

# GrAins

Greening Agrifood  
in Social Economy



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# GRAINS project

## Financing facility programme for greening agrifood sector of social economy

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27 March 2024



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## 1

# GRAINS project – scope and objectives

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

## Objectives:

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







# About Grains project

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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- **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**

**Main outputs**



## 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)
  - 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)





# 3 Coaching and mentoring advice services

- **Aim:** 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
  - Period: 2024/2025
  - 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

- **Aim:** 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
  - Period: 2024/2025
  - Call to be introduced end of March, 2024
  - 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

- **The financing facility program may provide various forms of support, such as training, mentoring, and business development services.**
  - DIESIS is leading
  - 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 to 30 April 2024)
  - Support provided by the selected service providers
  - Financial support to 60 SMEs (up to 8.175 EUR / SMEs)
  - Open to all agrifood social economy SMEs in the EU + Ukraine



# Financing facility for green agrifood in social economy SMEs

- **The Financial Facility Programme is a monetary support program, and aims to:**
  - Improving the capacity of Social Economy SMEs in agrifood to transition to a green business model by improving efficiency.
  - Modernizing the way of working through the use of digitalisation and technology.
  - 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.
  - Encouraging further investment by social economy SMEs in sustainable alternatives, capacity building, and knowledge transfer.



# Financing facility for green agrifood in social economy SMEs

The activities for which social economy SMEs may receive financial support are:

- 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 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 financed through the grant provided to them by the GRAINS project.**



# Financing facility for green agrifood in social economy SMEs

In order to be eligible, the applicants must:

- be legal entities;
  - be established in one of the eligible countries:
    - ✓ EU Member States (including overseas countries and territories (OCTs))
    - ✓ Ukraine
  - only small and medium sized enterprises (SMEs) in the Social Economy sector operating in the agrifood sector are eligible to apply.
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- The applications must be written in English (applications partially written in another language are not eligible and will be automatically excluded and marked as ineligible).
  - All the information provided should be complete and valid. After the submission, all the applicants will receive a confirmation email with the registered date and time of the submission.
  - Only one project submission per applicant is allowed.

**Social Economy SMEs applicants will need to submit their application form through the GRAINS Submission Service to this link: [https://clustersubmissionplatform.eu/eurocluster\\_post/grains-open-call/](https://clustersubmissionplatform.eu/eurocluster_post/grains-open-call/) before the deadline, scheduled on 30 April 2024 at 12 CET.**





# Financing facility for green agrifood in social economy SMEs



Components of the application pack	
<b>ADMINISTRATIVE PART</b>	Applicant administrative data to be completed by filling in the sections online on the GRAINS Submission Service.
<b>GREENING SOCIAL ECONOMY SMEs IN AGRIFOOD PROJECT</b>	<p>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.</p> <p>The technical part of the Project includes the following sections:</p> <ul style="list-style-type: none"> <li>A. Project Information</li> <li>B. Project Relevance</li> <li>C. Project Implementation</li> <li>D. Project Impact</li> <li>E. Project Budget</li> </ul>
<b>DECLARATION OF HONOUR (CONFIRMATION OF THE REQUIREMENT)</b>	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

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"> <li>•Alignment of the proposal with the specified objectives and greening priorities outlined in the call.</li> <li>•Evaluation of the direct impact of the proposal on social economy SMEs.</li> </ul>	14	20
2	Applicants technical capacity and experience Specifications: <ul style="list-style-type: none"> <li>•Assessment of the technical capabilities and expertise of the applicants, focusing on their past experiences and achievements in similar projects.</li> </ul>	10.5	15
3	Level of innovation in the proposal Specifications: <ul style="list-style-type: none"> <li>•Assessment of the degree of creativity and innovation demonstrated in the proposed solution, emphasizing any novel approaches or technologies.</li> <li>•Assessment of the introduction of new and improved methods, processes, or technologies to address the identified challenges.</li> </ul>	14	20
4	Potential impact, feasibility, and sustainability of the proposal in short and long term Specifications: <ul style="list-style-type: none"> <li>•Assessment of the potential positive impact of the proposal on the target (Greening Social Economy SMEs in agrifood).</li> <li>•Assessment of the feasibility of implementing the proposal, considering resource availability and logistical aspects.</li> <li>•Assessment of the sustainability of the proposed solution in short-term and long-term viability.</li> </ul>	21	30
5	Budget and cost-effectiveness of the proposal Specifications: <ul style="list-style-type: none"> <li>•Evaluate if the budget aligns with the proposed activities and outcomes.</li> <li>•Assessment of the cost-effectiveness of the proposal, considering the anticipated results and the efficient use of resources.</li> <li>•Assessment of the transparency and clarity of the budget, ensuring that all costs are justified and contribute to the overall success of the project.</li> </ul>	10.5	15
		70	100

# 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



# Awareness raising campaign

## Chocolates Artesanos Isabel

Alcorisa / Spain [chocolatesartesanosisabel.com](http://chocolatesartesanosisabel.com)



Chocolates Artesanos Isabel is a small chocolate bakery started in 1997 in the province of Teruel, Spain.

"We view chocolate as a jewel for the senses. But, as much as we want to please the palate, we are also aware of our responsibility towards the people and the environment. We work with fair trade and ecological raw materials such as cocoa and sugar cane, and local products like extra virgin olive oil and marcona almonds"

"We run a training course to teach a sustainable way to produce chocolate. We offer free training for single-parent families"



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Greening Agrifood in Social Economy

### 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.
- Work & private life balance
- Labour integration
- Organic products, local producers
- Biodegradable & phosphate-free detergents
- Reduction of packaging

#GRAINSforaGreenerFuture



## Gasshō Supermercado Biológico

Sétubal / Portugal [gassho.pt](http://gassho.pt)



Gasshō 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.



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Greening Agrifood in Social Economy

### 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.**



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# Partners



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# Thank you !

For more information

[grainsproject@diesis.coop](mailto:grainsproject@diesis.coop)

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



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