SOLIDARITY ECONOMY IN PORTUGAL
GOOD PRACTICE EXAMPLE

ADREPES

SUSTAINABLE AND
SOLIDARITY ECONOMY:
ADREPES
THE SUSY PROJECT BRINGS TOGETHER AND SHOWS YOU EXAMPLES OF THE SOLIDARITY ECONOMY, SO THAT PEOPLE INVOLVED AND INTERESTED IN SOLIDARITY-BASED INITIATIVES CAN NETWORK AND INTERACT, AND WE CAN SHARE AND OPEN UP THE IDEA OF THE SOLIDARITY ECONOMY TO MORE AND MORE PEOPLE. BY COLLECTING AND SHARING THESE EXAMPLES, WE AIM TO GAIN NEW INSIGHTS INTO THE SOLIDARITY ECONOMY. WE HOPE TO ENABLE REFLECTION AND DISCUSSION IN ORDER TO DISCOVER AND EMBARK ON MORE AND MORE FUTURE OPPORTUNITIES AND POSSIBILITIES FOR THE SOLIDARITY ECONOMY. AT THE SAME TIME – LIKE OTHER INITIATIVES IN THE SOLIDARITY ECONOMY – WE ARE BUILDING LINKS WITH POLITICAL DECISION MAKERS SO TO INCREASE THEIR SUPPORT FOR AN ALTERNATIVE WAY OF DOING THINGS.

WE ARE A NETWORK OF 26 ASSOCIATIONS IN 23 EUROPEAN COUNTRIES ENHANCING THE COMPETENCES OF LOCAL ACTORS THAT ARE ENGAGED IN THE SOCIAL AND SOLIDARITY ECONOMY, SUPPORTING A NEW PARADIGM OF ECONOMIC DEVELOPMENT IN ORDER TO FIGHT POVERTY AND TO DIFFUSE AN EQUITABLE AND SUSTAINABLE WAY OF LIVING.

This report has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of the project team and can under no circumstances be regarded as reflecting the position of the European Union.
INDEX

1. Description of the SSE Good practice ............................................................................................................. 4
   1.1) Name, Organization and/or network responsible for the practice, Location, Sector .......................... 4
   1.2) Proposed activities .................................................................................................................................. 4
   1.3) Management model and stakeholders involvement ............................................................................. 6
   1.4) Turnover and job creation/quality .......................................................................................................... 7
   1.5) Social and ecological externalities .......................................................................................................... 8
   1.6) Communication and advocacy .............................................................................................................. 8
   1.7) Networking, affiliations and openness of the Good practice to the existing networks .................. 9
2. Evaluation of the Good practice ....................................................................................................................... 10
   2.1) The Good practice’s economic and social impact and potential ......................................................... 10
   2.2) The transformative impact on the territory and beyond .................................................................. 11
   2.3) Policy impact of the Good practice ....................................................................................................... 12
   2.4) Sustainability of the practice ................................................................................................................. 13
   2.5) Participatory space open to the territory .............................................................................................. 14
3. What can we learn from the described Good practice? ................................................................................. 15
4. Individual story .................................................................................................................................................. 16

ADDITIONAL INFORMATION ................................................................................................................................. 20
Stakeholder mapping ........................................................................................................................................... 20
Interviews ............................................................................................................................................................... 20
SUSTAINABLE AND SOLIDARITY ECONOMY:

ADREPES

1. Description of the SSE Good practice
1.1) Name, Organization and/or network responsible for the practice, Location, Sector.

ADREPES – Association for the Rural Development of Setúbal Region was founded on November 27, 2001 by a group of eleven entities, public and private, representing populations and local producers. ADREPES was created under the program LEADER+, important component of EU Rural Development Policy for over 20 years. From 2001 to 2009 ADREPES developed its activity in the field of rural development in Setúbal Peninsula. In 2009 ADREPES extended its activity to the coast and fishery together with another LDA - Associação de Desenvolvimento do Litoral Alentejano. In 2013 the General Assembly changed ADREPES mission and name. ADREPES is now named Associação de Desenvolvimento Regional da Península de Setúbal and according with article 3 of the new statutes “ADREPES aims to promote an integrated development of Setúbal Peninsula, rural, coastwise and urban development, in the economic, social, cultural and environmental fields”.

ADREPES develops its activity in Setúbal Peninsula, covering almost all the municipalities. The headquarters of ADREPES is in Palmela.

1.2) Proposed activities

The most representative domains of activity are the following: Organic Agriculture, Fair Trade, Sustainable lifestyles, Reuse. These domains are translated in the following projects:

- **Three projects developed under the analysis of local diagnosis:** reflect and implement new approaches in order to improve the existing solutions for the food needs of the region Da quinta para o Prato (From Farm to the Plate) – Local farmers supply local social organisations, schools and restaurants. The coordinator and facilitator ADREPES, together with other stakeholders: farmers, local entities, municipalities, companies

- **Solidarity through Agricultural Campaign**

---

1 Information from interviews, website, Activity Plan and Annual Report
- **Fish Basket** – Local fishermen (small and sustainable fishery) selling directly to local consumers (aggregated in small groups). The aim of the process is extended the local short marketing chains to the fish. Attending to the Portuguese legislation in this case there is an intermediary in the process, a fishermen association.

- **Support to local initiatives through European programs:** PRODER (Rural development), PROMAR (Coast and fishery activities development) and POPH (human development, capacity building)

- **PROVE:** The project started in 2004 under the Equal IC Initiative (Experimental Project). It was the result of the analysis of local Diagnosis: Peri-urban territory with farmers leaving agriculture, mainly because they were facing difficulties in selling but on the other side consumers that want to have products with quality and to know their producers “Know your farmer, know the quality of your food”. The solution was to engage local stakeholders: municipalities, farmers, universities and companies responsible for marketing and distribution and create a proposal, one methodology, one brand created. The first basket was being sold in 2006.

  How PROVE works? Organization of groups of producers aggregated that are responsible for the production and distribution in a certain area and share material (a van and other resources).

  Main goals: promote new forms of short marketing chains between small producers and consumers: helping producers sell their produce, directly and immediately obtaining a fair price for their work (sustainable democracy); consumers receive quality products and have direct contact with producers (consumers more responsible with their...
community and engaged with local producers.
Since 2009 PROVE is being disseminated all over the country through a very simple methodology and with the support of different Local Development Association (LDA) that are responsible for the coordination of local producers and consumers.

- Cooperation projects: European countries (different projects developed) and cooperation with Cape Verde (Encurtar Distâncias) under the protocol established between Palmela Municipality and Santa Antão Municipality. ADREPES participated and promote the capacity building of local technicians in order they were able to understand PROVE and implement territorial projects, promoting endogenous resources.

1.3) Management model and stakeholders involvement

ADREPES’s vision is “to be a reference as Local Development Agent”, recognized by the “strong connection to the community and the good results of its intervention”.

The members of ADREPES are 24, both public and private organizations: Municipalities, Public Entities like Polytechnic Institute of Setúbal, public institution of higher education or ERT-RL (Regional Entity of Tourism for the Lisbon Region), a bank (Crédito Agrícola Group, a national bank with a local approach) and associations, cooperatives and other NGOs from
different areas: farming, fishery, social, cultural and environment.  

It’s a very democratic process and the advantage of this process is that all of them have the territorial knowledge (in terms of needs and stakeholders) and have the facility to promote a real stakeholders engagement at different levels of decision.

ADREPES is always trying to enlarge the collective associates in order to be more representative of the interested of all the population and interest groups from Setúbal.

ADREPES management model is very flexible. Attending to the large number of projects developed the decision process should be brief. The decision making process is concentrated on the coordination. The process it’s very democratic and open, because of the internal communication, a multi-task team, from different areas but long term employees in ADREPES, and shared information at all levels of decision making.  

In order to pursuit its mission ADREPES in most of the projects develops different approaches to engage local stakeholders and population. For instance, in August 2015 in order to implement Local Action Groups ADREPES involved more than 300 regional and local entities at different levels, from the diagnosis to the discussion about the partnership, territory of intervention, major challenges. This approach is a way to create a sense of belonging and shared ownership, developing empathy, trust and commitment with the process (Approach: Local Development Community Based).

1.4) Turnover and job creation/quality  
Regarding internal activity of ADREPES:

- The board is composed by representatives of different organizations: 3 on General Assembly, 5 on Direction and 3 at fiscal council. The President is a woman (representing Palmela Municipality). The gender rate is 9% of women.

- The technical team is composed by 7 people. The coordinator is a woman. And there are more 4 women and 2 men in the team. The gender ratio is 71% of women. Most of the team is at ADREPES for more than 10 years, so the turnover is low and this is assumed as an added-value of the organization.

- The team is multi-task and from different academic areas. 6 of the team members

---

2 Article 5, Legal Statutes  
3 Information refered by collaborators and internal documents
are high qualified (3 people have a master in different areas from Education to Agricultural engineering or Rural Sociology and Geography)

1.5) Social and ecological externalities
ADREPES aims to promote a sustainable development in Setúbal Peninsula. The promotion and valuation of endogenous resources brings social and ecological externalities.

ADREPES supports different local organizations and projects, promoting the creation of new jobs, an entrepreneurial spirit and the recovery of local economy. ADREPES manage structural funds, namely PRODER (Rural Development Program under LEADER+) and PROMAR (Operational Program for Fishery).

According with ADREPES’s Annual Report they contribute to the creation of:

- 132 new jobs under PRODER (89 projects corresponding to 12 million euros), most of them (68%) from small companies, 7% to municipalities (Markets recovery in order to facilitate the contact between producers and consumers);
- 20 new jobs under PROMAR (20 projects approved corresponding to 3.48 million euros). Most of financing (41%) was for municipalities (fishing port recovery, etc) but also for small companies and associations;
- FAME – Micro-lending to support inclusive entrepreneurship – 8 new business

ADREPES focus its activity on local production, and biological or sustainable products such as PROVE.

1.6) Communication and advocacy
Communication is a fundamental issue in what concerns the engagement of local community in its own development. ADREPES follows different approaches/instruments in order to promote people and organizations participation (Local media, email, facebook). The communication is very transparent and clear.

In order to promote a better knowledge of the local activities ADREPES develops some events like Projects showroom’s. The intention was to foster the development of ever better projects and follow-up as a good way to strength the cooperation between all the stakeholders.

The project with more visibility developed by ADREPES was PROVE. The communication of this project was real important and the association develop a brand of the project. This brand is well recognized among the country, even more notorious than ADREPES itself. The impact of this process of creating a brand that can be used by all PROVE producers has a huge impact among all the consumers. According to one of the producers, Telmo “If in Bragança (in the North) there is a television report about local PROVE all the producers gain, because a potential consumer got knowledge of the project and consult the website in order to understand better the project”.


In what concerns advocacy the strongest element is related with PROVE and the discussion under local short marketing chains. Promotion of new attitudes among consumers: Responsible consumption more engaged with local resources; Consumers awareness of the ecological impact of their consumption and also contributing for the local economy. ADREPES through this brand, the dissemination and engagement of relevant stakeholders as municipalities was the main responsible for the introduction of short food supply chains in Portuguese political agenda for the first time in June 2015 (http://www.minhaterra.pt/wst/files/I12296-RESOLUCAOXARX65X2015.PDF).

Under the intervention of Europe Direct ADREPES develops some discussion about important social issues in the region. One of the most recent are the “Solidary Agriculture and the problem of food in Setúbal Peninsula”.

1.7) Networking, affiliations and openness of the Good practice to the existing networks

ADREPES approach is based on networks and in most of their projects ADREPES is recognized as an organization whose development is associated to different networks.

ADREPES is an active partner of the following networks:

- **A Minha Terra** is a private non-profit organization with public interest. It was established in 2000 by a large group (currently 53) of Local Development Associations (Associações de Desenvolvimento Local - ADL), and aims at the implementation of solutions for the development of rural areas. ADREPES is one of its affiliate and an active partner, collaborating with the development of different activities.⁴

- Plataforma Supra-Concelhia of Setúbal Peninsula – Platforms created to discuss the main social issues of the Setúbal territory. This platform is animated by Regional Social Security and aggregated all the social actors of Setúbal. Since 2014 that ADREPES is assuming a major role in this platform, mainly associated to the discussion of employment and entrepreneurship issues and food needs in Setúbal. Integrated in this platform and partners reflection were created two projects in which ADREPES is the main promotor: Quinta para o Prato and Campanha Agrícola Solidária.⁵

- **CLAS (Local Councils for Social Intervention/Action)** – ADREPES is an active member of all the CLAS from each municipality of Setúbal Peninsula. These councils which aim is to promote better local networks and promoting an integrated development in the territory. Attending to the projects that ADREPES is developing 2014-2020 the association will

---

⁴ Information from A Minha Terra (Collected on the 1st phase of the project)  
⁵ Interview to Ana Vizinho (EAPN) and Annual Report 2014
develop an important role in some of the CLAS.

- **Rural National Network** – This Network is a structure linking agents active in rural development, who want to share their experiences and knowledge, improve performance and get better results.

- **Collaborative Interface for Setúbal Peninsula Development and Innovation (IN2SET).** This is a network promoted by Polytechnic Institute of Setúbal reflecting about Tourism, Innovation and Entrepreneurship, Blue Economy, Territory and Environment, Active Ageing and Life Quality.

- **Networks related with Arrabida Natural Park:** Natural Park located on the northern shore of the Sado River estuary with more than 108 square kilometres (working groups for the promotion of Tourism in this area and a Strategic Council to discuss the integrated development of the park).

- **Marca Natural.pt:** represent an integrated product associated with national natural heritage of exception, ensuring conservation of the natural and socio-cultural values of Protected Areas. The entities that want to join this network are validated by a board (ADREPES in one of the members of this board) and is also an entity responsible for discussion and implementation of some activities.

### 2. Evaluation of the Good practice

#### 2.1) The Good practice’s economic and social impact and potential

One of the most representative impacts of ADREPES action was to improve the local resources and recovering old economic activities with impact in the territories, such as agriculture or fishery.

The role of ADREPES and its impact is recognized over their value chain. From producers to the regional entities:

For the producers, “If the Ministry of Agriculture worked with ADREPES, the Portuguese agriculture will be better. Sometimes there is no need of money for things to happen. Sometimes we just need moral support, answers to our questions or difficulties”

Indeed, “this is a project singular in the country, improving the agricultural sector, in a time where the pressing from other markets is so high, particularly the Spanish market. It’s not easy, and only works well because the project works like this (…) the producer goes to the consumer and sell what they need at the price both of them assume as fair”

“and we are a drop in the ocean, but we create our own jobs, help to create others (legal jobs paying tax). And this is more or less stable, and our growth is sustainable. And we are not the only case, we have the cheese and the wine and

---

6 Sónia Monteiro, PROVE producer
7 Telmo, PROVE producer
the honey and the bakeries. All this has ADREPES hand. ADREPES facilitate different processes, promoting the concept of local identity which involved a series of main stages and essential foundations to stimulate relations between producers and consumers but also between producers. These processes are similar to a sharing economy: producers share material, producers work in small groups in order to assure fair prices for their needs of material and they also promote each other’s products. For instance, they sell to the consumers not only agriculture goods but also others from local business. That way the social and economic impact increase at different levels.

The recovery of agriculture in a peri-urban territory was very relevant. That had an immediate impact at a level of job creation, generating income for families, preventing unemployment. The consumers gain a new commitment with their community and awareness of the impact of their actions among others.  

“We can measure the economic field but attending that this is the 4th line of structural funds that they are managing, this has a significant impact, because they are putting resources in a territory, promoting endogenous resources. If ADREPES was not there, probably this kind of support would be distributing in another territory. Through these funds ADREPES promote social, cultural activity, environment, heritage, local initiatives, new economic activities”. 

The support to different projects, with new ideas for the territory is really relevant. Because otherwise it would be very difficult for these activities to survive and been consolidated.

2.2) The transformative impact on the territory and beyond

Last points reflect most of the impact that ADREPES is having in the territory for the last years. ADREPES has the internal practice of develop disruptive, innovative projects in terms of approach and that can have impact in the territory but also at an organizational level. Projects like PROVE are being disseminate all over the country, from different organizations, contributing to the development of rural territories but also for the social and economic development of the country. PROVE is also being disseminate abroad, directly through ADREPES (Cooperation with Cape Verde) but also because Portuguese NGDO’s (Some also LDA, PROVE’s partners) that inspired by PROVE are developing projects in the field of short market chains. According to the interviews and also institutional/projects information the transformative impact of ADREPES is related with these points: local solidarity, simple dissemination, mentalities change, changing

8 Sonia, PROVE producer
9 Augusto Pólvora, President of Sesimbra Municipality
10 Lisete Jardim
agriculture practices, recognition of competences and endogenous resources.
Henrique Soares, ADREPES Board, recognize that PROVE exceeded all the expectations in terms of coverage and also the transferability recognition that the project gain. According with Henrique “PROVE is a signal of hope to the way people look for their own lives. When people welcome a project like PROVE this is something extraordinary, it proves that people are not only looking for a more solidary process but want also something new, they are tired and concerned with the role of distribution in Portugal. People understand that projects like PROVE are important not only because of products quality but also to promote their local identity, the life of people that live next door. They also gain in terms of solidarity and this could be a signal of hope that things will change in terms of commerce.
This project is also making the difference in terms of agriculture practices. Produce cheaper is important for the producers, because more people will have access to food, but we should promote some equilibrium. It can be all for major actors. People should value their level of belonging”.
The transformation of mentalities and local awareness were shared by almost all the stakeholders. Mainly concerning the way people look at their territory, improving the partnership and a communitarian approach. We can analyze these impacts on PROVE but also in other projects like Quinta para o Prato ou the Solidarity Campaign, the impact of this project not only at a local level but also the impact in the farmer that gave the land, his role in the community will never be the same.  

2.3) Policy impact of the Good practice

Henrique Soares, from ADREPES Board, assume that ADREPES is like a “voice of collective awareness but also from civic society, since municipalities are part of ADREPES associates and all the projects have a policy impact”.

The project developed by ADREPES that have the major impact at a policy level is PROVE. Although PROVE was born in Sesimbra and Palmela municipalities it was disseminated all over the country and that represent a major contribute to chance public policy and public programs, because decision-makers, at a regional and national level, understand better that some projects have a real impact under consumers, producers and local communities.

In fact all over the years policy is changing. Sometimes the legislation doesn’t change immediately but the way public entities support ADREPES and this kind of activity translate some changes at a speech level and under some local programs that are easier to answer to the local needs. A few years ago, short marketing chains were not recognized and nowadays they are in national agenda of Portuguese Parliament. Another change is related with the territories: in the first phase this was a rural problem and now, through PROVE results was extended to peri-

11 Ana Vizinho, EAPN
12 Augusto Pólvora, President of Sesimbra Municipality
urban and urban territories, as a way to promote a sustainable lifestyle to the communities.  

This argument is also shared with José Diogo, from ADREPES. He refers that “if we are not able to influence public policy at least we are influencing politicians for the need of changing some policies”. ADREPES developed an evaluation of PROVE and based on that evaluation they created a policy brief with several proposal of chances in what concerns short marketing chains. The consequence of this was not clear. However for the first time in Portugal, under the LEADER there will be a specific measure to develop short marketing chains.

It’s also relevant the impact of ADREPES intervention on the social area. Attending to the integrated approach of ADREPES there are some politics that are also larger than just the social field, like the agricultural campaign.

And more recently with Fish Basket that calls the attention to the problems related with Portuguese legislation. This project, although very recent, is being recognized as a significant practice at a national level. And this could be one more proof of the ADREPES advocacy to promote endogenous development and contribute to implement legislation connect with the real needs of people.

2.4) Sustainability of the practice

The sustainability of ADREPES is mainly related with the way the projects and programs are implemented. Almost all the interviews mentioned as the secret for the sustainability the following factors:

- Strong partnerships – Most of the projects are developed in a larger consortium. For example, in the case of PROVE, ADREPES was the coordinator but the project involved municipalities, companies with experience in the distribution and commerce sector, other NGOs, a Minha Terra Federation. The project counted also with some informal networks that were very relevant in the implementation phase.

- Projects built in a bottom-up approach and answering to real needs, clearly identified in participatory diagnosis and taking into account the target-group. ADREPES make the structural funds accessible to small agents, like producers or local associations or fishermen. ADREPES is always trying to promote a democratic access for everyone, avoiding this way that only the groups with more access to information take advantage of these opportunities.

- Valorization of endogenous resources: Besides PROVE, Fish Basket, ADREPES is supporting some innovative ideas, promoting traditional sectors of local

---

13 Ana Vizinho, EAPN
14 Ana Vizinho, EAPN
15 Augusto Pólvora, President of Sesimbra Municipality
16 Augusto Pólvora, President of Sesimbra Municipality
economy. This way these activities gain some recognition and success. In some cases, this are projects in a phase of consolidation and in others in a perspective of job creation.

- Main role of ADREPES at an early stage (experimental projects with a small scale):
- Capacity building in context (producers, local NGOs) and support
- Simple methodologies, validated, in order to promote projects dissemination through other LDAs or NGOs

PROVE started in 2004 with the methodology design but the project needed two years to implement and tested the process. The 1st basket was distributed on the 24th June of 2006 and this group of consumers and producers are together for almost 10 years. All the methodology was created in a basis of action-research-action with different validation phases. The 1st phase off PROVE was under the Equal IC. After this experimental approach ADREPES started the dissemination. ADREPES created a very simple methodology: “We have to find in a certain territory an association similar to ADREPES. We share all the know-how (manuals, strategies, main constraints, working with producers) and the PROVE brand. That way the organization has all the knowledge and the capacity to engage the relevant stakeholders in the territory to implement PROVE.”

2.5) Participatory space open to the territory

ADREPES aims to promote an integrated development, through participation and placed based intervention, involving different stakeholders. ADREPES develops different activities and events in order to share experiences with others and gain a deep knowledge of the territory. Indeed, a local approach encourages participation and initiative among local stakeholders.

This is recognized by different stakeholders as the added-value of this organization.

Lisete Jardim, Regional Director of Agriculture and Fishery of Lisbon region stated that “ADREPES is developing an excellent job in what concerns local dynamics, involving local agents in reflection about the territories. The first principle is the partnership between different agents, the capacity to sit around the table different stakeholders, finding common new solutions for local problems (...) different stakeholders means everyone from a territory, from the municipality or regional department to the small producer”.

As referred on point 1.3. almost all the projects developed by ADREPES started with participatory diagnosis and definition of local needs, and large validation of the proposals.

---

17 Augusto Pólvora, President of Sesimbra Municipality

18 José Diogo, ADREPES employee
PROVE is a participatory process and ADREPES intends to go deeper on next phase. Indeed, they are trying to implement a model of participative certification, involving more consumers and also producers. In the definition of indicators and rules that can be accepted by all, contributing for the consolidation of the process. 19

Recently ADREPES together with Regional Director of Agriculture and Fishery promoted a meeting with bio farmers in order to think about common problems, needs and trying to implement some solutions to promote self-organization. One of the most relevant problem was related with the capacity to buy some goods at a competitive price. The solution proposed was to organize a purchase center. This way the farmer can be more competitive and efficient.

3. What can we learn from the described Good practice?

Strong connection to the:

- Community” – bottom-up approach

Deep knowledge of the local/regional reality – diagnosis of the reality, participatory diagnosis (community, local NGOs), involvement in local and regional networks (Plataformas Super-Concelhias, Redes Sociais, DLAs Federation)

Promotion of local/endogenous resources – rural, sea, local human resources, financial resources

- Sustainability of process and projects – Strong partnerships, main role of ADREPES at a early stage (experimental projects with a small scale), capacity building in context (producers, local NGOs) and support, simple methodologies in order to promote projects dissemination trough other LDAs or NGOs

- Transformative impact and main areas in which lessons can be learnt

Stimulate local sustainability processes by promoting new forms of short marketing chains for agricultural produce, especially between small producers and consumers;

- Valorization of agriculture particularly in peri-urban territories: Job creation; Quality of jobs – fair income for the producers; Sustainable agriculture through old techniques and with more respect for the environment

- Valorization of local production: fishery (sustainable), bakeries, cheese factories, wine growers)...

- Economic democracy

- Promotion of new attitudes among consumers: Responsible consumption more engaged with local resources; Consumers awareness of the ecological impact of their consumption

Local approach that encourages participation and initiative among local stakeholders (From different fields: social actors, companies, producers)

Policy Impact of the good practice

ADREPES has impact at a local level and regional level

---

19 José Diogo, ADREPES employee
Influencing local stakeholders and practices (Specially among ‘more traditional’ social sector)

Influencing the management of European funds managed at a local level (Putting the emphasis on certain activities and in an innovative way, attending to the needs of an overall region and its added-value)

Influencing the speech of different politicians at a local level (putting them reflecting about recovering endogenous resources)

One of the results of PROVE was a policy brief about new forms of short marketing chains and its impacts

ADREPES was the main responsible for the introduction of short marketing chains in Portuguese political agenda for the first time in June 2015 (http://www.minhaterra.pt/wst/files/I12296-RESOLUCAOXARX65X2015.PDF)

4. Individual story

Based on PROVE project: one of the major contribution for regional and sustainable development.

The story of the project in small steps: ADREPES and some local entities identified in the territory a problem related with the commercialization of small agriculture production, from familiar agriculture. One side we had the small farmers able to produce high quality products but with some challenges selling their production, directly to consumer, and obtaining a fair price for their work. Next to them we had large markets (Almada, Seixal, Barreiro, Setúbal, Lisboa) with several consumers that wanted products at a fair price. At the early stage ADREPES started working with small producers, with awareness campaigns showing the added-value of work together with other small producers in order to implement the small baskets (For an isolate producer it could be harder to assure the basket by himself but together with other it’s easier) and production sharing. Another issue that ADREPES took into account was the price, that should be a fair price not only for the producer but also for the consumers, eliminating this way the distributors.

PROVE is essentially a methodology to promote market chains that help producers to sell their products and increase their income.

We had the opportunity to interview two of PROVE’s producers from Sesimbra, that are selling their products, the couple Telmo and Sónia.

---

20 Full interview recorded, filmed and transcribed (Attachments)

21 José Diogo and institutional information about PROVE
Telmo is 41 years old and was a computer engineer. Worked in different large companies such as IBM, PT, working in datacenters services. During a year he worked abroad, but a life far away from family was hard. So in order to return to Portugal he had to find another solution.

Sonia is 38 years old and was a psychologist, giving training but mainly with temporary jobs. She also wanted to change her life and work, because with the two kids the life of this family was complicated.

So they decided to look for new opportunities. Since both of them liked agriculture they decided to do some research about projects in the Lisbon region. Through this research they found PROVE. At the beginning they were invited to visit other farms, talk with different producers, share experiences, understand better how to start a project in the agriculture field. After visiting one of this projects they decided to start implementing the idea. The main issue for Sonia and Telmo was related to the fact that they were integrated in a network, in a project with a strong brand and that all the production would be sell at a fair price. Attending to their life condition that was very important, mainly because they could not have a significant personal risk with a new business. With the support of ADREPES team and also from the local Municipality they start to put some of the ideas in practice. Telmo refer that "PROVE and ADREPES team made all the difference, because by themselves they would never have the capacity to have a sustainable business." "The support that ADREPES give to the producers is not monetary but the availability of their technicians to explain everything, to give moral support, respecting their times and needs" (Sónia).

And they also facilitate some instruments very simple, supported by a web platform (www.prove.com) to facilitate the interaction between producers and consumers but also the management of producers activity (an invoicing system, baskets composition and real value of each basket). They share a van with the other producers and each producer is responsible for the delivers in a specific place every week. The basket is the result of the production of the three producers. "If I don't have a product in a certain week I am not worried because I am certain that the other should have" (Telmo). Some of the needs of equipment or seeds that they have can be shared or they purchase together in order to get a more competitive price.

After decided to integrate PROVE they create a new center of producers (Two more people) and find a place in Lisbon for the baskets distribution (Alvalade in the center of the city was the first for them and now they are selling in more two
places, one of this is Linda-a-Velha). Since the first time they contacted ADREPES to the first basket has passed a year. To rent the farm they spent some of their savings and had family support. With PROVE they create their own jobs and since last year they created one more. Every Tuesday they distribute the baskets in Linda-a-Velha (An urban territory near Lisbon) in a communitarian center. More than 100 baskets are distributed here.

Talking with some costumers in Linda-a-Velha:

"We are closer to the producers, the products are fresh (...) almost direct from the farm to our house, without lots of intermediaries."

“**We are closer to the producers, we are consuming products from the right season and not the ones that come from the other side of the world. And that’s the adventure to produce things that are ours, more local**!"

“The products have more quality, we know what we are giving to children. It’s a fair price. And most important we know the people, we have the contact of our producers, we see on facebook photos from the farms, of the things we eat. In our case we want to involve children in this process, to say that the fruit is from the farm, not from some supermarket”

“The products are fresh, we develop a relation with the producers, they know us, our needs, adjust our basket, are open to new proposals, open their farms to the schools and families. It’s a more emphatic relation”
Thanks to PROVE Sonia and Telmo create their own job, it was the solution for their work situation, otherwise they would emigrate. Moreover they are working in a field that they love, with all the constraints but serving well their clients. They want to grow in a sustainable way, increasing their production, having new products (like fruit that is assured by other producer), a bio certification and continue to have this relation also with their clients.
## ADDITIONAL INFORMATION

### STAKEHOLDER MAPPING

<table>
<thead>
<tr>
<th>HIGH PROFILE</th>
<th>LOW POWER</th>
<th>HIGH POWER</th>
</tr>
</thead>
</table>
|              | • Cidadania e Território  
|              | • ISCTE  
|              | • ANIMAR  
|              | • EAPN  
|              | • Observatório de Lisboa  
|              | • UCP – ES  
|              | • Universidade de Évora  
|              | • CIMAC  
|              | • Fundação EDP  |
|              | • Rede Intermunicipal  
|              | • FCG  
|              | • Plataforma ONGD  |
| LOW PROFILE | • UCCLA  
|            | • CASES  
|            | • Camões IP  
|            | • CCDR–A  
|            | • Seg. Social – CPD  
|            | • CCDRLVT  |

### Interviews

With the contributions of:

- All the interviewed: Ana Vizinho (EAPN), Elizete Jardim (Regional Director of Agriculture and Fishery from Lisbon area), Augusto Pólvora (President of Sesimbra Municipality), Henrique Soares (ADREPES Board), José Diogo (ADREPES employee), Telmo and Sonia (PROVE’s producers), PROVE clients.

- Claudia Bandeiras that support all the interaction, information and facilitate the interviews and filming.

- National Stakeholders that identified ADREPES as a good practice Luís Chaves (Federação A Minha Terra), Pedro Kruspensky (ONGD Platform), Eduardo Figueira (ANIMAR), Hermínia Ribeiro (Networking for Development: From Town Twinning to More Efficient Cooperation).