FARM'
IN

INCLUSION THROUGH
SOCIAL FARMING

3.7 Strategies for economic and social sustainability

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Presentation Overview

- Drivers of sustainability

- Social sustainability of SF
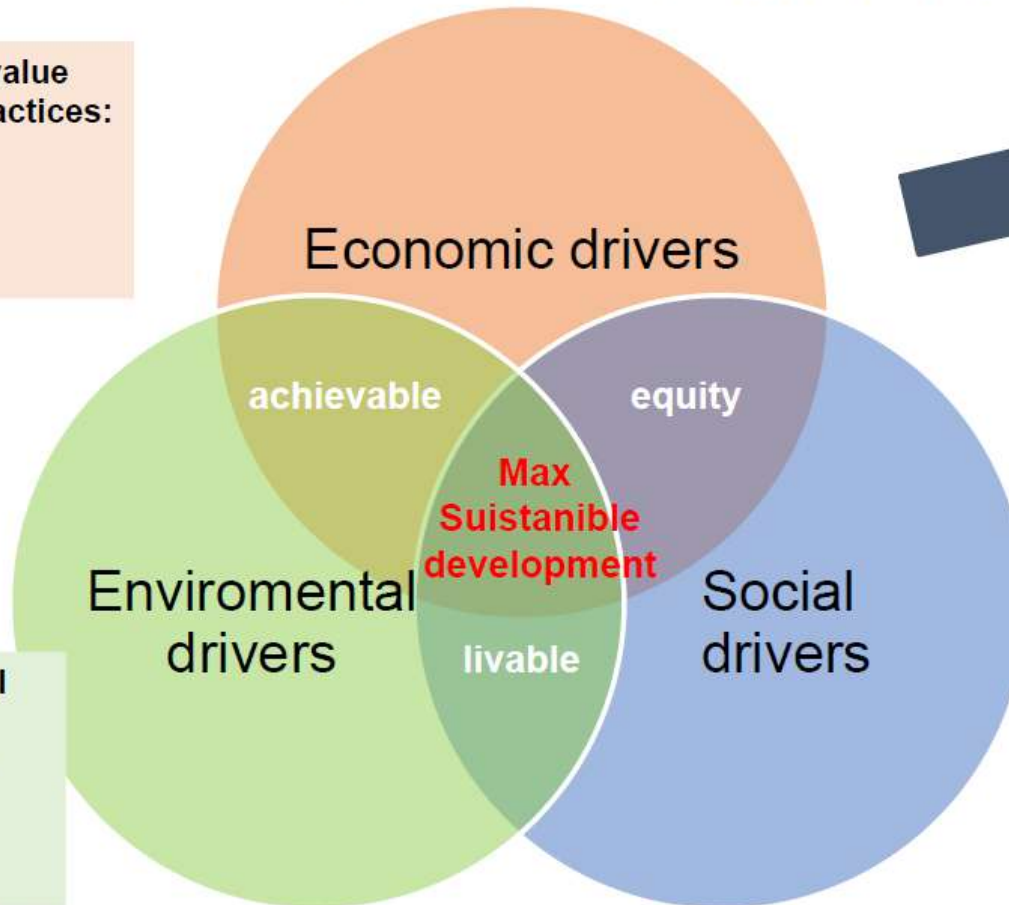
- Economic sustainability of SF

Drivers of sustainable local project

Drive for sustainable value chain management practices:
- Economic growth
- Productivity
- Governance
- Labels (local)

Economic drivers

achievable

equity

Max Suistanible development

Enviromental drivers

livable

Social drivers

Holistic approach

Sustainable development is development that meets the needs of the present **without compromising the** ability of future **generations to meet their own needs**

Manage environmental impact :
- Ecosystem integrity
- Biodiversity
- Climatic conditions
- Ecoschemes

To develop a sustainable human capital:
- Cultural identities
- Empowerment
- Accessibility
- Stability
- Equity
- Demography

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Social sustainability

- promotes **inclusion**,

- provides **opportunities** for people in need to participate and integrate,

- provides a place for **socialization**, cultural exchange and support networking within the community,

- promotes mental and physical health, and improves the overall **well-being** of participants.

- Social empowerment

Social Empowerment

Improved **reintegration prospects** for participants, with increased employment opportunities in the agricultural sector.

This training provides **immediate, marketable skills** that help participants secure jobs in agricultural companies or start small rural businesses.

In addition to technical skills, the program strengthens essential **social competencies** for workforce reintegration: Teamwork and collaboration, Communication and autonomy, Problem-solving and time management Adaptability to workplace environments

These skills not only make participants more technically competent but also help them **rebuild their self-confidence** and enhance their ability to interact in a professional setting.

On social farms, individuals develop well-being and empowerment through personal responsibility, learning new skills, and engaging in therapeutic activities. Social farming aids integration and well-being by enhancing social participation, communication, and autonomy, especially for people with disabilities.

Economic sustainability

Turnover class (.000 euro)
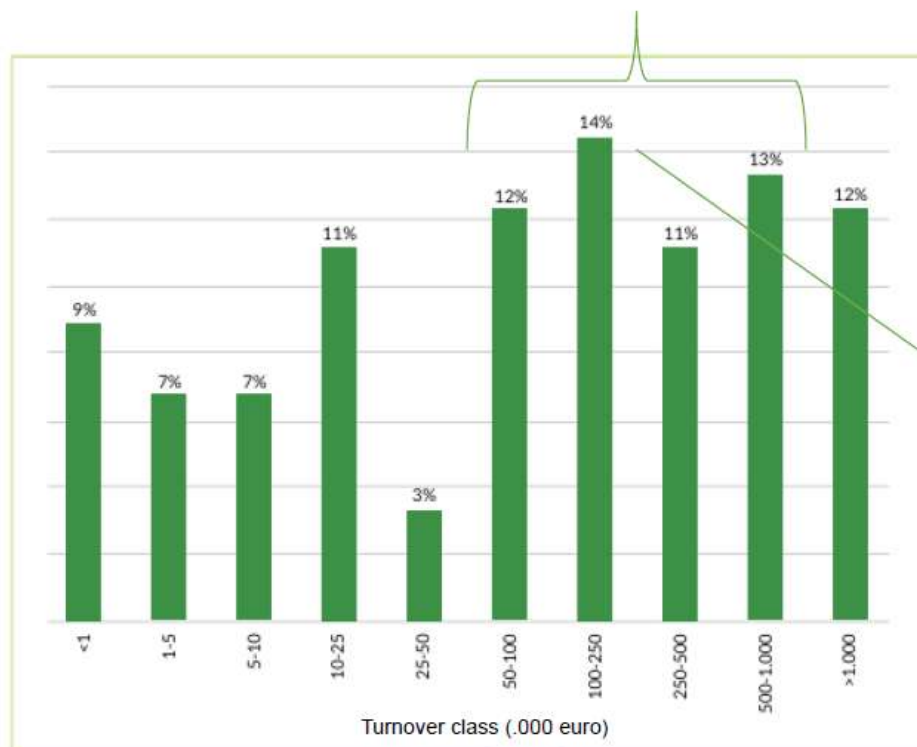
RRN, 2020 Rapporto Agricoltura sociale

- The **turnover** class below 5 thousand euros accounts for 16 % of the total

- the last class, above 1,000 euros accounts for 12 percent of the total

- the turnover classes with the largest numbers are those between **50 thousand and 1 million euros** in which half of the surveyed enterprises fall

- The least populous class is the one between 25 and 50 thousand euros
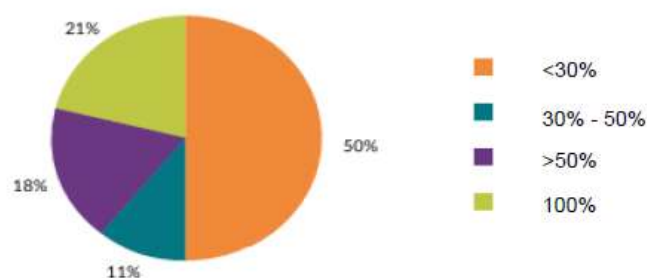
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Economic sustainability

Agricultural activity as a percentage of total revenue (%)

Legend:
- <30%
- 30% - 50%
- >50%
- 100%

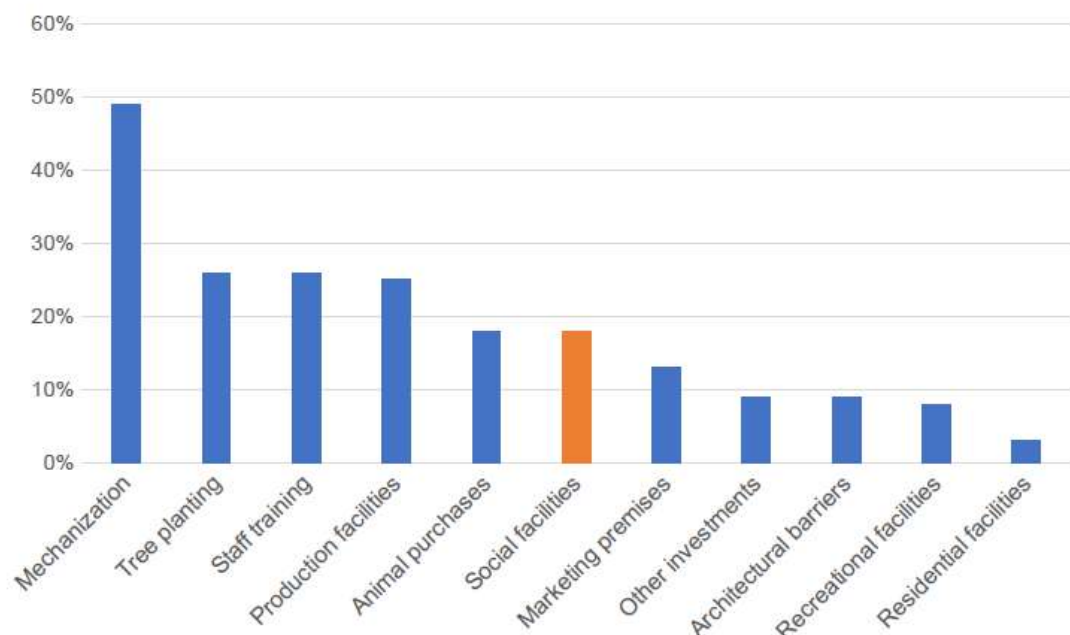RRN, 2020 Rapporto Agricoltura sociale

- 50% of the realities investigated less than 30 % of the revenue is derived from agricultural activities,

- in 21% of the cases the revenue is totally of agricultural origin;

Social activity as a percentage of total revenue (%)
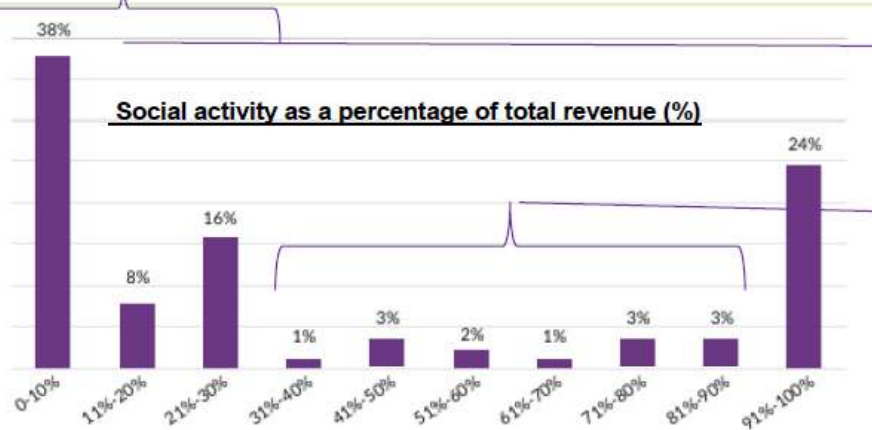
- 50% of entities report that the share of revenue derived from SF accounts for less than 30 % of total agriculture revenue,

- the smallest number of entities (14%) fall in the middle range (between 30 and 90% of total farm revenues)

- 24% of farms report that almost all of their revenues from farming are attributable to social agriculture

Investiment

RRN, 2020 Rapporto Agricoltura sociale

- 70% of entities report that they have made economic investments in **social farming activities** in the previous 5 years

- The total amount of investments amounted to **about 5.2 million euros**, equally divided between private and public sources.

- Half of the investments involved purchases of machinery, agricultural equipment and other facilities; followed by investments in tree planting, staff training and interventions on buildings and structures with production purposes

SALE

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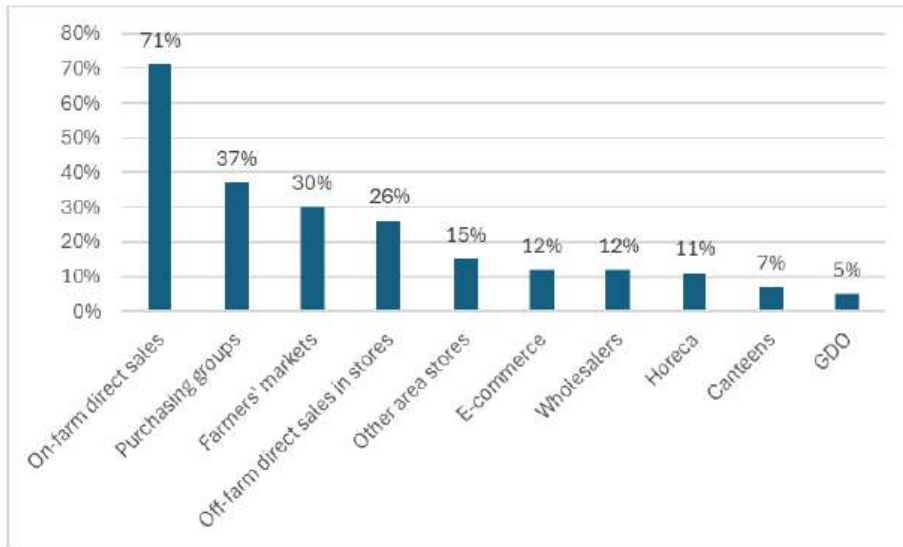
The sale of agricultural products is an important activity among those carried out in social agriculture realities, because it allows to see the entire process from producer to consumer completed.

Generally, farms adopt more than one marketing channel and favor the one with the least number of intermediaries, as direct contact with consumers contributes to the enrichment of relationship networks.

The recognition of added value over conventional products of those made in social farming.

Local products with high environmental and social sustainability content.

Chart data:
- On-farm direct sales: 71%
- Purchasing groups: 37%
- Farmers' markets: 30%
- Off-farm direct sales in stores: 26%
- Other area stores: 15%
- E-commerce: 12%
- Wholesalers: 12%
- Horeca: 11%
- Canteens: 7%
- GDO: 5%

RRN, 2020 Rapporto Agricoltura sociale

Identification of SF products' value

Gioosto (Italy), a multibrand online store, entirely dedicated to sustainable companies and their products, born in 2019 as a spin-off of NeXt-New Economy for All. The goal of the e-commerce is **to bring together businesses committed to sustainability paths** and offer people a wide selection of products with high social and environmental value.

Home Page - Gioosto

The Korenika eco-social farm is located in Šalovci, at the very heart of the Goričko Landscape Park (SLOVENIA).

In 2006, the Mozaik Society came up with the idea of opening a centre for work training and employing people with disabilities and other vulnerable groups.

They sell with own brand of herbal teas, cold-pressed oils, dried and pickled fruit and vegetables, food for the winter, juices, syrups and much moreThey offer the product in their online store.online store.

Pribinovina

Develop a Strong Brand

- Emphasize the farm's social mission to attract ethical consumers.
- Use storytelling, transparency, and social impact data in marketing.

Economic sustainability

- Sale of products and services made by social farms. **Develop a Strong Brand.** Emphasize the farm's social mission to attract ethical consumers. Use storytelling, transparency, and social impact data in marketing.

- **Participate in Cooperatives or Networks** Join or form cooperatives to share costs, equipment, logistics, and improve market access.

- **Value-Added Products** This increases income and allows year-round sales.

- **Build Local Partnerships** Collaborate with local businesses, shops, restaurants, or social services for regular supply agreements or service referrals.