



connecting consumers
and producers to
rebalance farmers' position



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COCOREADO in a nutshell

The EU-funded **COCOREADO** project is designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains and as a supplier for public procurement.

Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on **good practices, ambassadorship and a focus on youth**.

Active youth engagement across Europe, an extensive ambassador training programme and the co-creation of new 'seed' initiatives are at the core of the project.

13
partners in
9
countries

10
good practices
on public
procurement

2,9M€
3,5
years

5
co-creating
initiatives

40
ambassadors
3
trainings

15
good practices
on novel and fair
systems



COCOREADO facts

COCOREADO, which is inspired by the Esperanto for co-creation, is a project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement.



Youth and farmers

The project involves both academic and close-to-farmers partners across Europe, recognising regional differences and barriers in terms of replicability of good practices and regional opportunities in terms of solutions.

The consortium connects key youth actors in an environment that offers support and encouragement to undertake action.

A key tool for creating such environment is the COCOREADO Ambassador Training Programme. Active youth engagement in co-creating solutions is at the core of the well balanced consortium including three EU-level youth organisations and is embedded within COCOREADO's methodologies, thus ensuring that innovative supply chains remain future-proof.



Innovative initiatives

Good practices will be assessed for their replicability and translated into educational materials. Furthermore, user-friendly decision support tools with high potential will be made accessible. Communication and dissemination of good practices and tools will focus on farmers, rural communities, policy makers, actors in the food chain such as chefs and local food processors.



Co-creating solutions

The selected group of 40 ambassadors will co-create solutions for the seed cases - ideas that are both consumer driven and conducive to improving farmers' incomes with a provided budget. These solutions will be based on a systemic design approach. COCOREADO project will support the Ambassadors on the organisation of workshops with the regional actors to further develop possible solutions and win-wins for both producers and consumers. These workshops will be focused on the creation of a value proposition for all actors involved.

Further information on: Website www.cocoreado.eu • Twitter [@cocoreado](https://twitter.com/cocoreado) • Facebook [/Cocoreado](https://facebook.com/cocoreado) LinkedIn [/cocoreado](https://linkedin.com/company/cocoreado) • Youtube [/Cocoreado Project](https://youtube.com/cocoreado)

COCOREADO PARTNERS

