

SKIN Good Practice Recording Template

Select Lincolnshire	
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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	<p><u>Branding and labelling</u>: innovative way of communicating to consumers.</p> <p><u>Social sustainability</u>: Connection between producers and consumers</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p><u>learning & empowerment</u>: Networking along the supply chain and in the region, Reduction in dependence of powerful actors in the chain and more direct relationship with consumers.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<p><u>internal</u>: Mediator/facilitator, Group spirit</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<p><u>connection</u>: Reconnection and relationships, Social Media</p>
<p>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.</p>	<p>Short description of the 'good practice': Select Lincolnshire provides a collaborative approach to marketing Lincolnshire food and drink from smaller producers. It has been very effective in developing a media profile for local, speciality and niche foods, with a strong presence on social media, links to celebrity chefs and events programmes.</p> <p>Main results/outcomes of the activity (expected or final): Select Lincolnshire has helped the food and drink producers involved to promote Lincolnshire food as a quality and distinctive product.</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? It is possible to rebrand a location which was known for only being focused on commodities as a major source of local, distinctive, short food chain products.</p> <p>Further information/Reference: http://www.selectlincolnshire.com/</p>

Pearls, Puzzles, Proposals?	<u>Pearls</u> : it is possible to change the perception of a location's food sector, but that to do so requires concerted action by a group of committed organisations and producers over an extended period of time. Success breeds success.
What needs did the 'good practice' respond to?	There was a need for a unifying brand to highlight local provenance and to provide synergistic benefits through linking and collectively promoting the food, drink, tourism, hospitality, agriculture and horticulture sectors in Lincolnshire.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	Actors: primary producers, food and drink processors, retailers, tourism end users. Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5 - Consumers and society
Sectors	All Sectors
Region, Country	Lincolnshire, UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**See SKIN Good Practice 'Hot Topics' Directory*

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