Social Farming in Catalonia

Social Innovation and Local Development as a strategy for the rehabilitation of rural and peri-urban agricultural areas

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1. WHAT IS SOCIAL FARMING?

- II World War changes in traditional farms (maximum yield)
- Marginalization of non-competitive farms

- Postproductivism in agriculture: diversification of rural economy (tertiary sector)

- Multifunctional agriculture
  - Coexistence in several functions such as landscape, cultural, tourist, environmental function
  - In AS coexistence in social, health, educational or therapeutic function

SF consist in developing projects in which agricultural activity, social care and social policies come together to provide innovative solutions to the situation of different groups at risk of social exclusion.
Therapies based on nature to improve the conditions of people with disabilities (users)

Agricultural farms are used to care (therapy or occupation) of people at risk of social exclusion

It employs persons in risk of social exclusion, they are paid

2. CONCEPTUAL FRAME OF SOCIAL FARMING
3. APPROACHES TO SOCIAL FARMING CONCEPT

• SF includes those activities using agricultural resources to promote health, generate activities and therapeutic services, rehabilitation, inclusion, education and training and employment, mainly in rural and peri-urban areas Di Iacovo y O’Connor (2009)

• SF can be defined as the use of conventional farms and agricultural landscapes to promote physical and mental well-being of the people (Hassink, 2003) offering significant benefits for people at risk of exclusion in health, social, work and education through farming (Sempik, Hine, Wilcox, 2010)

• SF comprises a set of practices that combine work on a farm and direct attention to socially vulnerable groups, which are characterized by being in a situation of lack of empowerment or emancipation (Finoula y Pascale, 2008)
4. METHODOLOGICAL STAGES

1. Literature review (SF, Social Economy, Rural Development and functioning of the welfare system)

2. Creation and database update of SF in Catalonia and mapping information

3. In-depth interviews (selection of SF experiences) and key industry players

4. Methods of diagnosis (SWOT and flujograma) detecting potential and key issues

5. Business Model analysis, economic viability - Business Model Canvas (BMC) - and the Social Return on Investment Social Return on Investment (SROI) -
5. SOCIAL FARMING IN CATALONIA
(150 ENTITIES ANALYSED, JANUARY 2016)

Collaborative Map of Social Farming in Catalonia
6. DESCRIPTIVE ELEMENTS OF SF:
Agriculture; 74; 70%
Food processing; 11; 10%
Forestry work; 10; 10%
Services; 7; 7%
Livestock; 2; 2%

ACTIVITY (105 ENTITIES ANALYZED)
LEGAL FORM
(105 ENTITIES ANALYZED)

- Private company, 24, 23%
- Association, 24, 23%
- Foundation, 21, 20%
- Cooperative, 18, 17%
- Public Administration, 18, 17%
- Others, 28, 27%

MODALITIES OF INCLUSION
(105 ENTITIES ANALYZED)

- CET; 45; 43%
- Insertion Company, 18, 17%
- Occupational center, 2, 2%
- Association, 12, 11%
- Others, 28, 27%

POLICY AREAS
(105 ENTITIES ANALYZED)

- Social and professional integration, 73, 69%
- Social Orchards, 24, 23%
- Education and training, 5, 5%
- Therapy, 3, 3%
People with disabilities and/or mental disorders, 50, 47%
People at risk of poverty, 25, 24%
Unemployed people, 10, 9%
Aged people, 3, 3%
Young people, 7, 7%

TOTAL 50%
Si 30%
No 16%
No apliquen 4%

COLLECTIVE BENEFICIARIES
(105 ENTITIES ANALYZED)

ECOLOGICAL CRITERIA
(105 ENTITIES ANALYZED)
7. STRATEGIES OF SF FOR REHABILITATION OF RURAL AND PERIURBAN AREAS

• SF in Catalonia is located in an early stage of development (except for L’Olivera Cooperative and La Fageda) it is a sector with significant growth

• Incipient participation of public entities (except social or community gardens (Pomar and Grocer, 2015), or the provision of subsidies and grants to support initiatives that perform social action or promoting organic farming and create opportunities for rural development through SF

• Key contributions of SF:
  • empowerment of socially vulnerable groups
  • contribution to development and territorial equity
  • promoting social and cooperative economy
  • dissemination of social innovation and strategies of territorial resilience
  • promotion of organic farming and agro-ecological movement
8. SF INSTITUTIONS IN SUBURBAN ENVIRONMENT
L' Ortiga is a cooperative that manages a farm of 2 ha in the Serra de Collserola (north of Barcelona), they have an agreement with the local administration of assignment use and they are dedicated to growing vegetables and to their marketing in short circuits as groups consumer and individuals. Project values: recovery of agricultural activity in a suburban environment with large urban pressure, minimizing the risk of fire in areas of wildland-urban interface, recovery of biodiversity and management of heritage linked to agricultural activity.
L’Olivera Cooperativa (1970) works by a group of urban young people who decided to migrate to a rural area in the interior of Catalonia (Vallbona de les Monges) in a deep structural crisis. The priority: the construction of an alternative model of life of a community nature, return to earth and provide opportunities for life and employment to socially vulnerable people, recover farmland to produce wine and olive oil, quality and social are pillars. L’Olivera employs more than 45 people (50 % intellectual disability or mental disorder), produces approx. 100,000 bottles of wine and 7,000 liters of oil annually. They cultivate 60 hectares (11.5 are owned) in farms obtained because of the abandonment of the activity, contributing to conservation farming and local agricultural landscape.
Merci et à bientôt!