

SKIN Good Practice Recording Template

To koukouli	
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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	Value: Nutritional value, fresh produce, seasonality, box schemes, spatial proximity, local identity of products.
SKIN good practice 'Hot Topic(s)' CATEGORY 2	Learning and empowerment: Networking along the supply chain and in the region, reduction in dependence of powerful actors in the chain and a more direct relationship with consumers.
SKIN good practice 'Hot Topic(s)' CATEGORY 3	Organisational system: Collective decision making through general assemblies among members of the initiative (consumers and producers).
SKIN good practice 'Hot Topic(s)' CATEGORY 4	Social sustainability: transparency and integrity, direct connection between producers and consumers, well being, promotion of collective culture of Greece, recognition of producers. Economic sustainability: boost of local economy, inclusive and sustainable local development, social and solidarity economy, food miles reduction.
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>Short description of the 'good practice': "To koukouli" is a collective initiative of consumers and producers based in Thessaloniki, Greece. It distributes products of certified and non certified organic producers in box schemes and operates an e-shop, while at the same time supplies stores and service stations in the wide area of Thessaloniki. The aim of the cooperative is to bring together consumers and producers on the basis of cooperation, ecology, solidarity and food justice.</p> <p>Main results/outcomes of the activity (expected or final):</p>

avoided.

Urban dwellers have easy access to boxes which consist exclusively of fresh products of the producers of the cooperative. Their products meet the requirements of low ecological footprint from organic crops and from small and local enterprises. Each producer is either organically certified or evaluated by the members of the cooperative itself. On the other hand, the producers as members of the cooperative are able to meet the needs and problems of the production cycle, especially the primary and manufacturing sectors, for all producers and especially for young and unexperienced -in some cases- people.

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?

Consumers are getting aware of the nutritional value and the identity/traceability of the food they consume, become more mindful and active consumers through this process. The cooperation guarantees the joint promotion of its members (producers) through direct sales of traditional products using alternative ways such as box schemes. Building of community confidence, achieving food sovereignty, agrochemical and fertilizer-free agriculture and the conservation of local varieties and seeds is very significant for both producers and end consumers.

Further information/Reference:

<http://www.tokoukouli.gr>

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':

Το «Κουκούλι» είναι μια συλλογική πρωτοβουλία καταναλωτών και παραγωγών που εδρεύει στη Θεσσαλονίκη. Διανέμει προϊόντα πιστοποιημένων και μη πιστοποιημένων βιολογικών παραγωγών σε καλάθια, λειτουργεί ηλεκτρονικό κατάστημα, ενώ παράλληλα προμηθεύει καταστήματα και πρατήρια στην ευρύτερη περιοχή της Θεσσαλονίκης. Στόχος του συνεταιρισμού είναι να συνενώσει τους καταναλωτές και τους παραγωγούς με βάση τη συνεργασία, την οικολογία, την αλληλεγγύη και τη δικαιοσύνη τροφίμων.

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

Οι κάτοικοι της πόλης έχουν εύκολη πρόσβαση στα καλάθια που αποτελούνται αποκλειστικά από φρέσκα προϊόντα των παραγωγών του συνεταιρισμού. Τα προϊόντα τους πληρούν τις απαιτήσεις χαμηλού οικολογικού αποτυπώματος από βιολογικές καλλιέργειες και από μικρές και τοπικές επιχειρήσεις. Κάθε παραγωγός πιστοποιείται ή αξιολογείται από τα μέλη του ίδιου του συνεταιρισμού. Από την άλλη πλευρά, οι παραγωγοί, ως μέλη του συνεταιρισμού, είναι σε θέση να ανταποκριθούν στις ανάγκες και τα προβλήματα του κύκλου παραγωγής, κυρίως στον πρωτογενή και στον μεταποιητικό τομέα, για όλους τους παραγωγούς και ιδιαίτερα για νέους και άπειρους - σε ορισμένες περιπτώσεις - ανθρώπους.

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?

	<p>Οι καταναλωτές έχουν επίγνωση της διατροφικής αξίας και της ταυτότητας / ανιχνευσιμότητας των τροφίμων που καταναλώνουν, καθιστούν πιο ενσυνείδητους και ενεργούς καταναλωτές μέσω αυτής της διαδικασίας. Η συνεργασία εγγυάται την κοινή προώθηση των μελών της (παραγωγών) μέσω άμεσων πωλήσεων παραδοσιακών προϊόντων με εναλλακτικούς τρόπους, όπως τα καλάθια. Η οικοδόμηση της εμπιστοσύνης της κοινότητας, η επίτευξη της επισιτιστικής κυριαρχίας, η γεωργία χωρίς αγροχημικά και λιπάσματα και η διατήρηση των τοπικών ποικιλιών και σπόρων είναι πολύ σημαντικές τόσο για τους παραγωγούς όσο και για τους τελικούς καταναλωτές.</p> <p>Further information/Reference: http://www.tokoukouli.gr</p>
Pearls, Puzzles, Proposals?	<p>Pearls: Promotion of Social and Solidarity Economy (social cooperatives, worker cooperatives, cooperatives of artisan and of SMEs) following the new National Strategy for the legal support of the Social and Solidarity Economy in Greece. Puzzles: The new form of Social and Solidarity Economy implies the exclusion of the middlemen (local -no middlemen-markets) but the mainstream food market isn't mature enough to support this transition on local/ regional/ international level. Proposals: Promote awareness of the benefits of Social Economy and recognition of its significant value with the collaboration of local and regional stakeholders, share good practices especially among urban dwellers.</p>
What needs did the 'good practice' respond to?	<p>Find a new simple distribution way bringing closer consumers from big cities and local producers. In certain big "capital" regions, there is no food produced where most of the people live, everything is produced at the periphery/ ACTIA/ France</p>
Methodology Used:	<p>Desk based study</p>
Actors/Stakeholders:	<p>Actors: cooperative members, organic farmers and animal breeders Stakeholders: consumers</p>
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	<p>5. Consumers and society</p>
Sectors	<p>All Sectors</p>
Region, Country	<p>Thessaloniki, Greece</p>
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	