

SKIN Good Practice Recording Template

Vazapp	
Author(s)	Gianluigi De Pascale
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)' * CATEGORY 1	valorization-novel approach
SKIN good practice 'Hot Topic(s)' * CATEGORY 2	Learning & Empowerment- networking, cross-learning
SKIN good practice 'Hot Topic(s)' * CATEGORY 3	internal-group spirit
SKIN good practice 'Hot Topic(s)' * CATEGORY 4	Connection: meet the producer brokerage at social events; Reconnection and relationships
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	Short description of the 'good practice': Vazapp is an innovative association born few years ago. It was created by a group of young actors living the occupational territorial problems, to stimulate young human resources to not abandon the territory. The idea aims to enable young farmers or simply people without any employment, to get together and share experiences/interests. The meeting take place within an events named "Contadinner". It is a dinner where participate people interested in engaging new business relationship and opportunities. Each dinner takes place in a different location from the precedent one, such as farm of someone who is available in hosting the event or any other place agreed among Vazapp' leaders. Participants exploit the pleasure of having a dinner in enjoyable place and traditional and local food, to act relationship for potential future collaboration. No more than twenty participants can take part to each dinner. It has been planned twenty "Contadinner". At the moment, fourteen have take place. The organizers have been exploiting these events for collecting data to catalog needs raised by players. This approach put together the principles from multi actor approach and principles inspiring the bottom-up approach. It reveals strong synergies unknown by the locals in the past. It appears as a prominent social innovation.

Main results/outcomes of the activity (expected or final):

The "Contadinner" events have been allowing the birth of new organization, established for the initiative of people/young farmer who have got together the energy after the dinner. In addition, the sharing experiences and competences allow the knowledge transfer and real uptake. The appearing results have been showing that player are becoming more and more smart in terms of capabilities in using ICTs devices and speaking more than native language.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

Vazapp will become an increasingly large organization in terms of the territory where is going to operate. They aim to involve international operators in orders to returns benefits to the European macro-region. Stakeholders can benefit from the cooperation. The cooperation enables SMEs to reach international markets. Furthermore, the readers have to know that identified unsatisfied needs are presented to the public institutions, such as agricultural ministry, to address future policies for allocating resources.

Further information/Reference:

<http://vazapp.it/>

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.

Short description of the 'good practice':

Vazapp è un'associazione innovativa nata pochi fa. È stata creata da un gruppo di giovani che vivono le problematiche occupazionali del territorio al fine di incentivare i giovani a non abbandonarlo per cercare fortuna altrove. L'idea permette a giovani agricoltori o semplici persone senza alcuna occupazione, di incontrarsi e condividere esperienze e interessi. Gli incontri avvengono nell'ambito di eventi chiamati "Contadinner". Si tratta di cene dove partecipano persone interessate ad attivare nuove relazioni/opportunità per fare affari. Ogni cena viene fatta in un posto diverso dal precedente, come masserie di qualche partecipante disponibile ad ospitare l'evento, o in qualsiasi altro posto deciso dagli organizzatori. I commensali sfruttano il piacere di cenare in un bel posto e assaggiando del cibo/ricette tradizionali per attivare relazioni per eventuali future collaborazioni. Ad ogni "Contadinner" non possono partecipare più di venti attori. Sono state pianificate venti cene sociali, di cui quattordici già sono state fatte. Inoltre, gli organizzatori degli eventi, sfruttano l'occasione per raccogliere dati sui bisogni che vengono presentati proprio da chi vive quotidianamente le dinamiche delle filiere agroalimentari. Questo approccio mette insieme i principi del approccio multi actor con i principi che ispirano l'approccio bottom-up, innescandovi sinergie.

	<p>Main results/outcomes of the activity (expected or final): Le cene "Contadinner" stanno permettendo la nascita di nuove organizzazioni, grazie all'iniziativa di persone/giovani agricoltori che si sono incontrati e riuniti per iniziare a fare impresa dopo essersi conosciuti all'evento. Inoltre, la condivisione di esperienze e competenze consente il traserimento di conoscenze e una reale applicazione delle stesse. I risultati mostrano che gli operatori stanno diventando sempre più capaci di utilizzare strumenti informatici e di parlare più della semplice madrelingua.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results? Vazapp diventerà un'organizzazione sempre più grande in termini di territorio dove si ha intenzione di operare. Infatti, i fondatori ambiscono a coinvolgere operatori internazionali al fine di trarre benefici per la macro-regione Europa. I portatori di interessi possono beneficiare dalla cooperazione. La cooperazione permette alle piccole medie imprese di raggiungere i mercati internazionali. Inoltre, il lettore deve sapere che i bisogni individuati come insoddisfatti, sono portati all'attenzione delle pubbliche istituzioni per indirizzare le future politiche per allocare risorse.</p> <p>Further information/Reference: http://vazapp.it/</p>
Pearls, Puzzles, Proposals?	
What needs did the 'good practice' respond to?	
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	Actors: primary producer, processors. Stakeholders: consumers, policy makers, suppliers, local government.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Processes
Sectors	All Sectors
Region, Country	Foggia, Puglia (IT)
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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