
WORKGROUP ON ENVIRONMENTAL QUALITY AND AGRICULTURE

FINAL DOCUMENT

Ancona, 14th June 2016

1. Introduction

Workgroup on environmental quality and agriculture was held as part of the 16th Forum of Adriatic and Ionian Chambers of Commerce in Ancona, Italy, on June 14th.

It has been coordinated by Bosnia and Herzegovina and Italy; Chamber of Economy of Federation of Bosnia and Herzegovina and Unioncamere Italy.

The workgroup was moderated by Vicepresident of Chamber of Economy of Federation of Bosnia and Herzegovina Marko Šantic, PhD, together with Vicepresident of Unioncamere Italy, Mr Giorgio Mencaroni.

"Entrepreneurship in agriculture and sustainable development" was theme of this year workgroup, and keynote speaker was Andrijana Ostojic Mihic, professor from University of Mostar, Bosnia and Herzegovina.

The workgroup had around 20 participants from different institutions/organisations, development agencies and entrepreneurs from agricultural and environmental sector.

2. Strategic outlines

Since theme of this year Forum was dedicated to supporting small and medium enterprises in Adriatic Ionian region, and relying on the priorities, threats and the role of chambers of commerce, the workgroup on environmental quality and agriculture was also focused on entrepreneurship in agriculture in small and medium-sized enterprises, and sustainable development.

Andrijana Ostojic Mihanović. University of Mostar, Bosnia and Herzegovina. The presentation marked the guidelines that needs to be followed and which needs to keep if we want to develop entrepreneurship in agriculture. The Common Agricultural Policy (CAP) is trying to respond to future challenges related to food, natural resources and territory: which is the best way to achieve the goals? What is the new vision of agricultural policy? By creating a policy framework for promotion of entrepreneurship in rural areas and developing european network for rural development. Europe seeks to stimulate such a type of entrepreneurship. The goal is to release development of rural entrepreneurship potential. Agriculture and rural development should contribute to the overall economic development of Europe. Entrepreneurship can greatly help rural areas in response to dramatic economic decline to which many parts of Europe are exposed to.

Antonio Romeo, Dintac, Unioncamere: " Environmental quality in agriculture: available business tools for sustainable agriculture". It is necessary to explore and to learn how to use new and available

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business tools that would be useful to entrepreneurs in agriculture in countries of Adriatic Ionian region. Then they will achieve their goals, ideas and vision and enhance entrepreneurial achievements in agriculture sector, by using their own knowledge, skills and creativity. Already implemented activities of chamber system in Italy have been presented, that can be taken as reference for implementation of joint projects among all countries of Adriatic Ionian region. Project Green Care; qualifications based on company's ability to monitor and control water and energy consumption for a particular product.

Silvia Fiorani, Marche Region, Environmental Service and Agriculture Unit; "The area of agri - environmental agreements for environmental protection".

Franco Sotte, Marche Politechnic University Faculty of Economy; "Not typical enterprises: small production, small size, market production, financing funds". Entrepreneurs in rural areas are faced with problems, such as: sparse population, distance from markets, lack of information, lack of availability of labour power and other resources, the issue of product placement, local patterns, a culture that does not support entrepreneurship and difficult access to funding sources. All these are problems which need to be approached to as a challenge, and that needs to be resolved in order to boost employment and productivity in agriculture.

A significant contribution to the Workgroup on environmental quality and agriculture is given by best practice examples:

- **Rodolpho Santilocchi, Marche Politechnic University Faculty of Agriculture** "Agricultural enterprise as an opportunity for employment and productivity"
- **Jasenska Kapuralin, Agency for Rural Development of Istria LTD Pazin,** "Project of evaluation and promotion of agricultural and food products through thematic training designed for tourist sector". The project KEY Q has a complex general objective aiming to promote an integrated and sustainable development of the Adriatic area by the valorisation, of typical products and agro-food resources in terms of environmental and cultural heritage (gastronomic culture and exploitation of typical products), human capital (competences and employment) and education of citizens in order to bring out the awareness of food consumption and quality products. The project held a series of workshops and seminars involving students and teachers catering schools, sharing of experiences and learning from each other on the use of traditional products in modern hospitality and potentials of these dishes in the tourist industry. Centre or its educational kitchen designed along the lines of already-established educational kitchens in Italy, with its 150 m² of living space with the most advanced equipment aims to maintain gastronomic and culinary workshops, seminars and other training for professional caterers, professional training professors and students of catering schools, but also citizens and tourists.
- **Evasio Sebastianelli, Director, Ancona Italian Farmers Confederation (CIA);** " Social

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agriculture and multifunctionality“. Multifunctionality of all actors in agriculture sector has been presented as a best practice example.

- **Manola Colonna, Marche Region, Environmental Service and Agriculture Unit;** „Social innovation in agriculture: Experiences of social farming in the Marche Region“. An example of importance of supporting innovation, transfer of knowledge and strengthening capacities, in order to develop small enterprises in agriculture in order to make entrepreneurship in agriculture successful.

3. Conclusions

The focus of the Workgroup were multiplicative effects of rural development policy, through promotion of entrepreneurship.

Through presentations from Workgroup on environmental quality and agriculture, most attention was given to the possibilities of rural development, with emphasis on sustainable agriculture, which should respond to many challenges in terms of protection and conservation of environment, production of safe food, depopulation of rural areas and sustainable development of entrepreneurship in agriculture.

The overall objective is to improve standard of living through support and promotion of rural development and tourism through production and promotion of typical products that generate income and employment.

It is necessary to connect sectors of agriculture and tourism in all segments.

Conclusions and activities to be implemented are as follows:

- Due to unfavorable economic and social situation, entrepreneurs are not able to provide sufficient funds and modernization of production, and it is therefore necessary to carry out an organized training of entrepreneurs in agriculture on techniques acceptable for the environment.
- In order to eliminate disadvantages of the sector, which is reflected in the small scale of production and a weak competitive position, unorganized market, poor purchasing system, it is necessary to work on connecting manufacturers in different kinds of associations. In that way, entrepreneurs would get appropriate service and professional assistance in form of education, training, legal support, and assistance in developing business plans by chambers and other institutions.

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- Entrepreneurship based on knowledge, competence of staff, creation of entrepreneurial culture, technological development and innovation within SME sector requires stronger cooperation between public and private sectors with educational sector in all aspects, as well as active involvement of local communities (bottom up approach)
- Through projects of joint cooperation of participants of this Forum, it is necessary to promote an integrated and sustainable development of Mediterranean agriculture, diversification of economic activities, production of typical/ indigenous food products, and purpose of evaluation and promotion of the same, and in general development of rural areas
- it is necessary to develop and improve network of knowledge among Forum members, supported by European Union, with aim to transfer knowledge, share informations, identify best practices through thematic education and training, research and analysis.