

COLLECTION OF GOOD PRACTICES

(O2-A1.3. Collection of good practices)

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BIRTH OF IDEAS

2015 A1-ES01-KA204-015658



ANALYSIS OF EXPERIENCES:

RANCHO CORTESANO: WHERE THE BEES LIVE

COUNTRY: SPAIN

PARTNER: FUNÁMBULA S.L.L. TEAM

DATE: 08/04/2016

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1. INTRODUCTION

The Campiña de Jerez, in the province of Jerez, offers us an agrarian landscape in which small, more or less structured, villages coexist together with those disseminated. Here also the rural exploitation seems to acquire the leading role. This landscape is rural, apart from the urban mark of the city of Jerez de la Frontera which is a regional sign. Jerez de la Frontera is a city which is growing alongside rural activities, above of all, with the winegrowing activity.

In this landscape we find Rancho Cortesano (Courtier Ranch), a family cooperative which converts the beekeeping in an entertainment for those who visit it, apart from the creation of products which derive from bees and their commitment to ecological agriculture.

The promotion of healthy and ecological food is another of their concepts. They carry it out in their restaurant. This is the last project of Rancho Cortesano, the place where the bees live.

2. THE ACTIVITY

Rancho Cortesano is a family business which develops the following activities:

- Production in the beekeeping sector. In different forms, they produce for the final consumer the whole range of honeys, pollen, wax, propolis, royal jelly,...
- Ecological production of fruits and vegetables.
- Touristic activities. It is a destination of many excursions focused on environmental education. They sensitize people to the importance of ecological agriculture and, above of all, they offer a chance to discover the wonderful world of beekeeping to schools, associations, families,...

Moreover, since a few years ago, they have been offering a canteen service, allowing like this a longer visiting time.

This way, they use products from their own resources and promote healthy diet based on ecological food.

3. THE ELEMENT

The love for their work, the passion for what they do, are evident in their references to the field work, the possibility to explain clients the world of bees and in the satisfaction they deliver from the creation of different apiculture products.

4. ENTREPRENEURIAL ATTITUDES AND SKILLS

The study of this experience allows us to observe different attitudes and skills of people involved in the project. Possibly we could find other attitudes and skills. Nevertheless, we explain only those observed.

The self-confidence is really evident. It has its beginnings in the family support. We should not forget that we are dealing with a family cooperative.

Different education of people who form Rancho Cortesano and their experience gained so far are certainly advantageous.

Constant investments show the risk assumption capacity and the determination of the company's members.

The development of investments which bring in improvements in facilities and new possibilities to the service offered are the symptom of the change orientation. What is more, Rancho Cortesano is one of the pioneer companies in the development of a touristic offer from the beekeeping.

The visit to the company and the monitoring of one of its activities, allow us to observe a great capacity of organization, teamwork and planning of the company. We also notice that they care a lot about the feedback. Every moment they ask their clients for opinion.

The company cooperates with other companies and institutions.

The development of the activity and the attention they pay to the customers in their organic shop show us their communicative and merchandising capacities.

5. ENVIRONMENT'S ANALYSIS

They observe the importance of environmental education, in addition to discover the existence of new leisure necessities and the value of emotions in new touristic plans.

Moreover, they connect with the mainstreaming idea of Slow Food and with the relevance of ecological farming.

Apart from that, since a few years they have been considering the urban-rural connection.

6. THE CREATIVITY

We notice it in the creation of many different activities, with particular attention paid to those which derive from beekeeping's interpretation. The link with school activities is very special and, in recent years, also with the remembrance tourism addressed to the group of elderly people.

7. INNOVATIVE ASPECTS

All which converts beekeeping in leisure and touristic resource. They are one of the most pioneer companies which offer this kind of interpretation services.



ANALYSIS OF EXPERIENCES:

MARKET GARDEN LA YANNA: NATURALLY PIONNEERS

COUNTRY: SPAIN

PARTNER: FUNÁMBULA S.L.L. TEAM

DATE: 12/05/2016

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For more information: <http://birth-of-ideas.eu/> · YouTube Cannel "Birth of Ideas"





1. INTRODUCTION

The story of the Market Garden La Yanna is the story of a garden that appears as a paradise for those who visit it. The Yanna is a paradise with an obvious spirit, this is the motto of a language and literature teacher from the countryside of Jerez de la Frontera: Carmen Pérez-Aguirre.

This place was created in 1989 as a place to live for Carmen Perez-Aguirre's family who had moved from an urban area.



Carmen Pérez-Aguirre makes the Yanna a place of experimentation of ecological practices in agriculture. We can consider Carmen as a pioneer of the Andalusian organic farming, making this practice a reference of agroecology from the day they decided to open the Yanna to visitors, who are mainly pupils of primary and secondary schools.

2



Carmen Pérez-Aguirre's daughter will succeed her. She is the one who contributes to the strengthening of this company which foundation was the willing of her parents to find a better place to live.

Since then the Yanna became a reference center for environmental education, activity that complements holding this garden that is sometimes considered as a paradise by visitors.

2. THE ACTIVIY

La Yanna is a family company that has the following activities:



- Organic production of oranges, aromatic plants, medicinal plants, ...
- Environmental education activities that target the people in general, and mainly primary and secondary schools.

3. THE ELEMENT

The choice of La Yanna as a place to live is the basis of the element of Aguirre Pérez-Enciso family.

Marina says that the activity of environmental education, observing the reactions of students who visit them, constitutes one of the pillars of her every day passion.

Indeed, the tasks of the market garden are another very satisfactory aspect of her experience.

4. ATTITUDES AND ENTREPRENEURSHIP SKILLS

It might be interesting to consider the attitudes and skills observed as a sum of the path of Carmen Perez-Aguirre and her daughter Marina.

In this experience, the results orientation, self-confidence and family support necessary to that confidence are obvious.

As in any business, especially in the agriculture sector, the risk is obvious, controlling it and understanding it as well. The initial and continuous training is essential to control this risk.

In addition to the pioneering characteristic of the initiative, the continuous learning about more sustainable agricultural practices, the creation of an environmental education offer and the determination, other attitudes are demonstrated: perseverance and the ability to construct feed-back.

We clearly notice planning and organization skills, both in the development of the agricultural work and in the reception of the groups of visitors. This ability is clearly reflected in the way places are organized at the Yanna.



Marina's speech and the meeting with Carmen, her mother and founder of the company, demonstrate their communication and customer services skills, considering that they amplify their marketability.

Innovation in the implemented activities and consideration for the development of a business activity by a professional who has a stable job (teacher in a public school) shows that Carmen is changed-oriented. We can observe this change orientation in her daughter Marina, who after studying a subject that is not directly related to the activity of the company, decided to entirely devote herself to the family business.

During our visit we observed Carmen and Marina relationships with other people working in the business, teamwork is another ability these two entrepreneurs have.

Networking with entities related to organic farming, environmental education and regional development cooperation shows the networking capacity of the company.

In addition to all those attitudes and skills, we clearly observe the commitment to the company's sustainability since the beginning, a fact which demonstrates a certain corporate social responsibility.

5. ANALYSIS OF THE ENVIRONMENT

Since the beginning of the Yanna, the awareness on the environmental issues can be identified with a socio-cultural pattern that set a trend on a long-term and that has been materialized in the agro-ecological production and environmental education activities that result from the two long-term trends.



6. CREATIVITY

In the design of the different proposed activities, the way ideas arise from the usual practices in the market garden is interesting.

Also, Marina refers to the activity of teachers in the co-design, proposing workshops to develop their learning objectives.

7. INNOVATIVE ASPECTS

The company is one of the first to certify its organic production and considers environmental education as a possible way of development.

In particular, the possibility that students with few resources can finance their visit commercializing harvested oranges represents another innovative aspect.



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ANALYSIS OF EXPERIENCES:

FORLONG: FOR A LONG TIME

COUNTRY: SPAIN

PARTNER: FUNÁMBULA S.L.L. TEAM

DATE: 12/05/2016

For more information: <http://birth-of-ideas.eu/> · YouTube Cannel "["Birth of Ideas"](#)"

1





1. INTRODUCTION

The wine and the region of Jerez de la Frontera are two indissoluble elements that created the history to which the ownership of Forlong is not unfamiliar. In a place that was known as the site of Forlón, in the Puerto de Santa María, olive trees and vineyards had been cultivated many centuries before. The owner of those lands was an English merchant whose surname was Forlong. Alejandro and Rocío came to this conclusion when they felt the curiosity about the origins of the name of the land that they started to cultivate.

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This land of "Vigneron", with the reference to french vineyards, exploited by families that lived on this particular estate, tries to be faithful to this history, bearing in mind the evident fact that the reissue that joins them at its origins is not conflicting with the innovative methods that improve the quality of wine.

The commitment to ecological viticulture is evident in the story of Rocío and Alejandro. Also, the process of getting back many indigenous varieties, which are practically extinct after the phylloxera outbreak in XIX century.



2. THE ACTIVITY

Wine cellar of Forlong is a family company which develops the following activities:

- The integral wine production activity: winegrowing, winemaking and marketing.
- Ecotouristic activities, guiding visits in their vineyards and their wine cellar.

3. THE ELEMENT

At the beginning, Rocío and Alejandro pursued studies related to the management and administration of companies.

In both cases it is evident that they found their element in the winegrowing activity.

Alejandro specifies that he found his genuine passion in the world of winemaking after six years of administrative work in the construction company. In the case of Rocío, the return to the agriculture of his father, awoken her interest in the world of wine.

In both cases, they decided to follow studies that allowed them to get to know the intricacies of this activity that they find so passionate.

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4. ATTITUDES AND ENTREPRENEURSHIP SKILLS

The self-confidence of Alejandro and Rocío seems to be based in a strong family support. They bring to light the references to Alejandro's grandfather or Rocío's father.

The eagerness to study, in a formal and informal way, allows to conclude that the change orientation is present.

Their caution, prudence and the information level show very high levels of the risk understanding and the ability of responsibilities assumption.

The pursuit of new wines and the perseverance they show while telling their experience can be associated with the success orientation.



The way in which they take care of their vineyards, the harvest, the process of winemaking, the bottling, and the marketing, demand planning and organization skills. Those skills are also present in the term of enotourism, just at the beginning.

The commitment to ecological agriculture, the process of getting back the indigenous varieties and giving the value to the local culture determine the social responsibility of the company.

The choice of a bottle, the image of a brand, the labelling, and the constant presence at the wine tastings and sectors' fairs are proving their capacity of marketing and customer service.

5. ANALYSIS OF THE ENVIRONMENT

Regarding the correct analysis of the environment, we notice several long-wave tendencies well understood by Rocío and Alejandro:

- The main concern about the environmental sustainability
- The acceptance from the part of the consumer of ecological products
- The element of entertainment and emotion which is involved in the wine consumption
- The importance of linking agro-food products of quality to their origins

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6. CREATIVITY

The production of wine, is itself an exercise of creativity. Also, the choice of brand concept and marketing formulas.

7. INNOVATIVE ASPECTS



The elements of this experience which show a higher degree of innovation are the following:

- The search for new vinifications, starting from the survived local varieties
- The usage of methods related to ecological and biodynamic agriculture, not known in the region
- The image of the brand, especially its labelling



ANALYSIS OF EXPERIENCES:

How to create a document of entrepreneurial experiences' analysis in rural areas which we are going to incorporate in the portfolio of the project "Birth of Ideas"?

NAME OF EXPERIENCE: The Parcel from farmer

COUNTRY: Poland

PARTNER: ARID Lacjum

DATE: 15/07/2016



1. INTRODUCTION (10 Lines, Calibri 16)

We prepare an introduction for the experience with a reference to the following aspects: geographical context, a developed activity and people who expand it.

It is not about providing all the detailed information. The key is to make a synthesis which allows to get the general idea of the experience.

The project *odrolnika.pl* has been created and implemented since June 2010 by a group of eight farmers. Seven of them have their farms in the Malopolska province in the district of Tarnow, and one is located in Podkarpackie Province, in the district Dębica - south of Poland, which is characterized by high agrarian fragmentation and farms are located in the geographical area of the Carpathians. The aim of the project is to: direct sales of agricultural products from small family farms to enable them to further existence.

The main initiator of the project *odrolnika.pl* is its leader Jan Czaja. The owner of the largest farm from the beginning is very involved in direct sales. Thanks to his ingenuity and skills to use tools of marketing design, package of the farmer is probably the most well-known project in Poland. This is evidenced not only by numerous interviews with local and national media, as well as scientific articles, which are based on research on this form of sales.

2. THE ACTIVITY (10 Lines, Calibri 16)

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

The area of agricultural holdings ranges from 1 ha to 20 ha of agricultural land, but most households oscillates around the average for the province of Malopolska - approx. 3 ha. These farms specialize in the production of fruit and vegetables.

In the frame of the project *odrolnika.pl* there are offered for sale:

- Organic food, produced under the supervision of the certification body,
- Traditional food, produced on a small scale in an environmentally friendly manner but without the supervision of the certification body,
- Products included in the list of traditional products registered in the database of traditional products.



Currently, the group odrolnika.pl direct sales is carried out in various ways:

- online (package from the farmer delivered to customers in the cities)
- stationary shop,
- fair of organic and local products,
- in the farm (during the open days) - the buyer has the opportunity to pick up directly from the field, pick up of products from a farm or purchase at the point of sale at the farm.

It should be emphasized that in the frame of the project odrolnika.pl there works very well designed website www.odrolnika.pl, which among numerous bookmarks, you can see the range of agricultural products, read brief information about the farmers participating in the project, as well as find information how the consumer can purchase products and share their opinions about the quality of the offered products. The website has a tab on the possibility of joining the association as a producer. Located on the website map of Poland shows, in which the provinces you can buy and where the sale is planned. This indicates a widening by the members of the group, not only their offer but also the range of direct sales.

The project odrolnika.pl became the beginning for various initiatives among farmers, like the promotion of healthy food in farm tourism. The desire to know by tourists manufacturing process led to the creation of a package of local products without selling them. Selected farmers in the group created travel packages include 10 farms, which are accepted organized trips for people interested in popularizing this form of sales. A description of all proposed tourism packages is available on the website of the Local Action Group Dunajec Biały, which covers substantially part of the holdings in the project odrolnika.pl.

3. THE ELEMENT (5 Lines, Calibri 16)

We answer the question: "Why do you like your job?"

Despite the difficult market conditions, increased competition, the members of the project odrolnika.pl all the time and are actively working to develop - why? Because they love what they do and the areas where they live and want to show that Polish food can be organic and have the highest quality. And the biggest satisfaction is their trust and customer satisfaction.



4. ATTITUDES AND SKILLS (15 Lines, Calibri 16)

It is not necessary to refer to each of them, we concentrate on visible attitudes and skills.

We can show to the interviewed person our map of attitudes and skills, asking her/him to indicate which of them she/he owns.

Under no circumstances should we try to carry out the questionnaire of the entrepreneur profile or self-knowledge.

To understand the phenomenon of the project "Parcel from the farmer" as well as others that are carried out by members of this association, you would need to know both the main initiator of Jan Czaja and other members. Those are people who are very active. Their main skills are primarily ingenuity, ambition, activity, diligence, desire to constantly learn, the ability to cooperate - that is the basic characteristics of entrepreneurial people. And at the same time - and perhaps above all - optimism and a smile that they do not leave.

5. THE OBSERVATION OF ENVIRONMENT (7 Lines, Calibri 16)

In the document we indicate how to deal with the tendencies observed in the environment, according to the context in which the company's activity is being developed.

For example, if there are considered in a very evident way some aspects, such as: ageing, environmental concerns, new forms of leisure activities, changes in the structure of houses,...

It is evident that those tendencies are going to be different in various geographical areas of this project: Spain, Germany, Bulgaria, Romania and Poland.

For this group it is first and foremost a very good way to promote and sell agricultural products from their small farms directly to consumers. All the positive consumer reviews indicate a huge demand for direct sales and are a confirmation of the proper distribution logistics. The owners insist on credibility - it that their food is definitely ecological and it fit certainly a long time in prevailing on the Polish market, a kind of "fashion".

6. THE CREATIVITY (7 Lines, Calibri 16)

In the case we observe some creative developments, we describe in detail of what they consist.

We refer to those activities and products in which the input of creativity during the development process is evident.



It is possible that the contemplated experience doesn't proof any creative developments. In that case we don't elaborate this point.

Creativity is associated primarily with educational activities - joining the National Network of Educational Farms, which was established as a result of the search for new incentives for farmers to continue agricultural activity and the belief that the farm has a unique potential for conducting attractive classes outgoing addresses the need for closer global society farmer's work and sources of food.

7. INNOVATIVE ASPECTS (7 Lines, Calibri 16)

If they exist, we should determine those elements which are innovative with reference to the specific environment. The innovation can vary. It usually depends on a certain place and moment.

It doesn't need to be a very radical innovation. It can be a new technology used in a livestock, a production of a fruit which is not common in a specific area, a different work organization,...

One of the oldest examples of the forms of distribution logistics for the sale of agricultural products, characteristic especially for small farms, allowing manufacturers to market all kinds of agricultural products on the basis of personal contact with the customer is direct sales. Innovation in the field of direct sales is to provide customers from the big cities, directly to their homes products produced on organic farms.

IMPORTANT: Make quality photos:

- 2 of the entrepreneurial activity panorama / general overview
- 1 of each entrepreneurial person



Leader – Jan Czaja



Project "Parcel from the farmer"



Małopolska countryside



ANALYSIS OF EXPERIENCES:

How to create a document of entrepreneurial experiences' analysis in rural areas which we are going to incorporate in the portfolio of the project "Birth of Ideas"?

NAME OF EXPERIENCE: Medow of goats

COUNTRY: Poland

PARTNER: ARID Lacjum

DATE: 15/07/2016



1. INTRODUCTION (10 Lines, Calibri 16)

We prepare an introduction for the experience with a reference to the following aspects: geographical context, a developed activity and people who expand it.

It is not about providing all the detailed information. The key is to make a synthesis which allows to get the general idea of the experience.

The farm providing educational services and the economic activities in the processing – „Goat Meadow” is located in Lower Silesia. The owners of the farm started their work in 2010, where the main focus is the production of cheese. The farm operates since 2004. Led by them Organic Farm „Goat Meadow”, is located near Jelenia Gora, among fields and forests, with stunning views of the Mountains and Śnieżka Hill. The owners emphasize that educational activities developed on the farm for several years, because the tourists who came for buying cheese wanted to hear how operations are conducted ecological and cheese production. Therefore the farm in 2014, joined the Network of the Educational Farms to develop educational activities.

2. THE ACTIVITY (10 Lines, Calibri 16)

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

The area of the farm is 7.06 ha, and for the conditions in the southern Poland it is medium size farm. The farm is crop production among others herb garden, and permanent grassland produces hay used to feed animals. Animal production is focused on one direction - goats (now the herd has about 100 animals). It should be emphasized that the Goat Meadow is certified as an organic farm. In 2010 Łomnicki Goat Cheese was included in the list of traditional products of the Ministry of Agriculture and, during the Eastern Partnership Summit held in Warsaw in the frame of the first Polish Presidency of the Council of the European Union, Łomnicki Goat Cheese promote Polish cuisine [www.serylomnickie.pl 2015].



Educational offer:

Educational programs implemented at the farm are primarily a goat farm and cheese production and promotion of ecology. During visits all participants can taste produced cheeses. The educational offer is addressed mainly to children of preschool and school age but also for adults.

They take groups of up to 50 people. (from spring to autumn)

The program and duration of the stay on the farm is adjusted to the age, needs and interests of the visitors.

They offer:

farm visits;

feeding the goats and photo sessions with their participation;

competitions (eg. goats);

stories about us, goats and cheese;

tasting cheeses and cooked meals based on goat cheese;

workshops and cheese;

We guarantee nice and interested time.

Dairy products:

Goat cheese long ripening

Ripened cheeses young

Goat cheese Ritta

Sir Grill

Yogurt and goat milk



3. THE ELEMENT (5 Lines, Calibri 16)

We answer the question: "Why do you like your job?"

The owners emphasize that educational activity is an additional hobby to the core business of which is the production of cheese. This is primarily a satisfaction that does not necessarily translate into profitability, but still plan to develop it.

4. ATTITUDES AND SKILLS (15 Lines, Calibri 16)

It is not necessary to refer to each of them, we concentrate on visible attitudes and skills.

We can show to the interviewed person our map of attitudes and skills, asking her/him to indicate which of them she/he owns.

Under no circumstances should we try to carry out the questionnaire of the entrepreneur profile or self-knowledge.

For the owners is primarily their openness to people and the ability to teach others and to adapt their offer to the needs of tourists - flexibility and openness and at the same hard work are the most important features on the way to success.

5. THE OBSERVATION OF ENVIRONMENT (7 Lines, Calibri 16)

In the document we indicate how to deal with the tendencies observed in the environment, according to the context in which the company's activity is being developed.

For example, if there are considered in a very evident way some aspects, such as: ageing, environmental concerns, new forms of leisure activities, changes in the structure of houses,...

It is evident that those tendencies are going to be different in various geographical areas of this project: Spain, Germany, Bulgaria, Romania and Poland.

First of all, they focus on promoting the cultural heritage of their region and traditional organic food through workshops and presentations and selling their dairy products.

6. THE CREATIVITY (7 Lines, Calibri 16)

In the case we observe some creative developments, we describe in detail of what they consist.

We refer to those activities and products in which the input of creativity during the development process is evident.

It is possible that the contemplated experience doesn't proof any creative developments. In that case we don't elaborate this point.



Creativity is associated primarily with educational activities - joining the National Network of Educational Farms and to develop educational activities continues despite the fact that it is not a significant source of income. In addition, owner stresses that all the time they want to develop in this direction and diversify educational programs and forms their conduct.

7. INNOVATIVE ASPECTS (7 Lines, Calibri 16)

If they exist, we should determine those elements which are innovative with reference to the specific environment. The innovation can vary. It usually depends on a certain place and moment.

It doesn't need to be a very radical innovation. It can be a new technology used in a livestock, a production of a fruit which is not common in a specific area, a different work organization,...

Innovation is the introduction of educational activities to the core business of which is the production of cheese and the promotion of organic food among children - because first of all, to them is addressed educational offer.

IMPORTANT: Make quality photos:

- 2 of the entrepreneurial activity panorama / general overview
- 1 of each entrepreneurial person



Łomnicki Goat Cheese



The owner



Goats meadow



WT

The owner



ANALYSIS OF EXPERIENCES:

How to create a document of entrepreneurial experiences' analysis in rural areas which we are going to incorporate in the portfolio of the project "Birth of Ideas"?

NAME OF EXPERIENCE: Pytówka

COUNTRY: Poland

PARTNER: ARID Lacjum

DATE: 14/07/2016



1. INTRODUCTION (10 Lines, Calibri 16)

We prepare an introduction for the experience with a reference to the following aspects: geographical context, a developed activity and people who expand it.

It is not about providing all the detailed information. The key is to make a synthesis which allows to get the general idea of the experience.

Agroturistic farm with specialist educational provision providing services exclusively for their guests - "Pytlówka", is located in the Świętokrzyskie voivodship. It is a region that is characterized on the one hand, the rich heritage of natural and cultural and the other large agrarian fragmentation. Therefore, the search for non-agricultural sources of income is natural for the residents of these rural areas.

The owners of Pytlówka operate agrotourism since 1999. Currently, the activity is carried by a young couple who took over the business from parents. The main thing is for them to transfer local tradition to their guests - the culture of their small homeland.

In addition to agritourism activity, that is, taking tourists on their farm, the owners run an education farm. The idea of educational activities which means starting educational activities spawned the occasion of demonstrations and workshops eg. making butter for the visitors. The owner emphasizes, however, that the accession to the Educational Farms Network in 2010 was associated with the development and improvement of educational activities. The owner has the motivation for the introduction of education to offer agritourism farm because it was generating an additional source of income, especially in the off-season, where there isn't too many visitors.



2. THE ACTIVITY (10 Lines, Calibri 16)

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

The area of the analyzed farm is 5.69 ha. This is typical in terms of area farm for the Świętokrzyskie voivodship. The farm crop production is mainly black currant and vegetables. The livestock production is small-scale farming of chickens, ducks, turkeys and ponies.

Pytlówka is focused on tourism and education. To agro-tourism farm allocates 5 rooms with 20 beds. The owners provide food for their guests. The farm has educational offers in the following areas: agriculture and livestock activities, traditional food, customs and rituals and ecology, which are intended for families with children, both children of preschool and school-aged primary school, middle school and high school. The aim is to provide educational offer to children the traditions and culture of this region. The owner in an interview stressed that educational offers are tailored to the needs of the participants. Atrakcje, które są oferowane:

Products from own farm

Turist information

summerhouse and fire pit and grill

possibilities of renting bikes

activities in educational farm

WiFi,

learning embroidery

the ability to shoot with bows

the possibility of picking mushrooms in the nearby forests

the opportunity to study photography under the guidance of a professional.

Pytlówka - it a place open to entrepreneurs and companies.

They offer the possibility to organize a business meeting, integration events or training.



3. THE ELEMENT (5 Lines, Calibri 16)

We answer the question: "Why do you like your job?"

The young owners of Pytlówka especially appreciate the ability to transfer the traditions and culture of the region. From their answers it is: return guests and good reputation, guest satisfaction, smile children and adults, the revival of the farm, the possibility of education through play, showing the beauty and the value of the village, stimulating an interest in our business, authenticity children. Satisfaction that guests leave the farm glad and come back to it often is for the owners the best thanks for the heart and the work that they put in that activity.

4. ATTITUDES AND SKILLS (15 Lines, Calibri 16)

It is not necessary to refer to each of them, we concentrate on visible attitudes and skills.

We can show to the interviewed person our map of attitudes and skills, asking her/him to indicate which of them she/he owns.

Under no circumstances should we try to carry out the questionnaire of the entrepreneur profile or self-knowledge.

In the case of young owners is primarily their openness to people without that they could not carry out this type of activity. Moreover, they have the ability to transfer knowledge to their guests both the youngest and the adults. It should be emphasized very strong commitment in conducting this activity.



5. THE OBSERVATION OF ENVIRONMENT (7 Lines, Calibri 16)

In the document we indicate how to deal with the tendencies observed in the environment, according to the context in which the company's activity is being developed.

For example, if there are considered in a very evident way some aspects, such as: ageing, environmental concerns, new forms of leisure activities, changes in the structure of houses,...

It is evident that those tendencies are going to be different in various geographical areas of this project: Spain, Germany, Bulgaria, Romania and Poland.

For owners of Pytlówka transmitting the tradition and culture of the region is very important. It is important also provide important information for the protection of environment. The transfer habits of a healthy lifestyle.

6. THE CREATIVITY (7 Lines, Calibri 16)

In the case we observe some creative developments, we describe in detail of what they consist.

We refer to those activities and products in which the input of creativity during the development process is evident.

It is possible that the contemplated experience doesn't proof any creative developments. In that case we don't elaborate this point.

Creativity is associated most of all with the educational activities - joining the National Network of Educational Farms, which was established as a result of the search for new incentives for farmers to continue agricultural activity and the belief that the farm has a unique potential for conducting attractive classes outgoing addresses the need for closer global society farmer's work and sources of food.



7. INNOVATIVE ASPECTS (7 Lines, Calibri 16)

If they exist, we should determine those elements which are innovative with reference to the specific environment. The innovation can vary. It usually depends on a certain place and moment.

It doesn't need to be a very radical innovation. It can be a new technology used in a livestock, a production of a fruit which is not common in a specific area, a different work organization,...

Innovation in the field of business of agritourism is the implementation of education and training and the creation of professional educational packages for children. At present there are introduced the elements associated with the production of organic food, changing a form of teaching - are becoming increasingly popular workshops. It is important that the educational activities of children actively took part in them.

IMPORTANT: Make quality photos:

- 2 of the entrepreneurial activity panorama / general overview
- 1 of each entrepreneurial person



The farm "Pytlówka"



The owner during the educational activities with children



Place for children



Play in the farm



The owner during the educational activities with children



ANALYSIS OF EXPERIENCES:

How to create a document of entrepreneurial experiences' analysis in rural areas which we are going to incorporate in the portfolio of the project "Birth of Ideas"?

NAME OF EXPERIENCE: DAPONT

COUNTRY: GERMANY

PARTNER:HuL

DATE: 08/07/2016



1. INTRODUCTION (10 Lines, Calibri 16)

We prepare an introduction for the experience with a reference to the following aspects: geographical context, a developed activity and people who expand it.

It is not about providing all the detailed information. The key is to make a synthesis which allows to get the general idea of the experience.

The Farm is located in Egglham, Bavaria, Region Rottal-Inn. It is in single location on a hill. Footpath and cycle path are passing the farm nearby.

The business was started in 2009.

At the beginning there was just the search for opportunities how to enable and afford a living based on agriculture on such a small farm. Together with my wife I was searching for niches in the market.

We wanted to go new ways in agriculture, to put the peasant organic agriculture in the place where it should be. We are aiming at a holistic concept of Agriculture-Nature-Wildlife-Human culture and we want to include the customers and create networks .

2. THE ACTIVITY (10 Lines, Calibri 16)

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

The innovative idea is not only the Animal-Leasing itself but as well to cooperate and build a network within this field. We are aiming at added value within the animal-leasing and strongly work on combining the business segments:

- Animal Leasing within pork-, beef and lamb-production including consultancy from growing to slaughter
- Agritourism based on “Mistgabel gegen burnout = pitchfork against burnout”, “Einmal selber Bauer sein = being farmer once in your life”, getting to know original organic production, or just tourism/ vacation
- Restaurant: Brotzeit-Station offering own produce like pork meat, organic beer, organic wine



- Selling of air dried bacon of the Turpolje-pig
- Courses for piano and painting (Art on Hausberghof).

3. THE ELEMENT (5 Lines, Calibri 16)

We answer the question: "Why do you like your job?"

I am convinced that organic peasant agriculture has a future and that every farmer himself must begin or try again to come close to the customer, to raise awareness, and to involve consumer.

Only then will we have a chance to change something. I want to reach independence of the pricing of the market or trade. I want to show the people the added value of peasant agriculture and also show other farmers that our model can work.

4. ATTITUDES AND SKILLS (15 Lines, Calibri 16)

It is not necessary to refer to each of them, we concentrate on visible attitudes and skills.

We can show to the interviewed person our map of attitudes and skills, asking her/him to indicate which of them she/he owns.

Under no circumstances should we try to carry out the questionnaire of the entrepreneur profile or self-knowledge.

What do I need to do this?

Patience, imagination and perseverance , lateral thinking

Entrepreneurial thinking and a strong focus on the customer.

You need to come close to people and their needs and you should be able to excite people and make them enthusiastic.

I am always searching new ideas and I implement them.



5. THE OBSERVATION OF ENVIRONMENT (7 Lines, Calibri 16)

In the document we indicate how to deal with the tendencies observed in the environment, according to the context in which the company's activity is being developed.

For example, if there are considered in a very evident way some aspects, such as: ageing, environmental concerns, new forms of leisure activities, changes in the structure of houses,...

It is evident that those tendencies are going to be different in various geographical areas of this project: Spain, Germany, Bulgaria, Romania and Poland.

Environmental awareness among farmers is increasing constantly.

There is a strong need for networks of small farms contrasting the way of the industrial farms.

Less is sometimes more, and many small units can also create something big.

6. THE CREATIVITY (7 Lines, Calibri 16)

In the case we observe some creative developments, we describe in detail of what they consist.

We refer to those activities and products in which the input of creativity during the development process is evident.

It is possible that the contemplated experience doesn't proof any creative developments. In that case we don't elaborate this point.

Most of my ideas and concepts are based on lateral thinking and the successful implementation is based on my belief that it works.

I do not like to swim with the crowd and compete against large companies. I prefer seeking for market niches.

I do not want to increase and grow continuously. I prefer to cooperate with other farms to complement each other on a simple win-win-basis. Together and yet independently I want to realize my projects.



7. INNOVATIVE ASPECTS (7 Lines, Calibri 16)

If they exist, we should determine those elements which are innovative with reference to the specific environment. The innovation can vary. It usually depends on a certain place and moment.

It doesn't need to be a very radical innovation. It can be a new technology used in a livestock, a production of a fruit which is not common in a specific area, a different work organization,...

The innovative idea is not only the Animal-Leasing itself but as well to cooperate and build a network within this field. We are aiming at added value within the animal-leasing and strongly work on combining the business segments.

The Animal Leasing is based on old breeds of beef, pork and lamb with customer care to slaughter linked with a Brotzeit-station. I do it in cooperation with 2 further small organic farms and a small family butcher, who is offering individual meat cutting and processing according to customers wishes.

IMPORTANT: Make quality photos:

- 2 of the entrepreneurial activity panorama / general overview
- 1 of each entrepreneurial person









ANALYSIS OF EXPERIENCES:

How to create a document of entrepreneurial experiences' analysis in rural areas which we are going to incorporate in the portfolio of the project "Birth of Ideas"?

NAME OF EXPERIENCE: STERN

COUNTRY: AUSTRIA

PARTNER:HuL

DATE: 08/07/2016



1. INTRODUCTION (10 Lines, Calibri 16)

We prepare an introduction for the experience with a reference to the following aspects: geographical context, a developed activity and people who expand it.

It is not about providing all the detailed information. The key is to make a synthesis which allows to get the general idea of the experience.

Our farm is located 10km western direction of Graz, quite central and well linked. We are direct selling our products to our customers.

We started direct marketing of agricultural goods already in the 1990s. A solution for growing demand together with growing working time on farm shop were vending machines for our products.

I am representing already the 12th generation of our family on the farm. There was always a son continuing the business since the very beginning.

On our farm which is named STERN as a short version of AICHSTERN we are following the principles of a circular economy since 16th century.

The dairy production is run by my parents.

I buy the milk and process it in my own cheese dairy.

2. THE ACTIVITY (10 Lines, Calibri 16)

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

I started processing of milk in the kitchen of the farm.

Before starting in dairy processing, I graduated as master in agriculture and cheese dairy. I made a further education as sommelier of cheese. While this education I had the chance to visit a lot of cheese dairies.

This top level education in farming as well as in processing is basic for my success.

Today I am working in new rooms especially planned for this business. We offer different dairy products; an awarded variety of high quality cheese.

We are processing the own raw milk to high quality products.

We focus very much on positive contact with all our customers.



We love what we are doing. So it is easy for us to show our passion for our work to the clients.

I think it is crucial for success and joy to enjoy what you are doing.

3. THE ELEMENT (5 Lines, Calibri 16)

We answer the question: “Why do you like your job?”

I like my job because I am working independently and self-responsible.

I am able to live my dreams and my creativity.

The feedback of my satisfied customers is giving me power to move even further.

The diverse successes in cheese-championships are creating additional potential for me to be used.

4. ATTITUDES AND SKILLS (15 Lines, Calibri 16)

It is not necessary to refer to each of them, we concentrate on visible attitudes and skills.

We can show to the interviewed person our map of attitudes and skills, asking her/him to indicate which of them she/he owns.

Under no circumstances should we try to carry out the questionnaire of the entrepreneur profile or self-knowledge.

I will name you the most important skills in keywords from my experience:

- Ambition
- Consistency
- Goal Orientation
- Perseverance

These are the pillars of my success.

5. THE OBSERVATION OF ENVIRONMENT (7 Lines, Calibri 16)



In the document we indicate how to deal with the tendencies observed in the environment, according to the context in which the company's activity is being developed.

For example, if there are considered in a very evident way some aspects, such as: ageing, environmental concerns, new forms of leisure activities, changes in the structure of houses,...

It is evident that those tendencies are going to be different in various geographical areas of this project: Spain, Germany, Bulgaria, Romania and Poland.

My region and the people live in close relation to the region and the environment.
There is still a link.

The people there want to have food that is natural, understandable, and regional produced – respecting nature and life!

6. THE CREATIVITY (7 Lines, Calibri 16)

In the case we observe some creative developments, we describe in detail of what they consist.

We refer to those activities and products in which the input of creativity during the development process is evident.

It is possible that the contemplated experience doesn't proof any creative developments. In that case we don't elaborate this point.

If you follow your goals and dreams with joy, I think it is kind of automatic that new and creative ideas arise.

It is very important not to follow just money.

Basic and crucial is that joy and love to your work is determining what you are doing –not money!

7. INNOVATIVE ASPECTS (7 Lines, Calibri 16)

If they exist, we should determine those elements which are innovative with reference to the specific environment. The innovation can vary. It usually depends on a certain place and moment.



It doesn't need to be a very radical innovation. It can be a new technology used in a livestock, a production of a fruit which is not common in a specific area, a different work organization,...

Basic innovations in my enterprise are:

- cheese production
- direct marketing based on selling machines on farm selling milk, cheese, yoghurt, eggs, apples, seed oils

Both fields are completely new and unique in my region.

IMPORTANT: Make quality photos:

- 2 of the entrepreneurial activity panorama / general overview
- 1 of each entrepreneurial person

















ANALYSIS OF EXPERIENCES:

How to create a document of entrepreneurial experiences' analysis in rural areas which we are going to incorporate in the portfolio of the project "Birth of Ideas"?

NAME OF EXPERIENCE: STRASSER

COUNTRY: AUSTRIA

PARTNER:HuL

DATE: 15/07/2016



1. INTRODUCTION (10 Lines, Calibri 16)

We prepare an introduction for the experience with a reference to the following aspects: geographical context, a developed activity and people who expand it.

It is not about providing all the detailed information. The key is to make a synthesis which allows to get the general idea of the experience.

Our farm is located in Frankenburg am Hausruck in Upper Austria within a hilly landscape in the foothills of the Alps.

We are focused on direct marketing and looking for direct contact with our customers. Direct marketing makes us independent of the agricultural markets.

Based on close contact with costumers we are able to design our work and living with more freedom.

We need commitment between farmers and consumers so both can profit and create a win-win-situation.

2. THE ACTIVITY (10 Lines, Calibri 16)

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

Focus of our work is processing of yearly 100,000 liters of milk and about 25,000 kg of raw milk butter.

As one of very few businesses, we provide only raw milk products.

In my way of agriculture we are working without chemicals. We still hold outdoor pigs which are fed by the dairy supplies or leftovers. Pigs are processed to high quality ham and „KübelSpeck“ („Lardo“) The products of the pigs are enriching our high quality supply.

3. THE ELEMENT (5 Lines, Calibri 16)

We answer the question: “Why do you like your job?”



My personal reason to go this route as a farmer was entering of Austria to the European Union and the decline of prices of agricultural products at this time together with the increasing industrialization of food processing.

So we decided not to follow the progressive industrialization. We follow our own approach as we ourselves as well appreciate very much good high quality food.

We think that being a farmer we have to take care of resources of natural life. Our success speaks for itself.

4. ATTITUDES AND SKILLS (15 Lines, Calibri 16)

It is not necessary to refer to each of them, we concentrate on visible attitudes and skills.

We can show to the interviewed person our map of attitudes and skills, asking her/him to indicate which of them she/he owns.

Under no circumstances should we try to carry out the questionnaire of the entrepreneur profile or self-knowledge.

In the last 25 years we have learned a lot, We gained a lot of experience and also learned a lot about the background of our work and the systems.

All this knowledge and the practical implementation makes us unique and it is appreciated by our customers. So we have developed trust. Trust is our asset. And with this asset we can move on and do the next important step forward .

5. THE OBSERVATION OF ENVIRONMENT (7 Lines, Calibri 16)

In the document we indicate how to deal with the tendencies observed in the environment, according to the context in which the company's activity is being developed.

For example, if there are considered in a very evident way some aspects, such as: ageing, environmental concerns, new forms of leisure activities, changes in the structure of houses,...



It is evident that those tendencies are going to be different in various geographical areas of this project: Spain, Germany, Bulgaria, Romania and Poland.

Industrialization did not stop in front of our region neither.

But there are more and more people who recognize that food produced organically is better for them, their health, for the environment and for the animals.

6. THE CREATIVITY (7 Lines, Calibri 16)

In the case we observe some creative developments, we describe in detail of what they consist.

We refer to those activities and products in which the input of creativity during the development process is evident.

It is possible that the contemplated experience doesn't proof any creative developments. In that case we don't elaborate this point.

I made one step after the other. I learned a lot through experience and through setbacks. I always focused on customer needs.

And of course I constantly trained my skills and competences.

Very important things are to have hope, courage and confidence and never give up.

7. INNOVATIVE ASPECTS (7 Lines, Calibri 16)

If they exist, we should determine those elements which are innovative with reference to the specific environment. The innovation can vary. It usually depends on a certain place and moment.

It doesn't need to be a very radical innovation. It can be a new technology used in a livestock, a production of a fruit which is not common in a specific area, a different work organization,...

It is funny. But nowadays it is innovative to leave everything as natural as possible.



I always to think about how to make a virtue out of a need. So our cheese specialties have emerged from the surplus of skimmed milk and our " Bratl in the glass " from the cutoffs of fresh meat sale of our pigs .

IMPORTANT: Make quality photos:

- 2 of the entrepreneurial activity panorama / general overview
- 1 of each entrepreneurial person





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ANALYSIS OF EXPERIENCES:

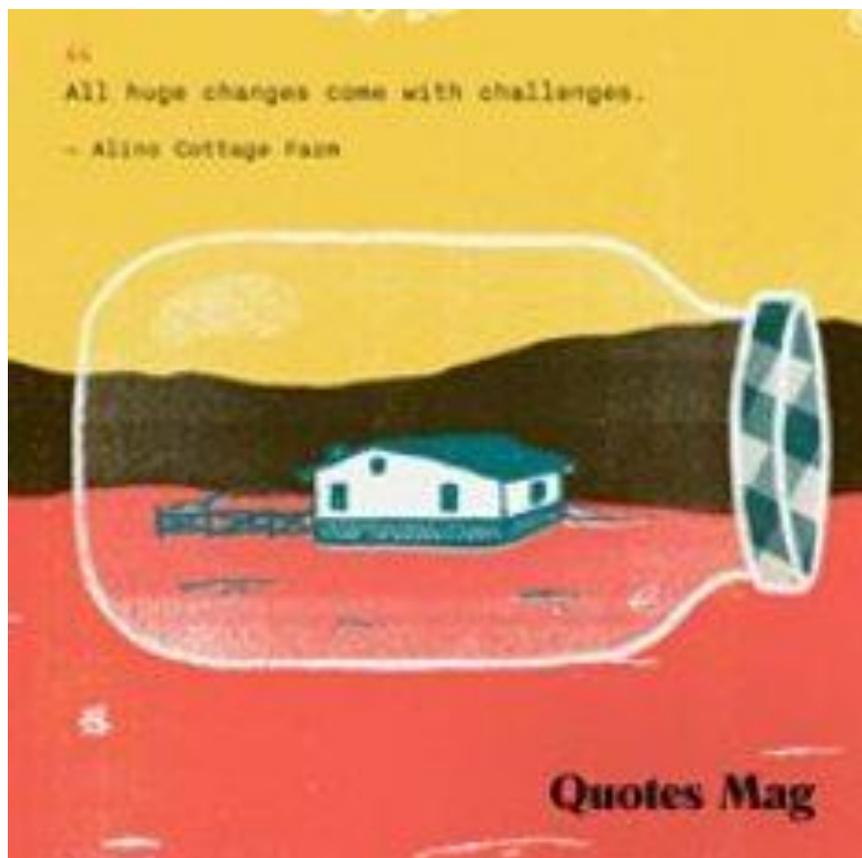
ALINO COTTAGE FARM

All huge changes come with challenges

COUNTRY: BULGARIA

PARTNER: BULGARIA TRAINING

DATE: 22 / 07 / 2016



1. INTRODUCTION

Of less than an hour drive from Sofia, after Zheleznitsa on the road to Samokov, artistic rusty signboard with the inscription 'Alino' leads to rickety road to the village. This is a small village, located in South-western Bulgaria and is a part of Municipality of Samokov. It situated on the foot of the Plana mountain.

There is the organic farm of Kevin and Tina Brassington from Great Britain. They have a law degree. Before coming to Bulgaria they were been university teachers. But also they have visited many countries.

Believing in their mantra “jump and net will appear”, they decided to give up the rat-race and try a new live. Cottage Farm is the result.



2. THE ACTIVITY

Kevin & Tina have bought a holiday home several years ago and have visited it every year. They created the farm in 2013, were restored farm house in traditional style and replanted the land. Now they grow there own vegetables, fruit and livestock. They follow organic principles and do not use artificial fertilisers, pesticides or herbicides. They can offer you a farm-to-table experience; homemade jams, cheeses & meals.





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They bought pigs, goats, ducks, geese, chickens and rabbits, and turned the land into a real vegetable garden. There the animals are fed only natural foods with no added growth hormones or routine anti-biotics; they give them open spaces and a lots of love. Throughout the year they work in the garden and greenhouse to produce a great range of vegetables and fruit – from salads, herbs, beans, carrots, sweet corn, squashes, cucumbers, kale, cauliflower, strawberries, cherries and plums. They eat seasonally, what they produce.

3. THE ELEMENT

Kevin and Tina have chosen to say goodbye to their life in London, to build their own farm in Alino, Bulgaria and they are sure that replacing the urban environment with livestock, fruit and vegetables (all grown by them) was the best chance they have ever experienced.

In every their activity you can see a lot of love, passion and satisfaction.



4. ATTITUDES AND SKILLS

Behind the skills to adapt to rural life and to maintain the farm, however, stay "the bible" of the Brassington family - the book of the English agronomist, writer, journalist and climate activist John Seymour - The New Complete Book of Self-Sufficiency ("New Complete Edition on self-sufficiency"). The subtitle is "Classic guide for realists and dreamers". You can see it in the home of Kevin and Tina, torn by reading, and there are detailed instructions accompanied with illustrations ranging from "how to make the fence" to "how to raise a pig to utilize it fully."

They are ready to involve and to teach everyone who would like to get closer and to enjoy the nature, and to obtain for himself pleased with what it offers.

At the same time, The Cottage farm Alino is an excellent example of intercultural exchange of knowledge and skills.





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5. THE OBSERVATION OF ENVIRONMENT

It is amazing what Kevin & Tina made per acre and a half. They are organized a symbiotic farm. This means that each plant and animal is in interaction so that the ecosystem is self-sustaining. On the principles of organic farming some years, for ex., the beds of beans serve to nourish the soil. Kevin could explain in detail about the chemical composition of the roots of beans and what will plant next spring in this place.

Cabbages are riddled like by bullets, but they are entirely organic - no pesticides. Everything is used to feed people or animals. And geese, ducks, chickens, goats and pigs, they all have English names.

Kevin and Tina support healthy cooking and eating with natural products.

On the other hand they transmit all this through tourism activities they offer.



6. THE CREATIVITY

Kevin and Tina not only restore some grand mother's receipts, but they also produce jam with different tastes and their own label, and sell them at farmers markets in Sofia.

At the same time that they participate in various events and visits into the village, they themselves organize numerous events on the farm – private dining, visits to the farm or stay at the farm.





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7. INNOVATIVE ASPECTS

The most innovative in Cottage farm Alino is its creation by people who came from other European country with very different geographical, social and cultural traditions. However, they fit within the environment, share such views and principles, with which are a great example for any future entrepreneur, regardless of nationality, origin or age.



ANALYSIS OF EXPERIENCES:

NAME OF EXPERIENCE: PALAKARIA ECO-FARM

FOOD & GROCERY

COUNTRY: BULGARIA

PARTNER: BULGARIA TRAINING

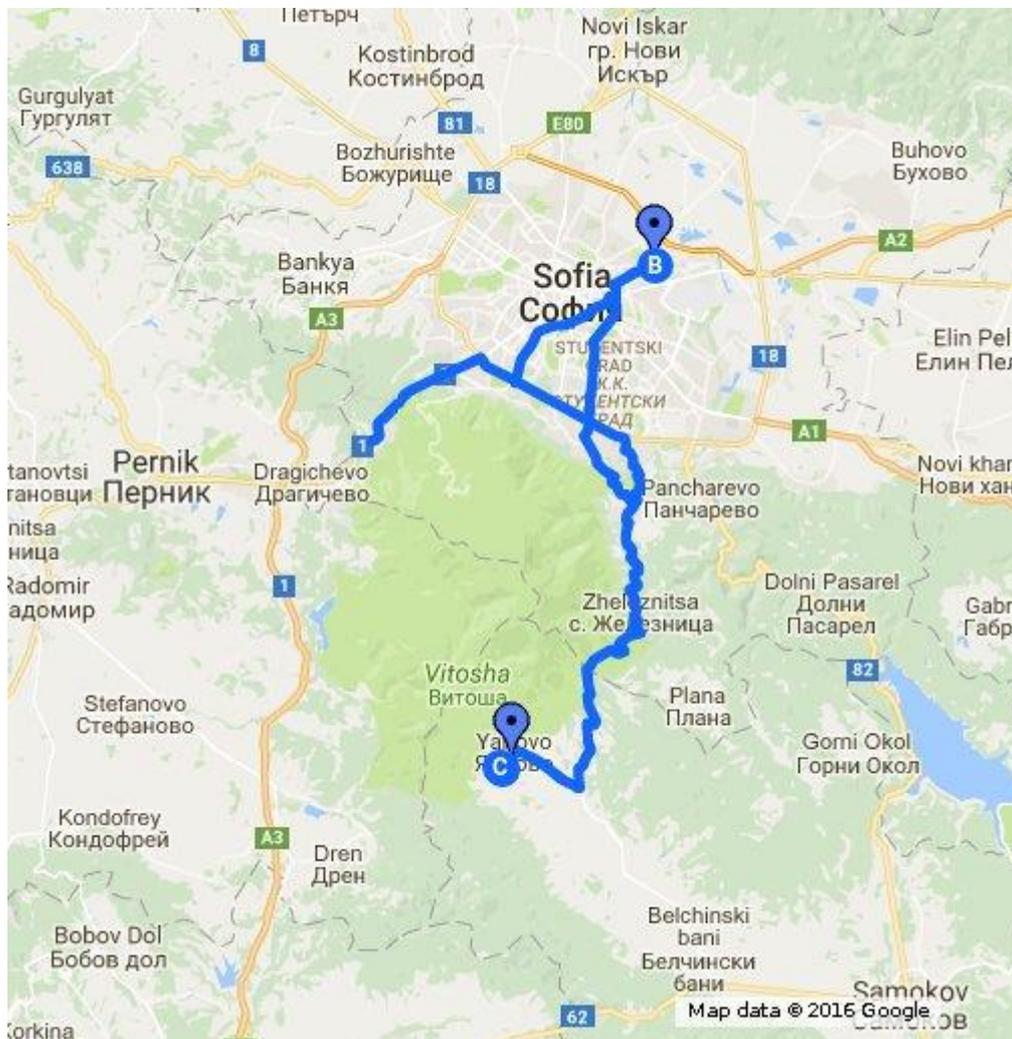
DATE: 26 / 07 / 2016





1. INTRODUCTION

The Palakaria eco-farm is located in village Yarlovo, Samokov, 35 km from Sofia, on the southern slopes of Vitosha, where springs the river Palakaria. This is a pretty little mountain village with about 400 inhabitants, situated on both riversides.





They are a young family with big ambitions to reach more people to preserve the old Bulgarian taste. They say to themselves with the big smile: “The man in the family has a veterinary education and daily care of the animals. The woman and her brother take care of production, and the children are their quality indicator.”

This is a small family farm and they are engaged with the difficult task of creating clean and ecological foods.



2. THE ACTIVITY

For this purpose they grow alone their animals, which from early spring to late autumn are grazing in the lush meadows of Vitosha, and in the winter



they feed them with suitable forage and hay rich in herbs, which is providing by themselves. The animals in the farm are under constant veterinary supervision.



Everything that the farmers offer is prepared according to old grand mother's recipes without added stabilizers, preservatives and others like that, so their products have no a long expiry date. The farm family produces cheese, another kind of typical Bulgarian milk product called "kashkaval", fresh milk and yogurt.

The milk, which is provided by their cows, has higher fat and great taste.

They prepare cheese in which no added calcium chloride.

The "kashkaval" is prepared by Old recipe from the mountain of Rhodops and is hand meat.

The yogurt they do is with their own ferment.



The “lukankata” /another one typical Bulgarian product from meat, like some kind of dry salami/, that they offer, is prepared by their friend - producer of meat products, to whom deliver the meat from their animals. The fresh milk is pasteurized.





3. THE ELEMENT

The love for their work, the passion for what they do and their enthusiasm are so evident in each of their products. As they tell to their clients, they called friends: “We are infinitely happy and very grateful when we are part of your special occasions! For us there is no greater recognition than that!”

4. ATTITUDES AND SKILLS

Analysing this experience we can find different attitudes and skills, but we will focus us on some of them that are more visible.

The farm family are young educated people. With the production of their products according to old Bulgarian methods and recipes they contribute to their preservation and dissemination. Along with this, including their children, they also assist the transmission of the multiannual Bulgarian traditions to the generations.

Their skills are not only ecological animal husbandry, remarkably delicious products, but also in a specially designed packaging. Except that they are suitable for the products, they are extremely diverse and attractive for the client. Their attitudes are the most important for the success of their business. Namely, offering the traditional, but with a new, beautiful and attractive appearance; maintaining the ecological old Bulgarian taste of food.



5. THE OBSERVATION OF ENVIRONMENT

Even with a small farm, the owners of Palakaria contribute with their ecological cultivation and production for environmental protection, for the pleasure of good and healthy food, but not at the last place for the health of the people. As already mentioned their main contribution is the return to the true Bulgarian production.



6. THE CREATIVITY

Together with the main products that the young farmers produce they constantly enrich its range. They offer also appetizers with garlic and peppers, squeezed yoghurt with raspberry jam, fresh chilled beef, butter, tomato sauce, aubergine puree, chutney, cheese in olive oil with basil and dried tomatoes, jams and syrups from raspberries, cheese with olives and more. They specialize in conventional production, but with very high quality.





7. INNOVATIVE ASPECTS

The Eco-farm Palakaria offers traditional Bulgarian and ecological products for connoisseurs, packaged and decorated for different occasions.

The owners have chosen modern methods of delivery of its products to the end user, through a website or email orders, and home delivery. But



they also can be tasted at pleasant atmosphere in Domashnica - organic store and workshop in Sofia.





Made in Bulgaria, by eco-farm **PALAKARIA**



ANALYSIS OF EXPERIENCES:

WILD FARM

Bed & Birding – Homes made for birders

COUNTRY: BULGARIA

PARTNER: BULGARIA TRAINING

DATE: 25 / 07 / 2016





1. INTRODUCTION

The WILD FARM is in the eastern Rhodope Mountains – the world of Betty and Nicky from the village of Gorno Pole.

A secluded ancestral house, at the entrance of the village, has become a home for an incredible young family with 4 children from Madzharovo.

This is not the common "Guest house" - it is a home, always open for all friends, old-time friends, as well as newly met ones; for the ones, seeking freedom, the call of the wild and the colour of life.



Blagovesta Vassileva is a Chemist, a teacher of chemistry and biology, environmentalist by vocation and a tour guide, having a long-time experience with the "Eastern Rhodopes" Nature Preservation Centre in the town of Madjarovo.

Nikolay Vassilev is an Engineer in Zoology, (Nikolay won the prestigious award - Engineer-Zoologist, Entrepreneur of the Year 2012).



2. THE ACTIVITY

A herd more than 500 cows and bulls from local indigenous breeds, the Rhodope Short-Horned Cattle and the Bulgarian gray cattle, which are bred the whole year round out in the free, in harmony with the laws of nature. Bees (domesticated and wild), rabbits, Karakachan sheep and dogs... No hens and roosters, they cannot survive, since out there live the big hawks, as well as many other, globally endangered raptors. The small lake near the house is the hiding place of the "domestic" otter – another species of the rarest wild animals on the planet, included in the World's Red Book of protected species.

Without having to give up the technical innovations of our time, Betty and Nicky, with their children Petya, Mitko, Kalina and Alexandra, have transformed their roots into a life-style. These are Thracian people in the Rhodope Mountains with whose hospitality they help you become one with nature. And not only to enjoy her beauty, but also ride horses, watching birds and enjoy homemade typical dishes and wine.





3. THE ELEMENT

Betty & Nicky are people who have blended in their souls the purity of nature and the energy, and industriousness of their ancestors. They share and transmit all this with a lot of pride and smiles as to their children, as well as to their numerous visitors from around the world.



4. ATTITUDES AND SKILLS

Betty is an exceptional cook, a master of folklore dances and an inexhaustible source of positive energy.

Nicky is a farmer by vocation, a real cowboy, unconditionally devoted to his love of animals and nature, whose everyday stories are the worthwhile continuation of the movie "Call of the Wild".

Betty and Nikolay not just create another complex of guesthouses. They routed the foundations of so-called "Sustainable agriculture". It is generally familiar way of life in our villages until 50 years ago. In particular for the Eastern Rhodopes was typical "mosaic" kind of landscape achieved by free grazing cattle and horses.

Their philosophy is of the valued rationalized care, and not just possessing the animals, and having power over wild nature.





They started everything themselves, relying on their knowledge and skills, and bearing all risks and responsibilities. They included in it and their children too.

Only a few years ago they took workers. Except that create a cosy and wonderful emotions to every guest, their model could motivate everyone who has the attitude to realize their dreams.

5. THE OBSERVATION OF ENVIRONMENT

In addition to the herd of more than 500 head cattle with three stables and 2,000 acres of organic certified pastures in the area (owned and leased), today they have 50 beehives certified for organic honey, 20 Karakachan sheep, whose milk and meat used for guests and yourself, 4 riding horses. Take care for a garden with watermelons and melons, and no small vegetable garden with everything that grows in these lands: from lettuce, peppers and eggplants until lentils, peas, chickpeas and specific variety small white beans with a black "eye", called here bebredzhe, but known in US under the name of black-eyed peas. All this production is used only for the family and guests.

Nikolay and Betty watch cows fully extensively. Even in winter, when they are with them, they placing them on free grazing. From this semi-wild lifestyle they build strong immunity and have no need for antibiotics, food additives or other vaccines beyond mandatory.





6. THE CREATIVITY

Betty & Nicky began in 1994 with 5-6 goats and sheep. In 1996 sold an apartment in Plovdiv, and with the money they bought 16 cows. And like that all this began.

The entire herd of cattle on the farm is thoroughbred. "It is important to keep breeds, mostly because of the genetic material", says Blagovesta.

"Wild Farm" is the first farm which has the bio-certificate for animals.

At the same time in the sphere of the rural tourism the hosts propose a rich menu of adventures. Some of them are: get to know some of the oldest technologies to produce eco-products; horse riding for beginners and enthusiasts; rural field work; adventure in the woods, swarm orientation and search for honey hive; prospecting for minerals, gems and fossils with Betty; ornithological adventure at the Bird Conservation Centre of "Eastern Rhodopes"; a panoramic boat ride through the dam of Ivaylovgrad and more, and more...





7. INNOVATIVE ASPECTS

"Wild Farm" came to reality with the support of the Bulgarian and Dutch Project – the „New Thracian Gold“. Now the hosts have the opportunity to accommodate their guests in a total of six rooms. As a family, the young farmers have become an example of the impact of the three components of the “New Thracian Gold” – they develop eco-tourism, they produce organic products and breed their cows from the local breeds.

“The one who was born to fly cannot crawl”





ANALYSIS OF EXPERIENCES:

NAME OF EXPERIENCE: Beekeeping Farm from Hisias

COUNTRY: ROMANIA

PARTNER: CPIP

DATE: 19/07/2016





1. INTRODUCTION

Flavius Huber is a Romanian beekeeper who has a bee farm in the village of Hisias, Timis County.

His main activity is to produce bee products such as: various types of honey, fresh pollen, propolis, beeswax and royal jelly.

He is contacted by a lot of people who request to buy this above mentioned products, due to their high quality and freshness. Another developed activity is to organize didactic visits to his farm, for whoever is interested in learning and observing directly the life of bees.





2. THE ACTIVITY

The bee products sold by Flavius are highly demanded amongst his local communities. There are buyers from the village of Hisias, where the beekeeping farm is located, and especially from the city of Timisoara, people who are very interested in using organic products in their very agitated urban lives.

Apart from selling high quality bee products, Flavius also informs his customers about the beneficial effects of apitherapy, and invites them to his farm, to have a closer look to what it means to be a beekeeper.





3. THE ELEMENT

Flavius Huber dedicates a lot of his time in taking care of the beehives he owns. He puts a lot of passion into doing this trade and he talks with pleasure about bees and apitherapy whenever asked. Apart from this, he is always trying to keep himself up to date with the newest trends and beekeeping technologies, by participating in meetings organized by beekeeping associations and in exchanges of experiences with other beekeepers from Europe.





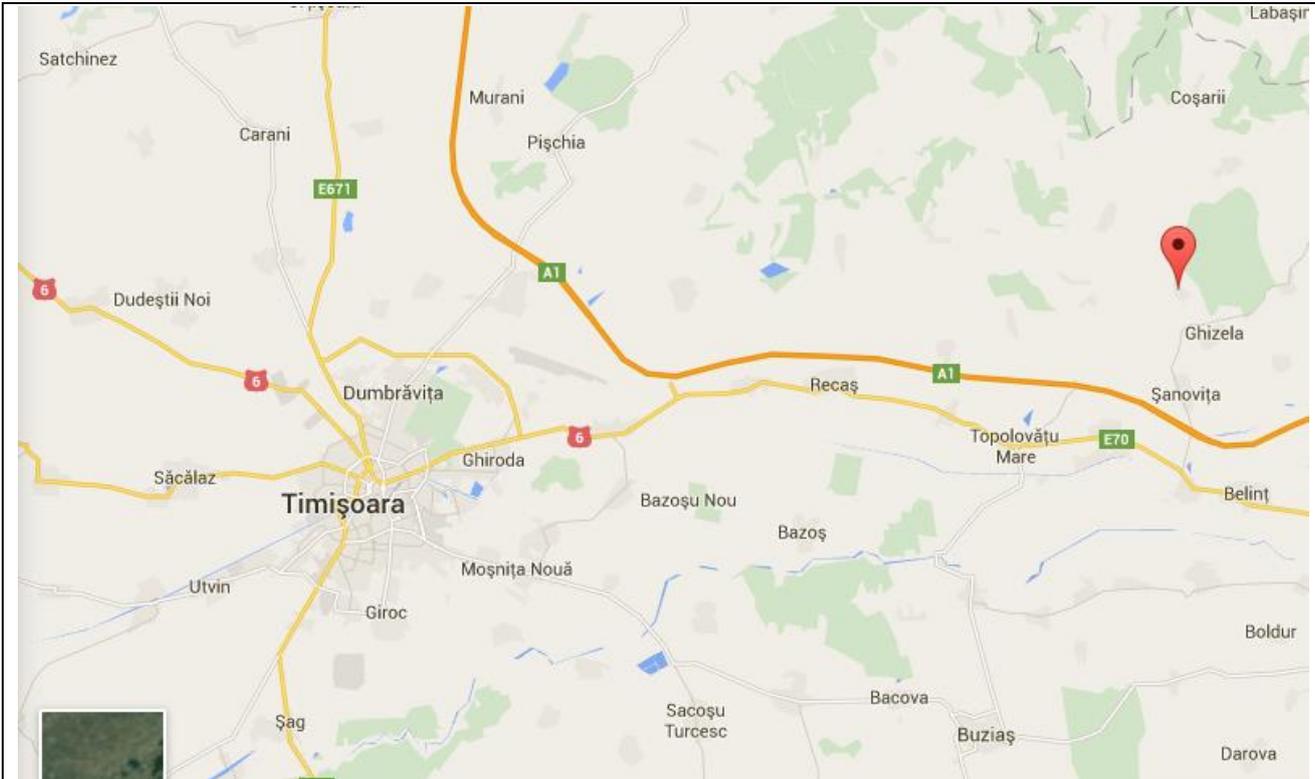
4. ATTITUDES AND SKILLS

Flavius Huber's main attitude is friendliness. He is always willing to share his knowledge about beekeeping with everyone interested. He keeps his passion alive by taking care of the beehives and by manufacturing the so beneficial products for human and also animal health.

He involves his family into the beekeeping activities, starting with his wife and child and continuing with the rest of the family members, who are direct beneficiaries of his work.

He is up to date with the newest techniques and methods for the health of bees. In addition, whenever he has didactic visits, he is very skilled in transferring the knowledge he owns about beekeeping and apitherapy.





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5. THE OBSERVATION OF ENVIRONMENT

Beekeeping has always been a useful trade since Ancient times, and it will never go out of “fashion”, because without bees we wouldn’t have much to live, leading to the extinction of flowers, animals and therefore humans.

Therefore, beekeeping is a never ending craft, kept alive by as many farmers as possible, being aware of the beneficial effect of bees upon human lives.





6. THE CREATIVITY

Flavius Huber's creativity consists in starting a beekeeping farm on a land belonging to a house that he inherited from his grandparents in Hisias, Timis County. He invested time and efforts into developing his own beekeeping farm.





7. INNOVATIVE ASPECTS

Flavius does a trade that he loves, combining beekeeping, selling products and didactic visits for his customers. He involves himself and participates at fairs, events and exchanges of experiences between beekeepers, so he improves day by day his small business.





ANALYSIS OF EXPERIENCES

NAME OF EXPERIENCE: ROOT DESIGN

COUNTRY: ROMANIA

PARTNER: CPIP

DATE: 12/07/2016





1. INTRODUCTION

Root Design is a business started by Laura Bogdan, and it is based on creating natural flower arrangements for any occasion, wedding bouquets, decorations for weddings, dried flower arrangements, decorations, jewelry and handmade greeting cards.

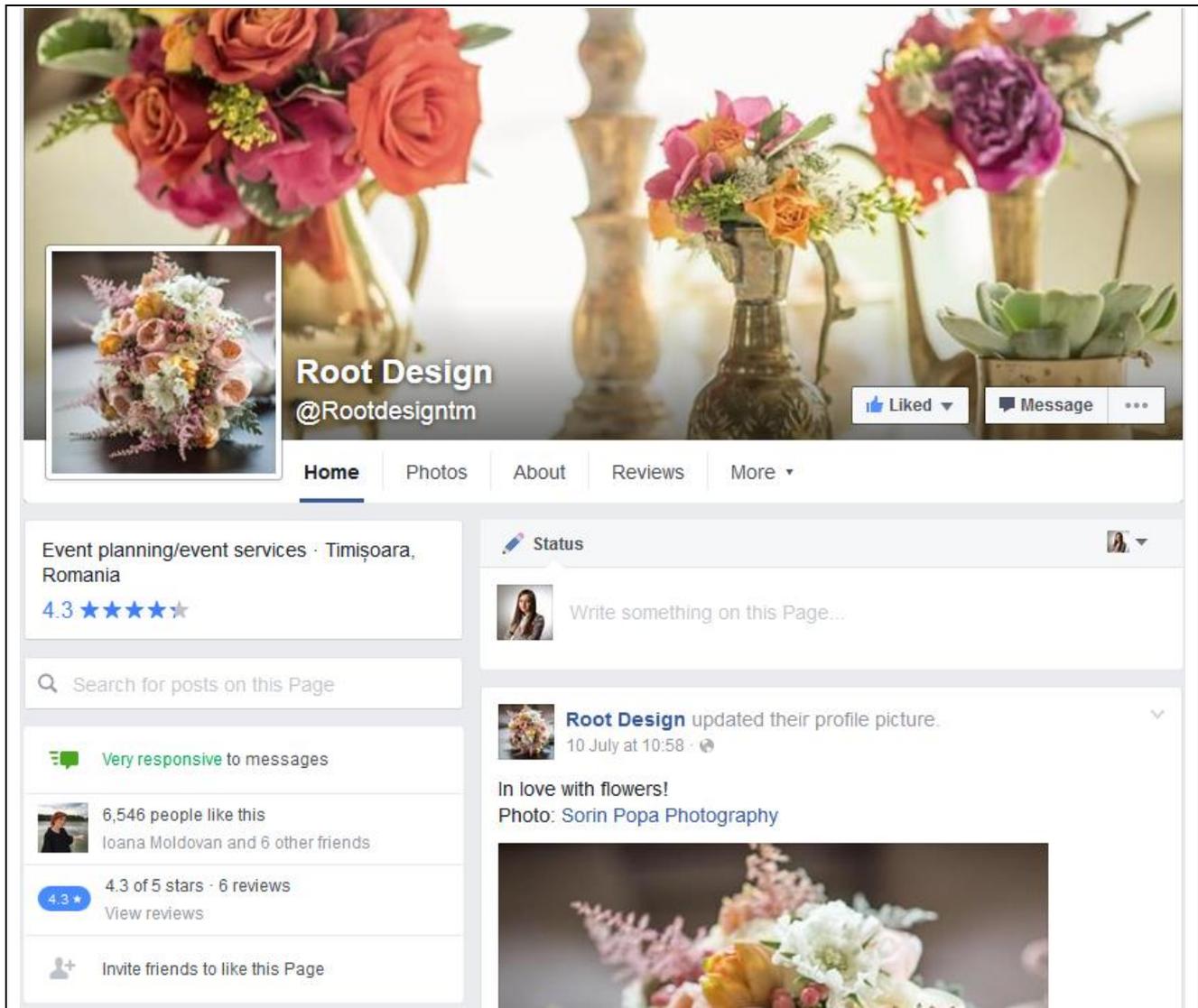
Root Design is located in Timis County, in the West of Romania, and they have a floral design workshop situated in the city of Timisoara and the flower storage in the rural area next surrounding it.

Their business increased significantly in the last years, due to their high levels of creativity in this field, becoming one of the best floral businesses in the area.





2. THE ACTIVITY



As it can be seen in this above picture, Root Design has a lot of likes on their Facebook page, being very popular in the local community, having a total of 6, 546 people following their activities.

Root Design has various products tailored based on their client's needs. Thus, they are creating floral designs for weddings, for baptism events, anniversaries, all sort of special moments that need celebration in people's lives.

All their products are impressive in the colours combined, in the types of flowers there are put together in distinct and diversified bouquets, in the candy bars arrangements, and they always make sure they take high quality pictures of these



products, so their Facebook page is always updated with new posts, never disappointing their followers wanting to see more of their beautiful work.



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3. THE ELEMENT

When asked “why do you like your job”, the owner of Root Design answered easily, without having second thoughts. “Who wouldn’t want to work surrounded by flowers, beautiful smell and colours?” In addition, she said it is a very satisfying job, by bringing joy and happiness in their clients’ lives.



In the above picture there is presented a baptism event arrangement.



In the above picture there is presented a photography taking corner, organized especially for a wedding. This space was used by the Photo-Video team to create beautiful memories for the newly wedded couple and for their friends and relatives.

4. ATTITUDES AND SKILLS

The observed skills of the Root Design team members are, as following:

- to harvest flowers accordingly,
- to preliminary process the plant material for assembly,
- to prepare and cut flowers and plant materials for the arrangements,
- to supply raw materials for decorations.

Their attitudes are the most important for the success of the business. They are always punctual in delivering the requested products, and foremost they are always identifying a client's taste and style, and they are coming with a range of suggestions for the organization of an event.

Clients appreciate the connection and communication with the team members, always open to new ideas, with the sole purpose of meeting the clients' needs.

Another observed attitude was regarding the choice of the raw materials they work with. These materials have always high quality, they look fresh and they provide that refinement a person looks for.



5. THE OBSERVATION OF ENVIRONMENT

They started this business based on the observation of the environment. Weddings, baptisms, anniversaries and other events will never get out of fashion, or will never stop being celebrated by the members of the community.

People get married, they have children, they celebrate graduations, birthdays, accomplishments, so this business anticipated its use and the needs of prospect clients.

6. THE CREATIVITY

Their creativity has as a main feature unexpected combinations of colours, flowers with old vintage objects, with new ones, creating spaces in which people are stunned by the beauty that is designed.

7. INNOVATIVE ASPECTS

The team is formed by friends, leading to a work cohesion that brings harmony in their environment, and by loving their job, their creativity levels increase.





ANALYSIS OF EXPERIENCES:

NAME OF EXPERIENCE: ARRAMEDIA

COUNTRY: Romania

PARTNER: CPIP

DATE: 18/07/2016





1. INTRODUCTION

ArraMedia is a small business run by Bogdan Samuel in the West Region of Romania, more precisely in the city of Timisoara. Samuel is a former rural inhabitant, currently a young entrepreneur with a lot of creativity, with an idea that started small but ended up being very successful.

The success of this small business is based upon long-term trends observed in the environment: technology has become a tool to boost the prosperity of companies, by using advertising as a main attraction of clients.

ArraMedia provides advertising services, together with graphic designs, creation of illustrations, data visualisation and photography of the clients' products.

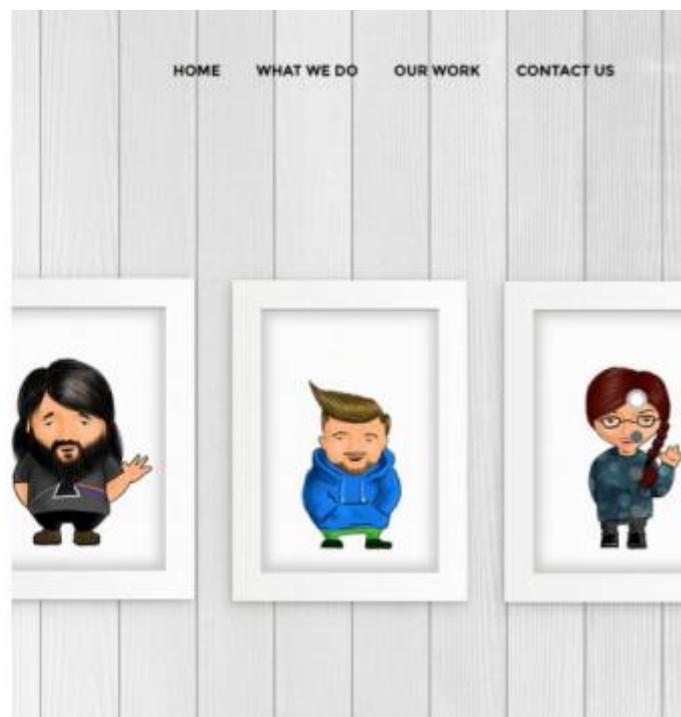


WELCOME TO

ARRA MEDIA

We are Arra Media, an advertising agency with a small, but strong team of creative people. Time has taught us to appreciate the quality in all things and our experience has brought forth us the excellence.

In our opinion, a new project is like the smell of the coffee in the morning:
mmm... challenging!





2. THE ACTIVITY

In a very specific manner, we indicate the activity or the activities which are developed by the company. That is to say, the products and services which are offered by the firm.

The advertising services provided by **ArraMedia**, are as following:

-**graphic design**: a tool which converts verbal communication into a visual one, making a stronger connection between a company and its clients;

-**illustration**: a mean of transforming the client's ideas into an image that represents its company/firm.

-**data visualisation**, which according to them is "the mythical place where art meets science, where graphics and statistics cross interpretation. And the result is the effective communication of the information gathered."

-**product photography**: a concept which is used in all world industries. This attracts the interest of potential clients more than a simple text. For example the photographs of food are more appealing than a plain description.



HOME WHAT WE DO OUR WORK CONTACT US

We believe that what's inside matters, but we also know how to make the exterior way more attractive. When we first met Manu, he was so overjoyed of his new restaurant that his enthusiasm caught us. This is how we started our collaboration - with a lot of things to do, but great vibes. And the results? Juicy, savoury and craved product photographs... Great, now we're hungry again!

CLIENT

MISTO Restaurant

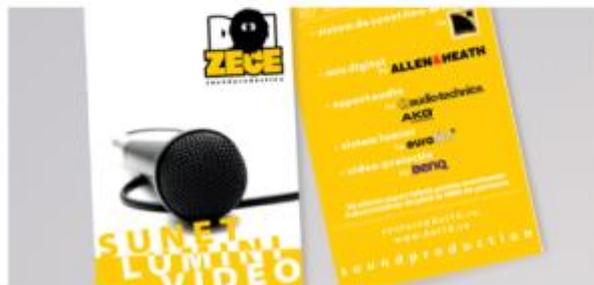




We bet you have a favourite band that you will love to hear in a concert. But do you ever wonder how amount of work is involved and how professional the sound production team must be? Our friends from DOI10 know every aspect of sound production process that they have to respect to make everything by the book, so we respect every aspect of our work in creating their visual identity and graphic design. It all looks and sounds great!

CLIENT

DOI10 Soundproduction



[HOME](#) [WHAT WE DO](#) [OUR WORK](#) [CONTACT US](#)

Life is not perfect, but your outfit can be – this is one quote that Consuela likes so much. Now you can imagine how important an outfit is for her, especially that she is a fashion designer. We were glad to make all the aspects of logo design and graphic design and Consuela was pleased beyond measure when she saw the product photographs.

CLIENT

Consuela Negrau



CONSUELA NEGRĂU
fashion designer





3. THE ELEMENT

ArraMedia team is formed by young and creative people who love what they do. They are doing what they like the most, their sense of teamwork is strong and cohesive, which leads to a perfect recipe for success.

Taking new projects challenges them and this is the favourite part of the job.





4. ATTITUDES AND SKILLS

Every team member of **ArraMedia** has a common feature: being open to new ideas, no matter the profile of the company or their request. They are a very friendly team of experts, another important attitude which makes the client feel comfortable in sharing their ideas and in choosing them to collaborate with.

Samuel is the owner and manager of this business, knowing how to conduct and maintain the motivation of the other employees, which happen to be his friends.

Alexandra creates illustrations for all types of business, doing graphic representations of what their clients request. Her creativity always leaves them impressed, recommending them in their network chain.

Sorin is the photographer of **ArraMedia**, who makes possible the very professional and beautiful presentations of the products.

All of these attitudes and skills make an excellent combination for increasing their portfolio of clients.







5. THE OBSERVATION OF ENVIRONMENT

ArraMedia's main activities evolve around advertising. The team's concept is very simple: nowadays all the companies need publicity, need promotion of their services or products, and in order to attract as many clients as possible, they need to hire a specialist in the domain.

Samuel's firm offers all of the above, and the main aspect of his team's work is quality. They understand and respect the needs of their clients, and they create the best possible solution for them.





6. THE CREATIVITY

Working for ArraMedia requires having creativity.

The employees design logos by combining a company's name with the goods they sell, they photograph products in various sceneries which describe an atmosphere, so it transmits to buyers the feeling of familiarity.

In addition, their illustrations are basically visualisations of their clients' ideas.





7. INNOVATIVE ASPECTS

ArraMedia combines the perfect ingredients for a successful business recipe. They blend their professionalism together with their friendliness towards the client, and most importantly, they come with different versions of the final product, so the client has options from which to choose from.

