

GRAINS

Greening Agrifood
in Social Economy



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INFO DAY GRAINS PROJECT

11 March 2024
11.30-12.30
Webinar



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1

Housekeeping

1. All welcome.
2. Webinar.
3. Feel free to ask questions via the Q&A option.
4. Videorecording – GRAINS website.



2

Background

Agrifood sector is vital in achieving the European Green Deal and is supported by the Common Agricultural Policy (CAP).

In the last years, accelerating the **twin transition** has become a transversal priority for the European Union, and the **social economy** plays a crucial role in this twin transition by helping to build a greener and more equitable agrifood sector, promoting **inclusive and sustainable models**.



A dark green circle with a white number 3 inside, indicating the third section of the presentation.

About the GRAINS project I.

The GRAINS project aims to address challenges faced by SMEs in agrifood by providing training on sustainable practices and on how to reduce their environmental footprint.

The GRAINS project supports:

- capacity building
- knowledge transfer, and cooperation among the target group

Target group: social economy SMEs in the agri-food sector

4

About the GRAINS project II.

- Supporting the transition of social economy SMEs towards sustainable and environmentally friendly practices and production processes.
- Promoting the adoption of sustainable technologies and innovations in the agri-food
- Building the capacity and competitiveness of social economy SMEs through knowledge transfer and skills development in sustainable practices.
- Fostering transnational cooperation, best practice sharing, and promoting sustainable practices through awareness-raising efforts.

5

About the GRAINS project III.

Project name: Greening Agrifood in Social Economy

Project acronym: GRAINS

Call: SMP-COSME-2022-SEE

Granting authority: European Innovation Council and SMEs Executive Agency

Project number: 101127575

Project starting date: 1 October 2023

Project end date: 31 September 2025

Project duration: 24 months



6

Main activities / Outputs

- **8 European capacity building trainings with 160 participants**
- **Coaching and mentoring advice services to 30 SMEs**
- **Business advisory services to 40 SMEs**
- **Financial support to 60 SMEs**
- **Awareness raising campaigns**



Partners:





Thank you !

For more information

Melinda Kelemen – project manager

grainsproject@diesis.coop

<https://www.diesis.coop/grains/>



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WP2. Capacity building on Greening Agrifood in Social Economy

Center for Not-for-Profit Law
Claudia Petrescu
11 April 2024



1

WP2 - description

- **Objectives** - The capacity building courses aim to:
 - ❖ enable social economy SMEs to use input-based, new digital technologies, knowledge-based, and organizational innovations for green purposes resulting in new business models to improve their productivity, income, and climate resilience in the long term. (1st year)
 - ❖ boost the uptake of sustainable economy practices and enabling the development of local green markets (2nd year)
- **8 capacity building courses**
- **Target group:** 160 participants



2

Capacity building trainings - online

- **2024 Capacity Building training on business needs and innovation**
 - Financial tools for the green transition of Social Economy SMEs (CLNR, online, on 25 January 2024) - [GRAINS Project - Diesis](#)
 - Access to technology and digitalisation for the green transition of Social Economy SMEs. (PSC, online, on 26 March 2024) - [GRAINS Project - Diesis](#)
 - Clusters of Social and Ecological Innovation (CSEIs) and European Digital Innovation Hubs (EDIH) (DIESIS, online, Brussels, planned in late June 2024)
 - Branding and green labelling (CRIS, online, planned in September 2024)

3

Capacity building trainings - online

- **2024 / 2025 Capacity Building training on environmental footprint and greening agrifood market**
 - Eco packaging and unpacking (CRIS, planned in October 2024)
 - Food loss and environmental food footprint (innova eG, planned in January 2025)
 - Local markets (AGCI, hybrid, in Rome, planned in March 2025)
 - Biodiversity and resilience (Innova, planned in May 2025)



4

Main benefits

- **Opportunity to understand and discuss different topics about greening agrifood sector**
- **Information about relevant topics for greening agrifood sector – financing, digitalization, clusters, labeling, packaging, local markets**
- **Case studies on how various solutions were implemented by social enterprises from the agrifood sector**
- **Training materials available after each course**
 - Preparatory document with information about each topic
 - Case studies from various EU countries (3 – 5 case studies)
 - All materials are available on the project website in the Training materials section.



Thank you !

For more information

grainsproject@diesis.coop

<https://www.diesis.coop/grains/>



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WP3. Coaching and Mentoring Services

innova eG
Hans-Gerd Nottenbohm
11 April 2024



1

Coaching and Mentoring



Call for Interest: Coaching and Mentoring Services for Social Economy SMEs on Greening Agrifood

(„Call for Interest – Coaching and Mentoring services“)

Original version published: 28.03.2024.

Updated version published: 08.04.2024 (with refined objectives)

Open until 15th of June 2024



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2

Coaching and Mentoring

Business **coaching** is a type of human resource development for executives, members of management and other forms of leadership. In the Social Economy it is very often used for the development of teams and to make teams working effective. Business coaching is not restricted to external experts or providers. Very often coaching is provided by experienced persons. Latter leads to **mentoring**.



3

Objectives of the Call I.

- ✓ Providing coaching on networking strategies and accessing financial resources.
- ✓ Supporting agrifood SME in social economy in developing their organizational management capacity, development career advancement strategies, performance improvement and entrepreneurship skills.
- ✓ Offering support to early-stage startups through an incubation program, which may include mentoring, funding opportunities, business development guidance and marketing strategy.
- ✓ Assisting businesses in transitioning to digital markets through coaching sessions aimed at developing digital marketing strategies, online presence enhancement, and leveraging digital skills for business growth.



4

Objectives of the Call II.

- ✓ Improve the organisational/legal structure and the business plan, including all stakeholder in the process.
- ✓ Encouraging cross-sectoral cooperation and knowledge transfer between social economy SMEs, start-ups, traditional enterprises, consultancies, business support centers, and incubators to increase the adoption of green skills and the development of more sustainable products and services.
- ✓ Promoting sustainable innovation processes by social economy SMEs to increase their competitiveness and creating new market opportunities.

5

Practical information

- Once a Social Economy SME applicant has been selected to receive coaching and/or mentoring, a specific agreement will be signed between the awarded Social Economy SME and GRAINS national partner performing the coaching or mentoring service within 14 days from the notification.
- The Agreement will include information on the required service including the type of service and schedule when the service will be provided / received.
- There is no indicative budget for the service however the budget of the GRAINS national partners providing the service is limited.



Thank you !

For more information

grains@innova-eg.de

<https://www.diesis.coop/grains/>



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WP4. Advisory services

CRIS
Pina Sodano
11 April 2024



1

Call WP4 Advisory Services

The advisory services focus on addressing specific challenges related to greening social economy SMEs in agri-food, supporting them in adopting more sustainable practices and improving their environmental performance. It can include:

Mapping Funding Opportunities: Identifying various funding sources available for sustainable initiatives, such as government grants, impact investment funds, or corporate sustainability programs.

Assisting in the application process and providing guidance on eligibility criteria to secure funding for projects or expansions.

Support to Obtain Certification on Labels: Guiding SMEs through the process of obtaining certifications like Fair Trade, Organic, or B Corp certification to demonstrate environmental or social responsibility.

Assisting in integrating sustainable practices into operations to comply with certification standards.

Support in Developing Local Green Markets: Offering insights and advice to develop local green markets.

Advisory services on carbon footprint reduction: Providing specialized advice and recommendations to enterprises on energy efficiency, water consumption, soil conservation and reducing food loss and waste, adopting eco-packaging and unpacked rules, etc...



2

TIMELINE

- ❖ The call is open **from the 28 March 2024 to the 15 June 2024 (5 PM Brussels time)**
- ❖ The list of selected beneficiaries will be published on **15 July 2024**
- ❖ **40** participants will benefit of the call
- ❖ Open to all EU + Ukraine
- ❖ Application in English



3

NEXT STEPS

- The services may be provided in **English** or one of the following languages: **German, Romanian, Italian or Ukrainian.**
- The list of the selected beneficiaries it will be published on the [GRAINS webpage](#) by the **15th of July 2024.**
- Each beneficiary will be notified by e-mail.



Thank you !

For more information

consorzioruini@agci.it

<https://www.diesis.coop/grains/>



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WP5. Financing facility for green agrifood in social economy SMEs

DIESIS Network
Francesco De Rosa
11 April 2024



Financing facility for green agrifood in social economy SMEs



Call for Interest for service providers



GRAINS – Greening Agrifood in Social Economy - Application form for Specialised Advisory Services

Call for Interest: Specialised Advisory Services for Social Economy SMEs on Greening Agrifood

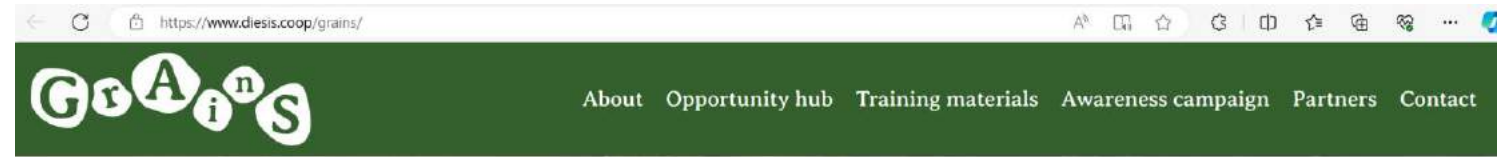
Thank you for your interest and application.

For the text of the Call for Interest see the Grains project website: [GRAINS Project - Diesis](https://www.diesis.coop/grains/) (Opportunity Hub).

Application Period:
Opening date: 28 March 2024
Closing date: 15 June 2024 (5 PM Brussels time)

Results Announcement:
The list of selected beneficiaries will be published on 15 July 2024 on the Grains project website.

If you have specific question related with this Call, please contact CRIS on consorzioruini@agci.it



Opportunity hub

CALL FOR INTEREST: Specialised Advisory Services for Social Economy SMEs on Greening Agrifood

40 participants from Social Economy SMEs in the agrifood sector will be selected to receive support for the implementation of their project. This support includes advisory services designed to assist the beneficiaries to adopt sustainable practices within their operations.

Find the updated information [here](#) and apply through [this link](#) before the 15 June 2024.

GENERAL INFORMATION ON CAPACITY BUILDING TRAININGS

Are you interested in participating in any of our trainings? The trainings are organised between January 2024 and May 2025 online in English and open to all, free of charge but registration is needed.

CALL FOR INTEREST: Coaching and Mentoring Services for Social Economy SMEs on Greening Agrifood

30 participants from Social Economy SMEs in the agrifood sector will be selected to receive support for the implementation of their project. This support includes coaching and mentoring services designed to assist the beneficiaries in assessing their requirements and developing action plans to adopt sustainable practices within their operations.

Find updated information [here](#) and apply through [this link](#) before the 15 June 2024.

OPEN CALL FOR PROPOSALS FOR FINANCIAL SUPPORT

This Call for Proposals for Financial Support for Social Economy SMEs in Agrifood will be open from 29 February 2024 until 30 April 2024 and will select up to 60 Social Economy SMEs in the agrifood



Financing facility for green agrifood in social economy SME



- Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood Sector (open since 29 February 2024)

The call is open from 29 February 2024 to 30 April 2024.

Social Economy SMEs applicants will need to submit their application through the GRAINS Submission Service.

The applications must be written in English.

All the information provided should be complete and valid.

A screenshot of the GRAINS Submission Service website. The page features a header with the GRAINS logo on the left and navigation links for 'EUROCLUSTER CALLS', 'CONTACT', and 'LOGIN' on the right. The main content area has a title 'GRAINS: Social Economy SMEs in Agrifood Sector Open Call' and a paragraph stating that up to 60 Social Economy SMEs will be selected for financial support, with a maximum grant of € 8.175,00 per SME. A 'Back' link is visible in the top right corner of the content area.

 EUROCLUSTER CALLS CONTACT LOGIN

[< Back](#)

GRAINS: Social Economy SMEs in Agrifood Sector Open Call

The GRAINS Financial Facility Program up to **60 Social Economy SMEs** will be selected to support financially the implementation of their greening projects in their agrifood businesses in EU Member States and Ukraine. **The maximum amount to be granted per Social Economy SME in Agrifood by the GRAINS project shall not exceed € 8.175,00.**

This Call for Proposals is launched in the framework of the GRAINS project.

Through the GRAINS Financial Facility Program up to **60 Social Economy SMEs** will be selected to support financially the implementation of their greening projects in their agrifood businesses in EU Member States and Ukraine.



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Financing facility for green agrifood in social economy SMEs



- Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood

Who can apply?

Social Economy SMEs acting in the agri-food sector in the EU Member States and Ukraine.

Which activities can be financed?

- training (upskilling and reskilling),
- consultancy and labelling for greening their operations,
- tailored advisory services to develop local markets,
- other elements necessary for greening their enterprises (eco certifications, eco packaging, digitalisation and technologies, etc.),
- additional path of coaching and mentoring on the development of the green transition for social enterprises.

For the implementation of their projects, selected Social Economy SMEs will have to contract verified service providers from the List of verified service providers published on the submission service. In case SMEs have their specific providers, for very specific activities they need to specify it in the devoted part of the Application Form and ask the provider to submit for the assessment through the link provided in the AF.



Financing facility for green agrifood in social economy SMEs



- Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood Sector (open since 29 February 2024)

Submitted applications will be evaluated by the GRAINS Selection Committee

Components of the application pack	
ADMINISTRATIVE PART	Applicant administrative data to be completed by filling in the sections online on the GRAINS Submission Service.
GREENING SOCIAL ECONOMY SMEs IN AGRIFOOD PROJECT	To be completed by filling in the technical contents of the proposal (Word template available to download on the GRAINS Submission Service) and uploading it into PDF format. The technical part of the Project includes the following sections: <ul style="list-style-type: none">A. Project InformationB. Project RelevanceC. Project ImplementationD. Project ImpactE. Project Budget
DECLARATION OF HONOUR (CONFIRMATION OF THE REQUIREMENT)	To be completed by signing the Declaration of Honour (PDF template available to download on the GRAINS Submission Service) and uploading it into PDF format.

Financing facility for green agrifood in social economy SMEs



Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood

Technical requirements		Score threshold	Score
1	Relevance of the proposal's objectives and greening priorities mentioned to the social economy SMEs that apply to the call Specifications: <ul style="list-style-type: none"> Alignment of the proposal with the specified objectives and greening priorities outlined in the call. Evaluation of the direct impact of the proposal on social economy SMEs. 	14	20
2	Applicants technical capacity and experience Specifications: <ul style="list-style-type: none"> Assessment of the technical capabilities and expertise of the applicants, focusing on their past experiences and achievements in similar projects. 	10.5	15
3	Level of innovation in the proposal Specifications: <ul style="list-style-type: none"> Assessment of the degree of creativity and innovation demonstrated in the proposed solution, emphasizing any novel approaches or technologies. Assessment of the introduction of new and improved methods, processes, or technologies to address the identified challenges. 	14	20
4	Potential impact, feasibility, and sustainability of the proposal in short and long term	21	30

5	Budget and cost-effectiveness of the proposal Specifications: <ul style="list-style-type: none"> Assessment of the potential positive impact of the proposal on the target (Greening Social Economy SMEs in agrifood). Assessment of the feasibility of implementing the proposal, considering resource availability and logistical aspects. Assessment of the sustainability of the proposed solution in short-term and long-term viability. 	10.5	15
		70	100



The results of the eligibility and quality evaluation will be communicated to all applicants by e-mail. The successful applicants will be invited to sign the Sub-grant Agreement with the GRAINS Coordinator.

Financing facility for green agrifood in social economy SMEs



Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood

10. TIMELINE

Call opening:	29 February 2024
Deadline for submission:	30 April 2024 midnight (Brussels)
Evaluation:	May 2024
Information on evaluation result:	May 2024
Indicative signature of sub-grant agreement:	June 2024
Indicative start of project implementations:	June 2024 (up to 8 months)



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Financing facility for green agrifood in social economy SMEs



Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood

The maximum amount to be granted per Social Economy SME in Agrifood by the GRAINS project shall not exceed € 8.175,00

LUMP SUM: fixed amount which can be used for several purposes related to the achievement of the project objectives. It does not foresee the delivery of detailed financial reporting and timesheets, the use of the project budget will be controlled considering the technical advancements through the project's technical reporting).

The final technical report consists of three parts and the template will be provided by the GRAINS Consortium

Technical report	
1	Description of the project performance, and the major results including a description of the work done, with final deliverables if envisaged, and deviations from the proposed work plan that may have arisen with the related solutions applied.
2	Description of the incurred expenditures and attaches copies of the corresponding invoices to prove that the costs have been incurred and paid out to the service provider within the project duration.
3	Feedback section about the financial support service offered by the GRAINS Consortium.

- **Only costs generated during the lifetime of the project can be eligible.**
- **Costs must be determined by the usual accounting and management principles and practices.**
- **At least 80% of the lump sum requested must be dedicated to services delivered by the selected service provider.**



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Financing facility for green agrifood in social economy SMEs



PAYMENT SCHEME Two possible options are foreseen

OPTION 1

the beneficiary will provide a guarantee to ensure the amount to be pre-financed by the GRAINS Consortium to receive the funding and implement its project.

The guarantee should cover 60% of the project's total budget.

The selected SME will receive a 60% pre-financing after submitting the required guarantee and will receive a final grant transfer (balance 40%) after the completion of the project, within 14 days by the approval of the Final Technical Report.

GRAINS allows different types of Guarantee (Bank/Insurance) depending on the country of the applicant.

OPTION 2

the beneficiary will NOT provide a guarantee.

The reimbursement of the lump sum requested (100%) will be made to the beneficiary within 14 days after approval of the Final Technical Report.

Have a look at the [GRAINS Submission Service](#)



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Thank you !

For more information

grainsproject@diesis.coop

<https://www.diesis.coop/grains/>



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AWARENESS-RAISING CAMPAIGN



GRAINS for a Greener Future
#GRAINSforaGreenerFuture



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OUR GOAL:

Raise awareness about the benefits that social economy SMEs in agrifood sector can bring economically, socially, and environmentally.



Where can you find it?

- Project website
- Partners' websites
- Partners' social media
- Partners' newsletters



www.diesis.coop/grains

What can you find?

- BEST PRACTICES

Dissemination of inspiring examples at EU level

- EDUCATIONAL CONTENT

Learning resources for all

- COLLABORATIONS

Other key platforms such as EU Cap Network, Future Food Institute, Rural Pact Platform...

Platform for Social Change
196 followers
Reposted from: Platform for Social Change • 1mo •

Chocolates Artesanos Isabel is our featured example of best practice this month for the #GRAINSforaGreenerFuture campaign! 🍫

"We craft chocolates - not just any chocolates, but handmade, unique, and delicious ones. Quality is our priority, and we dedicate ourselves to creating chocolates that not only taste good but also make you feel excited. But there's more to what we do. We value the people behind our chocolates and the conditions in which they work. We're committed to respecting the environment and consider the impact of our actions on the planet." — share entrepreneurs.

Find out more on their website: https://lnkd.in/dEKQ_sE8

For more information on GRAINS and how your organization can get involved visit: www.diesis.coop/grains

Diesis Network
Published by Hootsuite • 11 March at 14:02

Discover **Gasshô - Supermercado Biológico** transcending the role of a mere supermarket to become a beacon of accessibility within the ecosystem 🌱

Why is Gasshô a Social Enterprise? 🌱 Gasshô is on a mission to democratise access to organic products, making them affordable for all.

The key is its unwavering commitment to upholding food sovereignty for both customers and local producers 🌱 Through strategic partnerships with regional farmers and producers, Gasshô prioritises... [See more](#)

Chocolates Artesanos Isabel
Alcoira / Spain | chocolatesartesanosisabel.com

Why social enterprise?
"Our village is very small and is at risk of abandonment. Thanks to our excellence we try to help our community, especially the women. We are all women, and some of us work part-time in order to balance home and work life."
Our enterprise gives us the opportunity to reintegrate ourselves into the labour market through a training course and work experience. We pay special attention to single-parent families.

MAIN GOALS:

- Respect for people & environment
- Fair Trade
- Support female employment.
- Labour integration
- Organic products, local producers
- Biodegradable & phosphate-free detergents
- Reduction of packaging

#GRAINSforaGreenerFuture

Gasshô Supermercado Biológico
Sétúbal / Portugal | gassho.pt

Why social enterprise?

- A steadfast dedication to upholding **food sovereignty** for customers and local producers alike.
- Through partnerships with regional farmers and producers, they prioritize the sourcing of local, organic products, reducing dependence on external food systems and **safeguarding the autonomy of their community's food supply.**
- By championing food sovereignty, they not only nourish people but also **cultivate resilience and self-sufficiency within the local food ecosystem.**

Gasshô has the pivotal role of an organic supermarket within the ecosystem.
Positioned as a beacon of accessibility, this supermarket strives to democratise access to organic products, ensuring affordability for all.
By offering the most competitive prices nationwide, they break down economic barriers and make organic goods accessible to a broader demographic, fostering a more sustainable consumption pattern.

#GRAINSforaGreenerFuture

Get involved!

Share your best practices via
grainsproject@diesis.coop

Join the conversation

#GRAINSforaGreenerFuture



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Thank you !

For more information

grainsproject@diesis.coop

<https://www.diesis.coop/grains/>



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