



FP7-PEOPLE-2013-IAPP Marie Curie
Industry-Academia Partnerships and Pathways (IAPP)



Mapping Cooperative Rural Development Systems: Initial Results from the EU Project C-BIRD

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ICA Research International Conference
2015 Paris

"FUTURE OF THE COOPERATIVE MODEL:
CREATIVITY, INNOVATION AND RESEARCH"



ТРАКИЙСКИ УНИВЕРСИТЕТ
СТАРА ЗАГОРА



Euricse
European Research Institute on
Cooperative and Social Enterprises



UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh



COEXPHAL Zip
CENTAR



Cooperative Business and Innovative Rural Development:

Synergies between Commercial and Academic Partners (IAPP)

Project start date: 01/01/2014

Duration of the project: 47 months

Amount: 597.664 Euros



C-BIRD Partners



UNIVERSITY OF CORK
Cork

IRLANDA

External Observer
Asociación de Organizaciones de Productores de Frutas y Hortalizas de Andalucía (APROA)

ESPAÑA

UNIVERSITY OF ALMERIA, COEXPHAL
Almería
COEXPHAL



Euricse

European Research Institute on Cooperative and Social Enterprises

EURICSE
European Research Institute
on
Cooperative and Social
Enterprise

Trento

ZIP Center

Pirot



TRAKIA UNIVERSITY
(Coord.)

AGROCONSULT Engineering Ltd.

Stara Zagora

External Observer
Regional Economic Development Agency (SZREDA)
Stara Zagora

SERBIA BULGARIA

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СТАРА ЗАГОРА



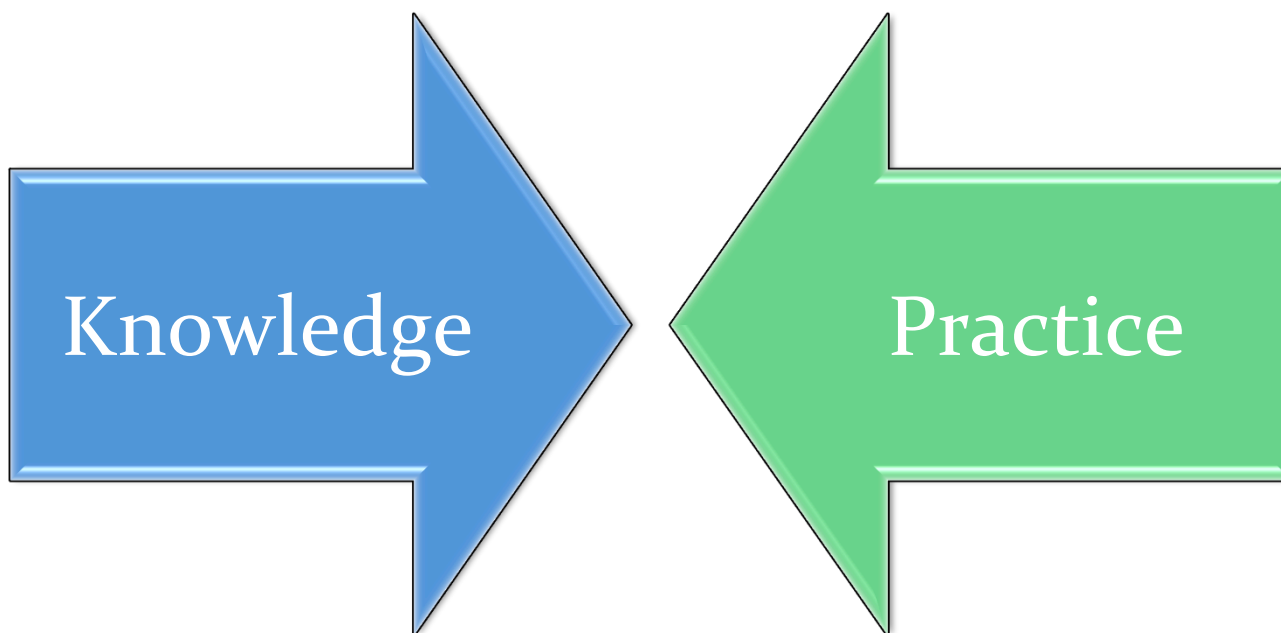
C-BIRD PROJECT

Rural development in Europe is related to agricultural development. The ultimate objective of the Common Agricultural Policy (CAP) is to guarantee and promote sustainability of rural areas in **social, economic and environmental aspects**. However, scarce empirical evidence exists on how these goals are actually implemented and sustained in rural development processes and policy.

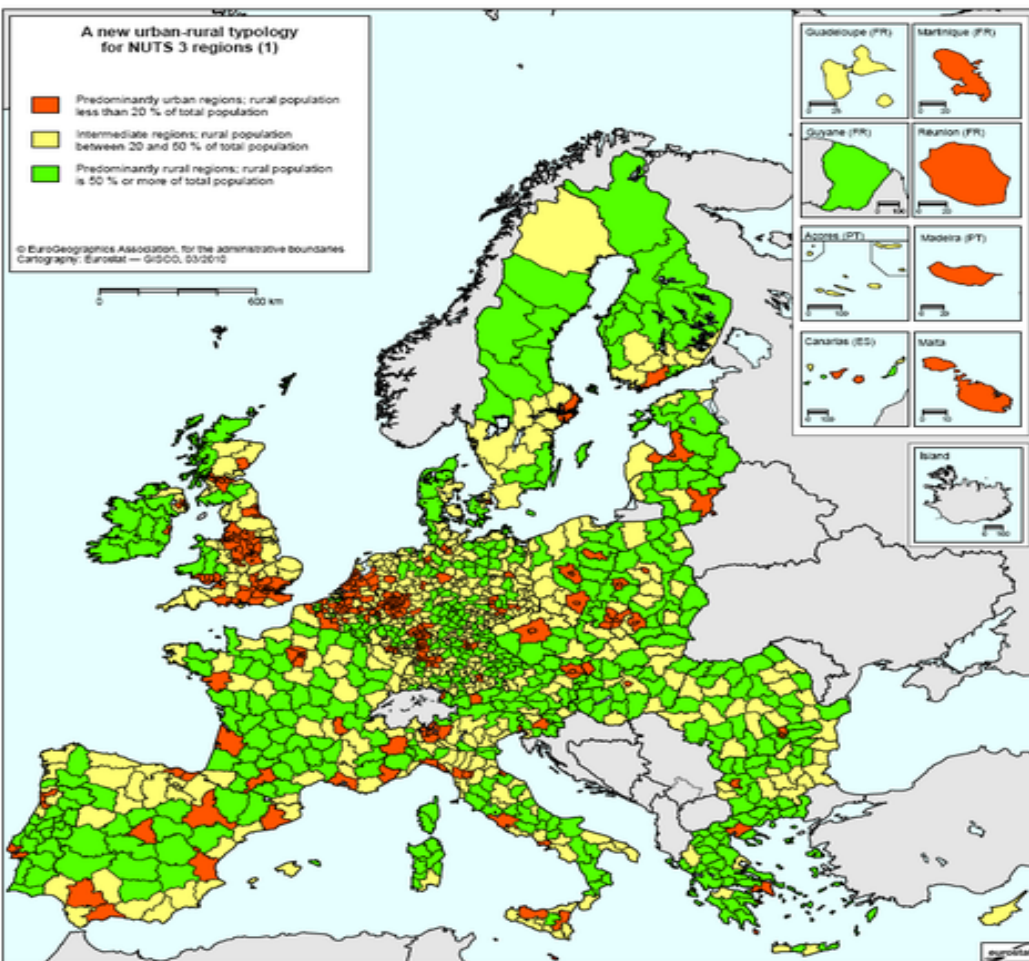
Innovative role of cooperatives, and related rural actors (including academic institutions, commercial enterprises, NGOs, associations, etc.) in rural development as a useful tool to achieve such objectives and their importance in the “knowledge economy”.

Quantitative and qualitative and case study analysis will be carried out in **exchanges between industry and academic institutions in order to identify successful models and also to investigate rural development strategies in recently incorporated EU countries.**

WHICH DIRECTION?



**Design cooperative rural development through
knowledge sharing and sustainable practices**



(1) This typology is based on a definition of urban and rural 1 km² grid cells. Urban grid cells fulfil two conditions: 1) a population density of at least 300 inhabitants per km² and 2) a minimum population of 5 000 inhabitants in contiguous cells above the density threshold. The other cells are considered rural. Thresholds for the typology: 50% and 20% of the regional population in rural grid cells.

For Madeira, Azores and the French outermost regions, the population grid is not available. As a result, this typology uses the OECD classification for these regions.

IMPORTANCE OF RURAL AREAS

- OECD definition:
 - 92% of EU territory in predominantly or significantly rural areas representing:
 - ✓ 45% of Gross Value Added
 - ✓ 53% of employment
- NEW DG AGRI/REGIO definition:

	<u>area</u>	<u>population</u>
✓ Predominantly rural	56,0%	24,1%
✓ Intermediate	34,9%	35,6%
✓ Predominantly urban	9,1%	40,3%

The concepts of “rural” and “rurality” are very difficult to define and **different ideologies** have shaped **the different definitions and rural-urban relationships**.

There is no common definition of rurality of rural areas. According to European Commission ,

“the complexity of a common definition is related to the various perceptions of those elements that characterize "rurality", the difficulty to collect relevant data at the basic geographical units level and to the need to have a tailor-made definition according to the "object" being analyzed or policy concerned”.

A variety of models try to explain why economic activity concentrates in some regions and areas, especially towns. These models have hierarchical vision of space and tend to see the rural world dependent on the town.

Other approaches are based on the theory of the “district” and on the idea that the conditions of success of an economic activity are linked to the specific characteristics of the local economy and society.

AND...SO?

**Growing diversity of EU rural areas,
with considerable variety of
demographic, economic and social
structures**

Need for more spatial targeting

**Economic instability due to crisis—
rural areas suffering: 16.4 % of 80M
population living below poverty line**

Balanced territorial development

Sustainable rural
development

Competitive
agriculture

Sustainable use of
natural resources

Cooperative approach

While the traditional view was more focused on the redistributive, subsidy-oriented targeting of the lagging regions, the new approach considers as priority **preserving territorial capital and development of the potential of the territorial competitiveness.**

WHAT MAKES THE DIFFERENCE?

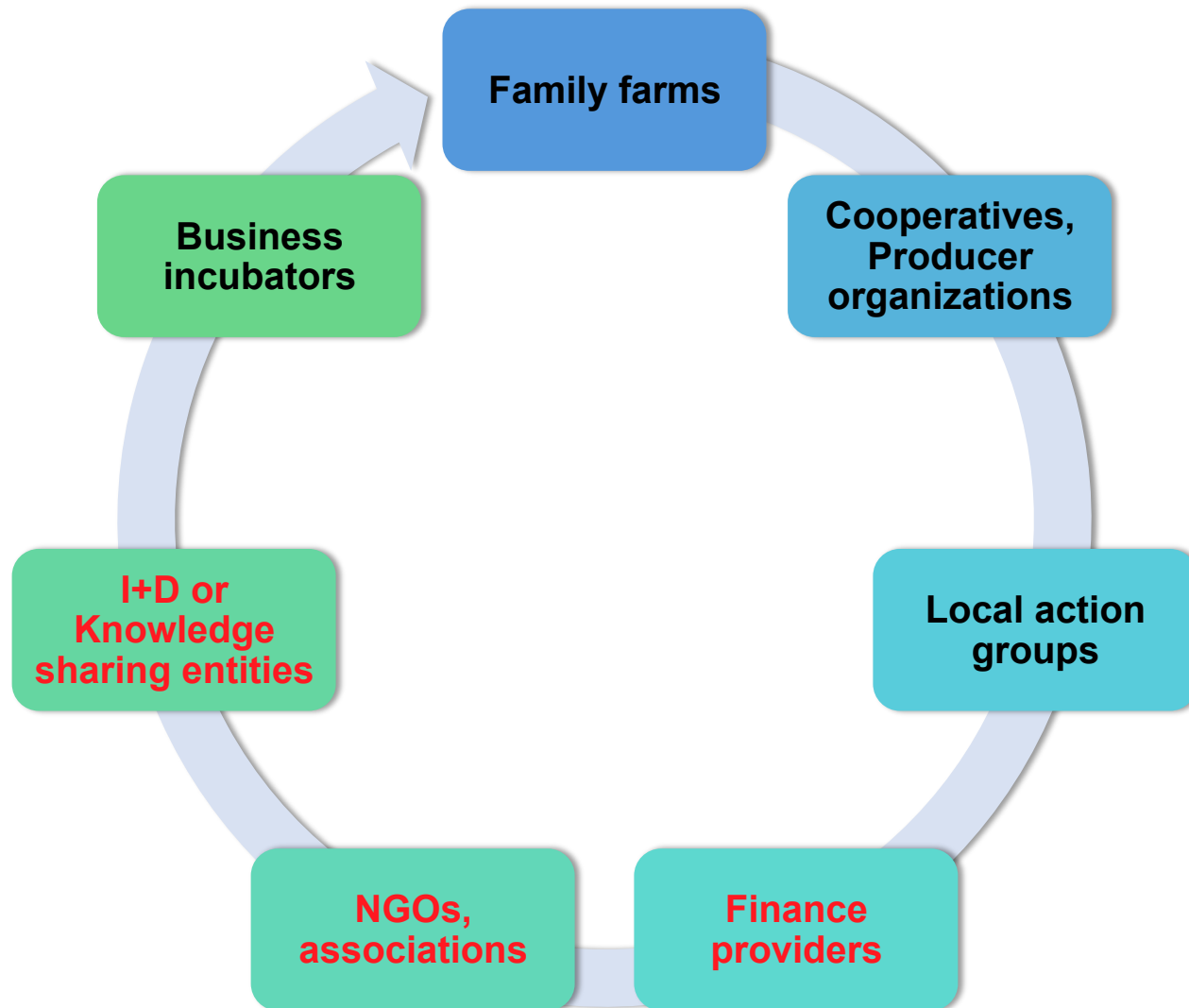
DRIVERS OF ECONOMIC HEALTH

- Sustainable use of natural resources and environmental quality
- Infrastructure and accessibility
- Quality of life and cultural capital*
- “Wide” sectoral structure
- Knowledge and I+D+i

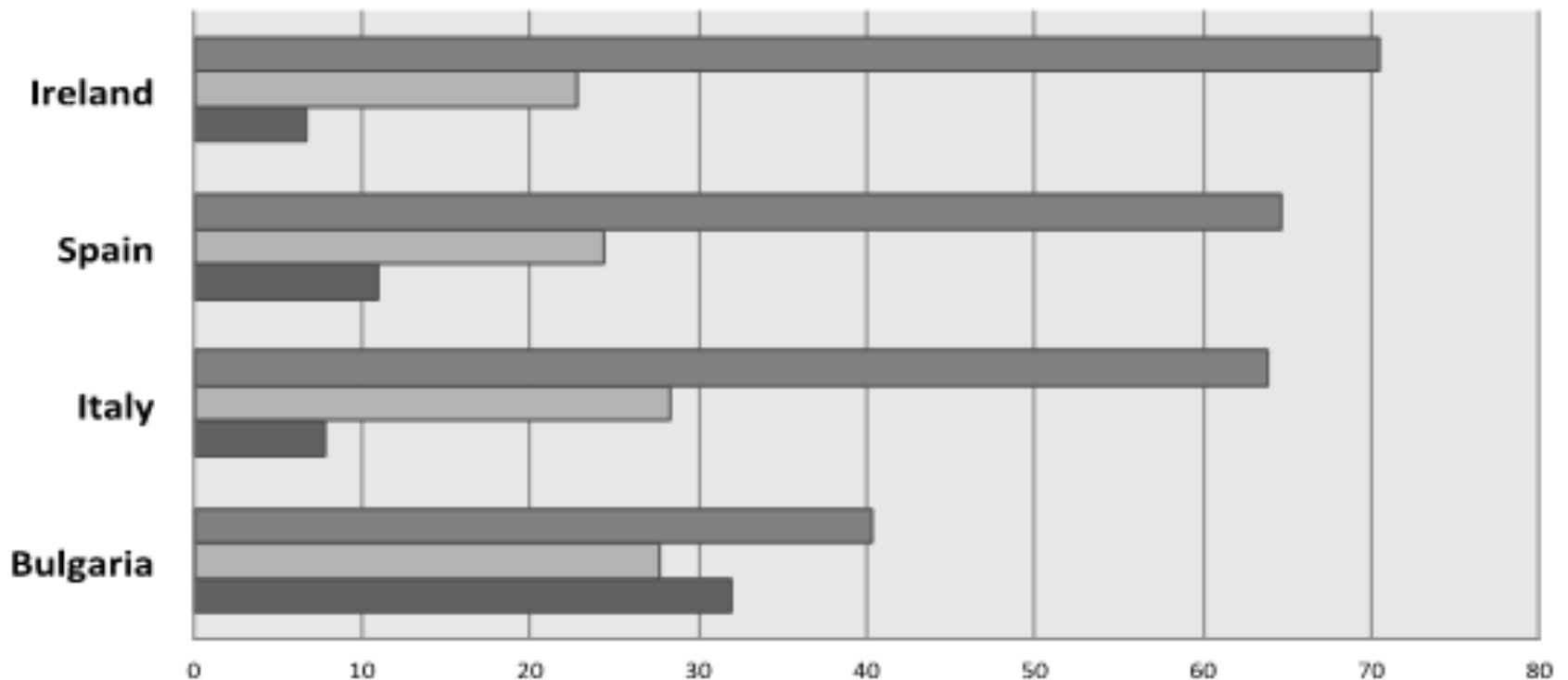
BARRIERS TO ECONOMIC HEALTH

- Negative demography (loss of young people and ageing)
- Remoteness: Poor accessibility, infrastructure and communications
- Narrow sectoral structure
- Knowledge silos or lockups

MAPPING RURAL ACTORS IN C-BIRD



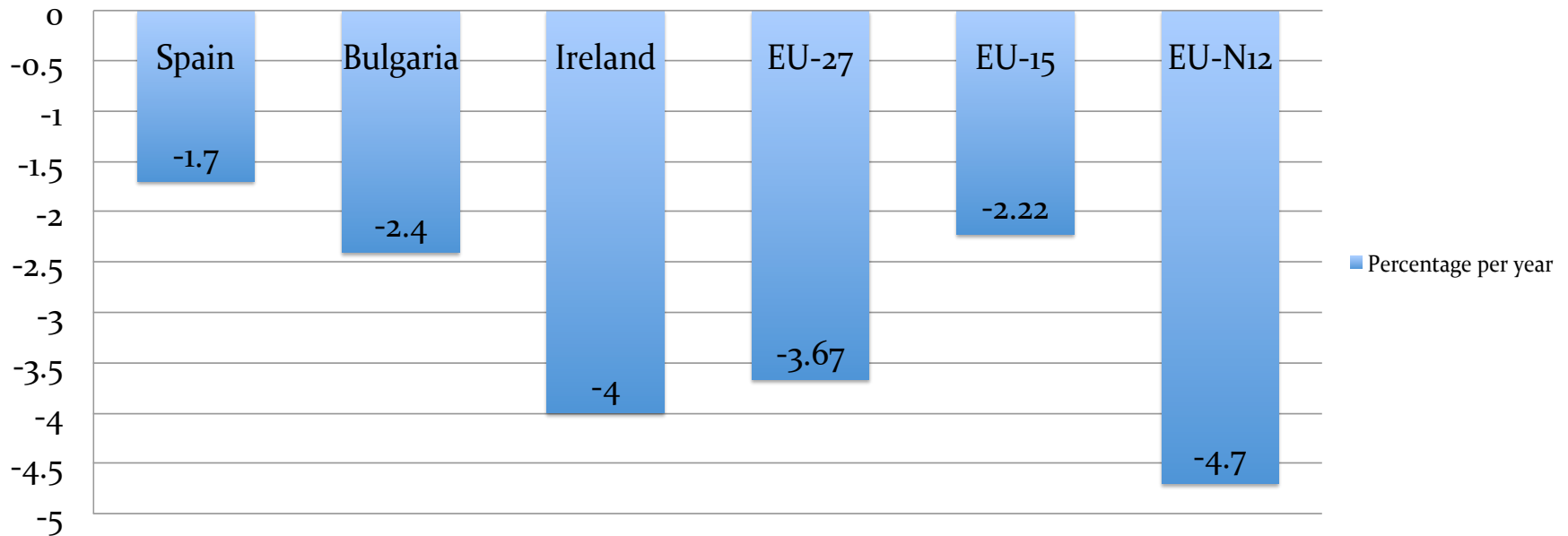
Structure of Employment



	Bulgaria	Italy	Spain	Ireland
■ Tertiary sector	40.4	63.9	64.6	70.5
■ Secondary sector	27.7	28.3	24.4	22.8
■ Primary sector	32	7.8	11	6.7

FAMILY FARMS

- **12 million** farms
- **172 million hectares** of agricultural land
- **25 million** employees



Trends in family farms

FAMILY FARMERS IN C-BIRD

Predominantly small holders, slightly decreasing in number, but resilient to crisis, providing safe alternative for income generation and employment.

-Spain 342,000

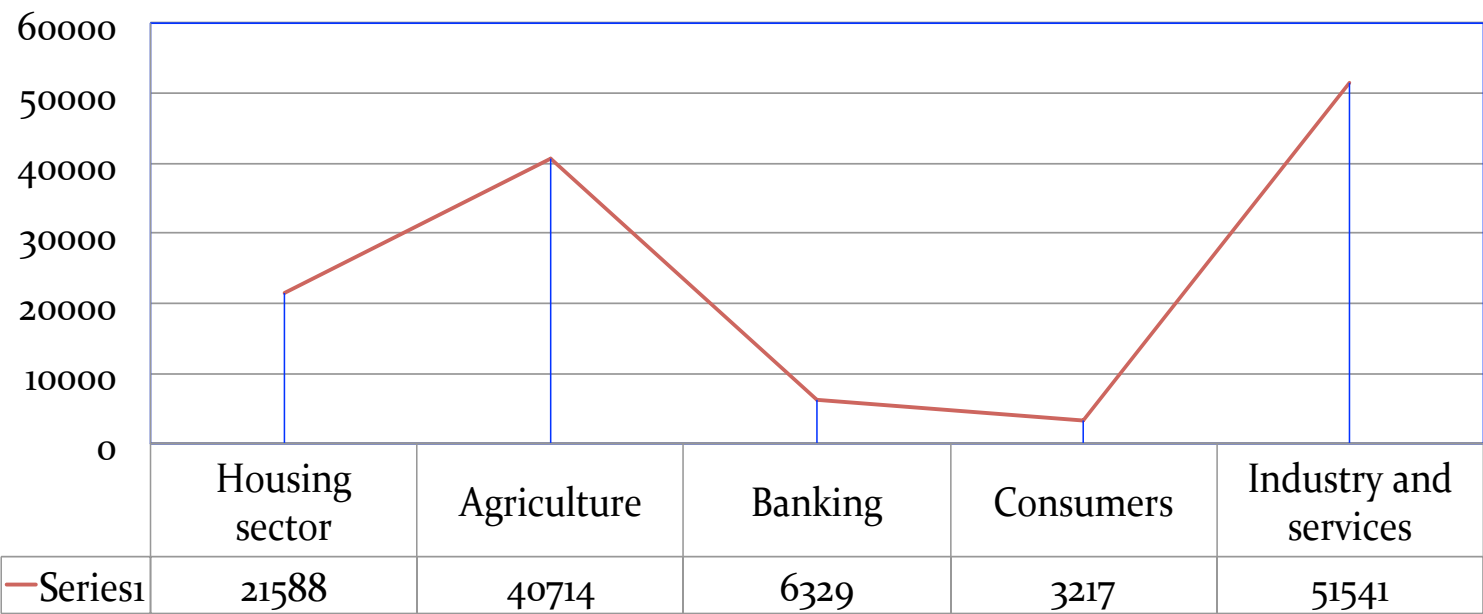
-Bulgaria 67,000

-Italy 1.6M

-Ireland 140,000

-Serbia predominantly small and semi subsistence with little productivity going to market.

COOPERATIVES IN EU



IMPORTANCE (OR NOT) OF COOPERATIVES

- Bulgaria-2000 coops/50,000 employees in total but decreasing importance of agri coops(decrease fourfold, in some cases tenfold)
- Serbia-nascent-depends on success of recent Strategy for Agriculture and Rural Development-low key associations, but significant networking and association activity
- Spain-very important 6.7 million members, 3800 agri coops representing 50% of production + rise mostly in Worker coops (950 new ones in 2013).
- Italy-very important-strong cooperative and consortia/ 1 in 3 in Trento
- Ireland-agri coops 12 billion turnover, 12,000 employees

CLUSTERS

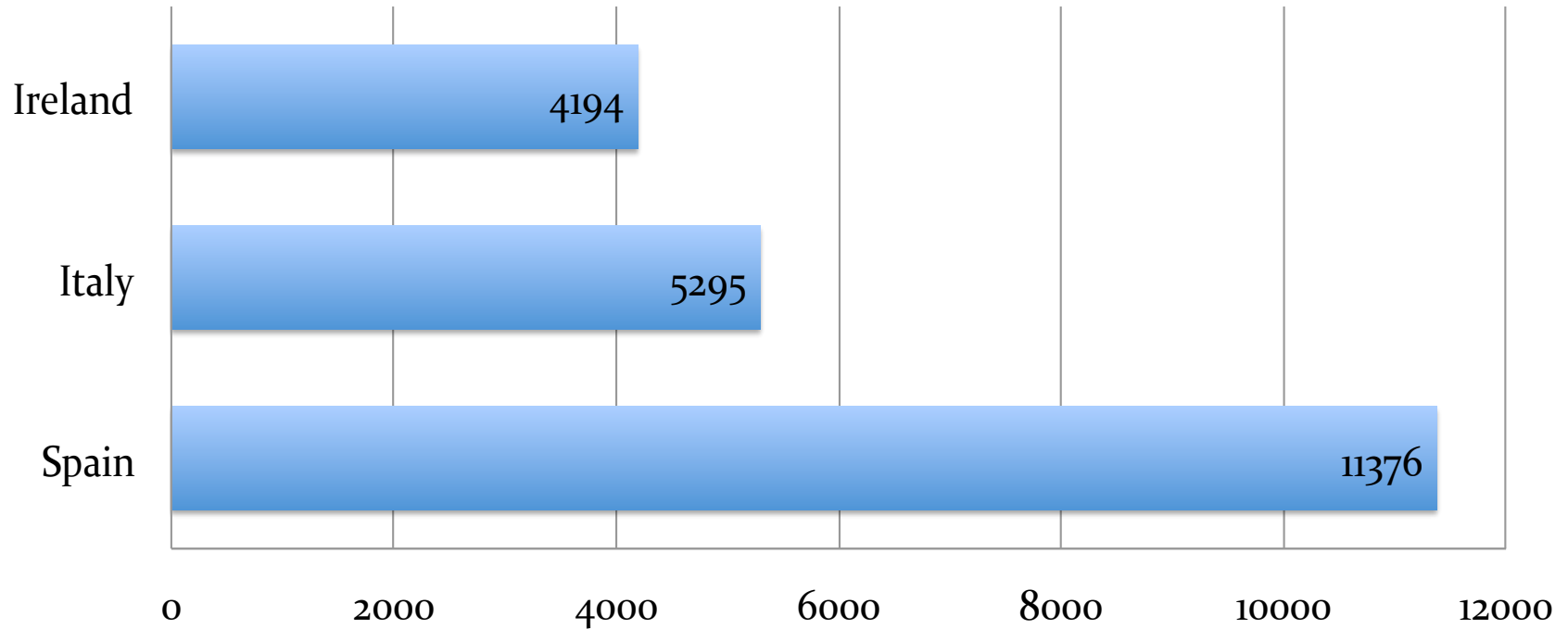
Italy and Spain

Districts or Local Production
Systems or Clusters

Comprehensive system that
contributes to local development
through tight relationships and well
developed value chain (geographic
designations)

Virtuous circles

LOCAL ACTION GROUPS



2007-2013

- 5% of the EAFRD -> Leader axis
- 2290 established LAGs
- 123,000 beneficiaries
- 136 million people in rural areas indirect beneficiaries

BUSINESS INCUBATORS

Wide range of organisations that provide entrepreneurs with enabling environments

900+ in Western Europe in early 2000s –introduced by UNDP in 1990 in Eastern Europe (Poland)

But lower in Spain (38) Italy (45) and Ireland (6). In Serbia, Pirot has the only successful one.

Problems:-majority of entrepreneurs had no idea of natures, aims and functions of business incubators (but thought they were an important tool to support enterprise development!)

-not aware of how government programs worked when it was considered an SME tool

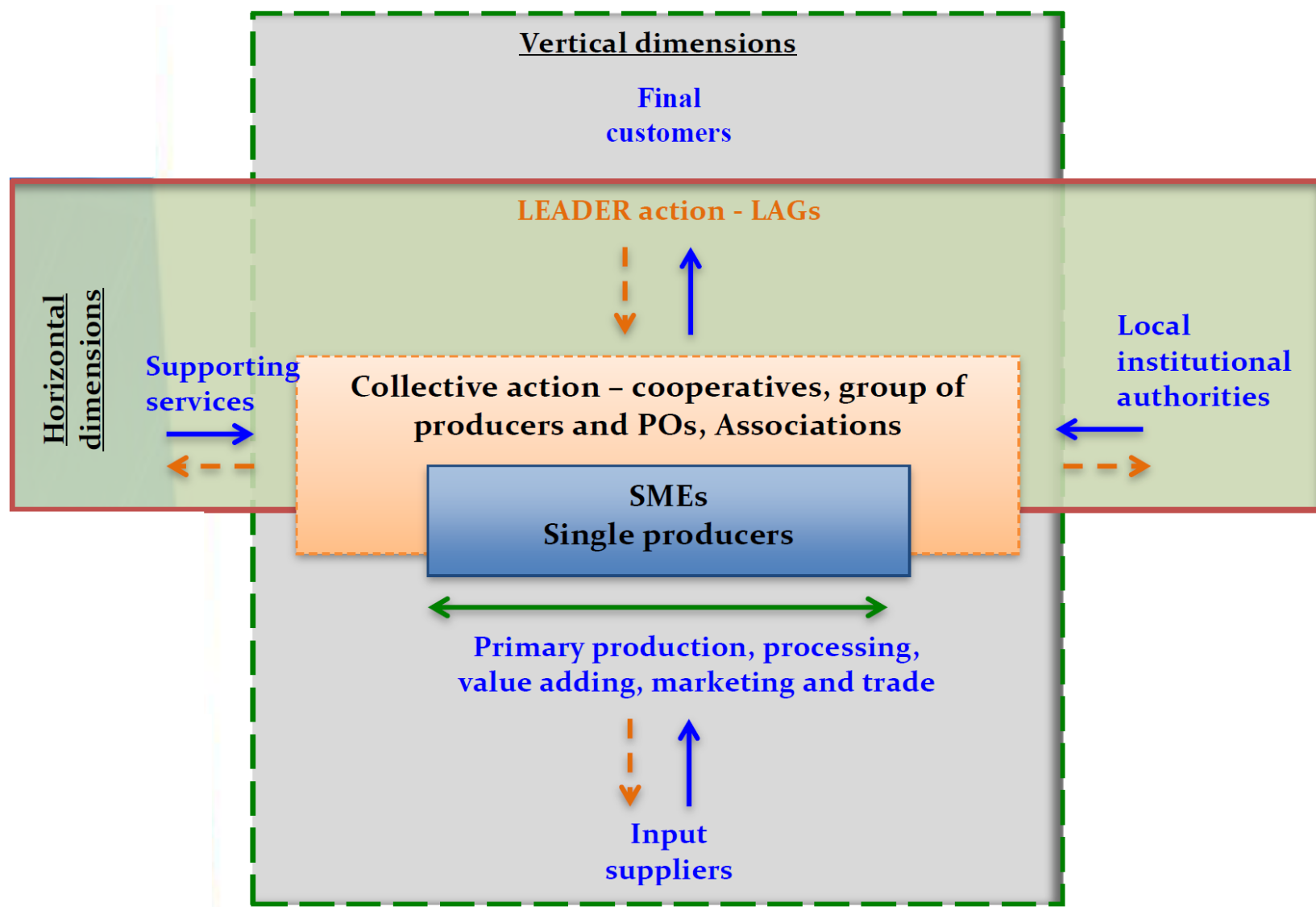
-ignorant of existence and potential benefits but recognised utility re startups and early stage businesses

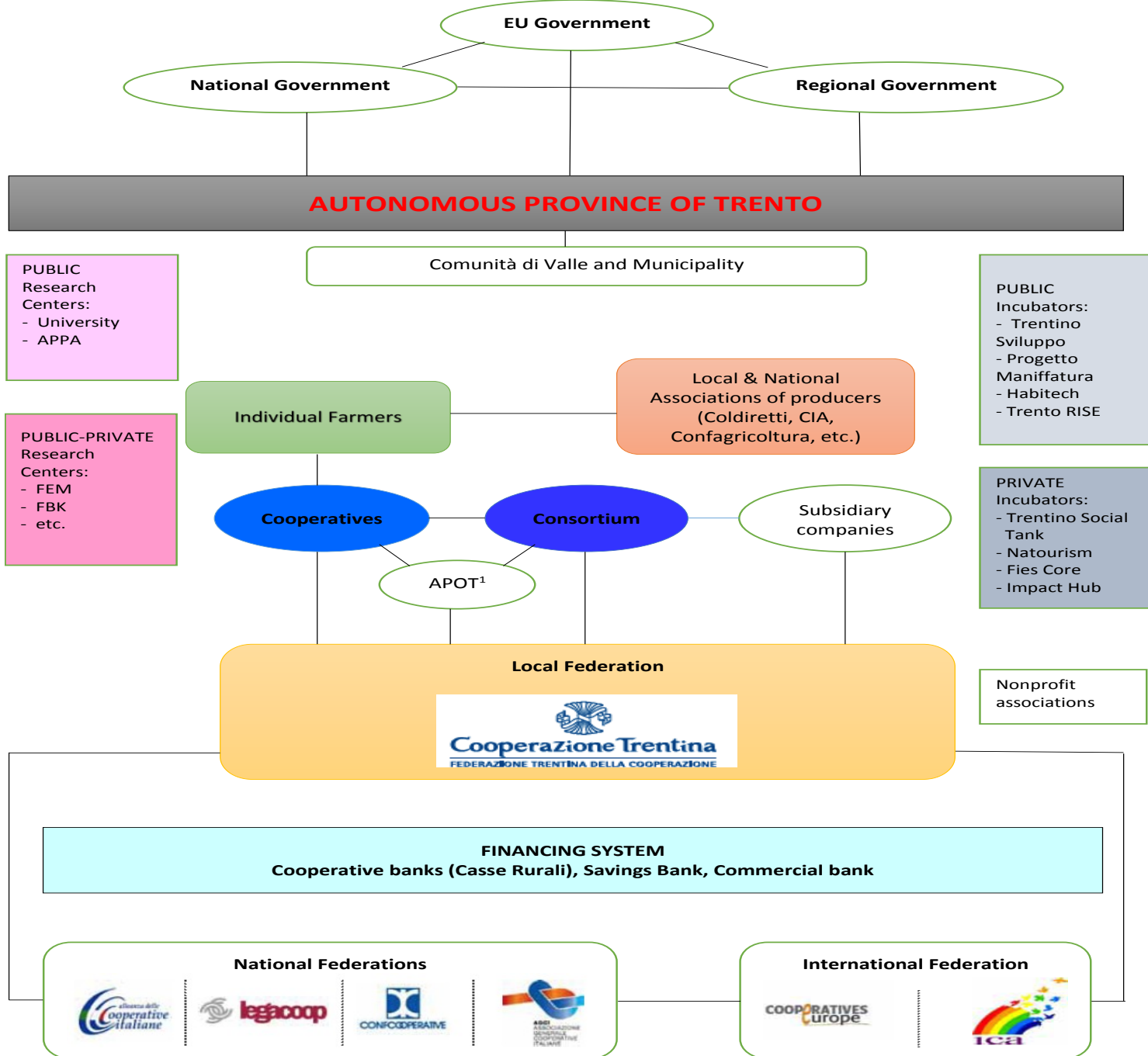
Comprehensive institutional presence and support for cooperative business is important factor in supporting existing organisations in their general performance BUT other alternatives which carry out similar functions are also successful where coop “fabric” is not present.

Contributes further to financial and human resources and role of local networks.

Local government initiatives of varying importance (LAGs, incubators, etc.)

Mapping of rural areas in Bulgaria





FAMILY FARMS IN ALMERÍA



LOCAL, REGIONAL, NACIONAL and EU GOVERNMENT

**AUXILIARY
INDUSTRY
ASSOCIATION:**
-TECNOVA

INDIVIDUAL COMPANIES OF
AUXILIARY INDUSTRY

**PRIVATE
RESEARCH
CENTER:**
-TECNOVA

INTERPROFESSIONAL: HORTYFRUTA

UNIONS/ASSOCIATIONS OF FARMERS AND BUSINESS:

-CHAMBER OF COMMERCE
-UPA
-ASAJA
-COAG

INDIVIDUAL FARMERS

**OTHER MARKETING
SYSTEM: AUCTIONS**

INDIVIDUAL COOPERATIVES

**ASSOCIATIONS OF PRODUCER
ORGANIZATIONS:**
COEXPHAL, APROA, FEPEX

ASSOCIATIONS OF COOPERATIVES:
REGIONAL FEDERATION AND NATIONAL
CONFEDERACIÓN DE COOPERATIVAS
(Cooperativas Agroalimentarias)

INTERMEDIATE COSTUMERS: RETAILERS AND OTHERS

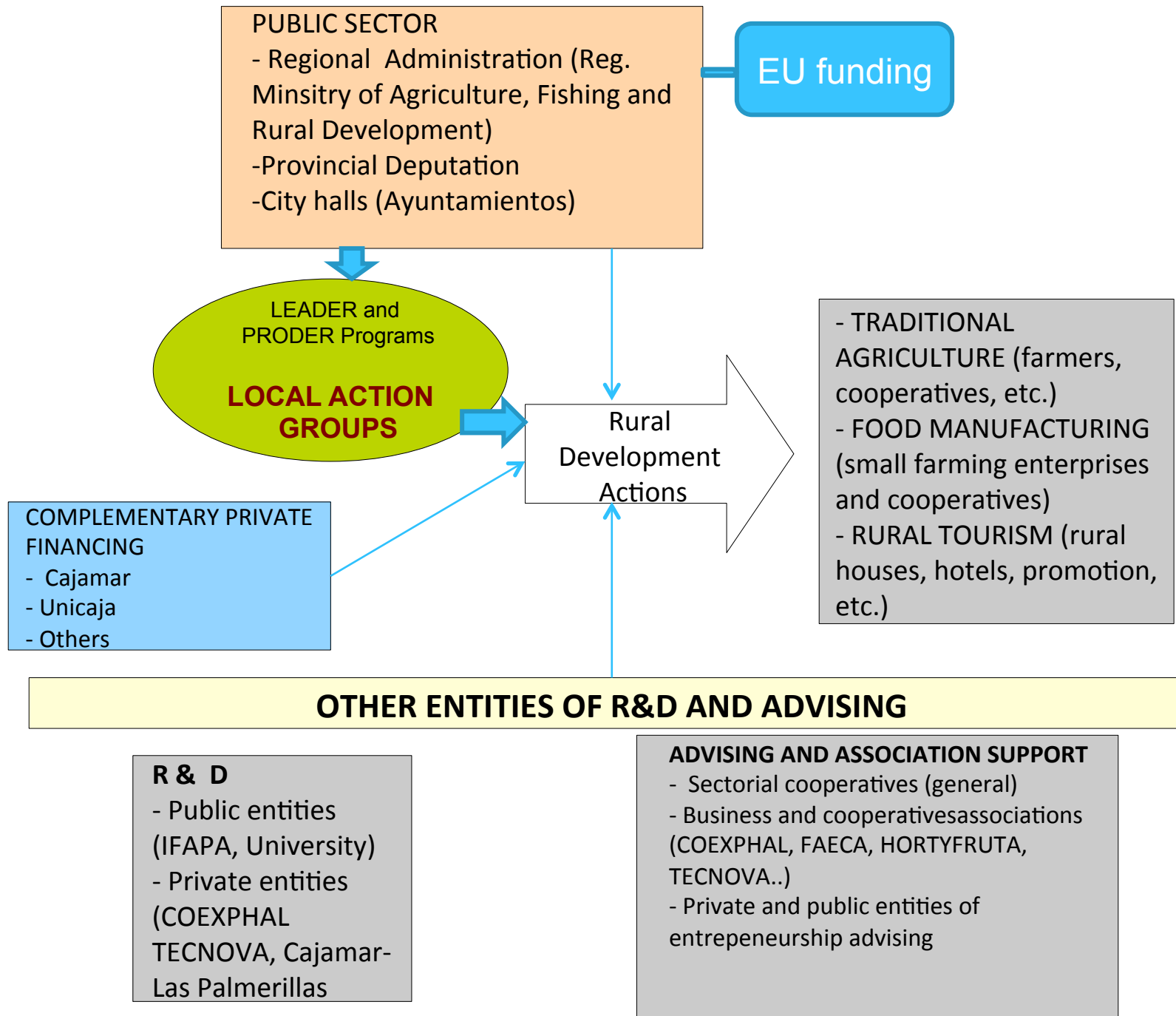
FINAL CLIENTS: CONSUMERS

**PUBLIC
RESEARCH
CENTERS:**
-UNIVERSIDAD
-IFAPA

**PUBLIC-PRIVATE
RESEARCH
CENTER:**
-PITA

**PRIVATE
RESEARCH
CENTERS:**
-LAS
PALMERILLAS
(part of Cajamar)
-COEXPHALLAB
(financed in part
by Producer Org)

BANKING/FINANCING SYSTEM:
CAJAMAR (Cooperative), Unicaja (Savings bank),...





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THANK YOU!



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