

# Practice Group Feedback Report

## Hungary



Project acronym & number	FARMWELL
Project title	Improving farmers' wellbeing through social innovation
Project coordinator	E40 Group
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## 1. Context of the Practice Group meeting

### Basic information

Date of meeting:	16-18/02/2022
Place of meeting:	8790 Zalaszentgrót, Hotel Corvinus, Eötvös Károly utca 2, Hungary

### 1.1 Background

The key challenges (physical health, mental health, trust) to cover through social innovations were identified during the first PG meeting (organized 22 June 2021). AKI and MSZFSZ searched for innovations suited to provide solutions to several problems at a time. Thus, the innovations chosen were the [Open Farm Network of Zala Valley](#) (part of the Zala Thermal Valley Association) and the [Hungarian Social Farms Society](#) with the [Manor at Baráthegy](#). The first meeting with the Open Farm Network's representatives (Erzsébet Guiprecht Molnár, president of the Zala Thermal Valley Association and her colleague Tibor Szabó) took place on the 16<sup>th</sup> of December 2021. They expressed their intention to cooperate with us and agreed to host our second PG meeting. As the consortium leader accepted our decision at the beginning of January 2022, we organized the PG meeting together with the Open Farm Network. Farmers as speakers were identified also by the latter. Some of the farmers introduced themselves at their own farms in the framework of farm visits ([Skapér Apiary](#); [Valley of Herbs](#); [Farm Keszler](#)).

### 1.2 Participants at the 2<sup>nd</sup> PG meeting

Number of participants:	41
Out of which farmers' representatives:	20
Out of which female farmers:	5
Out of which young farmers (e.g. under the age of 35)	not available
Out of which older farmers (e.g. 65+)	not available
Out of which social innovation presenters	4

### 1.3 Purpose & focus

The main purpose of the 2<sup>nd</sup> practice group meeting was to **raise awareness about social innovation solutions**, ensuring that those selected for further elaboration respond to the most urgent needs of farmers. The meeting aimed at **exploring the specific short, medium and long-term impacts of social innovation solutions** identified to a specific problem **through the engagement of the farmers** (as the main target groups) and **relevant 'service providers'**.

In addition to above, the following **other specific objectives** were set to be achieved:

1. To increase the number of active farmers and service providers in the practice group;
2. To re-discuss with the increased number of active farming participants





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- the problems and challenges presented in the animation and in the mapping report, in terms of how relevant they find it to their own life as well as what other challenges they have to face which affects their wellbeing;
  - the help they received (if any), or what they would need most in order to increase wellbeing;
  - the criteria of the adaptability of the social innovations introduced (as kind of an introductory for the selection of pilot projects);
3. To widen and deepen the knowledge on the two selected social innovation through applying the SROI method with the farmers engaged.

The 2<sup>nd</sup> PG meeting focused on **two selected special themes** such as **mental wellbeing, health awareness** and **personal relationships**. Both themes were selected for detailed analysis in the mapping report since these topics are less researched even though the problem clearly exists in Hungary. The choice is supported by the views expressed by PG members in the discussion of the 1<sup>st</sup> PG meeting.

As described in the Background chapter the following two **social innovations** (possible solutions) were discussed in detail during the 2<sup>nd</sup> PG meeting:

- Open Farm Network of Zala Valley,
- Social farming, and the work of the Hungarian Social Farm Society (MSZFSZ).

These two specific initiatives have been selected because both initiatives provide multiple solutions to the challenges selected. The other reason is the positive attitude and interest of the network coordinators in the topic of the project and the fact that both networks have several farmers who can be expected to participate in the project.





## 2. Methodology

### 2.1 Introduction and panel discussion

The 2<sup>nd</sup> PG workshop was a **2-day face-to-face meeting**, which significantly facilitated the informal exchange of experiences between participants and provided great opportunity to visit farms affected by one of the selected social innovations. In the original program the **interactive groupwork** dominated, however the enthusiastic attitude of the participants caused some delay so one of the planned groupwork had to be cancelled. However, this flexibility has led to a significant increase in cohesion and energy within the group.

The first part of the program served to provide information to the participants, while the second part was for structured, interactive processing of information. In addition, the farm visits provided great opportunity to more informal discussions as well as very authentic source of information on how the social innovation works in practice.

Due to many new participants an **introduction** as well as a **short project introductory** was necessary. It was followed by the **presentation on the two selected social innovation**. The presenters explained the main objectives, the history, the activities, the organisation structure, and the main results of both initiatives.

The presentations were followed by the **short introduction and projection of the animation**. Impressions and thoughts about the short film were planned to be discussed using a Mentimeter. Unfortunately, the low capacity of the internet did not allow this, so participants shared their thoughts through informal discussions.

The interactive part started with a **panel discussion** with the two presenters and a farmer member of the Open Farm network. The discussion focused on the questions below:

- how the two social innovations improved the farmers' social, physical, and mental wellbeing;
- what are the innovative elements of the two initiatives;
- the importance of cooperation: what new links are created by the two initiatives;
- what are the adaptable elements, what conditions need to be met for adaptability.

### 2.2 SROI – Journey of Change sessions

The frame of the real interactive groupwork was the preparation of the **Journey of Change**.

When implementing the **SROI session**, the two previously mentioned **social innovations** (Open Farm Network of Zala Valley, and Social farming in Hungary -- employing persons with reduced capacity to work on a social farm) were evaluated. The **two core groups** of the evaluative SROI analysis consisted of the member farmers of each above-mentioned initiative separately, whose task was to formulate and place ideas within the **Journey of Change** structure for the **challenges, solutions and outcomes** targeted by the actual social innovation, as well as the **enablers and barriers** to achieving the outcomes, possibly referring to the potential benefits of non-farming stakeholders, i.e. the actors from the wider local/micro-regional community, consumers etc. Both SROI groups were led by a head facilitator, assisted by other facilitators, involving various non-farmer members of the practice group, in order to conduct and control the conversation, and to provide questions and ideas that catalyse the workflow.

Thanks to the operable number of participants in the group discussing Open Farm Network of Zala Valley, it was feasible to have a whole-group discussion and there was no need to divide the group to smaller (2-3 people) units. Considering the dissimilar timeframe of the different activities in this innovation, the short, medium and long-term was defined as follows: **short-term outcomes** are the





already implemented activities ('outputs') of the project; **medium-term outcomes** are those results that are directly and primarily achieved by the above-mentioned actions; **long-term outcomes** refer to those indirect effects on wellbeing and sustainability that conclude from the medium-term outcomes. Some of the long-term outcomes can already be seen, while some others have not been reached yet but can be predicted in relation to the already achieved results.

As for the other innovation example (Social farming in Hungary - employing persons with reduced capacity to work on a social farm) tailoring the timeframe according to the initiative's need was offered at the beginning but the group had no intention to modify it. Similarly, it was offered to work alone / in pairs at the beginning on separate A3 tables, but the participants decided to collect thoughts jointly and write them on post-its directly. One of the group members wrote the post-its, the facilitator made private notes / reminders during the conversation. One occasion the facilitator had to intervene strict, a separate discussion began about the barriers: why farmers are not engaged to be social farmers. Although it was an interesting point, and clarified the barriers, but it could have stopped filling the table. The What? Why? How? factors were the hardest to collect. The group members are willing to continue the discussion, to clarify the chart, if necessary, as they feel the need of measuring their activities with cost-benefit analysis.

The findings of the JoC conversation were written on post-its and stuck on the JoC flipchart printed in A0 size. After the SROI session, the charts were clarified and ordered, then photographed that helped the results to be transcribed to an Excel table which also allowed the **displaying of logical (sometimes overlapping) relationships** between the outcomes in the different timeframes.

### 2.3 Farm visits and presentations

During the PG meeting, **eight farmers** from the Open Farm Network presented their farms and products and **talked about what this social innovation means to them**. Four farmers gave a presentation and a product demonstration at the PG meeting venue, and four of them hosted PG meeting participants on their own farms. A series of questions were sent in advance to the introductory farm managers to help them prepare:

- What was the personal motivation for joining the Open Farm Network as a member?
- In your experience, what kind of farmer's problems can the Open Farm Network help to deal with? (e.g. economic, mental, physical well-being difficulties, etc.)
- What other social problems can the Open Farm Network help solve?
- In your personal experience, what are the benefits of being a member of the Open Farm Network (in terms of physical well-being, trust, social relationships, and mental well-being)?
- Can you give a specific example of an Open Farm Network membership helping you deal with a problem that may affect your well-being / mental condition?
- The extent to which you have been affected by your membership in the Open Farm Network, in terms of
  - o your relationships with other farmers,
  - o your relationships with consumers,
  - o your collaborations with the local community,
  - o your trust in people / institutions?

During the farm visits, it was possible to get an impression of the living and working conditions of the farmers and to learn about their achievements with social innovation.





### 3. Outcomes

#### 3.1 Main findings on social innovations

##### *Main challenges*

Farmers of both networks confirmed and supplemented the main challenges identified in the mapping report. Participants also cited examples of weak social relationships and lack of trust, as well as problems affecting farmers' physical health and mental well-being. In addition to these challenges, factors such as the risk of local values being lost, the precarious farm income or a lack of information and weak health and environmental awareness have been highlighted.

##### *Innovation*

The Open Farm Network of Zala Valley is a **social innovation that addresses the wellbeing of local farmers and their families**, as well as the social, economic and environmental **sustainability of their farming** activity. Therefore, the **material stakeholders** of this innovative project are the 29 member **farmers** (and around 10 member-candidates) who run the open farms and established their network, its mission and goals based on a very accurate, clear-sighted analysis of their situation, problems, needs and desires, back in 2015. As regards **the network's mission** (included in the founding Charter) and activities, this thematic cooperation aims to implement a local rural development program based on the advancement of local products and services, by **building trust**, improving quality, **shaping attitudes and encouraging healthy lifestyles**, preserving and promoting the beauty of the regional landscape, protecting and sustainably utilizing local values, **maintaining diversity, fostering innovation**, and enhancing attractiveness.

The network can be considered, on one hand, as an **organisational innovation**, by building a cooperation network between the individual farmers, and between the farmers as a group and other local and professional actors: primarily, the network is supported in both professional and financial terms by the Zala Thermal Valley LEADER Association, which – in addition to the three-sided partnership of the Local Action Group itself – also maintains strong relationships with policy, civilian and business actors. The network also implements a **service innovation** by internally providing the professional organizing, marketing and administrative background for its members, and externally by offering a 'package' of products, services and experiences for the local consumers and foreign tourists. **Attitude shaping** belongs to the goals of the network, both in terms of the members and the wider society: members can participate in **trainings, study trips and lectures**, while the consumers are served with a broad range of events such as educational programs, product demonstrations, cultural acts, open hours etc.

The **Hungarian Social Farm Society** works on the **development and expansion of social farming**, the concept that provides services that **promote mental, physical and social well-being** and the transfer of knowledge through involvement in agricultural work. Innovation takes place in several aspects of social farming: it 'fills the gap' and brings new approaches in numerous fields of **employment, healthcare, social rehabilitation and education**, and therefore satisfies general and particular social needs as well. At the same time, it is potentially **capable of relieving the state and the local governments of some of their responsibilities**, by organizing employment, capacity building, rehabilitation, and care services for its clients on the local level or supplementing existing institutionalized public social services. Social farming can also support the objectives and functions of the **social economy**, by providing opportunity for carrying out socially beneficial activities and sources of revenues for social entrepreneurs, especially by the **diversification of farming and non-farming activities**, such as food processing, tourism, handicraft production, green energy generation etc.





The **social farmers** (farm owners) and their families most likely experience a wide range of **positive effects on their wellbeing**: pride, more sensitivity to social problems, greater openness to novelties, gaining new skills and knowledge, having deeper motivation to continue farming, stronger bond to society and local community (thus avoiding isolation and loneliness), being affected by the therapeutic impact of green care too, increased attention to work safety etc. Undertaking social farming contributes to the diversification of incomes, and, by additional (normative) revenues it can offset the seasonality of agricultural profits. The **Hungarian Social Farm Society** makes social farmers be part of a **network** that enables better **access to information**, ways of formal and informal **learning**, and the **representation** of their interests. (It is an important element of the organization's innovativeness that it has been the pioneer of establishing social farming in Hungary, without any precedent in the past.) Since agriculture proves to be the most suitable sector for 'absorbing' people concerned by the difficulty of (re)integration to the primary labour market, the various disadvantaged/disabled **groups of clients** represent a **special class of agricultural employees** who benefit the most from the operative and methodological solutions of social farming.

#### *Main target group is farming families*

The **main target group** that benefits from the two social innovations selected is **farming families**. However wider society also benefits from these initiatives such as in case of Open Farm Network consumers accessing healthier and quality local products; childcare services and schools receiving lasting experiences and knowledge about farming and healthy living, etc. In case of social farming, important target groups are families having members with disabilities: knowing that their child/relative is in expert hands, working and learning thanks to the social farm also makes the family's situation easier. The state and municipal social institutions are also affected by their tasks being partly taken over by farmers, as well as by the fact that, in addition to residential care services, social farms also provide employment for the clients.

#### *Direct impact on mental wellbeing and trust*

Both social innovations have direct and indirect positive effect on the **mental well-being** of the farmers involved as well as their **embeddedness in the local community**. Both networks are based on strong trust which has significant retaining power (mutual help, good professional and community reputation / prestige, recommending each other's products and services etc.). Social farmers have reported that there is more between them and their clients than the employer-employee relationship: a personal, friendly, almost family bond can develop between them, where clients often see farmers as their real support. The **positive economic impact has an indirect but crucial effect** on well-being. In the case of Open Farm Network common marketing, joint application for LEADER resources that enables small investments, new short supply chain all contributes significantly to the economic sustainability of its members. In case of social farmers, income for employing people with disabilities contributes to a more balanced financial situation. In both cases networks have much stronger lobbying power than their individual members: the Hungarian Social Farm Society has reached out to the government to settle the legal status of social farms, while the Open Farm Network has participated in improving the legal position of small-scale farmers.

#### *Cooperation is a fundamental criterion*

Both social innovations are based on close cooperation and trust between the member farmers, so both **create new collaborations, partnerships or linkages between farmers** and as it is mentioned above, **with other stakeholders**. In both cases existing members decide on the admission of new members. In the case of Open Farm Network linkages and cooperation between farmers are the basis of many activities such as touristic trails including the open farms as well as providing complex programs ordered by other organisations such as municipalities, schools, and NGOs. Hungarian Social Farm Society is a real community of the members (farmers and directors), they are friends and trust each other. The lack







of financial support forces them to learn from each other, to share all the information with each other. One of the representatives told “as there are insufficient and unpredictable financial sources for a farm, we ourselves and our trust is the source itself”. There are practical solutions like they had collective / joint stand at the National Agriculture and Food Exhibition and Fair in October 2021, as they would not have been able to finance a stand on their own.

### *Adaptivity*

Concerning the adaptability of these solutions it can be said that both initiatives require high degree of commitment as well as lot of volunteer and extra work. Both organisations are open to share their experience to the ones interested. Thanks to the active lobbying of both networks, the conditions for implementing similar initiatives at the local level could improve a lot in the near future.

Name of farmer/ farm business	Social innovation solutions expected to be tested
All farmers of Open Farm Network of Zala Valley	Expansion of the sales and marketing of the network to the proximity of Hévíz with the involvement of farmers and service providers from that area
Manor at Baráthegy and all the social farms	communication of novelties: new legal opportunities (in progress), new ways of financing (in progress)
Manor at Baráthegy	organizing accredited training for new members
Manor at Baráthegy and all the social farms	practice embedded learning: organising farm visits to present the everyday operation of a social farm

## 3.2 Main lessons from the process & next steps

### 3.2.1 *Main lessons*

The face-to-face meeting worked much better than the online one: people were more engaged in the joint work. It was possible to discuss personal experience and feelings not only in the whole group but separately in smaller groups or privately.

The farm visits were useful and informative, farmers felt comfortable in their own milieu, they were proud of showing the results of their work. The visits provided space and further topics for in-depth informal discussions between farmers and other PG members.

Improving the next meeting:

- more flexible time scheduling;
- stricter time management and facilitation;
- if online tools are planned to be used, the internet load capacity should be checked in advance;
- better clarification of the actual or future activities' fitting into the expected results of the whole project workflow.

Outcomes in relation to the first meeting: the problems and challenges were also discussed and verified, they became more subtle than it was after the online meeting.

The group is definitely committed to work together in the future.

### 3.2.2 *Next steps*

The Open Network of Zala Valley made an online survey to get the group's opinion and feedback to improve their services.

No concrete follow-up actions planned, the data processing is in progress now.





## ANNEX I: AGENDA OF THE MEETING

### Practice Group meeting within FARMWELL project (professional event)

**Date:** 16-18 February 2022

**Place:** H-8790 Zalaszentgrót, Hotel Corvinus, 2 Eötvös Károly Street

**Participants:** members of the Practice Group, management and farmers of the Open Farm Network of the Zala Thermal Valley

#### AGENDA

##### Day 0 (16 February 2022)

**Arrival, occupying the rooms** (each day from 2 pm onwards; departure: 10 am)

##### Day 1 (17 February 2022)

09:30-10:00: **Registration**

10:00-10:10: **Greetings**

*Katalin Rácz, director, Institute of Agricultural Economics nonprofit Ltd.*

*Edina Ocskó, executive director, E40 Group*

10:10-10:20: **Presentation of the Farmwell project, challenges in Hungary**

*Viktória Vásáry, scientific advisor, Institute of Agricultural Economics*

10:20-10:40: **Social innovation: Introduction of the Open Farm Network**

*Erzsébet Guitprecht Molnár, president, Zala Thermal Valley Association*

10:40-11:00: **Social innovation: Social farms in Hungary – results and future development tools**

*László Jakubinyi, president, Hungarian Social Farm Alliance*

11:00-12:15: **Sharing and discussing the FARMWELL project's short film**

*Moderator: Krisztina Magócs, senior expert, Institute of Agricultural Economics*

12:15-13:15: **LUNCH in Fiaquer Restaurant (Zalaszentgrót, 3 Eötvös Károly Street)**

13:15-14:30: **Impacts of being a member in the Open Farm Network in terms of social wellbeing, Experiences of farmers:**

- *Farm visit – Skapér Apiary, Zalaszentgrót*
- *Presentation of Natural Point of Valley Csáford, Balázs Fatér, President*

14:30-14:50: **Questions and answers**

14:50-15:00: **COFFEE BREAK**

15:00-17:00: **Presentation and application of the Social Return on Investment (SROI) method**





Moderator: *Csaba, Bálint, researcher, Institute of Agricultural Economics*

17:00-18:00: Getting acquainted with local farmers, manufacturers of local products.

Members of the Open Farm network will introduce themselves, purchase of products will be organized

18:00-19:00: **DINNER (Hotel Corvinus különterem)**

- „Zsankó” Small Farm - mangalica meat products
- Mountain farm of Kisgörbő – palinka, aperitif
- „MedveBor” winery – wine tasting

### Day 2 (18 February 2022):

9:00-13:00: **Impacts of being a member in the Open Farm Network in terms of social wellbeing, farm visits:**

- Gyógynövények Völgye ökológiai gazdaság, Zalaszentlászló
- Sebi Tanya, Óhíd
- Keszler Birtok, Zalaszentgrót

13:00- 13:15: **Closure**

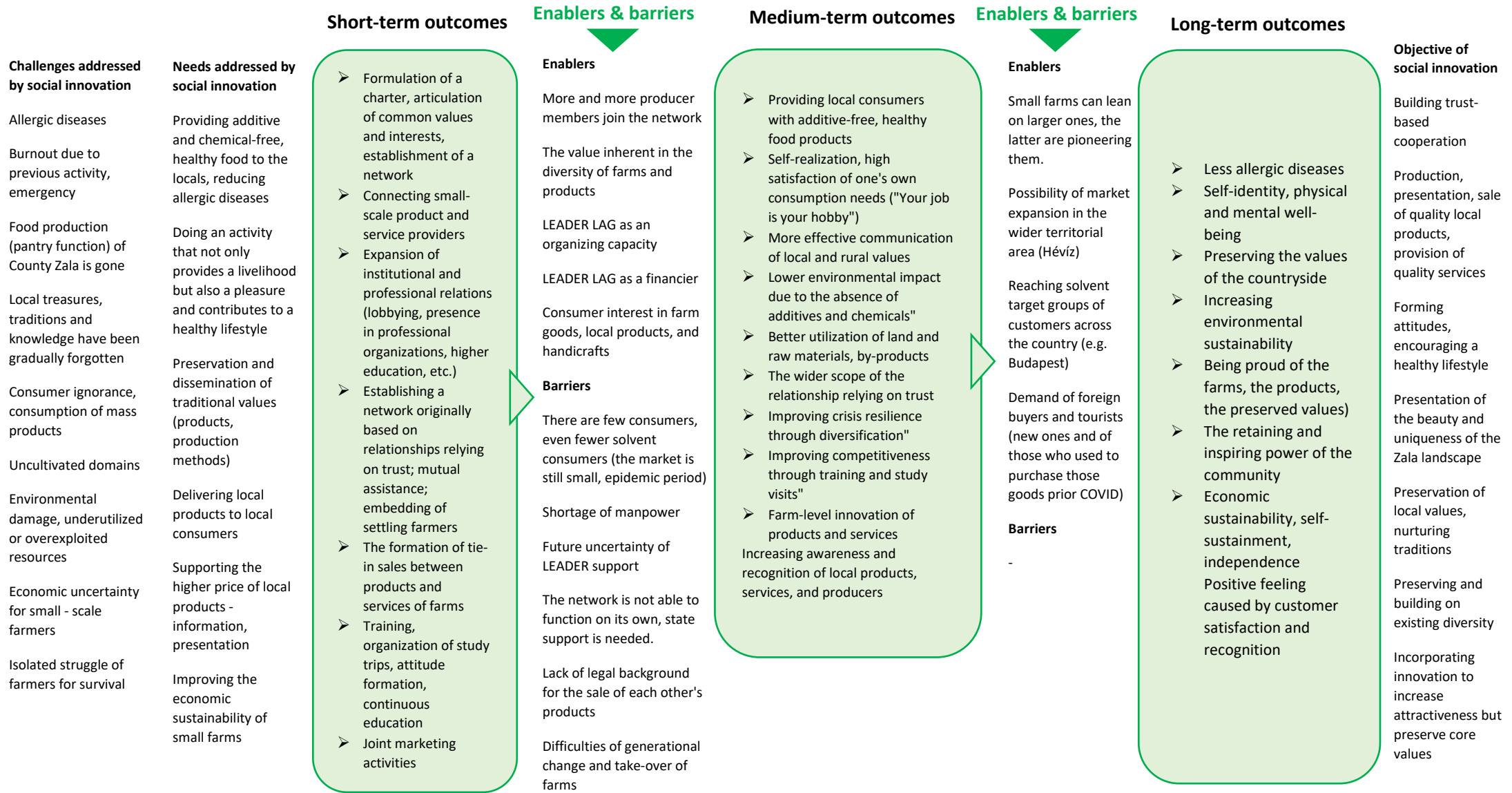
13:15- **LUNCH in Fiake Restaurant (Zalaszentgrót, 3 Eötvös Károly Street)**

If you have any questions related to the event please, let us know by using the following e-mail address [farmwell@aki.gov.hu](mailto:farmwell@aki.gov.hu), or please, call Eszter Hamza (+36 70 501 1258) or Viktória Vásáry (36 70 501 1176).

Budapest, 10 February 2022



ANNEX II: JOURNEY OF CHANGE – Open Farm Network of Zala Valley





**Enablers & barriers**

**Barrier:** uncertainty in employment  
 lack of stable legal environment  
 lack of money (for supporters, team) authorities/ IT systems  
**Enabler:** engaged leader / team, disabled person's family, social farmers among each other

**Challenge**  
 addressed by  
 social innovation

1. Entrepreneur's inner need to be a social entrepreneur (do what we love, do what has a meaning)
2. Need of the supported persons' and their family (acc., empl.). Social farmer is often a parent
3. Attitude shaping in the society, lack of social responsibility

- Employment: social farmer (employer) has unskilled workers for minor tasks (feeding the animals, collecting the eggs)
- Employment: person with reduced capacity to work (employee) has salary, meaningful activities → less stress for their families
- Attitude shaping in smaller communities (realizing with wonderment what persons with reduced capacity to work can do...)

**What?** meaningful, mainly agricultural activities  
**Why?** ethical decision to help (even if it is dangerous to give e.g. an open-ended contract)  
**How?** being a mission for the supporter and therapy for the supported person (NOT a therapy for the supporter)  
 It gives pleasure, but not advisable for unstable personalities because of the stress caused by the barriers

**Enablers & barriers**

**Barrier:** the same as earlier + lack of long-term projects  
**Enabler:** the same as earlier, but the team's importance is emphasized

- The increase of purchasing power (employee)
- Knowledge = product (social farmer)  
 Knowledge transfer 1. Selfless to the other social farmers 2. Through visits for money to others
- Attitude shaping in larger scale (realizing with wonderment what persons with reduced capacity to work can do...)

**What?**  
**Why?**  
**How?**  
 For these questions the same as earlier.

- Independent life and self-esteem of the employee (buying a flat etc.) (employee)
- Knowledge transfer through database / training (social farmer)
- Widening the services: employment where there is a residential care without employment (supported group and their family)
- Attitude shaping in larger scale (realizing with wonderment what persons with reduced capacity to work can do...)

**Objective** of social innovation

1. Legal legislation: everything in one article + a person responsible for the social farms / social entrepreneurship in the ministries + VAT allowance
2. Being professional entrepreneurs operating a small-scale farm  
 Being a place to practice for remedial teachers, social farmers  
 Making different products and offering different services to be able to survive (being independent from projects)
3. Voucher for the clients: the client can choose where to buy the service
4. New attitude: social responsibility: accepting / valuing the social farms in the society





## ANNEX III: SOCIAL INNOVATIONS

### III.1: SROI MAPPING OF THE OUTCOMES (WP4)

To complete this Annex, [please refer to the SROI Guidance \(Section 2.1.4: Step Three: Mapping the outcomes and identifying final measurable outcomes\)](#). For instance, a solution might address several ‘root causes’ of challenges and these could be grouped into separate ‘thematic’ tables as presented in the SROI Guide (section 2.1.4). “A thematic approach therefore may help not only to consolidate and organise the outcomes, but also to accurately assign them to the relevant stakeholder groups.” (SROI Guide).

As presented in the SROI guidance: *“In this step the facilitators (research partners) will produce a table that will be used by the University of Gloucestershire research team to identify final measurable outcomes for the Practice Group’s SIs, and in turn begin to develop indicators to evidence change in them. This, together with the more creative ToC model is the principal output of the storyboard workshops. Any narrative which helps to contextualise the ToC outcome or explain or clarify any relevant points or issues will of course be useful to the UoG team as they embark on the initial steps of Stage Two of the SROI process.”*

#### Solution 1 Title: Open Farm Network of Zala Valley

Stakeholder group*	Interim outcomes	Medium-longer term outcomes**
Farmers and their families, consumers, local society	<ul style="list-style-type: none"> <li>Formulation of a charter, articulation of common values and interests, establishment of a network</li> </ul>	<ul style="list-style-type: none"> <li>Providing local consumers with additive-free, healthy food products à <i>Less allergic diseases</i></li> <li>Self-realization, high satisfaction of one's own consumption needs ("Your job is your hobby") à <i>Self-identity, physical and mental well-being</i></li> <li>More effective communication of local and rural values à <i>Preserving the values of the countryside</i></li> <li>Lower environmental impact due to the absence of additives and chemicals + Better utilization of land and raw materials, by-products à <i>Increasing environmental sustainability</i></li> <li><i>Being proud of the farms, the products, the preserved values</i></li> </ul>
Farmers	<ul style="list-style-type: none"> <li>Connecting small-scale product and service providers</li> <li>Expansion of institutional and professional relations (lobbying, presence in professional organizations, higher education, etc.)</li> </ul>	<ul style="list-style-type: none"> <li><i>The retaining and inspiring power of the (farmer) community</i></li> </ul>
Farmers	<ul style="list-style-type: none"> <li>Establishing a network originally based on relationships relying on trust; mutual assistance; embedding of settling farmers</li> <li>The formation of tie-in sales between products and services of farms</li> <li>Training, organization of study trips, attitude formation, continuous education</li> </ul>	<ul style="list-style-type: none"> <li>The wider scope of the relationship relying on trust + Improving crisis resilience through diversification + Improving competitiveness through training and study visits à <i>Economic sustainability, self-sustainment, independence</i></li> </ul>
Farmers	<ul style="list-style-type: none"> <li>Joint marketing activities</li> </ul>	<ul style="list-style-type: none"> <li>Farm-level innovation of products and services + Increasing awareness and recognition of local products, services, and producers à <i>Positive feeling caused by customer satisfaction and recognition</i></li> </ul>

\* Farmers need to be one of the ‘material stakeholders’ / stakeholder groups. However, if you target specific group of farmers (e.g. women farmers, farm workers), please indicate these as separate stakeholder groups in separate lines.

\*\* “Facilitators may find it useful – or more straightforward – to combine the short, medium and longer term timeframes to simplify the mapping of outcomes – perhaps distinguishing short-medium term from medium-longer term, etc. There are no strict rules, and this should only be undertaken providing that no important information is lost or downplayed. The most important thing is that the UoG research team can intuitively identify the final measurable outcomes, which are usually found towards the right of the table.” (SROI Guide).





**Solution 2 Title: Social farming in Hungary -- employing persons with reduced capacity to work on a social farm**

Stakeholder group*	Interim outcomes	Medium-longer term outcomes**
Farmer / farmer's family	<ul style="list-style-type: none"> <li>Semi-skilled, unskilled workers capable to do minor tasks (feeding the hens, collecting the eggs)</li> </ul>	<ul style="list-style-type: none"> <li>Engaged workers (the team is similar to a family)</li> <li>Social responsibility: good for mental health to see the change</li> </ul>
Farm workers	<ul style="list-style-type: none"> <li>There is a reason to get up</li> <li>Salary – increased purchasing power</li> </ul>	<ul style="list-style-type: none"> <li>Buying an own flat</li> <li>Independent life</li> <li>Self-confidence</li> </ul>
Farm workers's families	<ul style="list-style-type: none"> <li>Less worry on the future</li> </ul>	<ul style="list-style-type: none"> <li>Prospective future for the child after the parents' death</li> </ul>
Society	<ul style="list-style-type: none"> <li>Raising awareness in smaller groups</li> </ul>	<ul style="list-style-type: none"> <li>Raising awareness in bigger groups</li> <li>Changing attitude in the wider society</li> </ul>

\* As above.

\*\* As above.

**III.2: INITIAL ELABORATION OF SOCIAL INNOVATIONS FOR THE SOCIAL INNOVATION DATABASE (WP3)**

See here: [FW Database-Template Social-innovations AKI MSZFSZ.xlsx](#)

