



SUSTRAINY PROJECT



ECONOMY BEST PRACTICES

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Foncho Cantillo

COOBAFRIO CO-OPERATIVE



Source: Foncho Cantillo – Colombian Banana Farmer (Hosey, 2018)

Category - Key Words	Fairtrade, Sustainable Development, Trade, Business
Who?	Foncho Cantillo's father created the co-operative. Nowadays, the Coobafrio farmers are 49 with more than 300 employees in their farms.
Years of implementation	1990s – ongoing
Place	Magdalena, a Northern region of Colombia
Website	Facebook - https://www.facebook.com/fonchobananas/

Description

The **Coobafrio Co-operative** was set up in the late 1990s in order to have a better negotiation position when negotiating with buyers. In 2011, the Co-Operative became Fairtrade certified.

The growth of palm oil encouraged or pushed many farmers from other alimentation plantations to sell their farms and crops to other farmers or big business; or convert plantations of products such as banana into palm oil plantations. The farmers that did not sell their plantations joined the cooperative. Creating the cooperative the farmers gained higher negotiating power and continue with their plantations, not sell them.

The cooperative Coobafrio produce approximately 4,000 tonnes of bananas each year, being two-thirds as Fairtrade product. The funds are obtained by selling at a minimum price that covers the cost of production and includes an additional \$1 for each box that is sold. The additional amount is reinvested in the development of the communities, among others.

Due to the implementation of Fairtrade standards, the farmers followed a more sustainable path implementing, for instance, measures to protect water sources and use water efficiently, waste recycling and reforestation programs. Furthermore, farmers eliminate or use the limited necessary amount of agro-chemicals.

Major achievements

The min achievements of Coobafrio are the following:

- Implementation of Fairtrade standards and practices, and a sustainable development.
- Fairtrade standards for ensuring the quality and competitiveness of Coofabrio's bananas in international markets.
- Development and help for rural communities.
- Financial contribution to members' Social Security payments.
- Healthcare projects.
- The Education Fund has helped 82% of members pay for school fees and other costs.
- The Emergency Fund to support members in the event of natural disasters.



Terraclear - Clean water access for families in Laos



Source: (Gold Standard, 2020)

Category - Key Words	Fairtrade, Sustainable Development, Rural Communities, SDGs
Who?	Gold Standard and rural communities in Laos
Years of implementation	Ongoing
Place	Laos
Website	https://www.goldstandard.org/projects/terraclear-clean-water-access-families-laos

Description

TerraClear is a project created by Gold Standard for the opportunity to offset in an effective way emission globally.

Globally many regions do not face the needed sanitary conditions for a healthy and dignified life. In Laos, the 80% of the households must boil the water in order to make it safe for consumption. However, the boiling process is not enough for disease prevention.

The project TerraClear permits the access to of clean water to rural communities. The ceramic filters manufactures and created by TerraClear send of illness without the need for boiling water and eliminates the need for recollection of wood or usage of fossil fuels, contribution for the protection of the forests from deforestation and reducing the dangerous levels of smoke.

TerraClear distributes 33,000 ceramic filters reaching 180,000 people in over 500 villages in Laos.

Major achievements

- 15,000 tonnes of CO₂e saved annually by the project.
- 20-30 litres of clean water - the average daily household consumption fully met by each filter.
- 32,000 households benefiting from filter use.

In addition, TerraClear's positive impact contributes to the achievement of the following SDGs:



Source: (Gold Standard, 2020)

Through TerraClear is possible to purchase the carbon credits Gold Standard offer and for every 1,000 carbon credits purchased (Data 2016):

- \$15,800 value of avoided forest degradation.
- 12 hectares of avoided forest degradation.
- 25 cases of Acute Lower Respiratory Infection (ALRI) treatment avoided.

Note: TerraClear [Video](#)



Oxfam Trailwalker



Source: (OXFAM International, 2020)

Category - Key Words	Fairtrade, fundraising
Who?	Oxfam International, public in general willing to participate and become Oxfam ambassador
Years of implementation	1981 - ongoing
Place	Hong Kong, South Korea, New Zealand, Australia, India, Spain, France, UK and Belgium
Website	https://www.oxfam.org/en/take-action/take-part-in-oxfam-trail-walker

Description

Oxfam International an independent non-governmental organisation that fights inequality and aims to eliminate poverty. **Oxfam Trailwalker** began in 1981 when thousands of walkers took the challenge. It is a physical challenge but also raising money event in order to overcome poverty and injustice around the world.

The challenge is a walk of 100 km in a team of four and for 48 hours more or less. The team must finish together and participants act as ambassadors of the organization. It takes place in different areas around the world, Hong Kong, South Korea, New Zealand, Australia, India, Spain, France, UK and Belgium.

Major achievements

- Personal challenge and opportunity to be part of a major cause.
- Tackle poverty and investment in development and empowerment programs around the world.



Fleet Farming



Category - Key Words	Agriculture, food, Sustainable Development
Who?	Ideas for us, an Environmental Solutions Incubator
Years of implementation	Ongoing
Place	Orlando, Florida
Website	https://fleetfarming.org/

Description

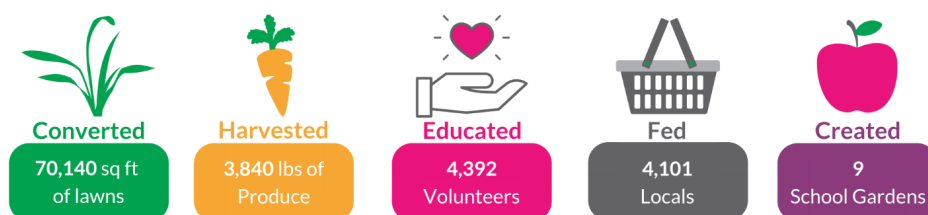
Fleet Farming is a non-profit urban agriculture program that transforms the average American lawn into a bio-verse, productive micro farms and edible gardens.

Their objective is to empower all generations to grow food to increase local food accessibility, and create localized food systems that bring communities together towards a healthier, more connected world in harmony with people and planet.

They convert underutilized lawn space into productive localized edible gardens or micro farms. This program works to provide edible landscaping to schools, community centres, affordable housing units, businesses and individuals through our community farming initiative and Edible Landscapes garden installation service.

Major achievements

Current Impact



Impact Your Community: Sponsor an Orlando Garden Project





Folgado Training centre and the Economy of the Common Good



Category - Key Words	Economy of the Common Good, Sustainable Development Goals, Education and Training
Who?	Centro de Formación Folgado
Years of implementation	2018 – ongoing
Place	Valencia
Website	https://cffolgado.com/reconocimiento-de-buenas-practicas-ebc-economia-del-bien-comun/

Description

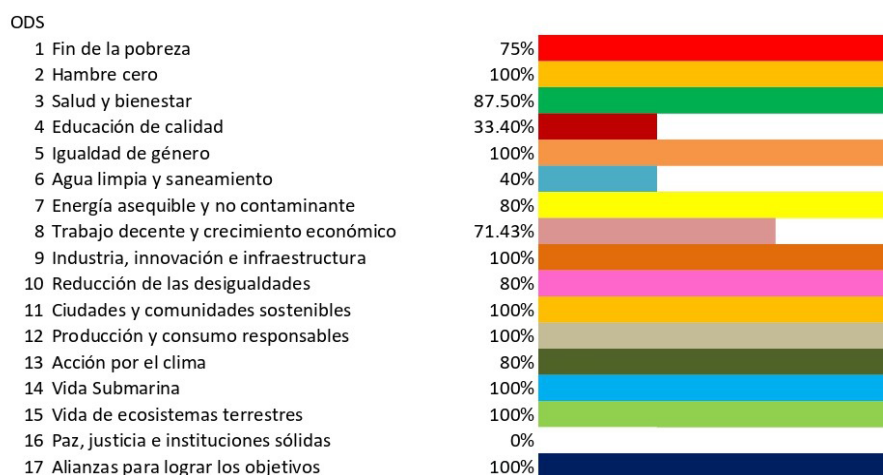
CF Folgado discovered an alternative system that dealt in great depth with the pillars of a company, a system based on an ethical and sustainable economy at the service of people. They felt identified with this system and believe in it, deciding to be an active part as the engine of change. CF Folgado works in the training and insertion of people of different ages, ethnic groups and groups, the objective of the implementation of the ECG was to improve in all areas by focusing on people, working to improve, innovate, facilitate and participate in a common good in all areas possible. From the ECG they realized that crossing the data from the ECG matrix with the Sustainable Development Goals, this served as a tool to have a broader and more concrete vision of the goals to be achieved. CF implanted ECG in the heart of the company, registered as an Educational Center and recently passed the ECG audit with a positive result. To carry it out, it received a small financial aid from the ECG of the City of Valencia, this aid included training to implement the EBC and in 2019 it has financed part of the audit.

Major achievements

As a result of the effort made, the following achievements were obtained:

- XIX International Congress of Educational Research in Madrid: presentation on social transformation and ECG applied to an Educational Center.
- Recognition of good practices to CFF in managing diversity in relation to the Balance of the Common Good by the Cepaim Foundation
- Recognition in relation to the voluntary labor insertion of people by CFF and granted by the Cepaim Foundation
- Participation in the 2019 SDG Congress in Valencia, exposing the intersection of the ECG matrix with the SDGs.

Results of CF Folgado regarding the ECG matrix applied to SDG:





La colaboradora Coworking



Category - Key Words	Entrepreneurship, sharing economy, collaborative economy
Who?	Zaragoza City Council, entrepreneurs
Years of implementation	2013 - ongoing
Place	Zaragoza, Spain
Website	http://www.zaragoza.es/ciudad/sectores/activa/lacolaboradora/

Description

La Colaboradora a physical space of Collective Intelligence where a collaborative community works on their business, social or creative projects with the only payment requirement to exchange ideas, services and knowledge through a time bank to strengthen the collaborative economy of its members and its environment. In this space business, social, creative projects can be developed.

It is aimed at entrepreneurs, freelancers, freelancers, NGOs, activists, creatives, re-entrepreneurs who want to develop a project. The Collaborator is made up of people with a project to develop. It is a physical P2P environment where talent is managed and the philosophy of peer to peer networks is combined with the intensity of human contact through the encounter of collaborative communities.

La colaboradora is a co-managed space between the Zaragoza City Council and the users themselves who are involved in its governance and are empowered by it. Each member works in the development of his project with the commitment to put at the service of the community 4 hours of his time to offer services voluntarily in the tasks of governance of the project (dynamization, communication or training) or contributing with his knowledge advising to other members.

Major achievements

- Over 200 entrepreneurs associated
- Since its launch, the community has shared over 8,000 hours of their time
- Around 75% of projects have launched or consolidated, creating new local jobs.



Big Blue Bubble



Category - Key Words	Employee Engagement, Involvement in social media, Internal social network, Video games, Internal Communication, HR platform.
Who?	Company and employees
Years of implementation	2004 - ongoing
Place	Ontario, Canada
Website	https://www.bigbluebubble.com/

Description

The Big Blue Bubble is a Canadian studio based in London and founded in 2004. It has developed more than 100 games since its creation and it has rapidly grown winning several awards such as the Deloitte's Technology Fast 50 Companies.

With its stunning growth, it has also considerably raised its number of employees reaching up to 200 persons. This led to challenges related to managing key HR functions, as well as internal communications.

In order to address the challenge, the Big Blue Bubble developed an internal social media tool (ISM) driving internal communication and employers' engagement in their areas of interest. They put into place a cloud-based HR platform with a strong internal social networking function allowing to streamline performance reviews, give feedback, generate reports and communicate through an organized news feed. Through the tool, the company openly shares business updates, photos, product launch news, upcoming event and birthday information, highlights who's out of the office on any given day, introduces new employees and interns, and even promotes employees' participation in extracurricular activities.

Major achievements

- Providing the opportunity for employees to interact with each other;
- Offering a hub that serves as an important source of information and conversation;
- Sharing quality and relevant content;
- Ensuring a high level of participation by the leadership team;
- Using it as a tool to support fellow colleagues participating in activities outside of the workplace.



DE CEUVEL



Category - Key Words	Rural development; sustainable architecture; recycle; circular economy and energy; Aquaponic agriculture; CCI community; Circular Urban Hub
Who?	After De Ceuvel won the tender from the Municipality of Amsterdam, the land was secured for a 10-year lease on which a team of (landscape) architects, engineers, creatives and social entrepreneurs built the new creative hotspot together.
Years of implementation	Started: 2014 (requalification of the area - 1919: Building of the Shipyard)
Place	Amsterdam
Website	https://deceuvel.nl/en/

Description

De Ceuvel is an award-winning, sustainable planned workplace for creative and social enterprises on a former shipyard on the Johan van Hasselt kanaal off the river IJ in Amsterdam North. In 2012, the land was secured for a 10-year lease from the Municipality of Amsterdam after a group of architects won a tender to turn the site into a regenerative urban oasis. The former industrial plot is home to a thriving community of entrepreneurs and artists, where all involved have lent a hand to build Amsterdam's first circular office park. The plot hosts creative workspaces, a cultural venue, a sustainable café, spaces to rent, and a floating bed & breakfast.

On the former shipyard we have realized one of the most unique urban experiments in Europe. Old houseboats have been placed on heavily polluted soil, the workspaces have been fitted with clean technologies and it has all been connected by a winding jetty. Around the houseboats phyto-remediating plants work to clean the soil. De Ceuvel is not only a "forbidden garden" which will leave behind cleaner soil, but also a playground for sustainable technologies. Through experimentation, we are as energy self-sufficient as possible and process our own waste in new, innovative ways.

The Ceuvel is cooperatively built and managed by a non-profit association of tenants. They therefore work with an elected and voluntary board. The board of Association de Ceuvel manages the site, the contacts with the various tenants and the external contacts with the municipality, partners and others.

Major achievements

De Ceuvel is a cultural urban hub on the cutting edge of technology, sustainability and art. The founders want to be the vanguard and a symbol of the social transition to a contemporary circular lifestyle. With their cultural programme they try to inspire and involve like-minded individuals into a growing movement of innovation and transition to a more sustainable city, country and world. The transition to a circular economy and society is not only a technical transition, it is also a cultural transition: people have to learn new modes of thought and how to apply new techniques and technologies. The mission of the cultural programme of De Ceuvel is to plant seeds in the hearts and minds of our visitors that will grow into more involvement with sustainability, innovation and the role of culture and art in that movement. Concretely, this vision results into sustainable workshops and lectures, but also arthouse films, music evenings and art exhibitions that are not necessarily related to sustainability. Besides a cultural centre for the green innovation community, they also want to be a place where citizens from the neighborhood can come together and enjoy art and culture in a circular urban hub.

Topic: Rural design, Transformation of this polluted zone into a sustainable residential area, Energy and nutrients flows, Aquaponic agriculture, Circular economy, Cultural Urban hub.



ELVITEN



Category - Key Words	Cities; Urban Mobility; green energy; sustainability; transport;
Who?	21 partners: https://www.elviten-project.eu/en/about/
Years of implementation	Started: 1 November 2017 Ends: nov. 2020 36 months
Place	Cities: Bari; Berlin; Malaga; Rome; Trikala
Website	https://www.elviten-project.eu/en/about/

Description

Horizon 2020 project. The project aims to demonstrate how light electric vehicles (electric bicycles, electric scooters, tricycles and electric cycle panels) can be successfully integrated into urban mobility, offering cost-effective solutions for people, business or tourism, as well as for goods.

The six European cities involved in the demonstration phase (Bari, Genoa, Rome, Berlin, Malaga, Trikala) are each experimenting with a different fleet of EL-Vs, to respond to specific mobility problems. Users in the pilot cities will be able to use Elviten services through mobile and fixed device applications for booking charging points, managing electricity roaming, booking sharing services, and using the electric vehicles provided for the project.

Special tracking equipment installed in the EL-Vs will record the speed, potential delays and movements of vehicles in the city. The data collected will be used by the project partners to generate guidelines and business models for service providers and vehicle manufacturers.

The idea is to provide the right tools to implement safe, comfortable and simple use of these vehicles through replicable schemes and support services for public authorities in other European cities.

Major achievements

- Demonstrate the advantages of EL-Vs in six European cities.
- Integrate existing charging stations into in a wide, open platform for users.
- Incentivise the use of EL-Vs for occasional and regular urban travellers through easy-access tools.
- Analyse trip and user data to make recommendations available to public authorities in other European cities



Open Design School

OPEN DESIGN SCHOOL

Category - Key Words	Innovation, creativity, learning, design, technology, city, networks, community, capacity building, public space, urban
Who?	Designers, citizens, creatives, professionals
Years of implementation	2018– ongoing
Place	ITALY
Website	https://ods.matera-basilicata2019.it/en/

Description

OPEN DESIGN SCHOOL is a laboratory of interdisciplinary experimentation and innovation, born as a pillar project at the service of the realization of the cultural program of Matera 2019 - Capital of culture. It is a horizontal platform, a place of sharing and mutual learning, driven by the need for continuous creative exchange between art, science and technology.

Inside, they design, model and build solutions through a modular system that, as well as being functional and reversible, temporarily modifies the urban space suggesting new possibilities of use, inviting the public to enjoy the artistic content and feel an active part of Matera 2019.

ODS was also born as an opportunity to develop new networks and new economies within the city, but also as a generator that allows an active and collective re-engagement of public space.

Major achievements

They have involved 110 Italian and European artists and professionals from Basilicata in the activities of the Open Design School, they have mapped about 400 places, produced 9 large exhibitions, 11 urban installations and 10 cultural events, thus encouraging the meeting and enjoyment of creative content by the public.



Silent Cities



Category - Key Words	Social inclusion, culture, creativity, capacity building, community development
Who?	The local communities of Matera, citizens, children, seniors, creatives and artists
Years of implementation	2018 – 2019
Place	ITALY
Website	http://www.lalbero.org/silentcity/#contatti

Description

Silent city is a format for the creation of an opera lyric, an audience development process and an artistic investigation of the city and its communities.

It is an original community lyric opera created - in every phase - by young people, the elderly and children of Basilicata and Matera in particular, led by the composer Nigel Osborne, together with national and international artists. "For us, work as language became a way of investigating the city of Matera in its complexity. Stories, words, music and sounds."

Major achievements

- Social impact on the local community of Matera
- Educational impact on how to develop and create an Opera with citizens, children and seniors
- Cultural impact on how to communicate and generate an artistic investigation involving creatives and artists
- Future projects for audience development



The Little Milk Co. - Building Healthy and Sustainable Communities



Category - Key Words	Organic cheddar, Healthy, Sustainability, Wellbeing, Communities, Milk, Food production, Organic farming, Nature, Development.
Who?	Community groups, Local sports club and the local community centre.
Years of implementation	2008 - on-going
Place	Dungarvan, Co Waterford
Website	http://www.thelittlemilkcompany.ie/

Description

The members of The Little Milk, Co. passionately believe in the sustainability of rural communities. Having people engaged in local community groups is vital to enjoy living in a rural setting and to improve the quality of rural life. The initiative has helped with the local sports club and the local community centre which resulted in a positive perception of the members of The Little Milk Co team in the community thereby increasing sales and brand recognition of their products.

They have funded and are organising, promoting and running Mental Health Workshops for the community of West Waterford. They have funded and financed 3 local community groups in which they volunteer to give leadership assistance and empowerment workshops. The initiative was promoted through Social Media and has resulted in a healthier more vibrant Community.

Major achievements

- Building Healthy and Sustainable Communities;
- Fostering growth and investing in healthy communities;
- Running Mental Health Workshops for the community of West Waterford;
- Increasing sales and brand recognition.



VivaGreen

Innovation in Sustainable Products



Category - Key Words	Eco efficiency, Research, Manufacturing, Innovation, Sustainable products, Retail, Biodegradable, Recycled products, Chemical-free, Environment, Education, Green.
Who?	VivaGreen and its employees, the suppliers, businesses and individuals, customers and the communities.
Years of implementation	1992 - on-going
Place	Dublin, Ireland
Website	https://vivagreengroup.com/

Description

CSR is at the core of what VivaGreen do and stand for. The company develops an innovative range of biodegradable, chemical-free and recycled products to substitute harmful chemical and plastic-based products commonly used in homes and workplaces. The main objective is to empower people and businesses to choose natural alternatives. The challenge is that the sustainable substitute product material must have a similar cost and similar performance as the non-environmentally friendly products they are replacing in order to be competitive. VivaGreen has grown its turnover by 100% in last 2 years and increased 65% of its exports. This shows that consumers and businesses switch to more sustainable products and practices. The initiative was promoted through social media, website SEO, PR, consumer & trade exhibitions, distributors, etc.

Major achievements

Environment

- GreenSax Compostable Bin Bag Range;
- MossOff Chemical-Free;
- ReMade Range.

Marketplace

- Ethical Sourcing.

Community

- Support to Youth, Education and Research initiatives
- Social Impact.

Since the start of the business they have substituted:

- over 285,000kgs of plastic and metal stakes with the biodegradable GreenStake range;
- over 325,000kgs of plastic bin bags with the GreenSax compostable bag range;
- close to 500,000 litres of chemical-based moss killer with the MossOff Chemical-Free;
- Over 20,000kgs of virgin-plastic bin bags (imported from Far East) with our 100% post-consumer Irish plastic waste ReMade bin bags.