



Linking rural development and social farming

Mechelen, Flanders, Belgium,

30 september /1 october 2010

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decompressore
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Financial aspects of Social Farming

Workshop 2:

Social farming in Italy: feeding conventionally or re-shaping innovatively?

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SoFar project <http://sofar.unipi.it>
Social Services in Multifunctional Farms ('Social Farming')



Key messages

1. There is an urgent needs to find solutions for a radical change in EU and SF seems to fit it
2. SF it's not just diversification in agriculture, it reconnects local resources to local needs
3. Support and policies should be designed carefully to meet critical demands



The landscape: a changing world

- **Starting assumption:**
 - Social farming: it's not a world aside: it's embedded in 2 regimes **CAP** and **WELFARE** systems
- **Crucial issues:** Globalisation, economic crisis, emerging economies and new pressure on traditional rules:
 - Markets: competition
 - Role of the state: fiscal crisis
 - Role and attitudes of enterprises: competition vs collaboration
 - Role of society: individuals vs responsibility
- **Exit strategies?**
 - From a specialised to a more **hybrid society**
 - From individual competition to **collective responsibility**



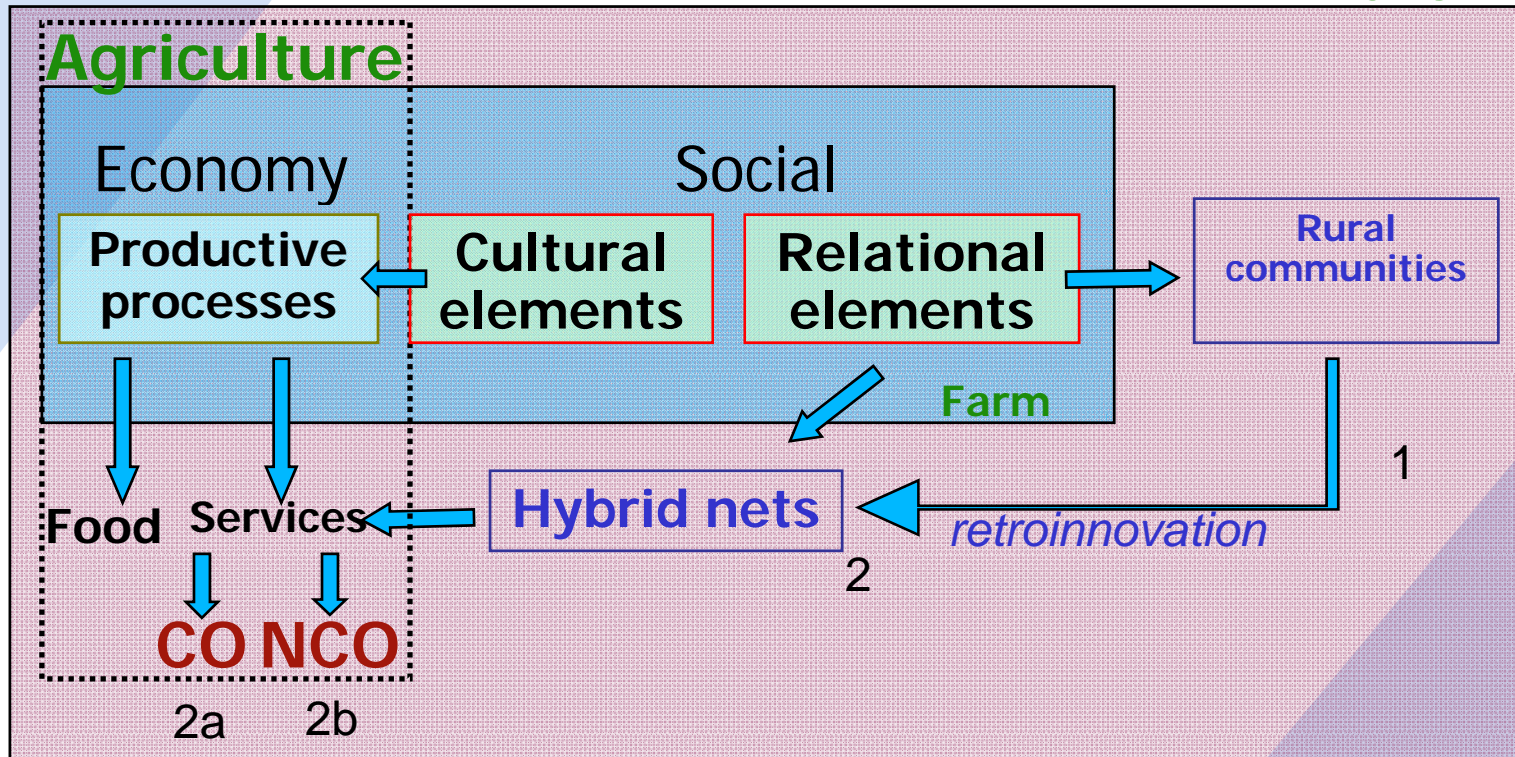
Re debating the CAP: escaping from sectorial views

- The inheritance of the **old regime**
 - Internal driving forces:
 - Coherence with emerging needs:
 - consumers: food security, quality, affordability;
 - Farms: intergenerational change, viability, competitiveness;
 - Financial issues: everyday more crucial:
 - State solidarity and budget sharing
 - Impact at territorial level and equity
 - External driving forces:
 - Financial sources in a declining economy
 - Budget redistribution among sectors and States
 - Supporting agriculture or Social and economic innovation?
- **Exit strategies?**
 - **Better place** agriculture in a wider perspective connected to public goods
 - **Reinforce dialogue** with crucial issues/sectors in the society



SF: a specific multifunctionality

Rural



professionalisation

Unformality responsibility civism

Care

Social justice

Welfare



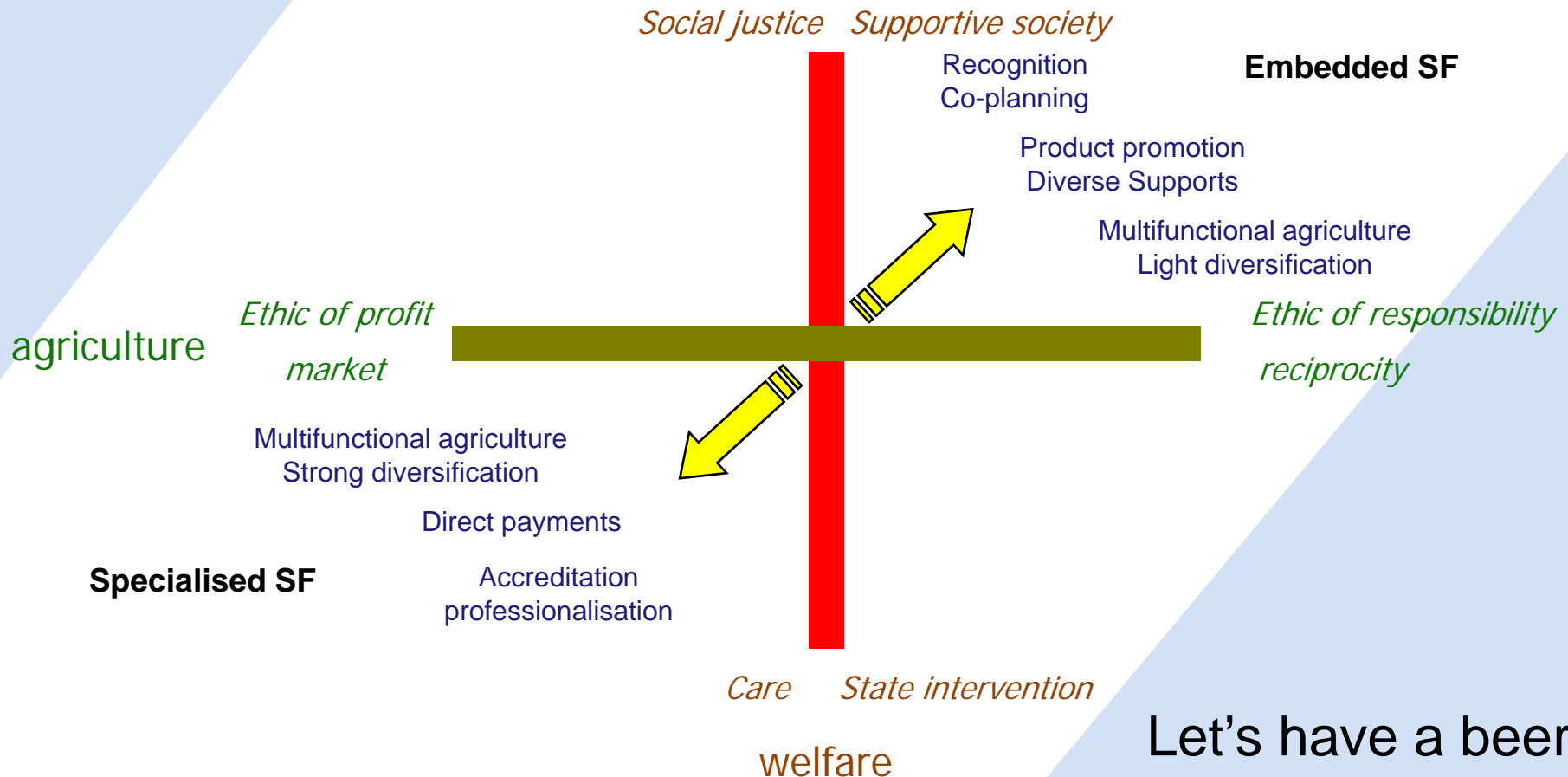
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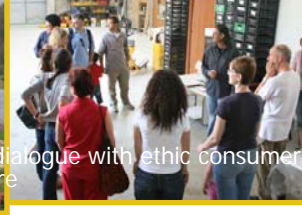
Where social farming is?: the cross road



Let's have a beer:
2 ways



BIO
Colombini
AGRICOLTURA BIOLOGICA



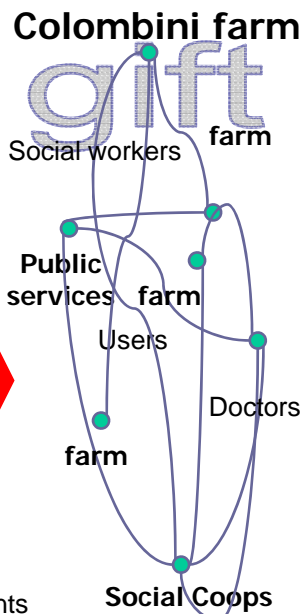
Family farm; Organic vegetables;



Decisional arena

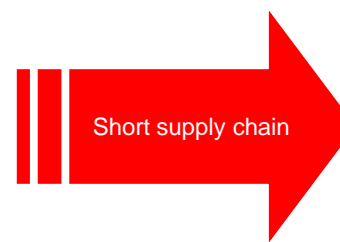
redistribution

- supports
- Socio animation
- Co-training
- Supports for users
- Supports for investments
- Compensations



social farming activities

- reputation
- responsibility
- active inclusion



communication

market

- Public procurement
- Ethic consumers
- Local markets

reciprocity

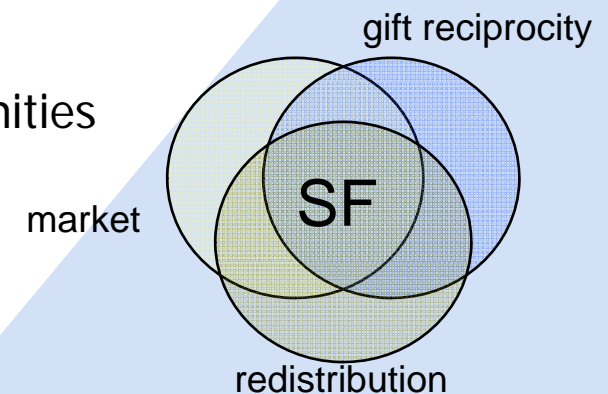
Value creation



SF: a social retro-innovation

Social innovation “refers to new strategies, concepts, ideas and organizations that meet social needs of all kinds and that extend and strengthen civil society”

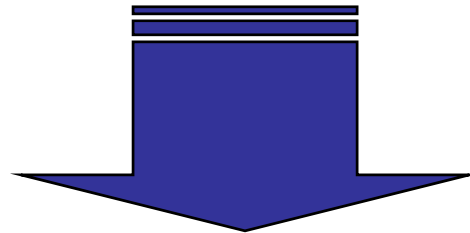
- a systemic nature, it is the outcome of **collective action** and depends on the social structure where innovators operate
- It is the resulting pattern of **interaction** between people, tools, natural resources
- Some features
 - **Rooted**: Locally embedded
 - **Mixed**: Public/private goods
 - **Multilevel**: micro, meso, macro
 - **Hybrid**: Inter-sectoral, Inter-disciplinal
 - **Win-win**: users, public, private, local communities





SF: building transformational strategies

- SF: fit the need of a radical change in the broader society
- SF: Civic economy and social justice
- SF: supports and policies may affect the process:
 - Not only market and quasi-market
 - Many tools to facilitate local initiatives and to grow responsibility



- How to support SF without destroying the social innovation seeds?



Final remarks

- CAP seems do not have tools in order to support social innovation in rural areas (LEADER is not enough)
- Still prevails a corporative logic in main actors that obstacle a culture of hybridisation focused on a problem solving approach
- Policies seems to be still enable to cross-breed themselves and to overarch a sectoral approach (rural-social-health-employment-education-regional)