

# RURAL FACILITATOR TRAINING IN AGRICULTURAL SHORT FOOD SUPPLY CHAINS

Project reference number: 2019-1-CZ01-KA202-061270



## WHERE TO EXPLORE MORE?



webpage:

[www.ruralfacilitator.eu](http://www.ruralfacilitator.eu)



Facebook profile

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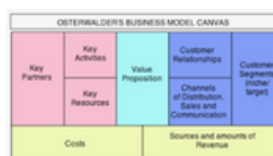
## IN OCTOBER 2021 WE HAD OUR PARTNERS' MEETING IN PRAGUE HOSTED BY CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE.

THE MAIN THEME OF THE PRAGUE PARTNERS' MEETING WAS TO DISCUSS THE LONG-TERM SUSTAINABILITY OF THE SFSC FACILITATOR TRAINING ACTIVITY. IN ORDER TO DETERMINE THIS PROJECT PARTNERS USED BUSINESS LIKE METHODS, MUCH AS BUSINESS MODEL CANVAS AND BUSINESS ROAD MAP.

**BUSINESS MODEL CANVAS** WAS CREATED BY ALEX OSTERWALDER IN 2005. THIS IS AN INNOVATIVE METHOD; WHICH ALLOWS YOU TO SHOW ON A SINGLE PAGE (SO-CALLED "CANVAS"), WHAT YOU ARE GOING TO MAKE MONEY FROM, THAT IS, IN OUR CASE, HOW TO FINANCE THE ORGANISATION OF A SFSC FACILITATOR TRAINING. THE ESSENCE OF THE CANVAS MODEL IS TO OUTLINE YOUR BUSINESS VISION BASED ON 9 AREAS OR SHOW YOUR WORKING BUSINESS MODEL. LOOKING AT THE CANVAS, THE FUNCTIONALITY CAN BE SEEN IN A MATTER OF SECONDS AND FAULTS AND WEAKNESSES CAN BE EASILY DETECTED. IT CAN BE DIVIDED INTO FOUR BROAD CATEGORIES: INFRASTRUCTURE (ACTIVITIES, PARTNERS, AND RESOURCES), VALUE PROPOSITION, CUSTOMERS (INCLUDING CUSTOMER RELATIONSHIP, SALES CHANNELS, AND CUSTOMER SEGMENTS), AND FINANCE (COSTS AND REVENUE SOURCES). THE INFRASTRUCTURE GROUP FORMS A TRIPLE UNIT, VALUE CREATION IS THE STARTING POINT FOR THE CUSTOMER TRIPLE, AND THE TWO FINANCIAL PARTS ARE THE BASIS OF EVERYTHING.

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WHILE BUSINESS PLAN IDENTIFIES OPPORTUNITIES AND PROVIDE MARKET ANALYSIS OF CURRENT PLAYERS AND SOLUTIONS ADDRESSING THESE OPPORTUNITIES A BUSINESS ROADMAP IS A VISUALIZATION OF YOUR OPERATION'S MAJOR OBJECTIVES AND STRATEGIES. A ROADMAP GIVES THE LONG VIEW OF WHERE YOUR ORGANIZATION IS GOING AND HOW IT WILL GET THERE. A ROADMAP PREVENTS STAKEHOLDERS' AND INDIVIDUAL CONTRIBUTORS' FROM BEING SILOED OFF BY CLEARLY OUTLINING THE BUSINESS' FUTURE AND EACH PARTIES' ROLE IN UPCOMING GROWTH.



## LOGISTICAL SOLUTION FOR SFSC! A KIND OF BLABLACAR FOR SFSC!



Short food supply chain is often criticised for the ineffective transportation which results that the greenhouse gas emissions are high per kg of product transported compared to long food supply chain (i.e. transport to supermarkets) which are actually questioned several studies.

La Charette provides solution for this issue. This is an internet platform where producers may register to find partners for "journey exchange", i.e. sharing transportation vehicle to a common destination. If there is transport to a specific destination then this information together with the date and time of the departure, the storage conditions, the possible transport of fresh products is shared on the <https://lacharette.org/> platform. Payment may not only be made by cash but in exchange for another transport. There are 6.000 farmers registered plus 500 independent carriers to transport 400 outlets.

15% of the delivery price goes to start-up support fund.

This project is financed by BPI France, a French national agency whose objective is to facilitate entrepreneurship for all by removing barriers to information, financing and growth; and France Active, which supports and finances companies in the social and solidarity economy for more than 30 years and insured by Groupama, France.

This was presented by French partner Savoir-Faire & Co form the French Good Practices at our Prague meeting.

## UPCOMING EVENTS!

SHORT FOOD SUPPLY  
CHAIN FACILITATOR  
HANDBOOK IS READY!



## PILOT MEETING

THE HANDBOOK WILL BE PRESENTED AND TESTED DURING PILOT MEETINGS ORGANISED IN THE PARTNERS' COUNTRIES DURING THE MONTHS OF NOVEMBER AND DECEMBER OF 2021.

## MULTIPLIER EVENT

A MULTIPLIER EVENT WILL BE ORGANISED IN THE PARTNERS' COUNTRIES IN JANUARY AND FEBRUARY 2022. THE GOAL OF THE EVENT TO SHARE THE RESULTS OF THE PROJECT WITH ALL THOSE INTERESTED.

PLEASE SEND US E-MAIL FOR EARLY BIRD REGISTRATION:

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