

# SKIN Good Practice Recording Template

La ruche qui dit Oui!	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	<pre> graph TD     M[MEMBRE] -- 100% --&gt; P[PRODUCTEUR]     P -- 8.35% --&gt; R[RESPONSABLE DE RUCHE]     P -- 8.35% --&gt; C[LA RUCHE QUI DIT OUI!]     </pre>
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	<u>Values:</u> Social sustainability - sense of community, connection between producers and consumers
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>Internal:</u> Decision making structures, group spirit
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>Efficiencies:</u> logistics and distribution
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>Connection:</u> social media
<b>EIP Practice Abstract Format:</b> 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.	<p><b>Short description of the 'good practice':</b> La Ruche qui dit Oui is an compagny which was created in France but now also exists in neighbouring countries (Belgium, Spain...) . In all regions of France, consumers can find some "ruches" (beehives) close to their home. Consumers who register for free to a beehive will receive weekly on the website of the company and by email the list of products proposed by local farmers (the products belong to all food categories). They can then order some products, and if enough consumers decide to order the same product, the farmer will accept the sale and send the products to the beehive which is necessarily located close by. The sale can be canceled if the producer decides that not enough people ordered a specific product. The consumer then gets the products at the beehive. Majority of the money of the sale will go to the farmer, a small part to the heads of the beehives and to the company.</p>
	<p><b>Main results/outcomes of the activity (expected or final):</b> People get products from local producers in beehives located close to their homes, and become part of a community. Farmers and consumers have an excellent online tool available for orders. Farmers sell products for a price they decide.</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?**

This kind of structure is very beneficial to several kinds of end users: farmers can become part of a strong network, sell their produces at a price they decide and have easier logistics, a person who wants to get involved in a local project can become a beehive manager. Having an online platform is convenient for all the actors in terms of logistics and payment. This good practice shows that getting together with several actors of the sector can be a real success and can benefit to everyone. Creating such a big structure in a country is not easy, so as a start, interested countries can create at least regional online platforms, and of course it is possible to send requests for support to La Ruche qui dit Oui even if you are not French.

**Further information/Reference:**

<https://laruchequiditoui.fr/fr>

**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.

**Brève description des bonnes pratiques’:**

La Ruche qui dit Oui est une PME française mais qui s'est également récemment développée dans les pays voisins de la France comme l'Espagne ou la Belgique. On va trouver un peu partout en France ce qu'on appelle des ruches, c'est à dire des locaux où l'on va pouvoir retirer des produits. Les consommateurs intéressés vont s'abonner à une ruche, et recevront toutes les semaines par mail la liste des produits vendus dans leur ruche. Ils ont ensuite la possibilité de commander les produits de la liste. Il y a un concept d'achat groupé, si beaucoup de personnes commandent un même produit (le quota minimum est fixé par les producteurs), le producteur validera la vente et enverra ses produits à la ruche où le consommateur pourra récupérer ses produits une fois par semaine. Si le quota n'est pas atteint, le producteur peut annuler la vente. La majorité du prix de vente est reversée à l'agriculteur, le reste au responsable de ruche et à l'association.

**Principaux résultats / résultats de l'activité (prévue ou finale):**

Les consommateurs peuvent récupérer assez facilement leurs produits dans des ruches près de chez eux, tout en faisant partie d'une communauté locale. Les producteurs et les consommateurs ont à leur disposition un outil en ligne de qualité pour les commandes. Les producteurs peuvent fixer des prix justes.

**La (les) principale (s) recommandation (s) pratique (s): quelle serait la principale valeur ajoutée / bénéfice ou opportunité pour l'utilisateur final si les connaissances générées étaient mises en œuvre? Comment le praticien peut-il utiliser les résultats?**

Ce type de structure est bénéfique à plusieurs acteurs: aux producteurs qui rejoignent un réseau solide, peuvent fixer des prix justes, ainsi qu'aux personnes souhaitant s'impliquer dans un projet local et social pouvant devenir gestionnaires de ruches. Créer ce genre de structure à l'échelle d'un pays n'est pas simple, alors il peut être plus aisé de commencer par créer ce type de plateforme à l'échelle d'une région, il est bien sûr possible de demander de l'aide ou un partenariat avec la Ruche qui dit Oui.

	<b>Informations complémentaires / Référence</b> <a href="https://laruchequiditoui.fr/fr">https://laruchequiditoui.fr/fr</a>
<b>Pearls, Puzzles, Proposals?</b>	<b>Pearls:</b> Creating such a national network between producers, consumers, and beehive managers is impressive, also the generated tool is very interesting. <b>Puzzles:</b> When going international, it is important to remember the basic objectives of the project and not get lost. <b>Proposals:</b> But still, if the initial spirit is kept, it is important to continue this activity at an international level in order to stimulate less aware but motivated countries
<b>What needs did the 'good practice' respond to?</b>	Create local communities and make local products easily available to consumers
<b>Methodology Used:</b>	interview, desk-based research
<b>Actors/Stakeholders:</b>	Actors: farmers, consumers, beehive managers, association managers; stakeholders: consumers
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	5. Consumers & society, 6. Distribution
<b>Sectors</b>	All Sectors
<b>Region, Country</b>	Several regions in France, Belgium, Spain
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	

\*See SKIN Good Practice 'Hot Topics' Directory

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