

# ***Social economy as an opportunity to deal with local problems***

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# Outline

- New Vision of Agriculture
- UE Policy Strategy
- The Importance Of Social Farming
- The role of National Rural Network
- Some Best Practice
- Conclusion

# The national and international debate

Overcoming the traditional view of agriculture

New approaches: the link between economic and social growth

- More attention in the strategic objectives of the National Strategic Plan to the quality of life and diversification
- New integration opportunities for young people and women through multi-functionality
- Reducing depopulation (more attractive)

# The role played by the rural world

Connecting countryside and cities (peri-urban area)

❖ Service delivery

New vision of agriculture: more dynamic and sustainable

❖ “*Public goods*” for social and environmental issues

# The context

New vision of agriculture, overcoming the traditional one, but aimed at:

- Economic and social growth;
- Multifunctionality and integration of young people and women in agriculture;
- Promotion of rural areas;
- Strategic objectives to improve the quality of life in rural areas and diversification into non-agricultural activities

# The role of social farming

Social Farming is both innovative and traditional:

- includes “all activity that use agricultural resources, both from plants and animals;
- promotes (or generate) therapy, rehabilitation, social inclusion, education and social services in rural areas;
- involves components from the natural world (animals and plants) to improve the health of vulnerable people (all the activities which take place in a “natural” or in “open air” environment)

# Social Farming: principal aim

- Ensure rural care facilities to promote the development
- Limit the depopulation in these areas

As a result:

- employed have the opportunity of increasing their capability and skills;
- new approach has stimulated further integration between the care services and agriculture:
  - improving social life and reducing the period of medical or hospital care;

# UE policy strategy during 2007-2013

- ❖ It promoted social activities and supported specific actions within the regional Rural Development Programmes (*RDP*) **to spread of interventions to ensure multi-functional activity in agriculture;**
- ❖ There are been several measures that can be used to realize these kind of initiatives.



# The NDP's policies and strategies

**AXIS III:** *"The quality of life in rural areas and diversification into non-agricultural activities"* - Measures to promote the socio-economic development of rural areas

The main topics to be achieved are:

- Economic - creation of jobs and job placement;
- Environmental - landscape conservation ("*Sentry*") and sustainability of the territory;
- Social and Health - education, training, therapy and rehabilitation
- Recreational - tourist attraction, etc.

# **Axis III: *“Diversifying agriculture and the economy in rural areas”***

## **Measure 311 “Diversification into non-agricultural activities”:**

to encourage the diversification of activities with agritourism, social farming, energy production;

## **Measure 312 “Support for the creation and development of micro-enterprises”:**

crafts, manufacturing, enhance historical - cultural heritage;

## **Measure 313 “Encouragement of tourism activities”:**

maintenance and development of rural tourism

# Axis III: Improve the social, economic and environmental objectives

## Measure 321 "Basic services for the economy and rural population":

creation of basic services (social and economic) to encourage the creation of micro-enterprises (tourism, crafts) and provide essential services to the person (home care, rural-nursery)

## Measure 323 "Conservation and upgrading of the rural heritage":

recovery and protection of the landscape - biodiversity

# The main activities

- Agritourism
- Rural tourism
- Pedagogical Farms
- Recreational services, day-care (local culture and crafts courses)
- Care services for elderly and child, and for people with disabilities (child-care, horticultural and pet-therapy)
- Farmers Market

# The agritouristic farms in Italy

Territorial Division	Agritouristic farm	Agritouristic farm	Agritouristic farm	Agritouristic farm	Agritouristic farm	Agritouristic farm
	2003	2004	2005	2006	2007	2008
<i>North West</i>	1,572	1,808	2,048	2,162	2,371	2,512
<i>North East</i>	4,373	4,599	4,944	5,507	5,521	5,778
<i>Centre</i>	4,920	4,729	5,366	5,877	6,302	6,510
<i>South</i>	2,154	2,881	2,969	3,219	3,526	3,680
<i>Italy</i>	<b>13,019</b>	<b>14,017</b>	<b>15,327</b>	<b>16,765</b>	<b>17,720</b>	<b>18,480</b>

Source: Based on Istat data, statistics on agriculture and animal husbandry

**Increased by +42%**

# Pedagogical Farms

- Promote a synergy between the school and the farm
- Looking to the future: environmental and food education for children

**"future consumers"**

- Economic Growth: positive impact on farmer's income

# Pedagogical Farms in Italy

Pedagogical Farms	Absolute value	%	57.7%
<i>North West</i>	440	25.2	
<i>North East</i>	568	32.5	
<i>Centre</i>	334	19.1	
<i>South</i>	405	23.2	
<i>Italy</i>	1,747	100	

# Farmers Market

Direct sale («*km 0*») is growing

Prices reduction, growth of the direct relationship between farmer and consumer

Promoting the sale of healthy and genuine products

Identifying new business opportunities for quality products

Generating positive impacts on:

- environment, contributing to reduce pollution
- social issues, connecting urban areas to rural areas or countryside, helping specially families living in urban areas to rediscover nature and Italian food products

*(An example of farmers market is in Modena for the distribution and sale of fresh milk)*



# The role of National Rural Network

- ❖ NRN could implement the knowledge of both existent practices and support policies for social farming.
- ❖ It could improve linkages between local actors (institutions, farms, private associations) by promoting seminars, meetings and others events.
- ❖ Social Farming could be useful to widespread the know how to facilitate rising of other projects.

# Europe 2020 Strategy

The new centrality of farmers to achieve:

## 1. **Smart growth:**

to create a new equal relationship between farmers and “scientific knowledge system”

## 2. **Sustainable growth:**

to improve environmental sustainability with local specific practices and knowledge

## 3. **Inclusive growth:**

to promote new joint venture between farmers and entrepreneurs /institution from other sectors: **education** (on farm kinder garden); **rural care service** (care farm); sport and recreational activities; Tourism; handicraft; **social service**, recreation of new place of aggregation for rural people in the countryside.

# The Social Farming in agriculture (1)

- ❖ Social farming can improves viability of rural areas supplying such kind of services
- ❖ It represents new opportunities to diversify farm's activities and can increase farm's earning capacity
- ❖ Social farming represents a new opportunity, mainly for young and women (who have a higher attitude to implement innovation)

# The Social Farming in agriculture (2)

## Support

the development of multifunctional activities to increase employment and income in agriculture

## Promote

economic development

## Provide

alternative care services to the population

It is important to create synergies between rural and urban area  
(cities and countryside).....

**HOW?**

**Through capacity building and knowledge**

For further information:

<http://www.politicheagricole.it/>

<http://www.reterurale.it>

<http://www.ismea.it>

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***Thank you for your attention***

***Ďakujem vám za pozornosť***