

SKIN Good Practice Recording Template

sFachl	
Author(s)	Agrar.Projekt.Verein
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	<u>Branding & Labelling</u> : novel store approach with the boxes and communication with consumers
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>Efficiencies & Process innovation</u> : Management of small product quantities of many different producers, logistics and product availability
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>Internal</u> : Decision-making structures, Contractual agreements between chain partners
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>Variety</u> : Collaborative hubs, bringing together supplies from multiple small producers; <u>Efficiency</u> : effective ordering system, online shop, spatial proximity
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': sFachl is a shop where producers can rent wooden crates to place their products for sale. At the moment there are 6 shops in different cities right in the centre. The producers pay a weekly rent for the crates and for the refill of them by the shop staff. With this concept even small producers are able to sell their products in city centres without the risk of owning a shop and managing staff. The huge variety of products (paintings, herbs, food & beverages, artisan decoration, ...) attracts lot of different consumer types. The online-shop and vouchers completes the offer. Only selected high quality products are on display and sold. The first shop was founded in October 2015 and permanently enlarged. On special request assorted presents can be ordered.
	Main results/outcomes of the activity (expected or final): This shop concept acts as point of sale and interacts with the producers and end-consumers. Special product highlights and properties are communicated. High quality products with certain regional influences are sold and therefore rise the awareness of consumers for the excellent agricultural products produced by individuals.
	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 selling concept helps producers to reach consumers in different areas, minimizes their risk of managing their own shop and offers full service with an attractive online shop concept. Producers can rent service according to their needs. Especially producers with a limited product range profit from the variety of products in the shop and combination possibilities with other artisan articles. This concept is very individual as it combines consumer contact and online shopping. It is attractive for young consumers, who are always on the lookout for artisan high-quality products from different regions. Consumers can find all kinds of regional products.

Further information/Reference:

<http://webshop.fachl.at/>

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':

sFachl ist ein Geschäftsmodell, wo Produzenten die Möglichkeit gegeben wird ein Holzfach zu mieten, um ihre Produkte zu verkaufen. Zur Zeit gibt es sechs zentral gelegene Geschäfte in verschiedenen Städten. Die Aussteller zahlen eine wöchentliche Miete für ihr Fach und für das Nachfüllen durch Angestellte. Mit diesem Konzept ist es Produzenten möglich ihre Produkte in Stadtzentren zu verkaufen, ohne das Risiko einzugehen ein eigenes Geschäft zu eröffnen und Personal zu engagieren. Die große Vielfalt an Produkten (Kunstwerke, Kräuter, Essen und Getränke, handgemachte Dekoration, ..) zieht verschiedene Konsumentengruppen an. Ein Onlineshop und Gutscheine machen das Angebot komplett. Nur ausgewählte hochqualitative Produkte werden ausgestellt und verkauft. Die erste Filiale wurde im Oktober 2015 eröffnet und stets vergrößert. Auf Anfrage können ausgewählte Geschenke bestellt werden.

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

Dieses Geschäftsmodell fungiert als Verkaufsstelle und interagiert mit Produzenten und Endkonsumenten. Besondere Produkteigenschaften und -highlights werden kommuniziert. Qualitätsprodukte mit bestimmten Regionaleinflüssen werden verkauft und somit das Konsumentenbewusstsein im Hinblick auf die Qualität landwirtschaftlicher Produkte von Bauern gesteigert.

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?

Dieses Geschäftskonzept hilft Produzenten Konsumenten an verschiedenen Plätzen zu erreichen. Weiters minimiert es das Risiko des Produzenten für kein eigenes Geschäft verantwortlich zu sein und bietet vollen Service mit einem attraktivem Onlineshopkonzept. Produzenten können Service nach ihren Anforderungen wählen. Speziell Produzenten mit einer eingeschränkten Produktpalette profitieren von der Vielfalt an Produkten, die im Geschäft angeboten werden und der Kombinationsmöglichkeit mit anderen handgefertigten Artikeln. Das Konzept ist sehr individuell, da es den Kontakt mit dem Konsumenten und Onlineshopping kombiniert. Es ist sehr ansprechend für junge Konsumenten, welche gerne qualitätsvolle Handwerksartikel aus verschiedenen Regionen kaufen.

Pearls, Puzzles, Proposals?	<u>Pearls</u> : This shop can be a role model for other product categories or cooperations between farmers and other producers in tourist areas. <u>Proposal</u> : Support direct contact between farmers and consumers and give more personal information about the food producers and their production method/standard at their farms. <u>Puzzles</u> : Innovative ways to contact farmers and connect them to make regional specialities more interesting for consumers especially in big cities.
What needs did the 'good practice' respond to?	Gap in the market of big cities for a new shop concept and quality, traceable, traditional-based products. Limited risk for producers on a new market or with limited product range.
Methodology Used:	desk-based research
Actors/Stakeholders:	<u>Actors</u> : primary producer, retailer. <u>Stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5 - "Consumers and Society"
Sectors	All Sectors
Region, Country	1180 Wien, Austria
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 728055



SKIN