



*Final Conference of interreg IIIB Alpine Space programme:  
 "Network of the local agricultural Production for the Valorisation and the knowledge  
 of the Alpine area"*

# TECHNICAL AND ORGANISATIONAL STRATEGIES FOR THE DEVELOPMENT DIDATIC AND SOCIAL ACTIVITIES

**1 e 2 December 2005  
 Tarvisio - UD**

**Giorgio Trentin  
 REGIONE VENETO**



REGIONE LIGURIA



PROVINCIA  
 AUTONOMA  
 DI BOLZANO



REGIONE VENETO



REGIONE AUTONOMA  
 VALLE D'AOSTA



REGIONE AUTONOMA  
 FRIULI E VENEZIA GIULIA



REGIONE FEDERALE DELLA  
 CARINZIA



REGIONE FEDERALE  
 DELLA STIRIA



Università  
 Lubiana

# THE MULTIFUNCTIONAL ROLE OF AGRICULTURE

- productive
- environment
- land-scape
- hydrology defence
- tourist recreational
- conservation of rural tradition
- social



**didactis**

**therapeutic-rehabilitation**



**local cultural  
policies**

**DIDACTIC  
FARMS**



**school didactic  
innovation policies**

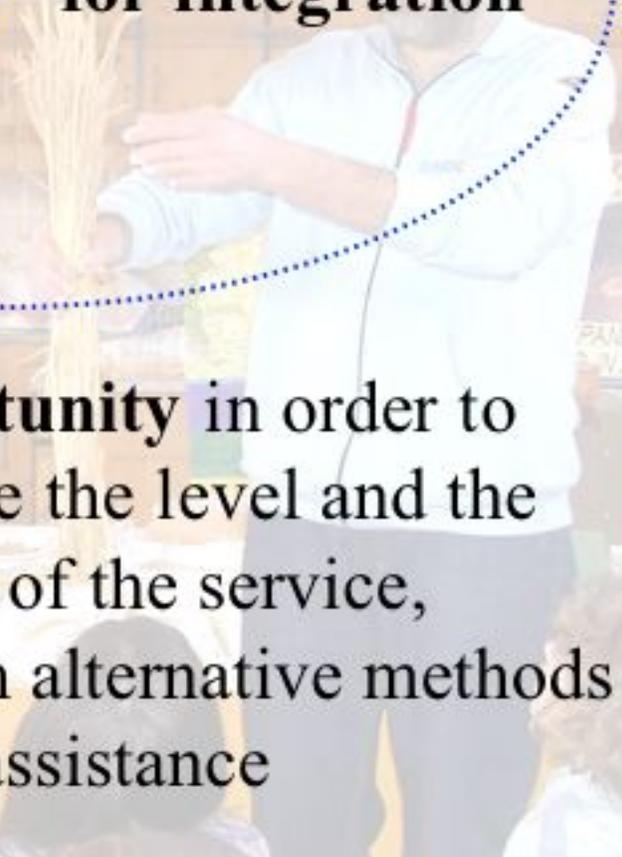
- **Instrument** in order to integrate social, economic, technical and cultural roles of agriculture

- **Opportunity** in order to know the territory through direct experience and to favor the relationship school/territory



**local cultural  
policies**

**SOCIAL  
FARMS**



**innovation policies  
for integration**

- **Instrument** in order to integrate social, economic, technical and cultural roles of agriculture

- **Opportunity** in order to increase the level and the quality of the service, through alternative methods of the assistance

# THE PROMOTERS OF THE DEVELOPMENT STRATEGIES FOR THE DIDACTIC AND SOCIAL ACTIVITIES

- **Public institutions**



- use of the resources
- integration among initiatives
- authorization levels

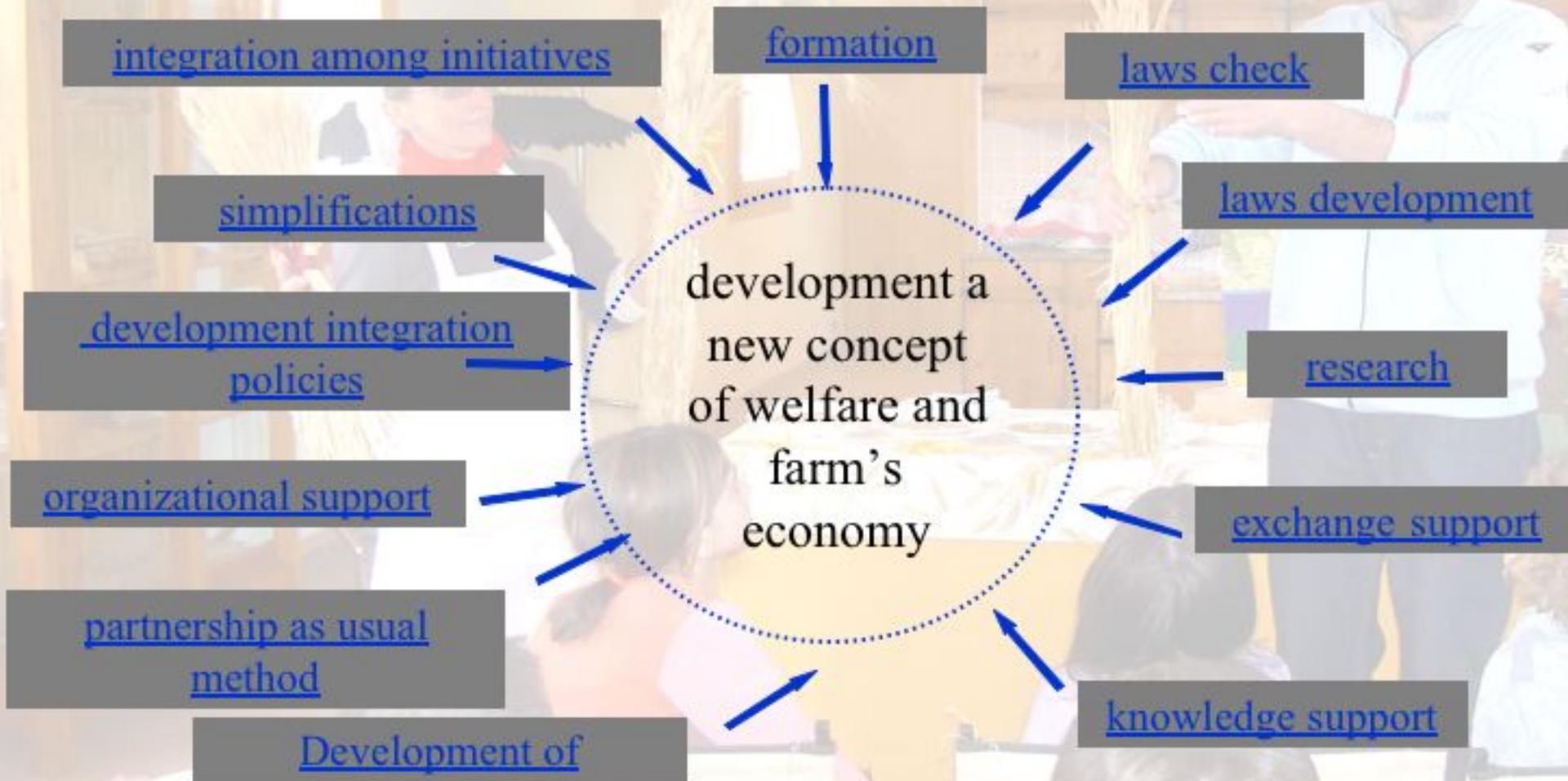
- **farmer**



- imprenditorial chosen
- integrative or new opportunity
- approach levels

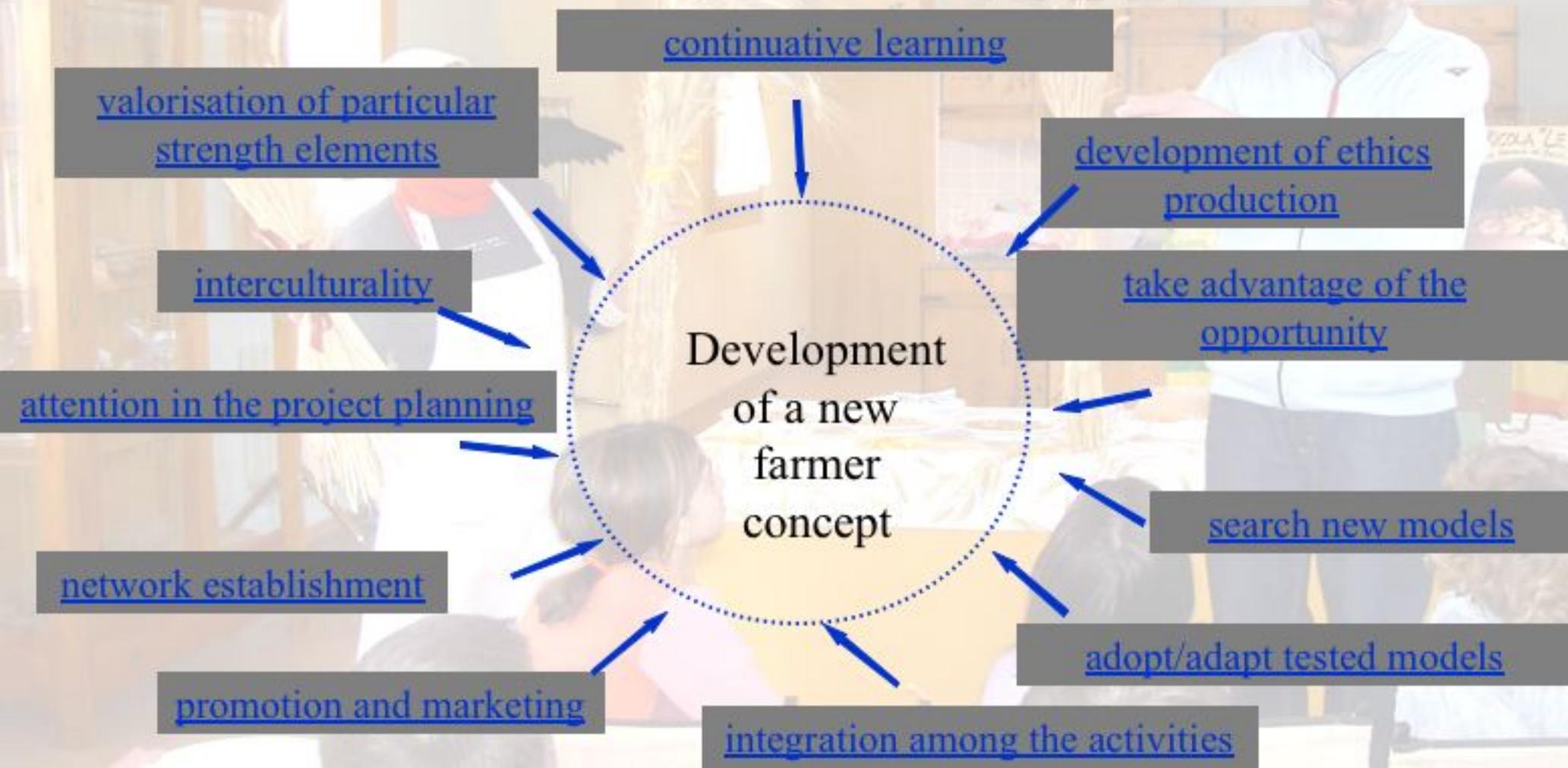
# THE PUBLIC STRATEGIES

The role of the Public sector is essential to guarantee the possibility of undertake new initiatives



# FARMER STRATEGIES

farmer ability to develop strategies is essential to guarantee the possibility to undertake new initiatives



# CONCLUSIONS

**WHAT I HEARD I FORGET**

**WHAT I SEE I REMEMBER**

**WHAT I DO I LEARN**

**THANKS A LOT FRIENDS**

# INTEGRATION AMONG INITIATIVES

- REQUIRED BY REGULATION
- TO INCREASE EFFICIENCY OF THE MEASURES
- TO INCREASE EFFICIENCY OF EXPENDITURE
- TO SHARE RESPONSABILITY
- ACTION ON DIFFERENT LEVELS
- .....

# FORMATION

- ENTHUSIASM AND ABILITY OF COMMUNICATION ARE NOT ENOUGH
- PECULIAR TARGET
- TO INCREASE LEVEL OF MANAGEMENT
- TO INCREASE KNOWLEDGE OF FINANCIAL AIDS
- TO INCREASE CAPABILITY OF PARTNERSHIP
- INFORMATION ON INNOVATIVE APPROACHES
- .....

# LAWS CHECK

- TO CHECK THE POSSIBILITY OF REALISATION OF PROPOSALS
- TO CHOOSE THE BEST WAY
- TO KNOW THE DIFFERENT LEVEL OF PUBLIC RESPONSIBILITY
- TO KNOW FINANCIAL OPPORTUNITIES
- .....

# LAWS DEVELOPMENT

- TO FILL DEFICIENCY OF LAWS
- TO GIVE PROPOSALS REAL POSSIBILITY OF REALISATION
- TO DETERMINE DIFFERENT LEVELS OF RESPONSIBILITY
- TO PLACE FINANCIAL RESOURCES
- .....

# RESEARCH

A man in a light blue jacket is standing and presenting to a group of people seated at a table. The table is covered with a white cloth and has several bundles of wheat stalks on it. The room has wooden beams on the ceiling and a wooden cabinet in the background. The man is gesturing with his hands as he speaks. The background also shows a poster with the text 'PICCOLA LE...' and 'PAINE BIOLOGICO IN FORNO A...'. The overall scene suggests a workshop or educational session about agriculture or food production.

- NEW MODELS
- BEST PRACTICES
- TECHNICAL AND ECONOMICAL ASPECTS OF DIDACTIC AND SOCIAL ACTIVITIES
- EVALUATION OF PUBLIC BENEFITS
- .....

# EXCHANGE SUPPORT

- SCHOOL AND FARMERS
- RESPONSIBLE INSTITUTIONS ON HEALTH/SOCIAL AND FARMERS
- UNIVERSITY AND FARMERS
- OTHER FARMERS
- ASSOCIATIONS
- .....

# KNOWLEDGE SUPPORT

- ON LEGAL AND FINANCIAL ASPECTS
- ON METHODOLOGICAL APPROACH
- ON PROJECT PLANNING
- ON MARKET
- .....

# DEVELOPMENT MEASURES

- RURAL DEVELOPMENT PROGRAMME
- STRATEGIC LOCAL PLAN
- NATIONAL AIDS
- .....

# PARTNERSHIP AS USUAL METHOD

- INCLUSIVE DECISION MODEL
- BOTTOM – UP APPROACH
- COOPERATION
- .....



# ORGANIZATIONAL SUPPORT

- TRANSPORT
- LOGISTIC
- EQUIPMENT
- PROMOTIONAL ACTIVITIES
- ACHIEVEMENT OF INFORMATION
- .....

# DEVELOPMENT OF INTEGRATED POLICIES FOR INTEGRATION

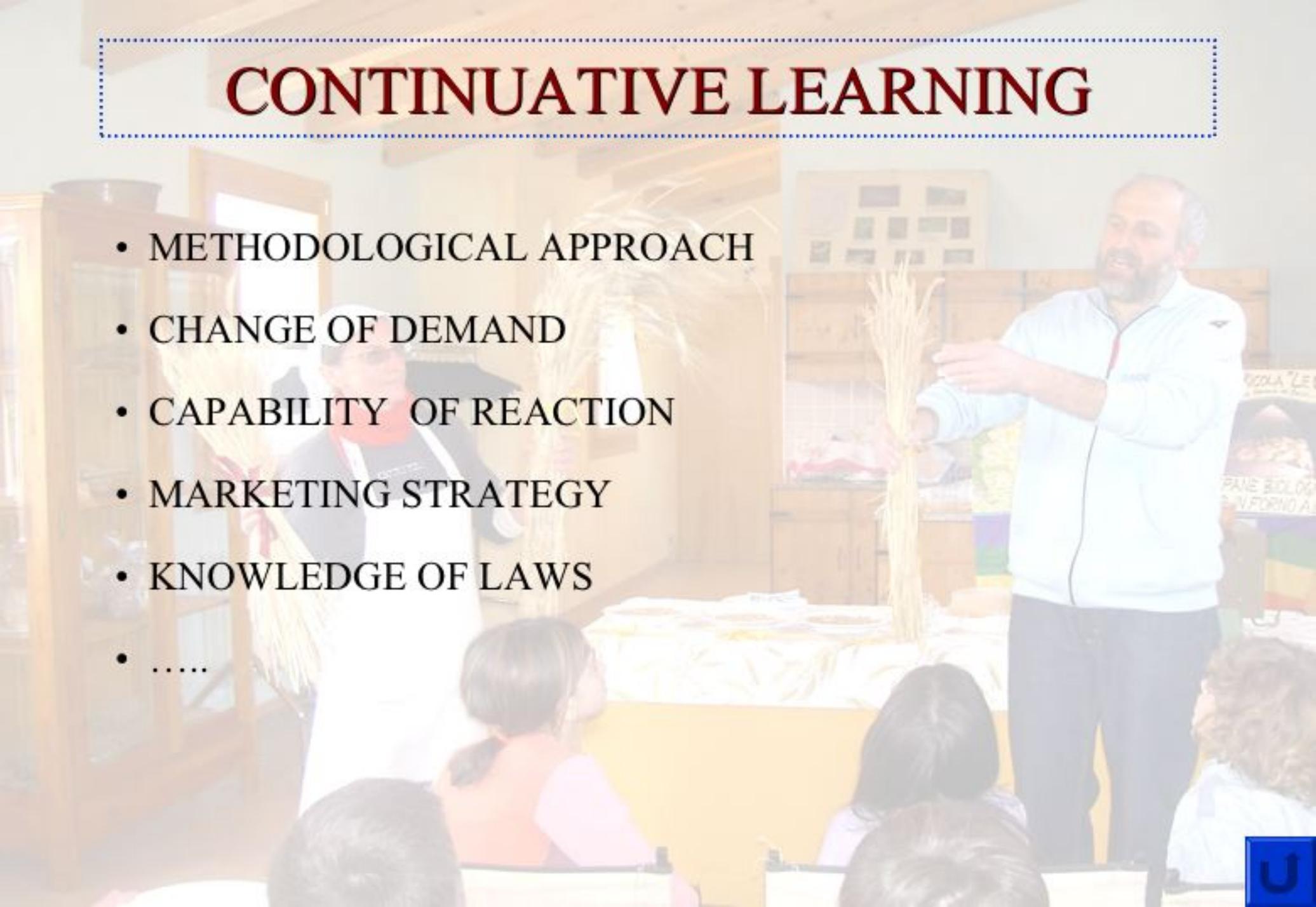
- WORK
- HEALTH
- SOCIAL
- RURAL DEVELOPMENT
- YOUTH
- WOMEN
- .....

# SIMPLIFICATIONS

- PROCEDURES
- RELATION TO INSTITUTIONS
- RELATION AMONG INSTITUTIONS
- .....

# CONTINUATIVE LEARNING

- METHODOLOGICAL APPROACH
- CHANGE OF DEMAND
- CAPABILITY OF REACTION
- MARKETING STRATEGY
- KNOWLEDGE OF LAWS
- .....



# DEVELOPMENT OF ETHICS PRODUCTION

- PRODUCTIVITY OF WORKERS
- LOW INPUT
- ANIMAL WELFARE
- DESTINATION
- INCREASE OF THE VALUE
- .....

# TAKE ADVANTAGE OF THE OPPORTUNITY

- FINANCIAL AID
- PARTNERSHIP
- FISCAL LAWS
- INCREASE OF DEMAND FOR SOCIAL SERVICE
- DEVELOPMENT OF RESEARCH
- ....

# SEARCH NEW MODELS

- CONTACT WITH UNIVERSITY
- COOPERATION
- INTERNATIONAL PROJECTS
- SELF – MADE
- PILOT FARM
- .....

# ADOPT/ADAPT TESTED MODELS

- TUTOR
- COOPERATION
- CONTACT WITH UNIVERSITY
- INTERNATIONAL PROJECTS
- .....

# INTEGRATION AMONG THE ACTIVITIES

- NOT ONLY DIDACTIC OR SOCIAL ACTIVITIES AS  
DIVERSIFICATION
- SALE ON FARM
- AGRITOURISM
- ENERGY PRODUCTION
- ....

# PROMOTION AND MARKETING

- ORGANIZATION OF PROMOTIONAL EVENTS
- MAP AND SIGNS
- CARE OF INFORMATION AND IMAGE
- WEB SITE
- RELATION WITH INSTITUTIONS
- MAILING LIST OF GUEST
- MAILING LIST OF TEACHER

# NETWORK ESTABLISHMENT

- EXCHANGE OF EXPERIENCES
- DEVELOPMENT OF MARKETING AND PROMOTIONAL STRATEGIES
- DEVELOPMENT OF COMPLEMENTARY PROJECTS
- COOPERATION AND PARTNERSHIP
- .....

# ATTENTION IN THE PROJECT PLANNING

- HUMAN RESOURCES
- ANALYSIS OF LOCAL DEMAND
- INCLINATION TO CONTINUATIVE LEARNING
- OTHER NO-AGRICOLTURAL ACTIVITIES
- ANALYSIS OF LOGISTIC
- .....

# INTERCULTURALITY

- SOCIETY
- AGRICULTURE
- SCHOOL
- PARTNERSHIP
- COOPERATION

ARE

INTERCULTURAL

# VALORISATION OF PARTICURAL STRONG FACTORS

- EASIER
- CHIPPER
- UNIQUE EXPERIENCE
- TO BE CONTINUED

