

## **Agritorino**

### ***A new way of farming to overtake the crisis***

Torino, Piedmont Region, Italy

#### **About Agritorino project**

Agritorino is an initiative, launched in Turin in 2012, promoted by various local voluntary associations: *Sermig, Cottolengo, Congregazione Salesiana, Padri Somaschi, Permico Banca di microcredito e Piazza dei Mestieri*. The project aims to combine support to family incomes, sustainable agriculture and vocational training, by entrusting young unemployed people to cultivate lands that had been left fallow due to the economic and rural crisis. The new young farmers are trained on sustainable agriculture and are expected to sell a part of their production at an equitable price to advantage vulnerable citizens.

#### **Project innovations and features**

- unemployed people are at the same time actors and recipients of the development
- Agritorino promotes an active and responsible welfare, aimed to inspire new policies and best practices at national level
- the project involved a strong network composed by private organizations with common aims
- the project focuses on human capital and non-monetary resources

#### **Specific objectives**

1. to develop agricultural production, environmentally, economically and socially sustainable, characterized by an intelligent application of new technologies. In particular:
  - a. promote and support a self-sustaining agricultural production (vegetable gardens),
  - b. create new farming business and support new job creation by working on wastelands,
  - c. development of existing enterprises.
2. to redistribute the product and/or any proceeds on a more equitable way, by promoting a “pact” between farmers and consumers.
3. to organize an enterprise-network in order to support business incubation and start-up (training, business planning, technical assistance to new enterprises and others similar services).

Some results are been achieved concerning objective 1: Agritorino currently manages about 14.220 square meter of plot; one enterprise started up his business thanks to the assistance of some voluntaries and professionals of the new enterprise creation service; some activities are been launched with existing enterprises of the territory.

Implementation of objective 2. and 3. is currently on a testing and study phase. Agritorino is currently working to make its structure more efficient and to define a strategy for the future, in order to attract new funds and create synergies, especially at European level.

#### **Key words**

Network enterprise, trust relation between production and consume, territorial communities

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