

# Connecting consumers and producers to rebalance farmers' position through ambassadors trainings



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INNOVATION PROGRAMME UNDER GRANT  
AGREEMENT NO 101000573

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**01**

## **COCOREADO at a glance**

## Goal

The EU-funded COCOREADO project aims to rebalance the position of the farmer as an individual actor, as a key-player in innovative food supply chains and as a supplier for public procurement.

Based on the multi-actor approach and a deep understanding of agricultural knowledge and innovation systems (AKIS), the project applies a three-fold approach to maximize impact, relying on ambassadorship, good practices and a focus on youth.



## Budget:

Overall Budget: € 2 999 250.00

EU contribution: € 2 999 250.00

## Duration:

42 months - Starting date: 1 January 2021

## Consortium:

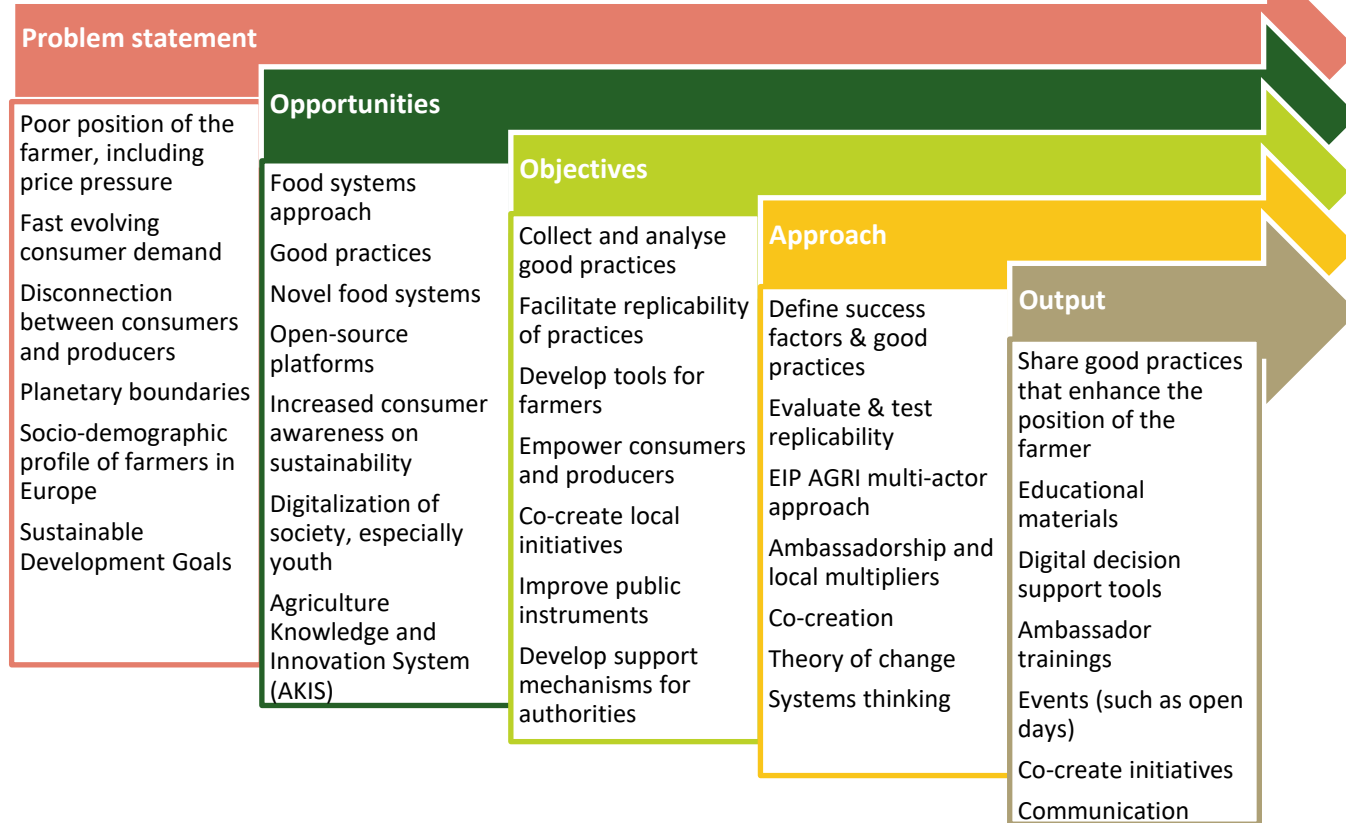
13 partners & 9 European countries

## Call:

H2020-RUR-2020-1

## Topic:

RUR-05-2020 - Connecting consumers and producers in innovative agri-food supply chains



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## The project objectives, approach & flow



## The overall objective

To coordinate and support actions that rebalance the position of farmers in supply chains and procurement procedures:

1. by scrutinising existing innovative initiatives across Europe from the perspective of the farmer's position in the chain and making the translation into good, hands-on approaches
2. through the investment in trainings, educational materials and decision support tools, complemented with the co-creation of new 'seed' initiatives in practice, via an Ambassadors network



## Specific objectives

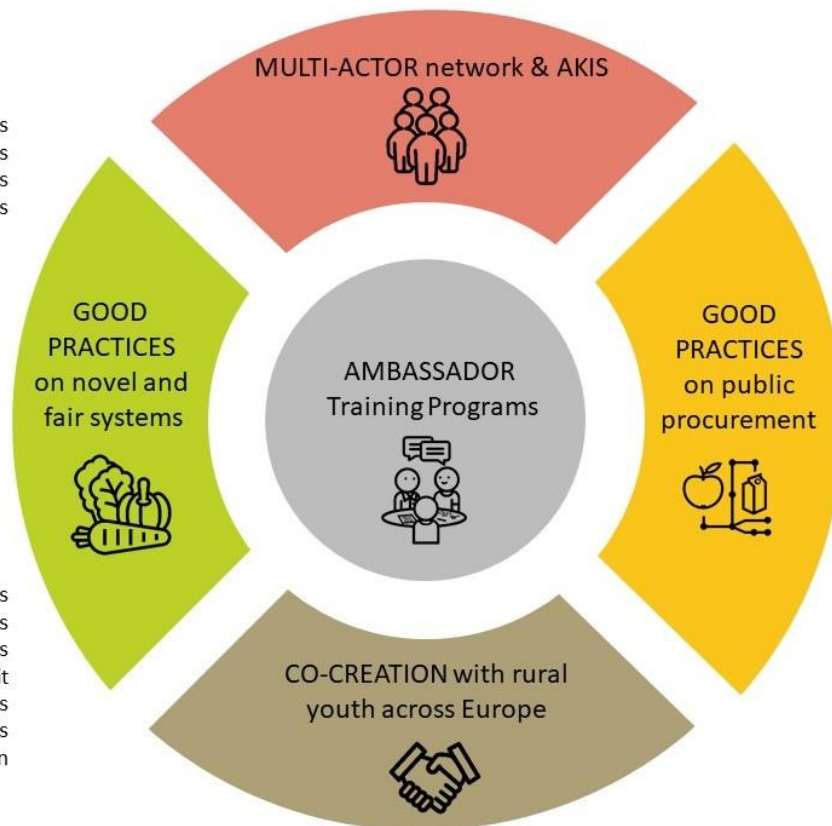
1. To collect and analyse good practices, define solutions and develop tools that assist farmers to implement innovation that contributes to strengthening their position on the food chain.
2. Stimulate citizens to take initiatives that close the gap between farmers and consumers.
3. To develop decision support tools that can assist local governments in the development of a sound public procurement protocol enabling local and small farmers to participate, thus strengthening their position in the food chain.

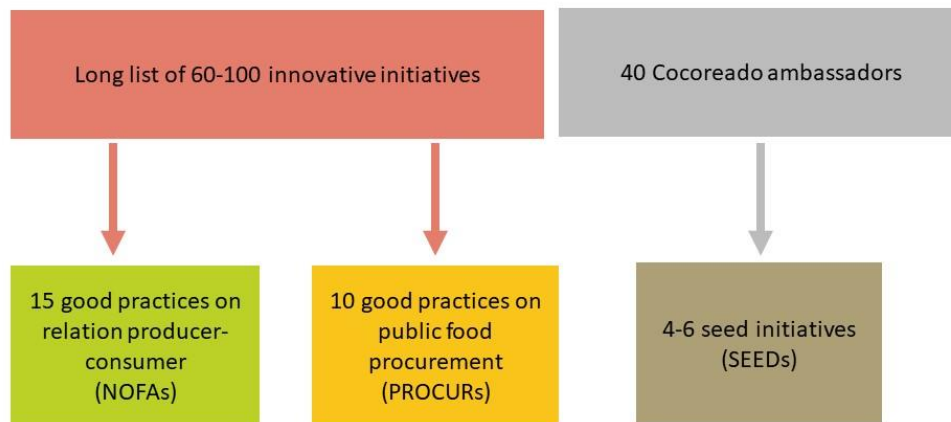


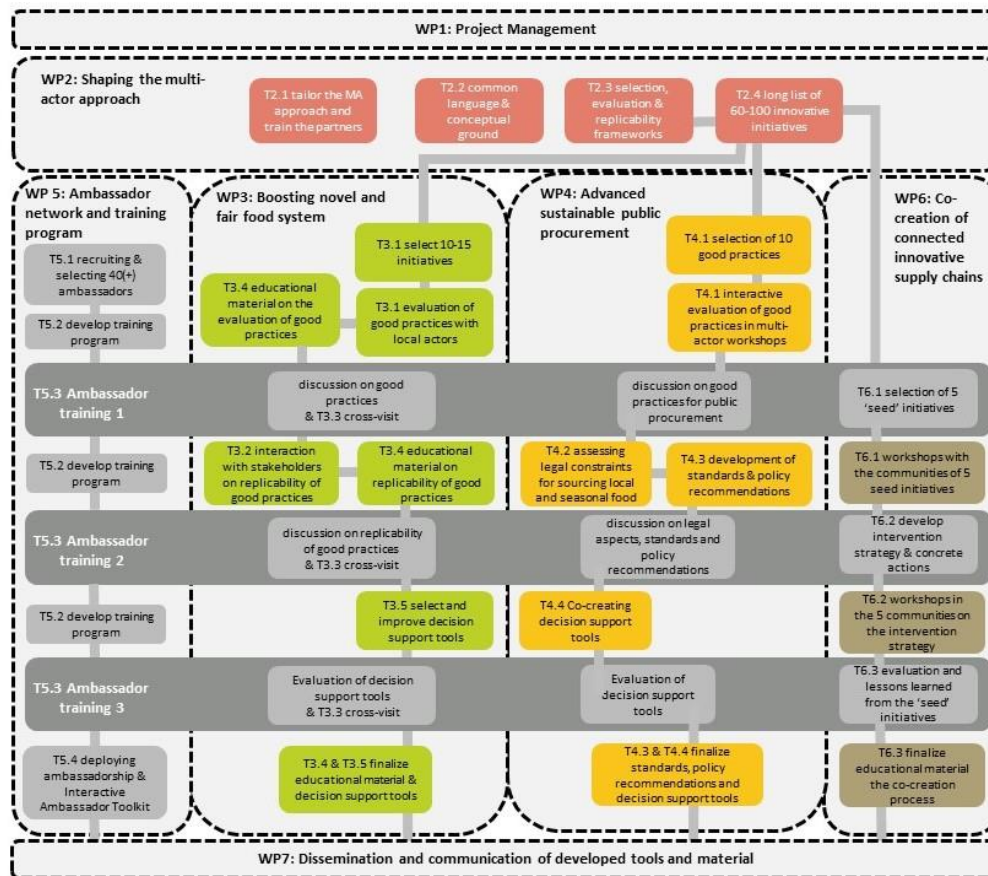
## The project approach

- ✓ 13 partners
- ✓ 3 EU-level youth organisations
- ✓ 60-100 innovative initiatives
- ✓ Active ambassadors

- ✓ 40 ambassadors
- ✓ 3x3-day training programmes
- ✓ Co-creation of 5 'seed' initiatives
  - ✓ Ambassador training kit
  - ✓ Decision support tools
  - ✓ Educational materials
  - ✓ Tools for co-creation







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## Consortium partners

**Consortium partners**



**KU LEUVEN**

**KATHOLIEKE UNIVERSITEIT  
LEUVEN**  
(KU LEUVEN)  
Belgium



**LAPPEENRANNAN-  
LAHDEN TEKNILLINEN  
YLIOPISTO LUT**  
(LUT University)  
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Bulgaria



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VISSERIJONDERZOEK**  
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(JSI)  
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JEUNES AGRICULTEURS AISBL**  
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AGROALIMENTARIAS SA**  
(INTIA)  
Spain



**INICIATIVAS INNOVADORAS SAL**  
(INI)  
Spain



**RURAL YOUTH EUROPE EV**  
(RYEurope)  
Germany



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