

# SOCIAL FARMING IN ITALY: INNOVATING RURAL WELFARE IN THE CONTEXT OF CIVICNESS, SUBSIDIARITY AND CO-PRODUCTION

Francesco Di Iacovo,

Dept. Veterinary Science-Pisa University

francesco.diiacovo@unipi.it



## Why are we here?

- The end of a project, sure!!
- A long and innovative path: from SoFar to SoFaB
- An innovative way of re-linking the creation of economic and social values, to introduce new principles, attitudes in time of crises
- An attempt for thinking how social innovation and transition can affect our routines in planning in the perspective of prosperity and social justice
- Is it interesting? How to move forward?
- I would try to compare it with the italian situation to see similarities and useful lessons



## Social farming in Italy at a glance

landscape

regime

paradigm

niches

2004/05

- Networking activities run by Universities and local administrations in Tuscany and Latium increase the attention on the SF concept
- Some local public health authorities start to recognize SF practices

#### **201**0-14

- The topic starts to enter in diverse areas and environments and starts to be debated by farmer unions and in the third sector
- At local level an increasing number of practices emerges (today about 2000 initiatives are estimated), Other regions approve their regional laws
- In the 2007/13 RDP some measures on SF are introduced mainly for investments in diversification
- In 2014 the National parliament approves a national law on SF (to be discussed by Senatum)

#### novelties



Tuscany collect
about 60 projects
already existing
run by farmers,
social cooperatives
oncept
and agricultural
ges after
cooperatives
ate on

A survey in

#### 2002:

 The concept emerges after a debate on lack of social services in rural areas

#### 2006/09

- SoFar project promotes networking in Italy and Europe by the way of national and EU platforms
- In Italy first surveys start to account an increasing number of practices
- In 2009 Tuscany region approved the first regional law on SF



## **SF and type of services**

Type of service	Users and activities	Regulatory system	Main focus
Co-therapy	autism, mental or psichiatric people) devoted services at farm level (ie Hippoterapy o horticultural therapy)	Market/ quasi Market	Effectiveness, flexibility and adaptation to peculiar and individual needs
Civil services	Daily services for elders, child, families in periurban and rural areas people in needs for housing	Public/private compensation or economic recognition	Scope economy and better use of on farm resources
Job and social inclusion	Diverse users (autism, psichiatric, mental, people with addition, ex offenders, long run inoccupied	Market promotion of ethic products and inderect recognition of farmers (reputation and visibility on the market)	Active participation in real agricultural processes and activities

New tools for providing services and social justice



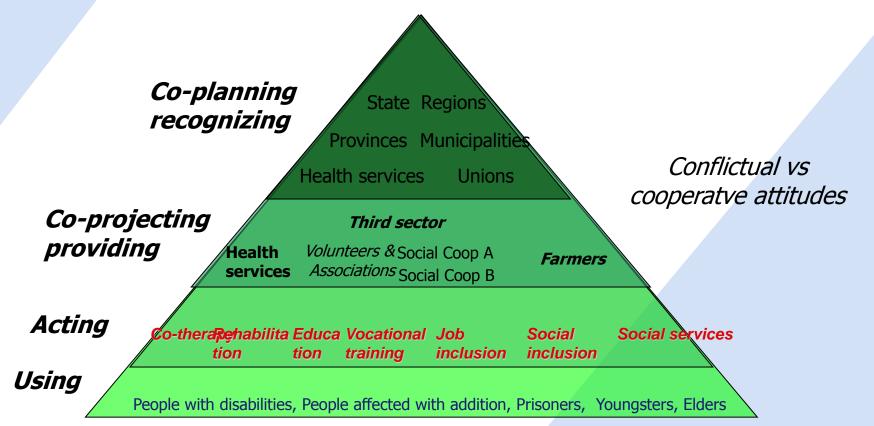
## Organizative frame and outcomes

#### **Outcomes**

More services in rural and periurban areas for users and families

New concepts and attitudes (social justice, civic economy)

Social and economic sustainability





## **New principles for welfare and SS**

#### Subsidiarity.

 According to which the State reduces its direct universal and standardized intervention, while maintaining its responsibilities and acting in support of icin understanding and solving social issues and services

#### Co-production:

- With planning innovative solutions aimed at responding more effectively and with nonspecialist and less costly resources, to the community needs.
  - Co-production can be related to different elements, like the opportunity:
    - to co-design services among providers and users of the services;
    - to co-create economic and social values (e.g. food and social inclusion);
    - to produce public and private goods at the same time (e.g. economic and social social sustainability).

#### • Civic economy.

 The building of new business attitudes, based on responsibility and the ability to include the values of sociality in economic processes, within production processes as in the construction of markets, based on reputation, trust and the creation of new networks, including consumption networks.



# Social farming in Italy: 5 level of complexity



#### People:

Complexity 1: To organise on farm resources in the provision of innovative services (not focused in this presentation)

#### **Projects**:

Complexity 2: To organise a public/private partnerships

#### Territories:

Complexities 3: To organise clusters of projects

Complexity 4: To define new rules and procedures in public

services

Complexity 5: To organise laws and policy tools



## Complexity 2: To organise a public/private partnership:

#### Orti E.T.I.C.I.

#### 1 The project:

- A joint venture to test innovative pathways
  - Pisa University, Bio Colombini farm,
     Ponteverde Social Coop, strong link with public health services

#### 2 Aims

- To design innovative value creation models
  - To face the crisis
  - To design innovative answers for local social and economic needs
  - To grow relationships
  - Food for citizens, Land use, social inclusion for less empowered people, didactical resources

#### 3 Outcomes (win-win)

- Economic values in food production
  - vegetables for local consumers
  - · direct selling at affordable prices
- Social values
  - Active social inclusion for added people, ex prisoners, psichiatric people
  - A sense of possibility, of future, of connectivity

#### Environmental values

- Organic production
- Preventing from urban sprawl in periurban areas

#### 4 Outocomes

- What is in 1kg of organic vegetables? 1.70
   €/kg
- Users: 6' of inclusive work
- Project: 0.30 € of net value
- Consumers wealth (organic, fresher less expensive -0,70 on the price of big retailers, ethic concern)
- Effectiveness in social inclusion better than traditional methods
- Less expensive public authorities save 0.74 € in comparison with other health path (some voices were not considered like reduction in use of pills)





## **Territory (complexities 3,4,5): transition and T management**

### 🔷 T agenda

Farms –public bodies

Agricoltural world





 To create new solutions concepts,ideas In a collective way

Knowledge creation

## To promote organisation

 New models, transferable solutions, rules and procedures, policy tools  New attitudes and way of working

To create new shared ideas

reciprocity

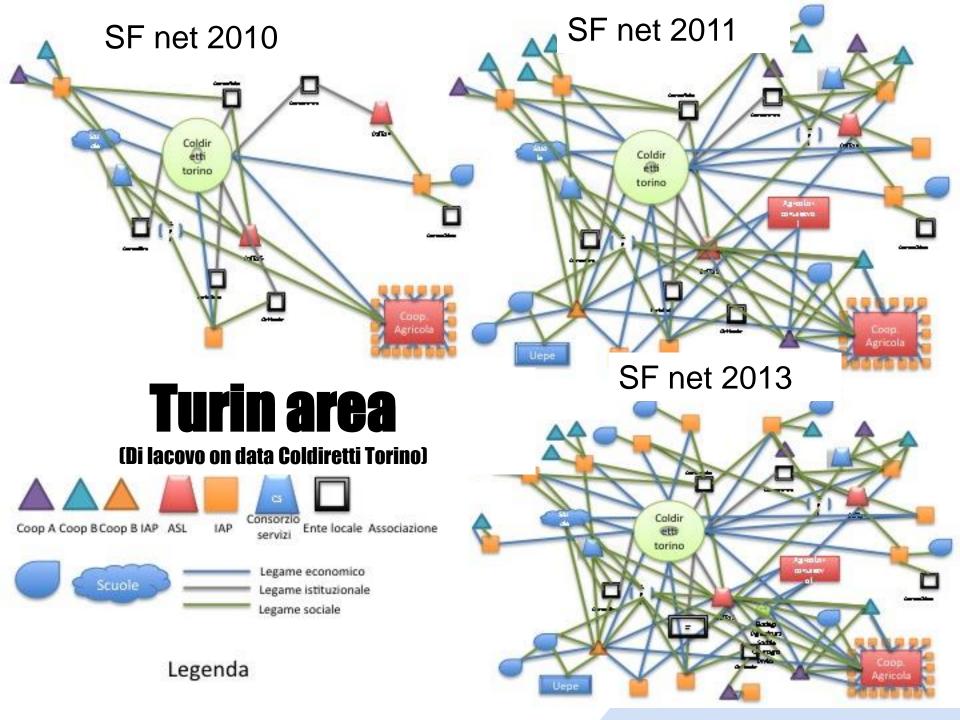


#### Health and social world

Social cooperatives, associations public services

T reflexive







## SF, services and social innovation in rural areas: facing EU2020

### **Smart**

subsidiarity, co-production, civic economy

### Sustainable

 local agriculture, local markets, reputation

### **Inclusive**

 active social inclusion, innovative services, vibrant communities



## **Policy challenges**

#### **Policy tools:**

- Better finalize 2014/2020 RDP measures like cooperation, vocational training, advices, investments aids, start-up and management supports, promotion of quality products
- European Innovation Partnership, social innovation and transition, brokerage knowledge and a diverse path to inovate in rural areas
- Policy integration
  - With ESF, ESRF and national health/social funds
- Responsibility of local/regional/national actors (especially those more empowered)
  - To quickly facilitate the emerge of new solutions defined on the ground and their introduction (genuine) into the political arenas
- A stronger commitment for innovative patterns to promote prosperity



## Thank you





Supporting policies for Social Farming in Europe

Progressing Multifunctionality in Responsive Rural Areas

SoFer project: supporting EU agricultural policies

Supporting policies for Social Farming in Europe

http://sofar.unipi.it francesco.diiacovo@unipi.it