



FARM' IN

INCLUSION THROUGH
SOCIAL FARMING



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1.4. Social Farming for social-working inclusion

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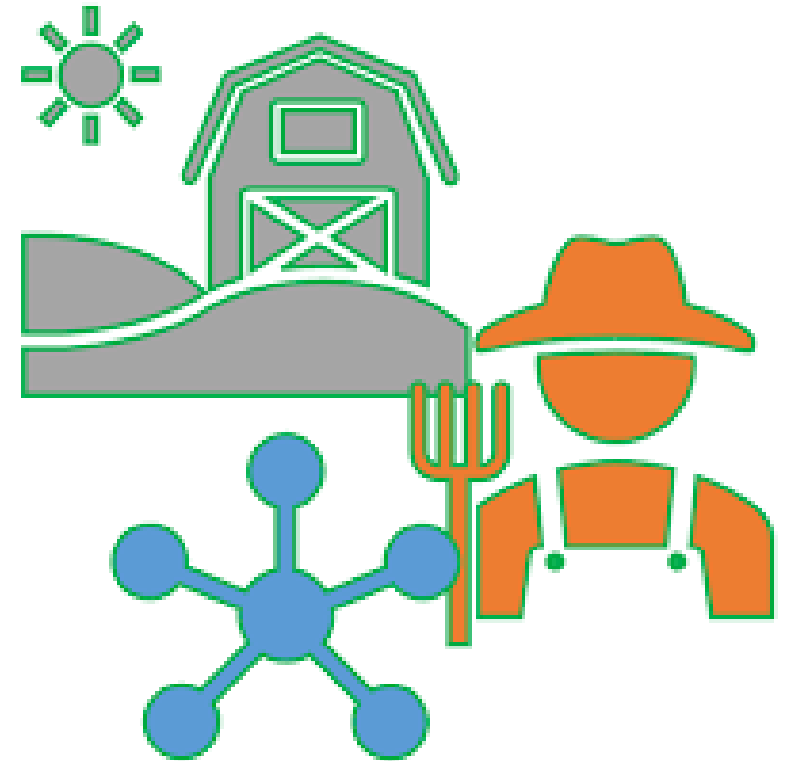


Social farming implies...

- Redefinition of the mission statement
- Technical changes (mechanization, cultivation techniques, varieties, local adaptations, etc.)
- Increase and diversification of the network
- Different positioning in the local system and the supply chain
- Diversification of marketing channels

Social inclusion


The concept of inclusion can be declined in different ways, giving rise to policies, interventions and results that are also very different from each other. It is however possible to identify some constants in inclusion interventions, which concern both social aspects (for example housing support, school integration, etc.) and work aspects (professional training, orientation, job placement, etc.) and are more or less emphasized in different countries or even in different periods in the same country





Social inclusion

Social inclusion is generally understood as a set of tools aimed at improving the condition of people who live in situations of marginalization with respect to a community. The term, however, is also used to identify the very purpose of the actions implemented and consequently presents difficulties both in terms of definition and in terms of application.



Inclusion VS Integration

Inclusion and integration are often used as synonyms, but they represent two different and distinct approaches to the relationship between people and/or social groups within a community.

- Integration has a compensatory approach, aimed at the individuals with "special needs" who have to adapt to the majority, and consequently requires a specialized response.
 - Inclusion is a process that, about different dimensions (educational, work, social, political), intervenes both on the context and the person, transforming the specialized response into an ordinary intervention.
- Therefore, if the concept of integration represents a sort of result of the work carried out by a service, that of inclusion refers to a fundamental right regardless of individual conditions and capabilities.

Inclusive Social farming

Despite the differences and specificities of the different contexts and countries, we can identify some elements that allow us to characterize a Social Farming experience as inclusive (Di Iacovo & O'Connor, 2009; Giarè et al., 2018; Di Iacovo, 2020):

activities (Vocational guidance, Job placement, Professional training, Stable employment, etc.) and approaches

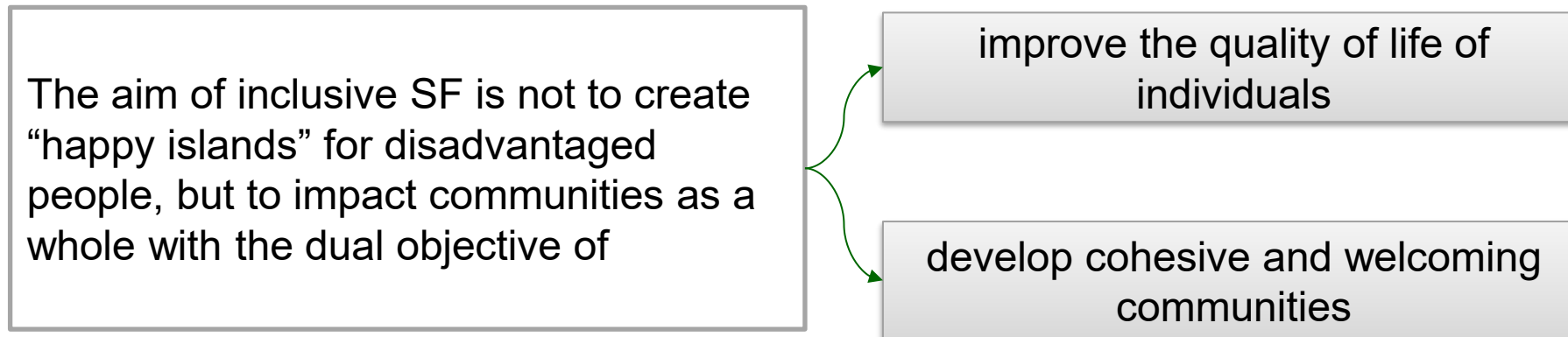
Which factors determine inclusion?

The main element highlighted by the analysis of some experiences and studies on inclusion is the so-called "inclusive context", characterized by the presence of

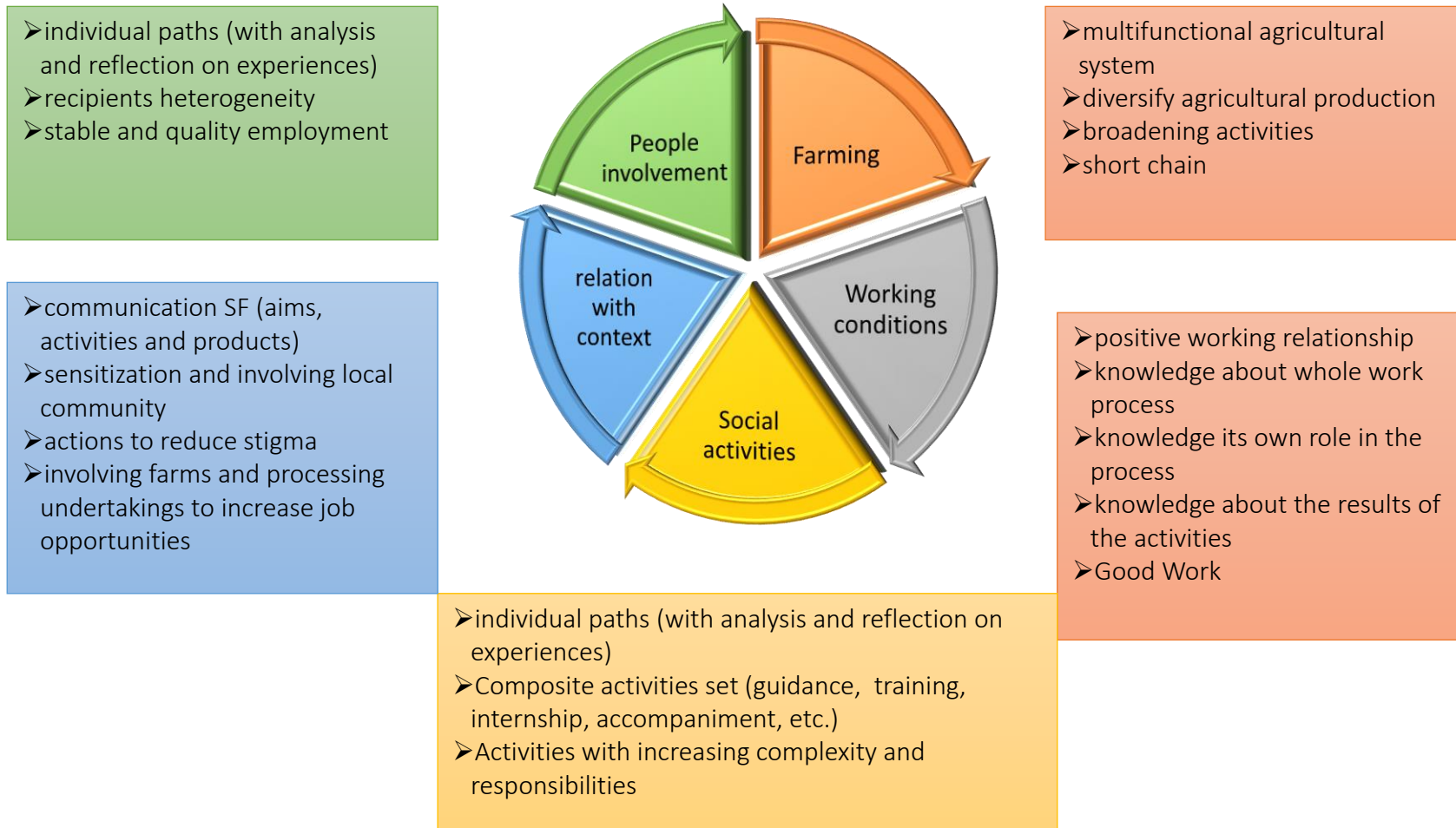
- ✓ positive relationships between the employer and the worker and those between workers, based on mutual respect and trust --> non-judgmental context
- ✓ work activity with increasing complexity and responsibility;
- ✓ knowledge of the entire production process and one's role within the entire process;
- ✓ knowledge of the results of the activity as a whole (production, marketing, consumption of products, use of services, impact on the local context, etc.);
- ✓ relations with other actors in the business context (suppliers, intermediaries, technicians, etc.) and local context (customers, neighborhood, other companies, etc.);
- ✓ communication and awareness-raising actions aimed at the local community.

This approach concerns the activity carried out within the social farms and the context in which they are.

Inclusion is an objective that can be achieved only by involving the territory's various social and economic actors, who are called to include disadvantaged people. Otherwise, once the empowerment process is over, people would return to a context that has difficulty welcoming them, because they are “different”, with problems, difficult, etc..



What's about inclusion?



What's about inclusion?



People
involvement



Farming



Working
conditions



Social
activities



Relations
with context

INCLUSION

Working conditions



positive
working
relationship



knowledge
regarding the
entire process



knowledge
regarding its
own role in
the process



knowledge
regarding the
results of the
activities

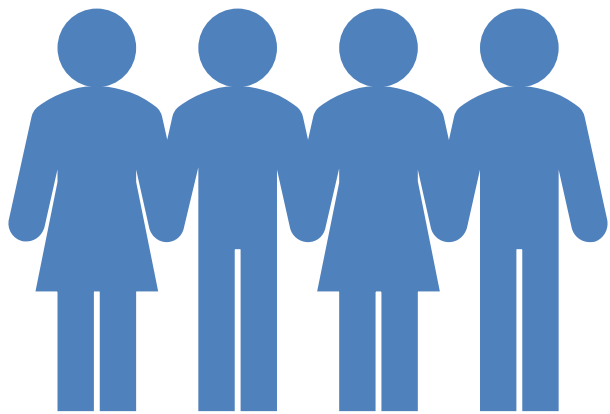


Good work



Social activities

- ✓ Individual paths (with analysis and reflection on experiences)
- ✓ Activities complex set (guidance, training, internship, accompaniment, etc.)
- ✓ Activities with increasing complexity and responsibilities



People involvement

- ✓ recipients' heterogeneity
- ✓ regular and good work

Relation with local context



communication SF (aims, activities and products)



sensitization and involving local community



actions to reduce stigma



involving farms and processing undertakings to increase job opportunities



To achieve the goal of social and work inclusion, it is therefore essential to carry out not only some social activities in an agricultural context, but above all to design a complex system of actions and relationships to connect the internal dimension of inclusion with the external one.

These elements should be considered by the people who design and implement AS activities and by the political decision-makers who govern policies and plan support interventions.

It's important to:

- ✓ support the new social farmers in the construction of significant networks with all the actors of the territory that can contribute to the implementation of innovative and effective SF initiatives
- ✓ favor networks and exchange initiatives among different actors at local, national and international levels
- ✓ improve evaluation instruments, identify and disseminate the most innovative initiatives, and train operators (together with farmers and social workers) to consolidate an interdisciplinary approach



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