

# SKIN Good Practice Recording Template

Biobello	
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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>Valorisation</u>: multi-actor co-design approach, novel product, added value through 3P ; <u>branding and labelling</u>: Innovative way of communicating to consumers product characteristics/ product range; <u>values - social, economic, environmental sustainability</u>: Connection between producers and consumers, Recognition of producers, sense of community; Generating Local employment; Ecological soundness of production methods, GHG emissions, Energy use and carbon footprint, food miles, food waste; <u>value</u>: Nutritional value, Freshness, Healthiness</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p><u>Efficiencies</u>: achievement of efficiencies through collaboration, logistics and distribution; <u>learning and empowerment</u>: Cross-learning between actors</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<p><u>Internal</u>: group spirit</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<p><u>Efficiency</u>: reliable distribution, Effective ordering systems, Online shop, Proximity; <u>connection</u>: Social media</p>
<b>EIP Practice Abstract Format:</b>	<b>Short description of the 'good practice':</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.	"Biobello" works 100 % organic and aims for the preservation of organic farming whilst creating social employment. The target group remains the same throughout the years: people who are temporarily or permanently unable to work in the regular job market. Just like the overall goal: offering them chances in a sustainable way to societal relevant work under supervision. Everything occurs in an ecological way, with respect for mankind and the environment.
	<b>Main results/outcomes of the activity (expected or final):</b>
	Biobello offers 5 different organic fruit/vegetable packages at fixed prices, with fruits and vegs following the season. In this way they are best and most lucrative. This creates variety throughout the whole year.
	<b>The main practical recommendation(s):</b>

	<p>healthy food: Organic food, bio-products and the ecological preservation of the environment whilst creating social employment and convenient collecting points nearby</p> <p><b>Further information/Reference:</b>  <a href="http://www.biobello.be/nl/home">http://www.biobello.be/nl/home</a></p>
<p><b>Short summary for practitioners in native language on the (final or expected) outcomes</b> (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><b>korte beschrijving van de 'good practice'</b>  "Biobello" wil de biologische kweek bewaren én sociale tewerkstelling creëren. BioBello is de naam waarmee de vzw haar producten op de markt brengt. Die draaien om biologische voeding, bio-producten en het ecologische onderhoud van de leefomgeving. Ze dragen allemaal het onafhankelijke Biogarantie®-label. De doelgroep blijft al die jaren dezelfde: mensen die tijdelijk of blijvend niet aan het werk kunnen in het reguliere arbeidscircuit. Net als de doelstelling: hen op een duurzame wijze kansen bieden op maatschappelijk zinvol werk met begeleiding. Dit gebeurt vanuit een ecologische invalshoek, met respect voor de mens en de omgeving.</p> <p><b>Belangrijkste resultaten/uitkomsten (verwacht of finaal)</b>  Biobello biedt de keuze uit 5 biologische groente -en/ of fruitpakketten aan vaste prijzen, boordevol verse biologische groenten en fruit die steeds het seizoen volgen. Want dan zijn ze op hun best en meest voordelig. Zo krijg je door het jaar heen voldoende afwisseling.</p> <p><b>De belangrijkste praktische aanbevelingen: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker indien de gegenereerde kennis zou geïmplementeerd worden? Hoe kan men gebruik maken van de resultaten?</b>  Gezonde voeding: biologische voeding, bio-producten en het ecologische onderhoud van de leefomgeving in combinatie met sociale tewerkstelling en gebruiksvriendelijke afhaalpunten voor de consument.</p> <p><b>informatie/referentie</b>  <a href="http://www.biobello.be/nl/home">http://www.biobello.be/nl/home</a></p>
<p><b>Pearls, Puzzles, Proposals?</b></p>	<p>A central focus of the community may be on bringing actors together to identify viable projects that may benefit all: e.g. in this instance it were several organisations identifying the gaps and needs in the market of organic produce and developed a system that benefits the environment and creates social employment.</p>
<p><b>What needs did the 'good practice' respond to?</b></p>	<p>Gap in the market: <u>consumers</u> look for healthy, organic food and convenient collecting points; employment for people who are unable to contribute to the regular job market</p>
<p><b>Methodology Used:</b></p>	<p>desk-based research</p>
<p><b>Actors/Stakeholders:</b></p>	<p><u>Actors</u>: people unable to contribute to the regular job market.  <u>Stakeholders</u>: consumers and social employment workers</p>
<p><b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b></p>	<p>1 - fresh products; 5 - Consumers and society; 6 - Distribution and industries</p>
<p><b>Sectors</b></p>	<p>Vegetables and fruits</p>
<p><b>Region, Country</b></p>	<p>Flanders, Belgium</p>
<p><b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b></p>	

\*See SKIN Good Practice 'Hot Topics' Directory

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