SKIN Good Practice Recording Template

Ausumgaard	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	<u>Branding&labelling</u>: novel labelling; <u>Valorisation:</u> a multi-actor, co-design approach, added value by environmental sustainability
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>L&E</u>: Cross-learning between actors; <u>efficiencies</u>: Achievement of efficiencies through collaboration, Logistics and distribution
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>internal</u>: Decision-making structures, Contractual agreements between producers/ between chain partners, Group Spirit
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>efficiency</u>: Effective ordering systems, Online shop, Reliable distribution; <u>connection</u>: Social media
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':** Ausumgaard has developed a business innovation concept for small and medium companies. It's a business park model on a family farm. This concept will also empower there own brand and give more power to the business strategy, that Ausumgaard has launched this winter.
	Main results/outcomes of the activity (expected or final): Ausumgaard expects new companies to join the family farm development concept. 15 new companies are expected to join in 2017.
	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?
	The practitioner wil make use of this case in the way that Ausumgaard make innovation with other small business companies to create new products and concepts. How to create cross learning between actors. The main learning between actors is that you can make a local cluster of companies to accelerate your SKIN innovation
	Further information/Reference: http://www.ausumgaard.dk
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':** Ausumgaard har udviklet et business innovationskoncept for små og mellemstore virksomheder. Det er en forretningsparkmodel på en familiebedrift. Dette koncept vil også styrke sit eget mærke og give større kraft til den forretningsstrategi, som Ausumgaard har lanceret i vinter.
	Main results/outcomes of the activity (expected or final): Ausumgaard forventer, at nye virksomheder skal tilslutte sig familiebedriftsudviklingsbegrebet. Der forventes 15 nye virksomheder i 2017.

	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?
	Udøveren vil gøre brug af denne sag på den måde, at Ausumgaard laver innovation med andre småvirksomheder for at skabe nye produkter og koncepter.
	Hvordan man skaber kryds læring mellem aktører. Den vigtigste læring mellem aktører er, at du kan lave en lokal klynge af virksomheder for at fremskynde din SKIN innovation.
Pearls, Puzzles, Proposals?	
What needs did the 'good practice' respond to?	Empowerment and Branding
Methodology Used:	Desk based research
Actors/Stakeholders:	
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5- consumers and society
Sectors	All Sectors
Region, Country	Midt jutland, Denmark
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

See SKIN Good Practice 'Hot Topics' Directory

SKIN