



EUROPEAN INNOVATION COUNCIL AND SMES  
EXECUTIVE AGENCY (EISMEA)

Department I - Innovation ecosystems, SMP / Entrepreneurship & Consumers  
Unit I-02 SMP / COSME Pillar



## Role of social economy in Short Food Supply Chains

*Which pathway do we want to follow in the Just  
Green partnership?*

Workshop

organised by Comune di Mozzo (BG) on 17-20 of November 2021





## I. Workshop 3 - the last sharing and learning event in JustGreen project

Just Green is a project co-funded by the [European Commission COSME programme](#). It aims to promote the transition of social economy organisations into a greener and fairer economy and society, following the United Nations Sustainable Development Goals slogan of *leaving no one behind*. To promote this transition by implementing networking, mutual learning and project design activities among European partners, leading to increasing European interregional cooperation. The project fundamental idea is based on the recognition of the social economy and WISE (work integration social enterprises) potential to foster a transition that is not only environment and economic sustainable, but also just and socially fair.

The Project is coordinated by the Municipality of Vila Nova de Famalicão, from Portugal. Over the course of one year (02.2021 to 01.2022), Just Green gathers a partnership with four other partners. Three are municipalities - Comune di Mozzo, from Italy, Gmina Świetochłowice, from Poland, and Budapest-Terézváros, from Hungary - and one other partner is a European network. ENSIE - European Network of Social Integration Enterprises - is an umbrella organisation whose goals are the representation, maintenance and development of networks and federations for WISE.

Each partner has invited a group of stakeholders that will be active participants in project activities throughout the year. These stakeholders are social economy organisations that are based in the local/regional territory of the consortium partners, comprising: more traditional organisations dedicated to charity, care and social support; organisations with a strong social innovation and entrepreneurial orientation; organisations, projects or networks related to employability of vulnerable groups.

The project assumes four main objectives.

- i) To enhance and strengthen bridges between the social economy and the circular economy;
- ii) To promote way for the decarbonisation of the social economy activities;
- iii) To develop strategies to foster short food supply chains and agro ecology within the social economy;
- iv) Transversal to these three main axes is the objective of not leaving anyone behind. Leaving no one behind means namely taking into consideration principals such as the following: promoting work opportunities as a factor of integration and dignity; targets unmet needs and the quality of services dedicated to regular populations left behind (people with disabilities, the elderly, people in poverty); the promotion of social entrepreneurship and innovation, based on its' promotion through the green transition that can create new market opportunities.





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Project core outputs include: methodological guidelines for partnership mutual learning and networking; reports on good practices; newsletters; concept notes for future projects; guidelines for local and regional policy on a just green transition.

The overall concept underpinning the project is based on a bottom-up approach to green transition, whereby solutions are rooted in the territory and follow a participatory path in which social economy organisations must play a central role. Thus, participation, sharing, exchange, collaboration and cooperation among participants are key values that guide the assumptions of the Just Green work methodology.

The project involves a great diversity of social, cultural and economic, national and regional backgrounds. It involves participants from municipalities and social economy organisations with more and less experience in European projects, and more and less experience in the field of green transition topics. It is therefore necessary to ensure that this participation is facilitated in a way that values everyone, also ensuring that no participant is left behind.

The Just Green methodology is based on four core elements: the debate on good practices, workshops, online working groups and communication and dissemination activities.

Within Just Green methodology, the workshops are the privileged moments for all participants to meet. The moments where the 30 participants are together at the same time, in the same event, and where they also meet other stakeholders. Stakeholders from outside the project, such as experts on the topics under discussion, academics, entrepreneurs or other agents that can bring added value to the Just Green objectives. These are also privileged moments to deepen knowledge and debate on each of the three specific themes of the project. The workshops are therefore moments of primary dedication to two central dimensions of the project: networking and capacity building of each person and each organization for a greener and fairer transition.

Workshop 3 was thus the last sharing and learning event that involved all participants. It was preceded by two other Workshops, held in June and September, but this one was for the first time face-to-face and not online. It will be followed by the last session of online working groups for strategy and project design leading to concept notes, and by communication and dissemination activities. Activities such as newsletters for sharing at local and regional levels, political guidelines for advocacy and lobbying and the facilitation of a participants sharing room (an online drive for sharing documents and information) targeting European interregional cooperation.

In fact, the creation of the participants' sharing room is an output of the work developed to the preparation of the Workshop 1, actively used during the Workshop 2 and further implemented during the Workshop 3. The sharing room gathers information (templates created by the Just Green methodological guidelines) with partners, stakeholders and countries presentations, with the first collection of participants practices, as well as all material elaborated and shared during the workshops and the online working groups.





## II. Workshop 3 – the objectives, the methodology and the program

Given the better pandemic situation, the third workshop was held in presence. For the first time, partners and stakeholders were able to meet and work in person and it was also possible to ensure a variety of planned activities with field visits to good practices, informal exchanges and guided tours of the Mozzo and Bergamo areas. The mealtimes, too- carefully chosen by the hosting partner- were an opportunity for the participants to get to know social economy projects of the territory.

As defined in the project application, the third workshop was dedicated to one of the three themes focused by the Just Green - the bridging between social economy and short food supply chains. It assumed the title of **Role of social economy in Short Food Supply Chains**.

Beyond the specific subject of the workshop, and following project' methodological guidelines, this third workshop was also guided by the invitation for participants to ponder on a set of questions:

*Which pathway do we want to follow in the Just Green partnership? What is a Short Food Supply Chain? Which practices do we already have in our partnership regarding SFSCs? What contribution can Social Economy provide to spread of SFSC? What contribution can political local institutions make to the spread of SFSC? What vision should we ALL adopt to achieve a Justgreen transition?*

This third workshop assumed three specific objectives:

- Capacity building off all participants on short food supply chains
- Bridging social economy and short food supply chain
- Further work through online working groups meeting

Hosted by Mozzo Municipality, the workshop took place from the 17<sup>th</sup> to 20<sup>th</sup> of November. It is important to underline that the complete programme delivered to participants included several methodological guidelines, the full list of 33 participants and their contacts, and all the practical and logistical instructions for their travel and stay in Italy.

The Workshop activities took place at the Auditorium Comunale of Mozzo, according to the anti covid measures foreseen by the Italian regulations, and all transport (for dinners, guided tours and field visits) was guaranteed by the hosting partner through private shuttles.





### III. Good practices as a work in progress – the case of short food supply chains

Just Green practices to be shared, discussed and analysed within the project are practices that meet the following *eligibility criteria*:

- Practices developed by social economy organizations, which are promoters or proactively involved in missions, projects, initiatives or actions that have as objective or that fit substantively in the project's themes - circular economy, decarbonisation and short food circuits
- Practices developed by local or regional authorities which are promoters or proactively involved in missions, projects, initiatives or actions that have as an objective or that fit substantively with the themes of the project - circular economy, decarbonisation and short food circuits - and which involve social economy organisations in these activities.

From 38 practices collected and shared since the beginning of the project, 7 were selected in the field of short food supply chain and they are presented below.

#### 1. Banyardó

General Information
Producing region: Baranya county, south of Hungary Producing organisation: Banyardó Social Enterprise Contact person: Gábor Priksz, <a href="mailto:gaborpriksz@gmail.com">gaborpriksz@gmail.com</a>
Category
Initiative of social economy organisations
Brief description
The social enterprise Banyardó is located in the county of Baranya. They process and sell mushrooms and other forest plants, collecting raw materials in the forests and fields of the neighbourhood and applying zero-waste solutions during packaging and sales. The workers are mostly socially disadvantaged Roma women and the basic idea was to develop a model that builds on the strengths of the target group, the local natural and social environment and skills, a model where decent wages are paid, partnerships are built and local knowledge is harnessed, combined with urban trends.





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As a family-friendly workplace, absences due to children are considered flexibly, and employees can work together with their children. Banyardó's aim is to create long-term jobs and the inclusion of inactive (mostly) women in the workforce and keep them there by strengthening their independence and self-sufficiency, supporting the community and alternative solutions: flexiwork, implementing the target group's own ideas, involving them in product development, and organising community programmes.
<b>Social Criteria</b>
Work opportunity for vulnerable people; Promotion of Local Economy and local competences;
<b>Green Criteria</b>
Zero-waste packaging solutions; use of local raw materials

## 2. Kockacsoki

<b>General Information</b>
Producing region: Budapest, Hungary Producing organisation: Kockacsoki social enterprise Contact person: Kollár Réka, <a href="mailto:kollar.reka@kockacsoki.hu">kollar.reka@kockacsoki.hu</a>
<b>Category</b>
Initiative of social economy organisations
<b>Brief description</b>
Kockacsoki is a social enterprise and a chocolate manufactory, that produce gourmet products guaranteeing work opportunity for vulnerable people. The main aim of Kockacsoki is to help people with autism spectrum disorders, who are one of the most disadvantaged groups on the labour market. Among all people with disabilities in fact, people with autism face the greatest challenges in the labour market due to their lack of social and communication skills and inflexible routines. However, with the right support, they can perform valuable work, even in mainstream workplaces. The intention of Kockacsoki Social Enterprise is to improve the quality of life and promote employment possibilities of people living with Autism, through a complex employment programme, where young people living with Autism can take part in the followings: coaching course to learn how to become more self-sufficient their daily life, making possible to gain work experience in our trainee programme and provide permanent employment.
<b>Social Criteria</b>





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Work opportunity for vulnerable people; Promotion of Local Economy; Networking and Cooperation
Green Criteria
Consumer goods;

**3. To sow values, to harvest smiles!**

<b>General Information</b>
Producing region: Vila Nova de Famalicão, Portugal Producing organisation: Centro Social de Bairro Contact person: Miguel Cardoso, <a href="mailto:cmigueu@gmail.com">cmigueu@gmail.com</a>
<b>Category</b>
Initiative of social economy organisations
<b>Brief description</b>
Centro Social de Bairro, contributes in many projects where main concerns are focused in social care, personal development and sustainability. The aim is turning life into value. Among the many activities promoted by Centro Social de Bairro: - sustainable agricultural production, to feed children and the elderly where the greenhouses are equipped with modern irrigation systems and the waste produced is used to feed the farm animals; - reuse of wood residues by mowing them and producing pellets and briquettes, also employing young disabled people. - growing medicinal and aromatic plants, drying them using a solar heater and selling them in the community. - education and training
<b>Social Criteria</b>
Work Integration; Promotion of Local Economy; Community Participation
<b>Green Criteria</b>
Consumer goods; Waste Reduction and ecological footprint reduction





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#### 4. Il Sole e la Terra

General Information
Producing region: Lombardy, Italy Producing organisation: Il Sole e la Terra Cooperative Contact person: Carla Ravasio, <a href="mailto:cravasio1@gmail.com">cravasio1@gmail.com</a>
Category
Initiative of social economy organisations
Brief description
<p>Il Sole e la Terra is a non-profit consumer cooperative, founded in 1979, which deals with food, agriculture, sustainability and critical and conscious consumption. It was created to offer members quality products at a fair price for those who buy and for those who produce: the main commitment of the cooperative is to allow members to have access to healthy food, thus promoting sustainable production methods, attention to the environment, social relations, the territory.</p> <p>It currently has about 13,000 members of which more than half are active, i.e. they make purchases. The coop is an important point of reference for local organic producers for whom it is, in many cases, the main market outlet, with a very robust food chain characterized by a few steps from producer to consumer and local production. This makes it possible to maintain viable companies in the area and favours the growth of new productive realities.</p> <p>Among the suppliers, there are many realities that operate in the social field.</p> <p>The coop constantly welcomes people in difficulty through targeted projects, work grants, internships, in collaboration with different actors.</p> <p>The cooperative poses a big attention to the environmental sustainability: reducing packaging, recycled and compostable bags, collection of plastic and stoppers for reuse.</p>
Social Criteria
Promotion of organic products; Work opportunity for vulnerable people; Education and Training; Promotion of Local Economy; Networking and Cooperation.
Green Criteria
Organic cultivation; Waste Reduction and ecological footprint reduction; use of renewable resources.







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## 5. La Porta del Parco

General Information
Producing region: Lombardy Region, Italy Producing organisation: Alchimia social cooperative and Oikos social cooperative Contact persons: Marco Zanchi, <a href="mailto:marcozanchi@coopalchimia.it">marcozanchi@coopalchimia.it</a> – Marica Preda, <a href="mailto:maricapreda@coopalchimia.it">maricapreda@coopalchimia.it</a>
Category
Initiative of Social economy organisations in partnership with local institutions
Brief description
<p>La Porta del Parco is a community project aimed at enhancing the value of an agricultural area and activating sustainable practices that involve citizens. It is the result of a collaboration between the Oikos and Alchimia social cooperatives, which received the land through a public tender.</p> <p>It is composed of</p> <ul style="list-style-type: none"><li>- a vineyard, which has been gradually converted to organic cultivation and managed by the Oikos cooperative with the inclusion of vulnerable people</li><li>- social and collective vegetable gardens managed by families;</li><li>- didactic orchard</li><li>- Bar/restaurant/pizzeria</li><li>- Children's play area</li></ul> <p>La Porta del Parco is a meeting place where many cultural events take place and where every Saturday there is a farmers' market of small local producers</p> <p><a href="https://vimeo.com/285886792">https://vimeo.com/285886792</a></p>
Social Criteria
Promotion of Local Economy; Networking and Cooperation; Community Participation; Work opportunity for vulnerable people
Green Criteria
Land regeneration; Organic cultivation





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## 6. Delivery of meals

General Information
Producing region: Silesian Region, Poland Producing organisation: Social Integration Centre -Municipality of Świętochłowice Contact person: Dominika Czerniak, <a href="mailto:dczerniak@interia.pl">dczerniak@interia.pl</a>
Category
Initiative of local/regional authorities involving social economy organisations
Brief description
Old People's Home "Senior" carries out the task commissioned under Multiannual Program for 2021-2025 "Senior +". The main goal of this program is in particular to provide support to seniors (people over 60 years of age who are professionally inactive) by providing them with access to social integration activities including health integration and physical activity, kinesiotherapy, as well as educational, cultural and leisure integration activities. At present, 50 individuals over 60 years of age have been using these services of Old People's Home "Senior". They can visit this centre every day from Monday to Friday and enjoy a free dietary meal (breakfast and lunch). The meals are prepared by a Nursing Home "Gold Autumn" from the Municipality of Świętochłowice and they are balanced and adapted to the needs to the elderly.
Social Criteria
Work opportunity for vulnerable people; Networking and Cooperation; Education and Training
Green Criteria
Consumer goods;

## 7. Made in Famalicão – Product that is ours!

General Information
Producing region: Vila Nova de Famalicão, Portugal Producing organisation: Municipality of Vila Nova de Famalicão Contact person: Marisa Moreira, <a href="mailto:marisamoreira@famalicao.pt">marisamoreira@famalicao.pt</a>





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<b>Category</b>
Initiative of local/regional authorities involving social economy organisations
<b>Brief description</b>
<p>The Incentive Program for the Consumption of Local and Endogenous Products aims to recognize and highlight local products in the territory of Vila Nova de Famalicão, contributing strongly to their promotion, and to expand their distribution and marketing networks. This Program is part of the objectives of economic promotion of the territory and the creation of conditions to increase the demand for local products, through promotional actions, organization of the local offer, and encouraging the adoption of new social and community responsible behaviours. Only products of the agricultural and agrifood sectors, produced, processed or transformed into a production unit in Vila Nova de Famalicão are eligible. The products must also contribute in a responsible manner to the sustainability of the local economy and fulfil the criteria defined; Companies that are candidates for the Program must guarantee the fulfilment of these conditions and comply with the legal conditions necessary for the exercise of the respective activity.</p> <p>Results:</p> <ul style="list-style-type: none"><li>- 33 Companies and more than 90 products recognized</li><li>- 3 Promotional Campaigns Commercial Surfaces county</li><li>- Christmas Hampers</li></ul>
<b>Social Criteria</b>
Promotion of Local Economy; Networking and Cooperation; Community Participation; Promotion of regional knowledge and flavours associated with gastronomy and food.
<b>Green Criteria</b>
Reduction of ecological footprint;

