

Practice Group Feedback Report

Greece



Project acronym & number	FARMWELL
Project title	Improving farmers' wellbeing through social innovation
Project coordinator	E40 Group
Grant Agreement No	101000797





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1. Context of the Practice Group meeting





The 2nd PG meeting was actually organised around a set of several meetings on different days, formats and context. The physical meeting was originally scheduled earlier but was twice cancelled due to covid-19 restrictions and low participation from the farmers.

Basic information

SROI training with UGLOS team & EU40	2.12.2021 (on line)
Date and place of 2 nd PG meeting preparation of the Greek team to re-organise around the new social challenge/innovation and after the training for the SROI (partners involved: AUTH & STEVIA Coop)	13/1/2022 & 17/1/2022 (on line)
Date and place of 2 nd PG meeting with Group A' : Women in Olive Oil (partners involved: AUTH)	18/1/2022 (on line)
Date and place SROI Exercise with a group of MSc students and PhD candidates on Rural Development (partners involved: AUTH)	26/1/2022 (physical meeting Thessaloniki, Greece)
Date and place of meeting with an expert on energy citizenship and energy democracy (partners involved: AUTH)	3/2/2022 (on line)
Date and place of meeting with an expert on energy communities (partners involved: STEVIA coop)	8/2/2022 (on line)
SROI clinic with UGLOS team & EU40 (to prepare the exercise)	15.2.2022 (on line)
Date and place of 2 nd PG meeting with Group B' : Stevia Cooperative and other farmers (partners involved: AUTH & STEVIA Coop)	19-20/03/2022 (physical meeting at Makrakomi & Lamia in Fthiotida, Greece)

2. Background

In this report we provide feedback on the 2nd PG meeting and especially the key steps towards planning the event, the identification of participants and speakers, and the ways to raise awareness about social innovations ensuring that needs are met. We also provide in this report the planning, steps and feedback from the application of the Journey of Change exercise.

Identification of participants

Regarding the selection of the **participants**, we aimed at continuity with the previous phase and membership and therefore we invited the same stakeholders that attended the first PG meeting. Farmers were reached out through farmers' organization "Stevia Cooperative" and via the "Women in Olive Oil" group. New members were also invited and especially the president of the local energy community in order to share experiences and aspirations and contribute to the root causes of the energy poverty challenges, the outcomes and the possible solutions through the energy community. In addition, we invited an expert / co-owner of another social cooperative-energy community in Greece in order to provide a background on obstacles, and a stimulating talk. We tried to keep a balance between farmers and non-farmers (local –rural community residents) as we also wanted to have the exercise Journey of Change (JoC) and needed several stakeholders. We tried to keep also a gender and age balance as possible.





Identification of key challenge to cover through social innovation

Regarding the **challenges and social innovations**, as already described on the 1st PG meeting Feedback Report we initially prioritized 2 themes (social challenges) out of a long list identified by the mapping report: #1Ageing of farmers (depopulation of rural areas) & #2Farm Women’s Social integration/identity. Nevertheless during the course of the project and the on going communication with our farmers, after the 1st PG meeting, as well as recent events on the energy sector, we tried to adopt to the most urgent needs of our group and shift our focus to the challenge of Poverty and specifically **#most urgent Energy Poverty** which was in fact also one of the challenges on our initial list.



- Lack of Access to Health, Educational, Cultural & Public Services
- [#1Ageing of Farmers](#)
- [#1Depopulation of Rural Areas](#)
- [#2Farm \(rural\) Women’s Social integration/identity](#)
- Job Dis-Satisfaction & sense of achievement
- Family Farming –low Wages
- Social Exclusion of Migrant Field Workers
- Hidden Homelessness
- [#most urgent Poverty](#)

3. Participants at the 2nd PG meeting

Number of participants	21=16 + 5 team members (from AUTH and Stevia coop partners)
Out of which farmers’ representatives:	9/16
Out of which female farmers:	3/16
Out of which young farmers (e.g. under the age of 35)	not available (for sure 2 were under 35)
Out of which older farmers (e.g. 65+)	not available (1 for sure)
Out of which social innovation presenters	4/21



Participants invited at the 2nd PG meeting were mainly farmers. This was mainly a choice due to the fact that we needed to ensure that the social innovation selected is responding to the most urgent needs of the farmers. The majority of them participated on the 1st PG meeting but also some new ones were invited. Non-farmers were also invited (members of the local energy cooperative currently being established). The speakers were two AUTH members, the STEVIA Coop manager and an Expert on

Social –Energy Cooperative raising awareness about the social innovation solution presented. The President of the local energy cooperative *Lamia Energy Community “Myrmidones”*, was invited to make a contribution. The membership created the conditions for a constructive dialogue and of course achieving another goal, that of attracting other stakeholders from the local community.

4. Purpose & Focus





The purpose of the second PG meeting was twofold. On the one hand, this meeting aimed at raising awareness and informing the people of the rural area (farmers and non-farmers but directly interested), about the concept of social innovation solutions and its importance. Ensuring that the one selected for further elaboration is responding to the most urgent needs of farmers. On the other hand, the identification of short, medium and long term impacts of the specific social innovation of the “Energy community” was also a major objective for the meeting. The application of the JOC was also one of the aims of the meeting.

The focus of the meeting was set only to one social innovation i.e. the Energy community as offering solutions to several challenges and also addressing issues of equal gender opportunities in a rural area. Data presented at the mapping report had already indicated the overall problem of Poverty¹ in rural areas in Greece. In particular, the phenomenon of energy poverty is recognized as a distinct type of poverty and albeit no common definition of energy poverty exists we hereby refer to the inability of the farm(er) to cover energy needs and to the challenges that rural households face towards affordable energy living conditions.

This challenge was identified as most pressing and related to the economic and social sustainability of rural areas and overall wellbeing of farmers; posing great risk to the maintenance of farming and living conditions of the farm family. It is also Identified as a key topic due to the recent national legal framework² that is characterized as a decisive step towards a more democratic, decentralized energy system; which increasingly utilizes Renewable Energy Sources and energy saving technologies and offering a “window” of opportunity to farmers to change their practices and adapt to the challenges, raising their income and addressing energy poverty effectively. Raising prices of energy raise even more the costs of farming which leads to higher anxiety and stress levels to farmers not being able to cope. High value agricultural land is changing uses, grazing areas are becoming energy fields and farmers are left bowling alone in an energy market that can't control-influence. We therefore, with this selection of the challenge, seek to discuss decentralized community energy production models (social innovations) based on an upcoming economy and production model that on the one hand minimize the costs for current farms and on the other hand offer opportunities for the creation of new farms and businesses that will keep young people in the area or even attract new entrants to farming by creating sustainable and decent vacancies for the unemployed etc. It seems –maybe rather ambitious, but this remains to be seen- that the social innovation of an energy community might tackle more than one social challenge, as it is related to the overall wellbeing; physical, mental and social, the latter especially holds true for women farmers within the framework of women's energy communities.

Overall we set the following objectives:

- Inform and raise awareness on Energy Communities/Cooperatives. Discuss concerns and benefits that will result from the implementation of this particular social innovation.
- Clarify the concept of Energy Cooperative and why is considered a social innovation
- Elaborate on the necessary stages - steps of implementation and creation of the Energy Cooperative and how this changes the social environment and overall wellbeing
- Discussion of the problems and obstacles encountered during implementation of the Energy Cooperative so far from real examples
- Better understanding of social innovation through SROI and deepening the importance of social impact.

¹ For example the per capita GDP in rural areas was at the 55.5% of the average ration for the whole EU and that the average income of rural population is one of the lowest in the EU (only higher from Hungary and Romania). In rural areas in Greece the population at risk of poverty reaches a 35.2%, (in EU its 23.5%).

² Law 4513/2018 of the Greek Parliament on Energy Communities





5. Methodology

Before the meeting

Due to the fact that we had to come back to a challenge that was not elaborated during the previous stages, we had to identify root causes, outcomes and social innovations in order to discuss them and raise awareness during the 2nd PG meeting. Towards this direction a number of pre-meetings were held prior to the physical one. These meetings involved both our initial two PG groups (Group A & B) as well as two experts on energy democracy/ energy cooperatives:

- Group A': Women in Olive Oil** (women farmers -rural women). Women verified the new challenge as being very important/relevant for them too. A Women's energy cooperative was established recently in Greece providing a platform to discuss gender issues within energy democracy, which WIOO found very relevant to their needs and wanted to further explore during the 2nd PG meeting.
 
- Group B': Stevia Cooperative** (male and female farmers members of the cooperative). Farmers of the cooperative already had identified the contemporary energy discussion that has put great pressure to them and described how they have working towards establishing an energy community in the area.
- Expert A': Dr Marianna Markantoni**, Sociologist, and Cultural Geographer - specializing on energy citizenship and energy democracy. Research Fellow - Human Geographer working in Energy Democracy and Citizenship Research Fellow - EnergyPROSPECTS (PROactive Strategies and Policies for Energy Citizenship Transformation). Through the discussion with this expert we identified major issues especially the stakeholders that had to be involved, identification of what it means short-medium and long term end other matters (identify the possibility to contribute as a speaker at the meeting).
 
- Expert B': Dimitris Kitsikopoulos**, Bachelor in Electrical Engineering and a MSc in Information Technology for Manufacturing (ITM) also Social Entrepreneur and co-founder of "ELECTRA ENERGY" an organization working in Greece since 2016 for the transition to a democratic, inclusive, efficient and sustainable energy system with citizens and local communities at its core. With this expert we discussed issues of national legislation, best –real-cases, and hands on experience (identify the possibility to contribute as a speaker at the meeting).
- Also before the meeting we had a SROI training and a **Pilot exercise of the SROI/JOC** with a focus group of "experts" (not members of the PG). In this exercise all steps of the tool were piloted in order to facilitate the process during the actual PG meeting. Feedback and guidelines for the implementation of the JOC were given during a meeting with UGLOS team
- The programme and invitations were send by Partner "LaMia Stevia Coop" to all the PG members and verification of participation was obligatory due to covid-19 restriction on the max





number of people permitted at the venue.

During the meeting

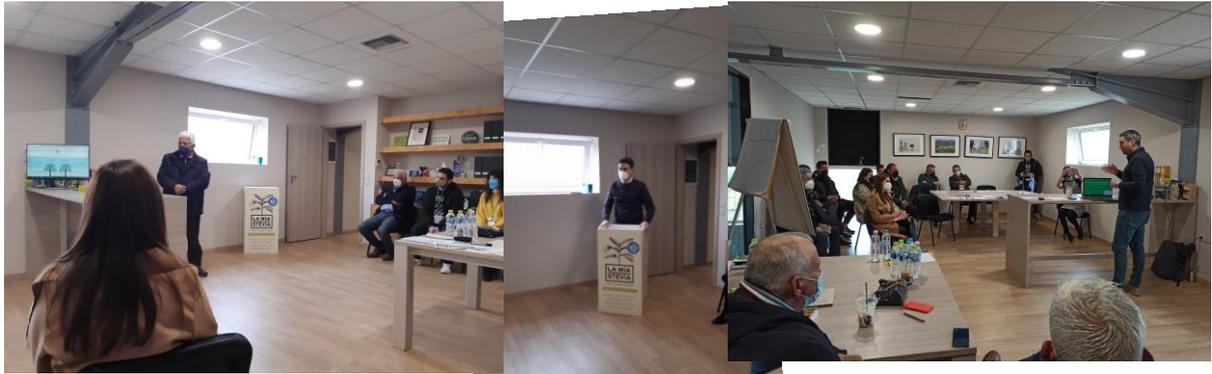
The 2nd PG physical meeting was organised around a 2-day programme, which significantly facilitated the informal exchange of experiences between participants and provided a great opportunity to visit points of interest of the local community that are affected by the selected social innovation.



See Annex I for the Agenda of the meeting.

- a) During the first day a field visit to the energy cooperative headquarters at Makrakomi village and village of Loutra Ipatis was organised and the team had discussions with local stakeholders on major challenges. In addition, the visits to the local community provided a great opportunity for more informal discussions as well as a very authentic source of information on how social innovation works in practice. Local people talked about what this social innovation means to them and their community. Locals also talked about their life in the rural, the difficulties, and the barriers they had to overcome to raise their families there and what their dreams about their children's lives are.
- b) We also organised (during the first day) a workshop with the expert Dimitris Kitsikopoulos on identifying key stakeholders on the social challenge of energy poverty and prepare the work for day 2
- c) During the second day and upon welcoming of the participants we asked them (as an ice-braker) to put post-its on the printed **tree** of our project and identify root causes and outcomes of energy poverty as well as their first name in order to get to know each other ("who is who" session).
- d) Due to the existence of new members (not part of the 1st PG meeting) an introduction to the whole FARMWELL project was necessary. The Greek **leaflet** of the project was also distributed. We tried to give feedback to the audience in order also to connect the mapping report results and communicate to the general public our **website**. It was followed by the presentation of all the selected social innovation. The project manager of AUTH explained the main objectives, the history, the activities, the organisation structure, and the main results of the project so far.
- e) The interactive part started with an inspiring talk by the invited speaker followed by a panel discussion.





The discussion focused on the

questions below:

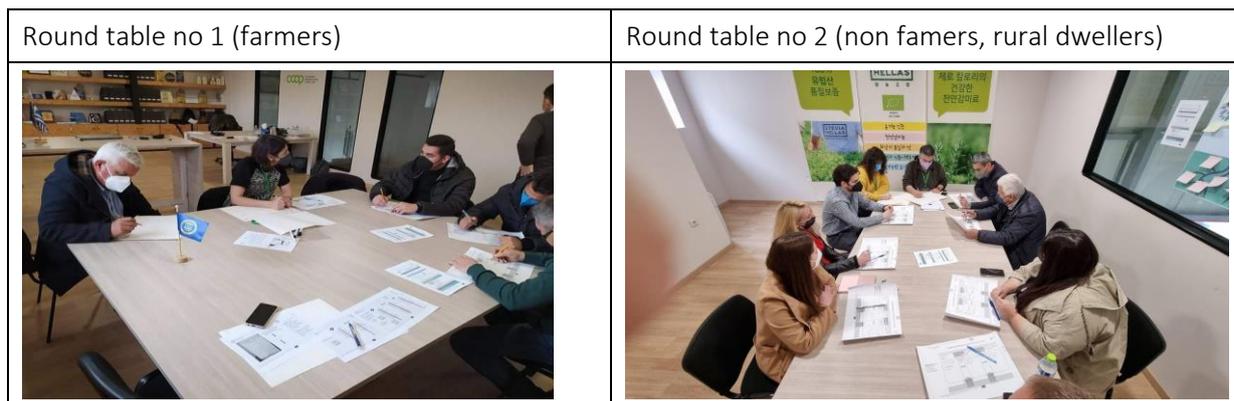
- how social innovations improve the farmers' wellbeing;
 - what are the innovative elements of the initiative;
 - the importance of cooperation: what new links are created by the initiative;
 - what are the adaptable elements, what conditions need to be met for adaptability.
- f) For **SROI exercise we used focus group discussion**. We organised groups in a round table using the printed chart –template of the JOC. The concept of the Journey of change and guidelines for the exercise were given by the facilitator of AUTH.
- g) Prior to the exercise we decided to use the **Animation film** created for the project “FarmWell- a story about farm life today” as a starting point for JOC. After viewing we asked farmers (and non farmers) 2 questions: “Do you see someone familiar from the heroes presented?” & “Which of the changes/challenges in presented are relevant to you?” Reactions about the short film were also captured through two video-interviews at the end of the meeting





SROI – Journey of Change sessions

When implementing the SROI session, the Lamia’s Energy cooperative “MYRMIDONES” as social innovation was put on the table. The two core groups of the JOC exercise were (a) the farmers of local community and (b) the non-farmers. Both of the round tables worked on the Journey of Change template prepared by UGLOS team for challenges, solutions and outcomes targeted by the actual social innovation, as well as the enablers and barriers to achieving the outcomes. A head facilitator, assisted by one script from AUTH team, were appointed in each table in order to achieve fruitful discussions and facilitating the process.



The findings of the JoC tables were written on separate/personal charts. Afterwards both teams joint a common session and all charts were discussed, points were clarified. After the meeting the AUTH team transcribed them to an Excel table, which also allowed the displaying of logical (sometimes overlapping) relationships between the outcomes.

See ANNEX II for the overall chart of the JOC.

6. Outcomes- Main Findings

Out of the whole participants 8 people expressed interest in piloting the specific solution of Energy Cooperative already.

Name of the farmer/business (in Greek)	Social Innovation expected to be tested
Δημήτριος	Energy Cooperative/Community Myrmidones. In Greek mythology, the Myrmidons (or Myrmidones; Greek: Μυρμιδόνες) were an ancient Thessalian Greek tribe, commanded by Achilles. Their ancestor was King Myrmidon and Eurymedousa, a princess of Phthiotis. She was seduced by him in the form of an ant. Hence the name "ant-people". Ants are supposed to be hard workers and work in collective forms/groups.
Γεώργιος	
Αργύρης	
Γεώργιος	
Κωνσταντίνα-Μαρία (female)	
Νικόλαος	
Ευαγγελία (female)	
Θόδωρος	
Ευάγγελος	
Κωνσταντίνος	
Ευάγγελος	





Outcomes on Energy Poverty Challenge

From the discussion participants confirmed the main challenges identified in the mapping report. They 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 uncertainty about fair – affordable access to energy, precarious agricultural input or lack of information and training, and concerns about energy poverty in their daily lives has been validated.

Energy poverty was estimated that will worsen the overall poverty rates in rural areas and that will pose even greater problems to living conditions and overall wellbeing of the rural family. Farmers also supported the fact that the high demand for land for alternative forms of energy poses a risk at the viability of their farms and their farming profession; taking over the high value agricultural land by non-farmers and even nonlocal residents is causing great conflict between Interested parties and additional stress to farmers. The "land-grabbing" vividly described will lead to market distortions and unfair competition for farmers and even dropping out of farming especially for the elderly ones that can't cope with recent developments and technologies.

From the discussion was evident that energy poverty is driven by and connected to income poverty and other causes relate to: poor energy efficiency, high energy (fuel) costs, lack of knowledge on how to achieve energy efficiency in agriculture, lack of energy saving technologies and lack of synergies at local level.



Outcomes from the overall presentation of the project and the animation film

New participants were rather enthusiastic from the overall project and were asking how they can follow up the activities; they also asked if there is a newsletter in Greek and if they can cross-visit other farmers in other countries. The exchange between farmers from other partner's countries was brought up on several times during the meeting.

The short video with reflections on the animation film can be found on the following link: <https://www.youtube.com/watch?v=jVaNZyfs3aw>

Participants on the video gave their permission to use their face and narrative for the public and scope of the project. Their reflections on the animation evolved around:

- The visualization of real problems, especially around farm business.
- Appreciation of the fact that it was indicative of the reality of a number of farmers.
- Due to the fact that it was an animation it can also be used for a younger audience, even children.
- They have identified personal stories especially when it comes to making investments and having to cope with the consequences of "bad" choices or random incidents.
- There is no support- safe net when things do not go as planned.
- The issue of mistrust to so called "experts" was also evident on the animation.

Outcomes from the presentation of the social innovation

From the presentation of the energy cooperative ELECTRA, by Mr Kitsikopoulos, the main factors and main advantages were highlighted, the legislation and aspects that are going to change over the next





few years were discussed. Especially the importance of a gender balance and the women's representation on the boards of energy communities sparked a very interesting discussion. He informed the participants for the cost of this innovation as well as for the profits. He also spoke about his own experience as a member in an innovation like this one. The following graph (outcome of the discussion) summarizes the overall aspects of Energy communities as social innovations.



The energy cooperative *Myrmidones* in the wider area of Fthiotida, is a social innovation adapted to the current needs of the residents (farmers and non farmers) of this rural area. The establishment of the energy cooperative will enable local development and prosperity, there will be energy democracy with easy access to energy by all members and at the same time there will be a benefit for the whole community as a quantity of energy will be used to cover urgent needs. This social innovation is addressed to the locals and permanent residents of the area either farmers or not. The benefit that farmers will receive is great as they will be able to utilise the required energy at a fixed cost and thus have a stable annual income. Regarding the individual goals from the creation of the energy cooperative, the building of trust and good cooperation between many different people is more important, the local community development, the advertising of the place and the fame of the farmers, better mental and physical health, economic prosperity, promoting innovation and networking, better social inclusion, and a shared vision for future investment.

The energy community can be considered, on the one hand, as an organisational innovation, creating a network of cooperation between individual farmers and between farmers as a team and other local and professional actors, the Lamia Stevia cooperative and other local businesses. Creating a cooperative culture is one of the goals of the network, both on the part of members and the wider community: members can participate in training, educational trips, and other bonding activities.

This social innovation provides services that promote mental, physical, and social well-being and knowledge transfer. Innovation takes place in various aspects of society: it "bridges the gap" and brings new approaches to many areas of employment, education, and economic prosperity and therefore meets general and specific social needs as well.

At the same time, it is potentially able to relieve the state and local authorities of some of their responsibilities by creating jobs in the future, developing community members' skills, collaborating, covering some of the energy needs in the future or complementing existing institutionalised public social services. It can also support the goals and functions of the social economy by providing





opportunities for socially beneficial activities and sources of income for social entrepreneurs, by diversifying agricultural and non-agricultural activities, such as green energy production.

Farmers who are members of the energy cooperative and their families are likely to experience a wide range of positive effects on their well-being through their participation in this innovation: pride, greater sensitivity to social problems, greater openness to innovation, acquisition of new skills and knowledge, deeper incentives to pursue agriculture, a stronger bond with the community and the local community (thus avoiding isolation and loneliness). The energy cooperative contributes to the diversification of their incomes and, with additional (regulatory) income, can offset the seasonality of agricultural profits.

Gender balance –social inclusion

Special mention was made on the gender balance on the membership and boards of energy cooperatives. As emphasised in the presentations and discussions, it is particularly important to have a female representation. It was clear that this is also the goal of the European Union, so that there is equality, and all are given the same opportunities and there is an opportunity for women in rural areas to “break the glass ceiling”. This effort, as clarified, is being promoted in a coordinated manner to achieve pluralism and democratic participation, especially when it comes to social innovation where the result of the investment will return to society itself. It is very important to have a gender balance of the participating members up to 50%, so that there is also the possibility to gain European subsidies for further investments. Therefore, attracting and increasing women in the Energy Cooperative is one of the targets that the group sets for the near future.

Main target group is farming families

The main target group that benefits from the selected social innovation is the farmer and the rural families as they will be able to achieve a stable income in the long run while in the short term they will be able to achieve a stable price of energy per kilowatt hour, affecting their financial situation and mental health. However, the wider society also benefits from this initiative, as a large percentage of the energy produced will be channelled to the needs of the whole of society (percentage of the energy required in schools, in the electrification of public infrastructure, etc. will be covered by the energy cooperative). In addition, jobs will be created, there will be inter-local cooperation laying the foundations for future collaborations and there will be advertising of the place, contributing more to the economic development of the place.

Cooperation and trust as a fundamental criterion of success

In this particular social innovation, the most important element is the close cooperation and trust between the member farmers, so they create new collaborations, collaborations or links between them and, as mentioned above, with other stakeholders. The development and success of the energy cooperative is based on strong trust (mutual assistance, good professional and community reputation / prestige, exchange of views, etc.) a personal, friendly, almost family bond. The positive economic impact has an indirect but decisive effect on prosperity, contributing significantly to the financial viability of members. In addition, the energy cooperative cooperates with both local authorities and higher authorities to resolve legal and bureaucratic obstacles that arise, proving the importance and originality of this social innovation at the national level.

All members, due to their locality, which is a strict condition for participation in the Energy Cooperative, know each other and most of them are already friends and partners, resulting in trust and good communication from the beginning. "Here we ask, we talk to each other, if they ask each other, they will tell their opinion," said a farmer, member of the energy cooperative. Another pointed out "here we work with emotion, we did not put profit above the common goal, we trust each other". It was also stressed that through communication and cooperation of many different people with each other, a good result is achieved. Many times, as mentioned, the existence of an intermediary is necessary to facilitate the processes (innovation broker).

Concerning the adaptability of this solution a high degree of commitment can be said in completing the





implementation of this initiative, as well as a lot of voluntary and extra work. Thanks to the motivation of the local authorities and the residents of the area by this social innovation, the conditions for the implementation of similar initiatives at the local level could be greatly improved in the near future.

See Annex III.2 of the report the summary tables for solutions

Validation of the first 2 steps of the JOF with expert

From the pilot of the JOC we had identified a long list of stakeholders (step 1) mainly Farmers, Local agricultural cooperative, local community and National Grid provider. During the PG meeting a number of stakeholders (playing a role along with the aforementioned critical ones) were identified: the local municipality, Banks, Businesses of the Agrofood sector.

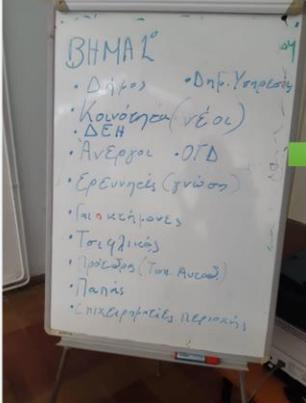
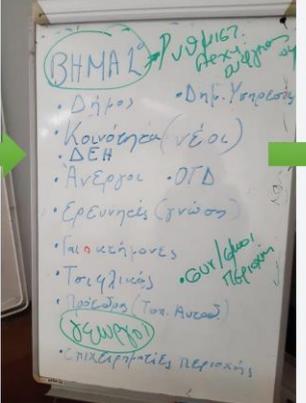
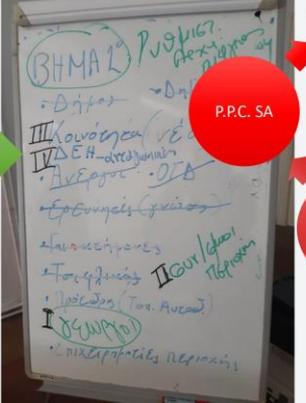


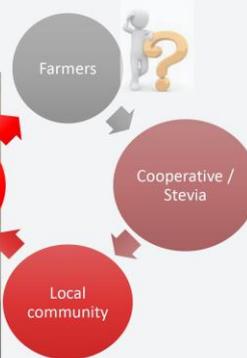
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FARMWELL: Improving farmers' wellbeing through social innovation
SROI clinic _Journey of Change_ preparing for 2nd PG meeting



Step 1: Identifying major stakeholders


→

→




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000797.









engaged and there was space for private conversations or in smaller groups. The field trip during day one and the workshop was useful and informative, locals felt comfortable in their own space, they were proud of showing the results of their work to the delegation of the FARMWELL project. The visits provided a safe environment for them and contributed to the trust building with the PG. The group is definitely committed to work together in the future.

Take away message: create material in national language

7.2 Next Steps

- The FARMWELL team will keep an open communication on the process of the establishment of the Energy Community Myrmidones –especially for data that will help further with the SROI exercise
- The FARMWELL team was invited on a major event by Kitsikopoulos in Thessaloniki on the forthcoming months
- Willingness from the PG's members to meet again in the future has to be safeguarded
- Cross visits with other countries have to be embedded on the action plan of the project





ANNEX I: AGENDA OF THE MEETIN

FARMWELL – Improving farmers' wellbeing through social innovation

2nd PG meeting GREECE



2nd PG Meeting of the FARMWELL Project



19-20 March 2022, Place : Makrakomi & Lamia
Fthiotida



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Date/ Timing	Agenda item	
19.3.2022	Day 1	
16.00-17.00	 Field visit to the Energy Cooperative headquarters at Makrakomi village, Discussions with local stakeholders on major social challenges	
17.30-18.30	 Workshop on identifying key stakeholders on the social challenge of energy poverty. Joint meeting of FARMWELL & EUCENA project teams –Learn from experts <i>This project is part of the European Climate Initiative (EUKI)</i>	<i>AUTH, Stevia Hellas & EUCENA team members meet and discuss, explore short, medium and long term impacts of the social innovation identified to the energy poverty challenge</i>
20.3.2022	Day 2	
9.30-10.00	Welcome -“who is who” & Purpose of the meeting Facilitator Christos Stamatis, CEO & Co-Founder Stevia Hellas Cooperative	Write your name, occupation and age on the tree!
Session 1: Introduction to the FARMWELL project & Social challenge of farmers and farming families		
10.00-10.30	What is the Challenge ? Setting the problem – presenting effective solutions Facilitator: Maria Partalidou, Associate Professor AUTH	 Briefly connecting to the mapping report results [dissimination of the website]
10.30-11.15	Tackling energy poverty in rural areas – the model of energy communities. Facilitator: Dimitris Kitsikopoulos (Q&A, discussion)	<i>“Energy in the hands of citizens”</i> ELECTRA ENERGY cooperative
11.15 – 11.30	Coffee Break	
Session 2: The Journey of change –SROI exercise		
11.30– 12.00	 Animation Film: ‘Farm Well – A story about farm life today’- Raise awareness on how difficult is to be a farmer nowadays	Viewing as icebreaker - Starting point for JOC exercise: changes occurred /will occur in the near future- Farmers are asked to relate to the heroes of the film or/and to the circumstances “Do you see someone familiar from the heroes presented?”
12.00–13.30	Introduction to the task by Anastasios Michailidis Split to 4 round tables with one facilitator for each	Flip chart –printed JOC template All AUTH team

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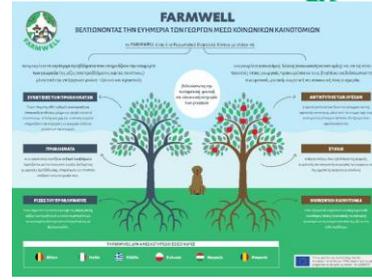
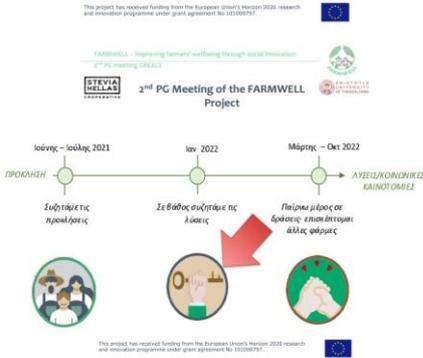
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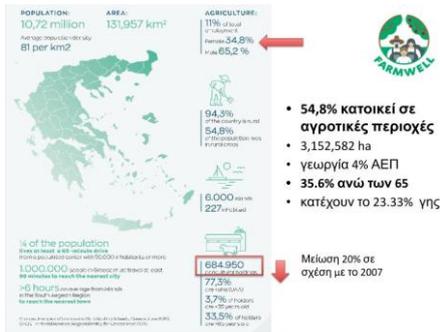
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2nd PG Meeting GREECE

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<https://farmwell-h2020.eu/>



- Γιατί να συμμετέχω
- σε ένα φιλικό περιβάλλον μιλάμε ανοιχτά για αυτά που μας προβληματίζουν – τις προκλήσεις σε τοπικό και συλλογικό επίπεδο τους παράγοντες που μας προκαλούν άγχος και χαλούν την υγεία μας που μπορούν να με βοηθήσουν
 - Ερχομαι σε επαφή με φορείς και ομάδες που μπορούν να με βοηθήσουν
 - Δεν καταγράφουμε μόνο ανάγκες **πρωτόγνωμες και λύσεις**
 - Μπορώ να **επικοινωνώ άλλους γεωργούς** στην περιοχή μου
 - Συμμετέχω σε **ευρωπαϊκές συναντήσεις** με άλλους γεωργούς



- 2nd PG Meeting of the FARMWELL Project
- Οι γεωργοί έχουν μια δύσκολη δουλειά, η οποία παρά τις δυσκολίες τους δίνει **ανεξαρτησία, το σίσθημα επίτευξης, δημιουργικότητας**
 - Η γεωργία και η κτηνοτροφία δεν είναι μόνο ένα επάγγελμα είναι **τρόπος ζωής** είναι κομμάτι της ταυτότητας των κατοίκων της υπαίθρου
 - Ειδικά στην Ελλάδα η αγροτική οικογένεια έχει **συναισθηματικούς δεσμούς** με τη γη και τη γεωργία και η γεωργική εκμετάλλευση περνάει από γενιά σε γενιά
 - παρουσίαση της αγροτικής ζωής ως ιδεώδη, απαλλαγμένη από προβλήματα (**αγροτικό ιδεώδες**)
 - Όμως το **άγχος, στρες, κούραση, προβλήματα, αρρώστιες** δεν σημαίνει ότι ΑΕΠτουν
 - Όλη η **οικογένεια** εξαρτάται από την ευημερία του/της γεωργού
 - **Οι ίδιοι οι γεωργοί δύσκολα ζητούν βοήθεια είναι ατρόμητοι/ες**



2nd PG Meeting of the FARMWELL Project

Αναγνωρίζεις κάτι που έχεις ζήσει στο video;

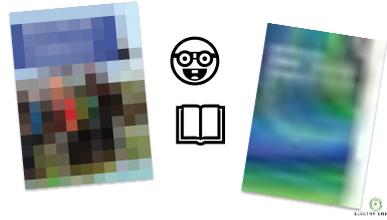
Ποιές από τις προκλήσεις που δείχνει ης ευκαιρίες ;



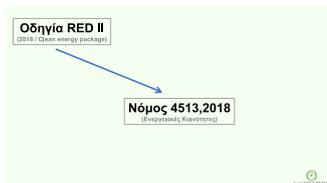
- 2nd PG Meeting of the FARMWELL Project
- ✓ επενδύσεις-αύξηση εισοδημάτων
 - ✓ Από κάτω προς τα πάνω
 - ✓ Συνδέει πολλούς ενδιαφερόμενους
 - ✓ Δημοκρατικό σύστημα ενέργειας
 - ✓ Κίνητρα σε νέους/ες
 - ✓ Φήμη γεωργού
 - ✓ Ευαισθητοποίηση σε θέματα κλιματικής κρίσης

Presentation by Partalidou M.



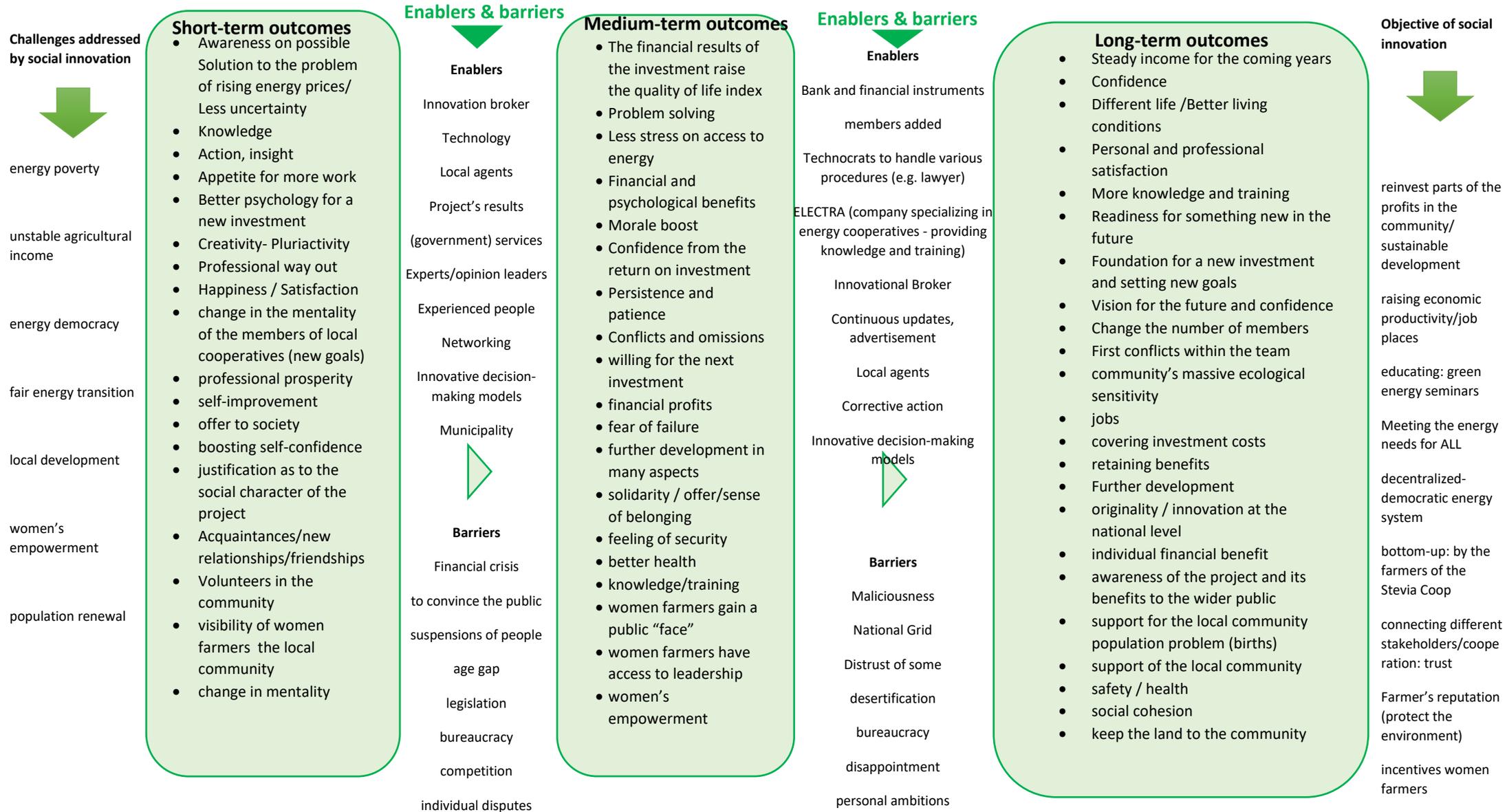


Presentation by Kitsikopoulos D.





2nd Practice Group Report – Greece
ANNEX II: JOURNEY OF CHANGE – Energy Cooperative – Farmers





ANNEX III: SOCIAL INNOVATIONS

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

Solution 1: Lamia Energy Community/Cooperative “Myrmidones”

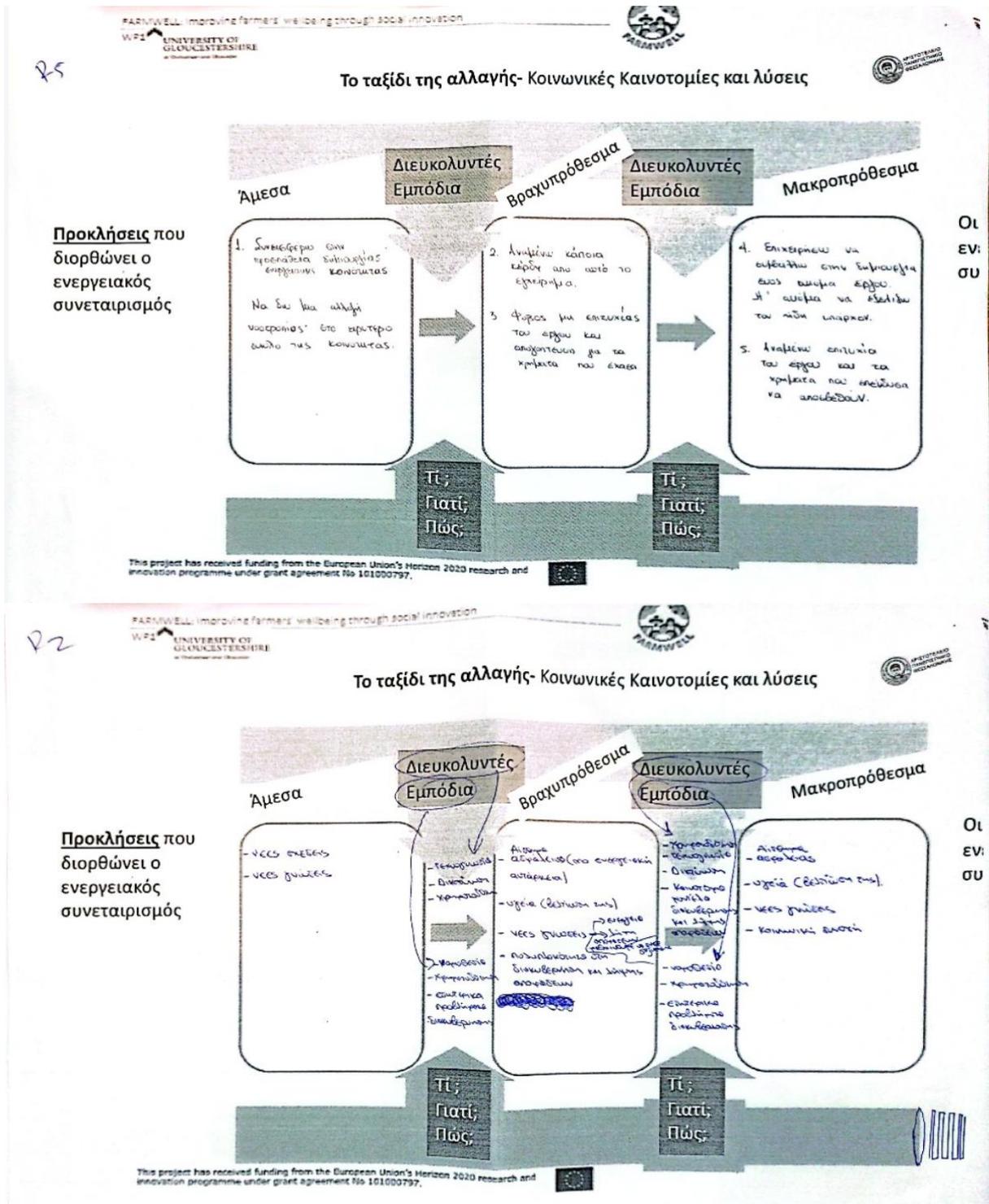
Stakeholder group	Interim outcomes	Medium-longer term outcomes
Farmers and their families	<ul style="list-style-type: none"> • Awareness on possible Solution to the problem of rising energy prices/ Less uncertainty • Knowledge • Take action • Optimism • Meet new people • Pluriactivity of the farm • Appetite for more work • Better psychology for a new investment • Professional way out • Happiness / Satisfaction • change in the mentality of the members of local cooperatives (new goals) • professional prosperity • self-improvement • boosting self-confidence 	<ul style="list-style-type: none"> • financial results /financial profits /Steady income • Different life /Better living conditions/quality of life • Less stress • Psychological benefits • Morale boost • Confidence from the return on investment • Persistence and patience • Conflicts and omissions • willing for the next investment • fear of failure • further development in other aspects • solidarity / offer/sense of belonging • feeling of security • better health • knowledge/training • Personal and professional satisfaction • Readiness for something new in the future • Foundation for a new investment and setting new goals • Vision for the future • Change the number of members • First conflicts within the team • originality / innovation at the national level • individual financial benefit
Non-Farmers, consumers, local society	<ul style="list-style-type: none"> • Knowledge • Action, insight • Appetite for more work • Creativity • professional prosperity • self-improvement 	<ul style="list-style-type: none"> • solidarity / offer/sense of belonging • feeling of security • knowledge/training • Steady income for the coming years • Different life /Better living conditions





	<ul style="list-style-type: none"> • offer to society • boosting self-confidence • Acquaintances/new relationships/friendships • Volunteers in the community • Self confidence 	<ul style="list-style-type: none"> • Readiness for something new in the future • Foundation for a new investment and setting new goals • Vision for the future and confidence • community's massive ecological sensitivity • jobs • awareness of the project and its benefits to the wider public • support for the local community population problem (births) • safety / health • social cohesion • keep the land to the community
Female farmers	<ul style="list-style-type: none"> • visibility on the local community • knowledge/training • incomes • Self confidence 	<ul style="list-style-type: none"> • public face • leadership • empowerment • entrepreneurship
Lamia Stevia coop	<ul style="list-style-type: none"> • empowerment of members • expand the local area network • integration of new producers in the energy cooperative 	<ul style="list-style-type: none"> • brand enhancement Stevia Hellas • national networking • networking with other organizations within the European Union • attracting young farmers (in age) • support for other social projects • economic benefits • brand awareness • lighthouse for new projects





JOC templates from 2nd PG meeting

Piloting of the JOC before meeting

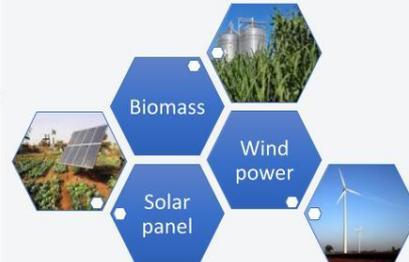
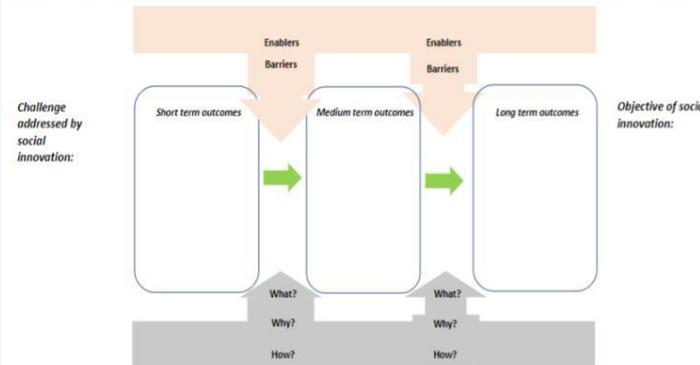




FARMWELL: Improving farmers' wellbeing through social innovation
SROI clinic _Journey of Change_ preparing for 2nd PG meeting



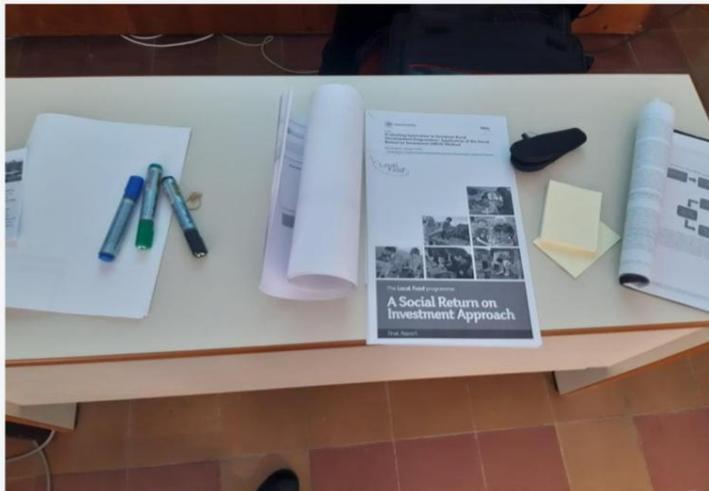
Journey of change [Social innovation #GR: ENERGY COOPERATIVE]



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Exercise by AUTH (26.2.2022)

- Michailidis A.
- Partalidou M.
- Nastis S.
- Sotiriades I.
- Kadianaki E.

& 12 MSc students Agricultural Economics & rural Development and Chatsera Z.

Contribution by
Ch. Stamatis &
D. Kitsikopoulos

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What is the social challenge identified?



ENERGY POVERTY



Causes

Raising prices of energy (energy crisis)
Access to energy is driven by both local and global factors (climate change, energy security).
farmers are left bowing alone in an energy market that can't control-influence

Effects

High costs of farming
High demand for land is changing uses (grazing areas are become energy fields)
Taking over the high value agricultural land by non-farmer (land-grab)
Unfair competition for farmers
Dropping out of farming especially for the elderly ones that can't cope with recent developments and technologies

Higher anxiety and stress levels to farmers not being able to cope

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- ✓ Meeting the energy needs for ALL
- ✓ contributing to better living conditions
- ✓ raising economic productivity/job places
- ✓ not just raise money to make investments BUT
- ✓ bottom-up: by the farmers of the Stevia Coop
- ✓ connecting different stakeholders/cooperation: trust
- ✓ decentralized-democratic energy system
- ✓ raising awareness
- ✓ educating: green energy seminars
- ✓ creating incentives 40% women farmers
- ✓ reinvest parts of the profits in the community/ sustainable development
- ✓ Farmer's reputation (protect the environment)

Why is this a Social innovation?

POWER^o to people-community

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FARMWELL

Journey of Change – Social Innovation Solutions

Challenge addressed by social innovation:

Short term outcomes

Enablers
Barriers

Medium term outcomes

Enablers
Barriers

Long term outcomes

Objective of social innovation:

What?
Why?
How?

SOCIAL INNOVATION IN FARMING

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FARMWELL

Step 1: Identifying major stakeholders

Farmers

P.P.C. SA

Cooperative / Stevia

Local community

SOCIAL INNOVATION IN FARMING

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Step 2: Define “short” “medium” “long” term

Short
2nd -4th -8th month

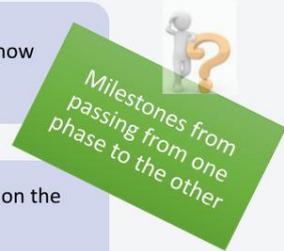
- Until the official establishment (how long does this take?)

Medium
8th -16th -36th month

- After the first photovoltaic is set on the ground
-

Long
3 years-10 years

- When everything is subject to change
- When can someone leave the coop? barriers to enter and exit
- Depreciation



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Short Term Outcomes [farmer]

Get off my TV screen



I too contribute to something “big”



WHAT?

- sense of belonging to a team/community
- Access to Knowledge/training
- socializing, awareness
- change of way of thinking
- Uncertainty
- Tackle other problems
- operative consciousness
- My perspective for the future starts to change
- Change in mentality

Why?

- Feels struggling with the crisis (money, climate, social)
- New job opportunities emerging (family members)
- New activities
- Its an innovation
- Everyone talks about it
- It is something new
- communication channels created
- The more you feel confident the better you operate/work
- Starts to feel ways out of the risks

HOW?

- Intimacy, trust, social capital
- Collaboration-exchange of views and reflections,
- Meetings
- Believe in the initiative
- Reading
- Get to know results from best case studies
- Volunteer work

Outcomes on the short terms depend on whether they are members of the Stevia !!

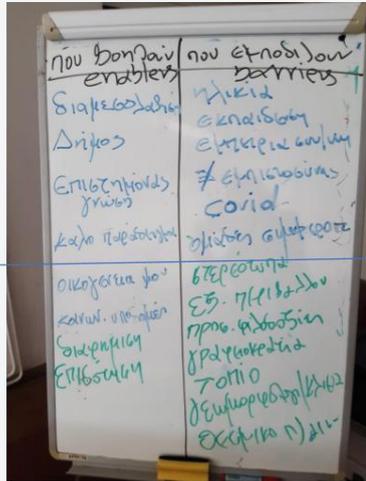


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Enablers and barriers for Short term outcomes to become medium term outcomes



Enablers and barriers to achieve Short term outcomes

Enablers: local municipality (facilities), innovation brokers, scientific knowledge, case studies, my family, social services

Barriers : age, education experience luck of trust Covid-19, Conflicts (groups with different claims)

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Short Term Outcomes [cooperative]



WHAT?

Συνεταιρισμοί

Συνεργασία, επικοινωνία, γνώση, εμπειρία, ενδυνάμωση μελών

Why?

HOW?

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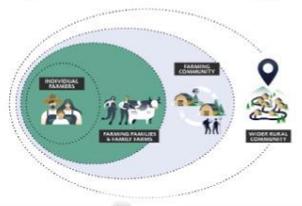




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Short Term Outcomes [community]



WHAT?

...

Κοινότητα
Κοινωνική συνοχή, συνεργασία και εμπιστοσύνη στην κοινότητα, αύξηση περιβαλλοντικού αντικτύπου, δημιουργία τμήματος σχετικό με τον ενεργειακό συνεταιρισμό

Why?

...

HOW?

...

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Short Term Outcomes [national energy grid provider]



WHAT?

...

Why?

...

HOW?

...

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Medium Term Outcomes [farmer]



WHAT?

- Income
- Self esteem
- No Uncertainty
- Friendship
- Feeling of success
- Open to a wider public
- Emotional change
- Awareness

Why?

- Trust
- Channels of communication within the group
- Task/responsibility sharing within the team
- Redefining of farming /reputation

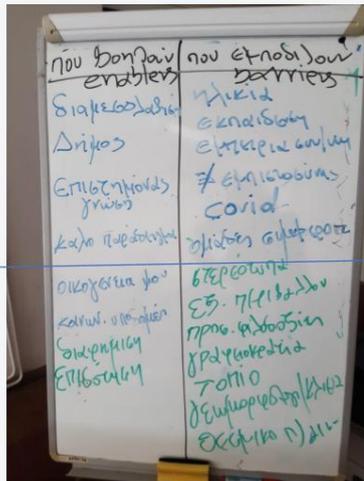
HOW?

- Energy savings
- New skills
- Act as multiplier of the change –for others

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- ☐ Μη μέλη του Ενεργειακού Συνεταιρισμού
- ☐ Περιβαλλοντικές οργανώσεις
- ☐ Προμηθευτές ρεύματος
- ☐ Εξωτερικοί επενδυτές στο τομέα της ενέργειας

Enablers: advertisement, funding opportunities

Barriers : personal ambitions, landscape, institutional framework, prices, red-tape

Enablers and barriers for medium term outcomes to become long term outcomes

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FARMWELL: Improving farmers' wellbeing through social innovation
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Long Term Outcomes [farmer]



WHAT?

- Sense of achievement
- Economies of scale
- Proud
- Other cooperation
- Wellbeing
- Minimize energy poverty
- Better living conditions
- Reputation
- Keep the land to the community
- Bonds
- Repository of knowledge

Why?

- Know-how
- Co-creation of knowledge

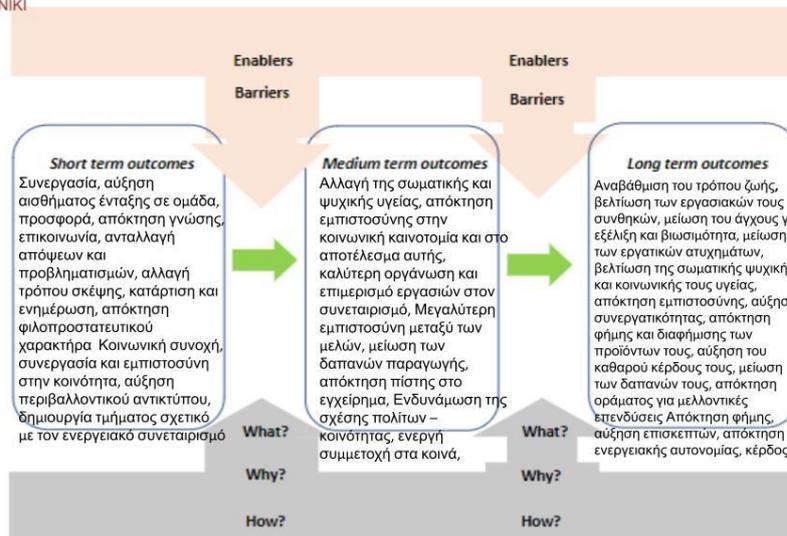
HOW?

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Journey of Change – Social Innovation Solutions

Challenge addressed by social innovation:



Objective of social innovation:

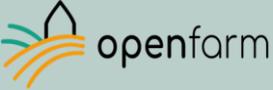
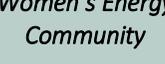
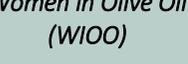
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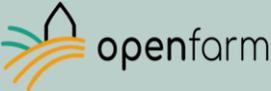
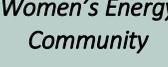
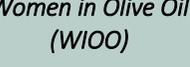
III.2: INITIAL ELABORATION OF SOCIAL INNOVATIONS FOR THE SOCIAL INNOVATION

DATABASE (WP3)

Key innovation dimension	Relevant aspects in the context of FARMWELL	Criteria	Example No 1: openfarm 	Example No2: Women's Agricultural Cooperative 	Example No 3: TZOUMAKERS 	Example No4: Women's Energy Community 	Example No 5: Women in Olive Oil (WIOO) 
1. Primary criteria							
Main goal	Improving the social, physical and mental wellbeing of farmers and farming families	Strong (expected) effect on the physical, mental and/or social wellbeing: ultimately each solution should improve one of the key wellbeing aspects (while they might have other – e.g. economic / financial implications as well). The SROI Journey of Change can help reflecting on this aspect and application of this criterion.	Enhance social (identity & economical) wellbeing of farmers by bridging the gap between urban dwellers and rural areas/families. The urbanite is usually completely unaware of the scope of a farmer's work. Many also do not realize that in addition to producing high quality food, farmers play a very crucial role in protecting the environment and the overall well-being of rural communities.	In the village of Agios Antonios with about 700 residents most of the people are engaged in agriculture (wheat crop and cow farming) a number of challenges (livestock farming has decreased- persistent decline in agricultural income) led to the creation of Women's Agricultural Cooperation of Traditional Products. The aim is to employ rural women, strengthen their family income, develop the village, preserve and spread the tradition through the production and distribution of a range of healthy, quality handmade products	Tzoumakers is an open lab for communities to cooperatively design and manufacture tools for small-scale agricultural production. The goal is to create a community where citizens may seize technology into their own hands.	Energy Community's aim is to boost individual/family incomes, local entrepreneurship, solidarity economy, in terms of energy democracy, which is an emerging social tendency, in order to offset the fossil fuels energy agenda through the energy transition to more environmentally friendly energy types	Uniting women to inspire positive changes worldwide.. getting to know each other better, to share our ideas and vision."
For whom?	Directly: Farmers and farming families Indirectly: Society	Clear focus on farmers (while other target groups might also benefit)	Farmers and farming families (family-owned, small or medium-sized)	20 Women, rural families + urban dwellers also benefit	Small farmers in mountainous –remote rural areas	Women & Rural families at risk of energy poverty. Moreover, about	<i>Women involved on the production of olive oil</i>

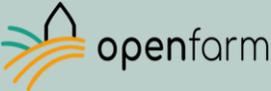




Key innovation dimension	Relevant aspects in the context of FARMWELL	Criteria	Example No 1: openfarm 	Example No2: Women's Agricultural Cooperative 	Example No 3: TZOUMAKERS 	Example No4: Women's Energy Community 	Example No 5: Women in Olive Oil (WIOO) 
	as a whole (rural communities in particular)	from social innovations): the main target group that benefit from the innovation should be farmers. The SROI Journey of Change can help reflecting on who the key target groups are and what benefit the solution brings to farmers (vs. other groups).	and overall rural communities + Consumers/urban dwellers also benefit			25% of the initiatives plan to support vulnerable energy consumers in their communities. Unfortunately, emerging initiatives lack gender balance; 42% of them do not have women on their board of directors.	
What kind of action?	Improved capacity of individual farmers, farming families to act: diagnose problems (such as mental health) and take actions Improved social environment and services Improved linkages and partnerships	Innovative and new approaches: Actions should be innovative and inspiring for others. Some approaches might be useful and practical, but fairly common or generic (and consequently they have less capacity to generate real impact and change). With reference to	The openfarm community tries to highlight the "open" visitable farms and agricultural processing units scattered in various parts of Greece. Units that in addition to the production of excellent, quality agricultural products, also offer services of education, experiential experience, hospitality and leisure. The visitor of openfarm selects the criteria (area,	The cooperation produces traditional handmade, high quality products with recipes that reflect their cultural heritage, fresh seasonal fruit marmalades and spoon sweets. Also actions such as rural tourism in a warm and friendly environment in harmony with the beautiful view of mount Olympus, offered to families and friends.	Cooperatively design and manufacture tools for small-scale agricultural production. Their vision is to create such villages where farmers may seize technology into their own hands. These sites may be supported by municipalities and / or by multi-stakeholder cooperatives. As part of a greater social innovation project the	<i>Technical support and administrative brokerage also training and empowerment of women</i>	<i>Webinars to women, From the first online discussions for the transfer of good practices and knowledge, such as the creation of a corporate identity. But also actions such as Harvest Smiles in which the group gathers and donates olive oil for girls at a</i>





Key innovation dimension	Relevant aspects in the context of FARMWELL	Criteria	Example No 1: openfarm 	Example No2: Women's Agricultural Cooperative 	Example No 3: TZOUMAKERS 	Ta Example No4: Women's Energy Community	Example No 5: Women in Olive Oil (WIOO)
	<p>between farmers and other societal actors Improved sustainability of the farm business</p>	<p>the EIP-AGRI definition of innovation, innovative actions should concern “a new idea (or renewed, a novel change) that proves successful in practice”, which turns into [social] benefit for farmers. NB: Some practices that are not innovative in one context, might still be new in other context. Therefore, innovation will be context (an country) specific. Note: Inspirational examples are also the ones that can be communicated with a real effect to farmers, also using the New Heroes' story-telling approach.</p>	<p>production direction, certifications and activities on the property), sees the units that satisfy the search and organizes the visit either in direct consultation with the farm or with the help of the team of openfarm. The team visits the farm, makes diagnostics, checks the products, gives expertise.</p>		<p>creation of this living lab in an isolated mountainous area in Greece creates the conditions for farmers themselves to take into their hands the way they are practicing agriculture and the tools they use, outside the mainstream market.</p>		<p>Foundation“will bring together many women that are willing to teach from their experience, help with our education through online (ideally) workshops and events, contribute to networking through a B2B section, and remain a reliable point of reference about the world of olive oil.”</p>





Key innovation dimension	Relevant aspects in the context of FARMWELL	Criteria	Example No 1: openfarm 	Example No2: Women's Agricultural Cooperative 	Example No 3: TZOUMAKERS 	Example No4: Women's Energy Community	Example No 5: Women in Olive Oil (WIOO)
2. Secondary criteria							
Through what process?	Mostly collaboration, partnerships and better farmer-to-farmer linkages, as well as linkages between farmers and relevant (social) services, or farmers and the wider society	Ideally the social innovations identified will also create new collaborations, partnerships or linkages between farmers and with other stakeholders.	During “ open farm days 2021 ” more than 1.500 people participated to 90 events in 60 farms bringing together all stakeholders and creating linkages with the wider society Also an e-shop is created for selling the produce of the farms on line	Since 1999 they created new linkages between women -farmers and other stakeholders such as the Local Action Group, the local municipality, the university.	started in 2018, based in the village of Kalentzi in Ioannina and with a philosophy that is summarized in the motto "we design globally, we build locally". They are already showing remarkable activity, creating tools for small-scale farmers, stockbreeders and beekeepers, whose technology (i.e. designs and knowledge of construction) is then freely shared.	Discussion started with a presentation on the emerging Community energy sector in Greece, as mapped out by an initial study carried out by REScoop.eu member Electra energy cooperative and the Smart Rue research lab (National Technological University of Athens) for Greenpeace Greece	
By whom?	With active involvement of farmers, farmers organisations/ advisory bodies and social service providers	Many solutions are expected to come directly from farmers, but at least implemented with the active engagement of farmers (rather than a top-down manner).	Medculture company is the broker of this innovation but also the community itself takes actions . The company med Culture has the object of organizing educational activities - seminars for adults and children, with thematic pillars Mediterranean	The women themselves were stimulated by an training seminar that gave the stage to discuss the initial idea – Advisory services were offered by the Local Action Group of LEADER initiative that also sponsored the investment of the café-manufacturing line.	These communities may be supported by municipalities and / or by multi-stakeholder cooperatives.	The implementation of this initiative was undertaken by Alice Corovessi, Managing Director of INZEB , in collaboration with S.E.G.E and ELEC TRA Energy Cooperative , while interest in	In April 2020, Jill Myers founded Women in Olive Oil (WIOO), starting with a small Facebook group that expanded globally in just a few days. On





Key innovation dimension	Relevant aspects in the context of FARMWELL	Criteria	<i>Example No 1: openfarm</i> 	<i>Example No2: Women's Agricultural Cooperative</i> 	<i>Example No 3: TZOUMAKERS</i> 	<i>Ta Example No4: Women's Energy Community</i>	<i>Example No 5: Women in Olive Oil (WIOO)</i>
			<p>Diet, Agro-ecology, Organic Agriculture, Urban Agriculture, Medicinal Plants and general issues related to health, nutrition and protection environment.</p>			<p>participating in this project has been already expressed by 50 women from the regions of Central Macedonia, Crete and Peloponnese.</p>	<p>Facebook, WIOO summarizes its goal: "to contribute to individual and societal advancement of women through the common link of olive oil." The movement has now grown to include 1200 women in almost 50 countries Supported by HIGGS</p>

