

GrAins

Greening Agrifood
in Social Economy



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About the GRAINS project

Diesis Network
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CB2
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Housekeeping

1. All welcome.
2. Please keep your microphone off (when not talking).
3. Feel free to keep your camera on, especially during the introduction and group exercise.
4. Videorecording – consent.



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About the GRAINS project I.

The GRAINS project aims to address:

- the 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 social economy SMEs in the agri-food sector





About the GRAINS project II.

Project name: Greening Agrifood in Social Economy

Project acronym: GRAINS

Call: SMP-COSME-2022-SEE

Type of action: SMP Grants for Financial Support (Budget based / Action grant)

Project number: 101127575

Granting authority: European Innovation Council and SMEs Executive Agency

Project starting date: 1 October 2023

Project end date: 31 September 2025

Project duration: 24 months



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Partners



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**





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)
 - Access to technology and digitalisation for the green transition of Social Economy SMEs. (PSC, online, on 26 March 2024)
 - Clusters of Social and Ecological Innovation (CSEIs) and European Digital Innovation Hubs (EDIH) (DIESIS, hybrid, Brussels, planned in July 2024)
 - Branding and green labelling (CRIS, online, planned in September 2024)





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, planned in January 2025)
 - Local markets (AGCI, hybrid, in Rome, planned in March 2025)
 - Biodiversity and resilience (innova, planned in May 2025)





Coaching and mentoring advice services

- **2024 / 2025** Providing specialised support services to social economy SMEs in Agrifood to greening specific segments of the production and distribution chains, mainly through tailor-made mentoring and coaching services, performed with both, intra-consortium experts and external experts
 - Innova eG
 - Call to be introduced end of March, 2024
 - Coaching and mentoring advice services to 30 SMEs
 - Application in English
 - Open to all agrifood social economy SMEs in the EU + Ukraine





Capacity advisory pool for green agrifood in social economy

- **2024 / 2025** Providing specialised support services to social economy SMEs in Agrifood to greening specific segments of the production and distribution chains, mainly through tailor-made advisory services, performed with both, intra-consortium experts and external experts
 - CRIS
 - Call to be introduced end of March, 2024
 - Support mainly provided by associated partners (Euro Coop)
 - Business advisory services to 40 SMEs
 - Application in English
 - Open to all agrifood social economy SMEs in the EU + Ukraine





Financing facility for green agrifood in social economy SMEs

- **2024 / 2025** The financing facility program may provide various forms of support, such as training, mentoring, and business development services.
 - DIESIS
 - Call for Interest for service providers (registration is still open via a google link)
 - Open Call for Proposals for Financial Support for Social Economy SMEs in Agrifood Sector (open since 29 February 2024)
 - Support provided by the selected service providers
 - Financial support to 60 SMEs (up to 8.175 EUR / SMEs)





Awareness raising campaign

- **Key message:** “The collaboration between social economy SMEs and the agri-food sector can create a synergistic relationship, benefiting both parties economically, socially, and environmentally.”
 - DIESIS
 - Infoday: April, 2024 TBC
 - Sharing best practices: success stories of social economy SMEs in the agri-foodsector and their positive impact.
 - Sharing educational content: via interviews/ articles/ blog posts by identified key actors and via third parties’ contents.
 - Engaging with key events.
 - Collaboration with other platforms, networks, key actors who can disseminate the messag (e.g.: Rural Pact Platform, Open Food, EU CAP Network, Social Economy Getaway, Social Economy Insider magazine, Future Food Institute)
 - Graphic cards on the topics addressed in the capacity building and mentoring activities

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Thank you !

For more information

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



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