, monthly or once in the area of the Province.

GRUNDTVIG PARTNERSHIP PROJECT

« SORECO »

MODEL OF STRATEGIC ACTORS TO BE MOBILIZED IN TERRITORY OF POMURJE, SLOVENIA CENTRE FOR HEALTH AND DEVELOPMENT MURSKA SOBOTA

Type of actor	Name of actor and link with the project SORECO
Local authorities	Local government (municipalities, mayors, 27 in the region Pomurje)
Educational systems	- Kindergartens in the region Pomurje - Primary schools in the region Pomurje - Secondary schools in the region Pomurje
Companies	- Public institutions in the region (Tax administration, Centre for Social administration, employment institute...) - Private institutions in the region (some companies for example: Home for Elderly people, Health Spa's, recreational and sport activities companies)
Ecological producers in the area	- Two main eco markets in the area that include most of the ecological farmers - Association of eco basket of Pomurje region
Cooperatives, associations	- two cooperatives of ecological farmers in Pomurje (SVIT and Eko Prlekija) - other good practices in Slovenia (to inform them about our actions, to see good practices)
Restaurants	In Pomurje we still do not have even one organic restaurant – our goal is to have some restaurants with parts of the menus with organic food offer to connect with eco farmers.

Tourist providers	- Tourist and eco farms - Tourist offices and info points - Info points on protected nature areas - Local/regional travel agencies
Other	- Public health institute (strategic partner for years in the field of health promotion and healthy food production and consumption) - Different initiatives in neighbour regions – for example »Urbane brazde« an initiative of urban ecological gardens) - Initiatives of eco, green, bio basket, that is very popular now in Slovenia.

6 Analysis of the data

Local authorities – all partners already have several different connections and activities established with local authorities. Some regions have simply undertaken different laws concerning promotion of food quality and short supply chain, different campaigns, implementation of the (regional) policies of agriculture promotion and developing the quality of agricultural products. Some regions have also initiated local products brand and support local traditional markets.

Educational systems – all partners have connections with different educational organizations from nurseries to faculties. Mostly there are awareness raising companies involved, education workshops, tour guides on local farms, both for pupils and teachers.

Companies – broad panel of different institutions and partners described can be involved in the project Soreco; mostly the idea is to try influence working people to eat and buy healthy snacks, local food, but on the other hand the main idea is to promote and connect different private and public companies so they can hear about the goals of the project, and also to find out about the initiatives in the region and trying to influence them to use and buy local, organic food and offer as much as possible.

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Ecological producers – partners described ecological markets, ecological fruit and vegetable farms, local fruit and other product baskets, different organized cooperatives, biological farmers, ecological farmers in each territory.

Cooperatives, associations – most partners have several different organizations working as cooperatives in different types of organization mode, but still promoting and developing the organic, local, ecological food offer, that can be sold and bought through their systems. Some partners also mentioned the manner of connection between producers and consumers – the Umbrella model (more brands under the same marketing, logistics and distribution). However, in some regions cooperatives are not so much evolved, the farmers

or other producers still have to manage to promote, produce and sell their organic product mostly by themselves. Here we also see the opportunity of the Soreco project to help connect, promote and provide with the best practice examples to bring producers of organic and local food closer to make it easier for them to transition into the organized way of production, distribution and marketing of these products.

Restaurants – some partners have quite a few organic restaurants in the region. Nevertheless, some partners have none. These have already noticed the opportunities to promote other regions' best practice examples to use them as a promotion tool as example in their own region of how to influence stakeholders to start an organic offer in the restaurant so it would lead to a complete restaurant offer to be organic food with local supplies.

Other – in this field the partners have stated different initiatives such as Green schools initiative, school competitions, organic shops, bio markets, social farms, collective purchasing groups, Umbrella brands, tasting and information sites, collective labels, trades, etc.

7 Conclusion

Project Soreco is the opportunity for partners to see solutions of other regions in the field of promotion, marketing and connection of different sectors in the field of short supply chains, local and ecological food production and raising awareness in the field of socially responsible consumerism.

Partners have identified strategic actors in different fields of work that can contribute to the development and empowerment of awareness in the field of local supply chains, coming to a socially responsible consumer. These fields were: local authorities, educational systems, companies, ecological producers, cooperatives, associations, restaurants, tourist providers, other...

Some activities already led to good practices, to increased consumerism in the field of local ecological food production and in some regions there already is a lot of good practices, good cooperation with local authorities, educational institutions, companies, ecological producers, cooperatives, associations, restaurants and other initiatives. However, there are still many opportunities in some regions to build a capacity in the field of cooperatives, restaurants and educational systems.