

SKIN Good Practice Recording Template

The Local Network of "the Essentials"	
Author(s)	Daniel Rossi - CONFEDERATION OF FARMERS - Confagricoltur
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	Social Agriculture on essential oils productions (rosemary, thymus, lavender, mint) with distressed young people employment
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 1	Social integration on local production of medicinal plants and their essential oils.
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 2	building a cooperative of self employed young people with a concrete production of organic essential oils
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 3	selling local organic production through the inclusion of distressed young people suffering a social unease
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 4	Introduction on the local food chains of a new essential oils supply with social added values
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 1	last but not least, exploring a new business model in selling to the horeca sector and the cosmetic sector the essential oils produced by the cooperative near the green nursery of Foggia
EIP Practice Abstract Format:	Short description of the 'good practice':
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.	The new cooperative of distressed young people in Foggia (Puglia Region - Italy) will produce essential oils for the horeca and the cosmetic sectors based on medicinal plants of rosemary, lavender, minth and thymus grown in a green nursery. The short food supply chain will be enhanced by the added value deriving by the social dimension well known by the local communities and consumers awareness in Foggia province. The Project: "The Essentials Nursery: social inclusion through innovation activities in Horticulture" is mainly an innovative concept of social agriculture in favour of distressing people helped by professional guidance and skilled operators. Using the long experience of senior farmers and the motivated but young experience by neo agronomists, the Essentials project gives some interesting job opportunities and cooperative activities to the local community, building a fruit and vegetables new supplies for local markets, and in particular producing essential oils for b2b target groups of the processing industry. The cooperative activities will be accompanied by psychologists and educators in a therapeutic framework.
	Further information/Reference:

	Rignano G.co (FG) Contrada Villanova s.n.c. CAP 71010 C.F/P.IVA 0140188719
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.	<p>Short description of the ‘good practice’:</p> <p>Il Progetto “essenzialMENTE vivaIO – Vivere l’Inclusione Valorizzando Attività Innovative di Orto di aiuto” si inquadra nella fattispecie del servizio di agricoltura sociale a favore di persone con disagio sociale e disabilità fornito con il supporto di professionisti della relazione di aiuto ed esperti agricoltori anziani che, raggiunta l’età della pensione intendono mettersi a disposizione della cittadinanza, in particolare dei minori e giovani con disagio sociale che risiedono nel Gargano.</p> <p>Il progetto culminerà nella creazione di una cooperativa innovativa che, attraverso servizi di agricoltura sociale e di orto di aiuto, completi il processo produttivo fino alla fase di trasformazione delle erbe aromatiche in oli essenziali ed alla loro commercializzazione. Le attività di orto di aiuto, verranno coadiuvati da psicologi, pedagogisti e animatori esperti nel settore educativo e terapeutico riabilitativo.</p> <p>Main results/outcomes of the activity (expected or final):</p> <p>I consumatori potranno percepire una ricchezza inusitata dell' offerta produttiva locale di piante officinali ed olii , grazie alla collaborazione col mondo agricolo, industriale e della ricerca vivaistica (vivaio villanova)</p> <p>Further information/Reference:</p> <p>www.coltiviamoagricolturasociale.it; www.gliessenziali.it;</p>
Pearls, Puzzles, Proposals?	<p>Pearls: 1) bringing different actors together, such as green nursery farmers, essential oils manufacturers, young entrepreneurs with some distress, retailers, universities, facilities; 2) developing a local short oils chain with a cooperative brand; 3) stimulating farmers to develop experimental fields of new or traditional mediterranean plants to produce raw materials for new types of essential oils; Puzzlings: 1) the value chain may be more expensive to the final consumer and 2) may create some difficulties to manage distressed young people ; <u>proposal</u>: 1) to extend the network to increase the total turnover; 2) to promote the cooperative branding not only in Puglia but in nearby Regions; 3) to develop Puglia specific varieties of plants, promoting the regional origins.</p>
What needs did the ‘good practice’ respond to?	It responds to the need of having essential oils of the local mediterranean plants in green nurseries, selling traditional products with local raw materials and young entrepreneurship innovation management with the added value of employing distressed people, with a social, unease
Methodology Used:	interviews, social agriculture winners 2017 edition
Actors/Stakeholders:	actors: Farmers, local producers, local retailing; stakeholders: tourists, consumers, restaurants, University of Foggia, Department of Agronomic Sciences and Technologies
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Technologies
Sectors	Processed Other
Region, Country	Foggia - Puglia - Italy
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.coltiviamoagricolturasociale.it/wp-content/uploads/2018/01/La-platea.jpg ; https://youtu.be/M7GeMp2W-Ks

*See SKIN Good Practice ‘Hot Topics’ Directory

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