

# EU CAP NETWORK FOCUS GROUP SOCIAL FARMING AND INNOVATIONS

## Measuring impacts of Social Farming at the farm, on farmers and local community

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## Introduction - Why measuring impacts of social farming on Farmers & Farms?

In most of EU countries social farming is a bottom-up process of innovation and rural development that aims to define the basis for a rural social enterprise initiative that will offer opportunities to start new economic paradigms that will cater for all the stakeholders and that aim towards bettering livelihoods whilst offering growth paths that are **socially, economically, and environmentally sustainable**. Our framework is based on ethical values of respect, understanding, empathy, and overall building community whilst promoting an economy that is underpinned by diverse and shared values. The foundation underpinning this Mini Paper lies in forging and practising a new and **transformative economy** that is based on a Human Scale Development and that stems from dialogue and understanding.

While for small or medium- multifunctional farms it is easier to implement and embrace social farming, more difficult, with the **risk of social washing**, is the process of a conventional farm who wants to start taking care of vulnerable people.

The Mini Paper will focus on the **impact that social farming has at the farm level** and this will be underpinned from different perspectives: internal organisation, production system to product added values, mission, customer focus, stressing also the importance of intangible values generated by SF activities within the farm and employees. While at the same time we will make reference to the impact on local community.

### › Why is this Mini Paper needed?

A single universal approach to **measuring the impacts** of social farming on farmers, on their farms and on farming communities **does not exist**, in terms of capturing the full range of direct and indirect impacts, tangible and intangible aspects.

There is a need to elaborate and communicate the different evaluation frameworks, tools and techniques and try to help farmers and stakeholders in a practical way to **measure and successfully communicate the full range of the impacts of social farming**. By providing a roadmap of possible practical steps and tools. The latter would definitely help promote, manage, certify-label social farming and fully embrace all its benefits. An overview of impact measurement on the individual (farmer) and collective (community) as a diverse range of societal outcomes at individual and community levels reflect social, personal, interpersonal, collective, and economic benefits of social farms may be found [here](#).



## Different types of impact of social farming/ social farms

We will draw on a few examples and discuss both the impact at the farm level (as a business) but also at the individual (farmer) and collective level (community). Further details on the social farms mentioned may be found through the links of each example.

- › [Agricoltura Capodarco \(AC\)](#) in Italy, a social cooperative of Type B, established in Grottaferrata in 1978 aims works with mentally disabled, psychiatric disorder people and people at risk of social exclusion within a multifunctional farm (with farm restaurant and wine cellar, external catering, didactic farm, training centre, care of animals and organisation of events).
- › Ateliere Fără Frontiere (AFF) launched the [bio&co social farm project](#) in 2015 in the Ciocănari village in 30 kms North of Bucharest. 12 persons work the 5 Ha of which 4000 m<sup>2</sup> are of greenhouses. The farm offers stable jobs for marginalised people, with no real chances to be employed on the labour market. In addition, it educates adults and children about environmental issues, healthy eating, sustainable living, and responsible eating behaviours.
- › [Zorgboerderij de Horst](#) in the Netherlands is a former conventional farm that started its activities in the year 1970 and that was transformed into a social farm in 2006. The trigger for this transformation was the motivation of the farmer's wife; she was working with people with dementia and saw that the farm environment was helpful for these people. Here are the main impacts on the farm during and after the transformation”

### 1. Impact at the farm level

The Bio&Co social farm (Romania) is certified organic and regenerates its soil using mainly local manure. It produces nearly a hundred types of 80 different certified varieties of vegetables and therefore promotes biodiversity (this might be used as an indicator of measuring impact to farming systems). The greenhouses are not heated, lowering the use of fossil energy.

For Agricoltura Capodarco (Italy) there has been a conversion to organic farming (with certification for products).

Zorgboerderij de Horst social farm has also turned to bio production and diversified the sources of income with agriculture, dairy farming, and the care of people at risk of exclusion. New animals besides dairy cows for the participants (sheeps, goats, alpacas, donkeys) were embedded. They don't use these animals for production but only for their clients. Sowing flower strokes near the land especially for bees and other insects and turning a few hectares of agriculture into natural forests (trees, bushes, frog ponds, hedges, flowers, food forest) to maintain the ecological structure of the land. Finally they need to plan ahead all the work activities; for example safeguard the use of big machines, with big tractors during rush hours and when there are too many people.



## 2. Impact on the promotion of Alternative Food networks

Bio&Co social farm (Romania) sells baskets of fresh vegetables directly to its clients who are mainly annual subscribers called “consum’actors”. Delivery is carried out once a week in various delivery points in Bucharest which are libraries, coffee shops, zero waste shops, etc. This is the most efficient way for logistics to minimise its carbon footprint impact. A newsletter is sent to consum’actors the delivery day, so that the clients know what their baskets contains; the newsletter also contains recipes and communicates about other sustainable local products. bio&co is present on Facebook with a private group for consum’actors, in order to grow the sense of community. They have quantified the results of this process by achieving 4250 delivered baskets (for 2020).

The question however remains whether the impact of these social farms to the environment and to alternative food systems can be measured? The farms have not directly measured this impact to the environment or to the farms in terms of additional costs. For example, due to the fact that organic farming needs more hand labour, additional workforce has been employed and sales of products have risen due to the certifications.

## 3. Impact on infrastructures & pluriactivity

Agricoltura Capodarco (Italy) decided to use part of the two buildings to house family, co- housing and independent accommodation for mentally disabled people and people at risk of marginalisation, pushing even more further the concept of integration into the community.

In Bio&Co social farm (Romania) part of the farm is not exploited and offers a dedicated area for children’s courses and special events such as companies’ team building and annual open doors for “consum’actors”.

Zorgboerderij de Horst made some adjustments to the infrastructure according to the needs; for example with the creation of paved paths for elderly participants or participants with wheelchairs, their property needs to be clean and safe all the time, this takes a lot of effort compared to the time before their social farm. Build new buildings for our participants. Build a workshop for activities.

But what is the impact on the farm level of these additional investments on specific infrastructure? that is not yet measured.

## 4. Impact on Human Resources (HR)

In Agricoltura Capodarco (Italy) in order to implement all activities, the farm has organised a multidisciplinary team with 2 educators, one psychologist plus the technical figures such as agronomists, oenologists, suppliers etc to support the staff employed. To give a continuity to the integration processes for those who cannot be directly employed by the farm, it is crucial to have a very efficient project office able to



apply for social health fundings or agricultural call for proposals such as RDP to implement agricultural activities. The administrative staff is also very diversified in terms of competences, they are staff members dedicated to social funds which require very specific knowledge about financial reports and project management. For instance, A.C is a partner in an AMIF project and 2 Erasmus plus.

In Bio&Co social farm (Romania) the team includes a social counsellor to assist the beneficiaries for their social issues, a farm manager who is also a job coach for the workers at the farm, a communication specialist for the newsletters and the social network communication, a B2C sales & community manager, a project manager for the educational and agricultural development, a part-time advocacy expert who aimed at financing the development of similar farms thanks to public funds for social farms (work integration, farm to fork, organically certified farms), and a fundraiser. To be noted, bio&co endeavours not to work with daily workers in order to offer an annual social protection for its workers, even if the need of workforce is lower in the winter season.

For the HR organisation of Zorgboerderij de Horst the recruitment of social workers and nurses, partnership with an accounting office was one of the most important tasks for HR. An office administration also was created for accounting, administration, quality mark, etc.

The impact of the social farm at the farm level and especially regarding human capital is obvious but not quite measured. The soft skills are very important when they work closely with people with special needs and very difficult backgrounds. This mission has affected the process selection of employees which led to an adaption of the job profile embedding also social skills apart from professional and soft skills.

## 5. Impact on Mission

In Agricoltura Capodarco (Italy) social farming falls within a general umbrella of ethics adopted and mission. The ethical mission is as much important than the productive purposes and the customer should clearly perceive that they are products with added values. Following this principle, also the labels and the name of the wine have been chosen to talk about our mission, “a message passing from glass to glass”. This is also a marketing strategy to position the product into the market and to build customer loyalty.

In Bio&co the primary mission of the farm is to offer stable jobs for marginalised people, with no real chances to be employed on the labour market. The agricultural activity of the farm is therefore only a means to integrate vulnerable groups into the society. An additional mission of the farm is to educate adults and children about environmental issues, healthy eating (local and seasonal products), sustainable living, and to create a balance between the amount they consume and the amount they buy.

For the Zorgboerderij de Horst the mission of the farm has also changed; the transition from providing food production to helping people with dementia, psychical problems, or acquired brain injury to give them a place in the community plays a crucial role in the strategic plans of the farm.



## 6. Impact to the local community

Direct impact of this new role of the farm in the local community is the public recognition of this additional value. A.C is deeply rooted in the community of Grottaferrata and the external parts of the farm is used also as a public park where families come to spend time. Their local network is composed of public service, local institutions, associations, NGOs, schools, university, and research centres. A.C is also part of the local wine producer's association and is present in many local farmer markets. A.C works closely with prisons and alternative routes to punishment. This immaterial value generated by the social responsibility of A.C has a material impact on the internal economic sustainability of the farm. The first customers of A.C are families of end users and local associations.

The indicator of creating new job places for the local community might be one that can be used on a framework of impact measurement. Bio& Co for example employs 24 people; but how this is monitored and what is the added value of the farm to the local community has not yet been measured.

## Existing methodologies for measuring impacts on social farms

A few axes and examples of impacts on social farms are listed below:

- › production: for instance, grow crops and raise animals that are adapted for people working in the farm;
- › internal organisation/HR: recruitment of social assistant, communication specialist, job coaches, B2C sales person, etc.;
- › mission: not exclusively food production anymore like in classic farms;
- › customer / selling: farm to fork, clients come to harvest directly at the farm, local fairs, etc.;
- › infrastructure: dedicated area for children's courses, facilities for persons with disabilities, etc.;
- › revenues: diversifying sources of income (care, social, environmental grants and subsidies, CSR, etc.);
- › interpersonal/personal: need of personal development courses.
- › communication;
- › motivation by the social farmer and increase of the social farmers' wellbeing. Farmers are often isolated where social farmers are usually more integrated into society. Also social farms are usually linked to the fight for an idealism and not only focused on food production;

A recent paradigm on ways to measure impact of social farming comes within the [FARMWELL Horizon 2020 European Thematic Network](#) in which several social



innovations that tackle social challenges farmers are facing – including (mental) health issues and depression, isolation, physical risks, stress caused by negative societal perceptions, challenges of farm succession, gender issues – are being evaluated with the Social Return On Investment. The Social Return on Investment (SROI) method was used to measure the social impact of selected cases in each country (Belgium, Greece, Italy, Hungary, Poland and Romania). Social farming is one of the case studies that are of great interest for Poland and Hungary. Despite the critique on the tool in the case of FARMWELL, many of the benefits are expected to be social from the development of SF.

A brief description of the measuring methods is available in the table below and in the appendices of the document.

| Method                             | Advantages   | Disadvantages  |
|------------------------------------|--|--|
| Theory of change (ToC)             | <ul style="list-style-type: none"> <li>. as an impact evaluation, useful for identifying the data that need to be collected and how they should be analysed</li> <li>. provides a framework for reporting</li> <li>. indicators can be qualitative: such as positive attitudes and perceptions in consumers, corporate image, organizational climate and quantitative such as tons/items of food wasted/donated over the years, waste tax reduction, inventory management costs</li> </ul> | <ul style="list-style-type: none"> <li>. mainly used for assessing externalities of a project or company. Needs to be adapted in order to assess impact inside the farms.</li> <li>. difficulties in identifying qualitative and quantitative metrics for reporting information to stakeholders</li> </ul> |
| Social Return On Investment (SROI) | <ul style="list-style-type: none"> <li>. comprehensive and holistic view of the value</li> <li>. goes beyond the traditional financial metrics</li> <li>. considers the social and environmental outcomes that matter to your stakeholders.</li> </ul>   | <ul style="list-style-type: none"> <li>. can be complex and time-consuming</li> <li>. requires a lot of data collection, analysis, and validation</li> <li>. involves some subjective judgments of different stakeholders thus affecting the</li> </ul>  |





|  |  |  |
|--|--|--|
|  | <ul style="list-style-type: none"> <li>. uses common currency of value, for comparison across different contexts and sectors.</li> </ul>   | <p>reliability and credibility of the results.</p>   |
| <p>Ecogoods (DE) - Gemeinwohl Matrix 5.0</p> | <ul style="list-style-type: none"> <li>. universal approach adaptable to the specific needs on a farm, within an enterprise</li> <li>. link to thoughts about alternative economic system which is even possible to implement on a niche level</li> <li>. well known concept already, therefore a possible tool for communication/ marketing/ sales. To seek about the good things done</li> </ul> | <ul style="list-style-type: none"> <li>. A universal approach is at the same time a disadvantage because there seems not to be a final defined approach for measuring farming issues.</li> <li>. link to thoughts about alternative economic system could as well be a disadvantage as actors of today's system possible are not yet open for reflection</li> <li>. necessary adaptation to the specific needs.</li> </ul> |
| <p>Regionalwert-Leistungen</p>               | <ul style="list-style-type: none"> <li>. focused purely on agriculture and the farmer</li> <li>. already proof of concept</li> <li>. handy tool for communication</li> </ul>   | <ul style="list-style-type: none"> <li>. not yet a specific focus on the niche of „social farming“</li> <li>. possible discussion about a monetization (which is not the case), farmers need to be careful in communication</li> </ul>   |
| <p>Community INDEX</p>                       | <ul style="list-style-type: none"> <li>. developed for associations, volunteering and social enterprises</li> <li>. set of qualitative and quantitative indicators</li> </ul>  | <ul style="list-style-type: none"> <li>. focuses on relationship with one's own community(s) and potentially externalities as opposed to internal impacts</li> </ul>   |
| <p>Business Model Canvas (BMC)</p>           | <ul style="list-style-type: none"> <li>. particularly useful in classifying an enterprise and analysing its performance</li> <li>. simplicity and its practice-oriented nature</li> </ul>  | <ul style="list-style-type: none"> <li>. absence of links between research theme, methodologies and findings</li> </ul>  |





## Conclusions

This Mini Paper gives some directions for social farm impact measurement. The research carried out has been challenging, and very limited information has been found on existing research or examples of impact measurement on social farming. So additional analysis and research are required in order to best fit social farms.

Having said that, in our opinion, the current **most useful tool** in the context of social farming is the **theory of change**.

The elaboration and use of a Theory of Change process will entail the identification of **indicators** and a **Monitoring, Verification and Reporting** system. It will help partners to clarify interlinkages along impact pathways.

A limitation point for impact measurement on social farms is that social farms have to keep their specificities & differentiations (family aspects, values, etc.) and there is a risk of losing it if standardised by Impact Measurement on social farms.

Community building - this will stem from the ground up with the support of local civil society institutions and practitioners that will facilitate the set up of territorial networks.

Building social capital, creating safe spaces for expression that allow people to voice their needs and responding to bottom-up requirements will ensure that we promote local economies. These, whilst contributing to other economies, will impact directly on the local community members that will gain a sense of agency and empowerment and that represent the primary beneficiaries of this undertaking.

It is through community building, dialogue, participatory approaches and a local and bottom-up approach, that we will craft sustainable business models that respond to the needs of all of the stakeholders that exist in different contexts and that hold different beliefs and aspirations.

Biological and cultural diversity represents a resource that will provide opportunities as we take a systems approach that looks into multi, trans and interdisciplinary dimensions. It is through a whole systems approach nurtured by a process of cross analysis that we will identify synergies amongst the different disciplines. The different sites will allow a cross analysis and a validation of the Theory Of Change (TOC).

Through a bottom-up approach we will start with a local approach that will define the territorial and extraterritorial business model scaling from an individual, to household up to a village and extraterritorial, moving from a local to a global dimension.

## Existing papers

[1] Sanna, V.S, Michelini, L. (2020) D3.1 White Paper on Impact Measuring Methods, 18.05.2020 version of deliverable D3.1 of the COST Action Sharing and Caring, CA16121, Limerick, Ireland <https://sharingandcaring.eu/publications-and-white-papers>.



[2] Baker, C. and Courtney, P. (2018) 'Conceptualising the wider societal outcomes of a community health programme and developing indicators for their measurement'. *Research for All*, 2 (1): 93–105. DOI 10.18546/RFA.02.1.09.

[3] Short Paper 19/2019, LA VALUTAZIONE D'IMPATTO SOCIALE COME PRATICA "TRASFORMATIVA" Paolo Venturi, Direttore AICCON, Maggio 2019.

## Research needs

The impact measuring methods presented in this document are general methods that are not applied to social farms until now. It is necessary to apply these methods to various types of social farms in order to fully compare them in real situations. One method (and possibly other methods not described in this Mini Paper) or a mix of tools part of the presented methods could then be promoted as the impact measurement method dedicated to social farms which best reflects their needs.

Further research needs coming from practice, ideas for Operational Groups and other proposals for innovation can be found at the final report of the focus group, available at the FG webpage:

[https://eu-cap-network.ec.europa.eu/social-farming-and-innovations\\_en](https://eu-cap-network.ec.europa.eu/social-farming-and-innovations_en)

## Ideas for innovations

The 3 projects given as examples in this Mini Paper are innovative in essence. Scaling these projects would offer a definite innovative agriculture at EU level. The proposed impact measurement methods give possible frames in order to guide newcomers towards social farming. An EIP operational groups could focus on 3 orientations:

- › finalise the research described in the "Research Needs" section;
- › starting-up a social farm: impact mission and subsequent organisation and monitoring;
- › transforming conventional farms into social farms: measuring the transformation in order to achieve social & environmental impacts.

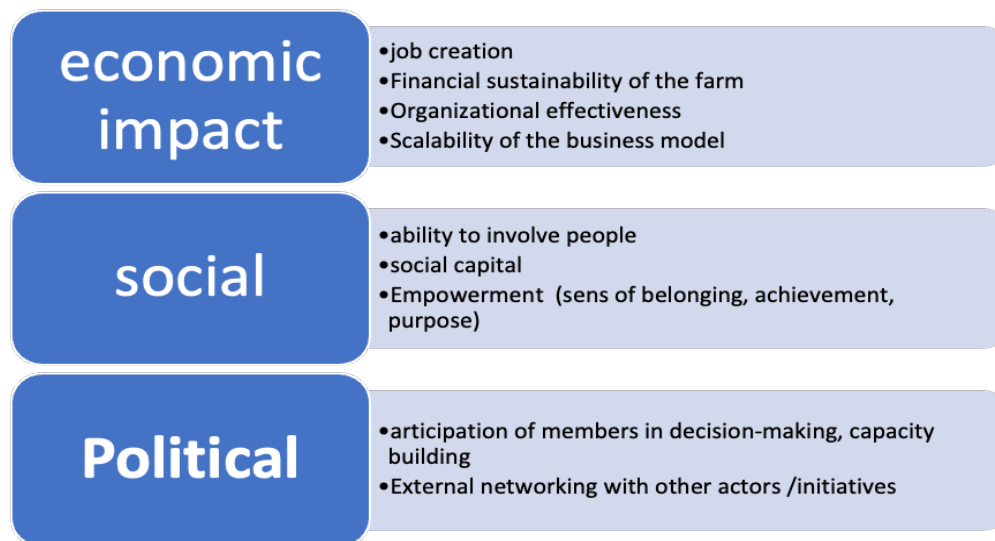
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# APPENDICES

## Summary of social farming impacts



## Existing methodologies for measuring impacts on social farms

### 1. Theory of change

Theory of Change (ToC) is a methodology or a criteria for planning, participation, adaptive management, and evaluation that is used in companies, philanthropy, not-for-profit, international development, research, and government sectors to promote social change. Theory of Change is essentially a comprehensive description and illustration of how and why a desired change is expected to happen in a particular context. It is focused in particular on mapping out or “filling in” what has been described as the “missing middle” between what a program or change initiative does (its activities or interventions) and how these lead to desired goals being achieved. It does this by first identifying the desired long-term goals and then works back from these to identify all the conditions (outcomes) that must be in place (and how these related to one another causally) for the goals to occur. These are all mapped out in an Outcomes Framework [<https://www.theoryofchange.org/what-is-theory-of-change/>].



a. History

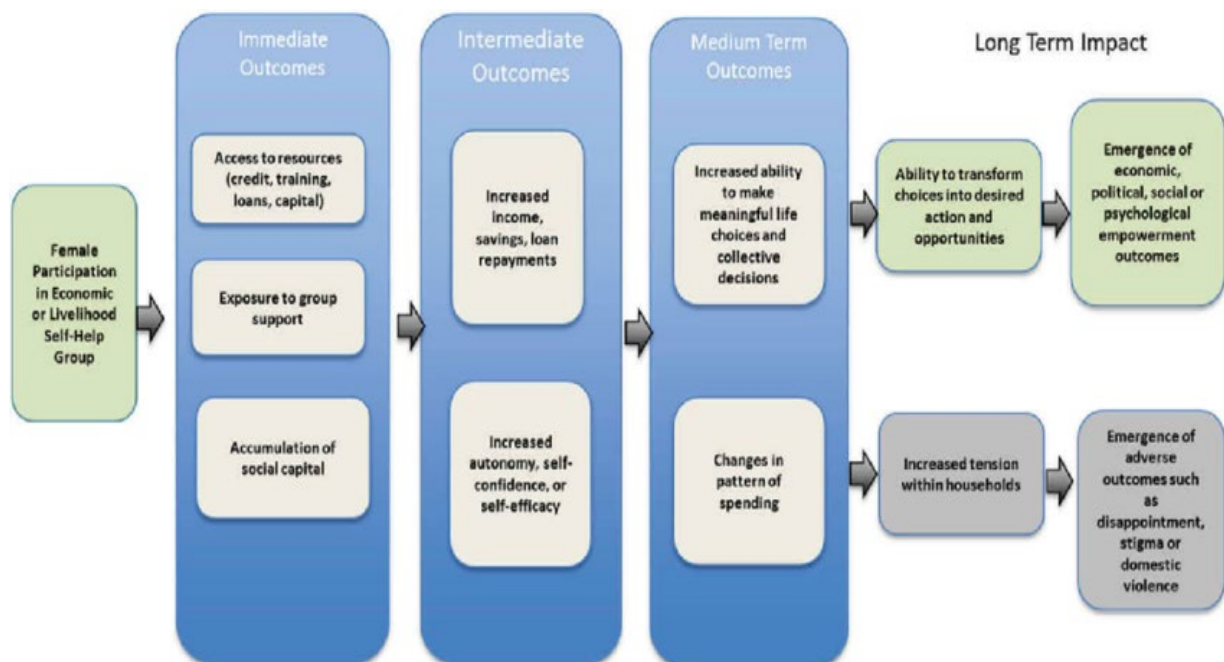
Theory of Change emerged from the field of program theory and program evaluation in the mid 1990s as a new way of analysing the theories motivating programs and initiatives working for social and political change.

b. Short description & explanation of the methodology

Weiss (1995) defines a theory of change as a theory of how and why an initiative works.

A Theory of Change is a high order, or macro, If-Then statement: If this is done, Then these are the anticipated results. The outcomes pathway is a set of needed conditions relevant to a given field of action, which are placed diagrammatically in logical relationship to one another and connected with arrows that posit causality. Outcomes along the pathway are also preconditions to outcomes above them. Thus, early outcomes must be in place for intermediate outcomes to be achieved; intermediate outcomes must be in place for the next set of outcomes to be achieved; and so on. An outcomes pathway therefore represents the change logic and its underlying set of assumptions, which are spelled out in the rationales given for why specific connections exist between outcomes and in the theory narrative.

c. Main matrix of indicators or results (picture / illustration)



What are the effects of women's economic self-help group programs on women's empowerment? a systematic review, Carinne Meyer Brody, [ResearchGate](#)



## Social Return On Investment (SROI)

It is a measurement framework that helps organisations to understand and manage the social, environmental, and economic value that they are creating. Rather than simply focusing on revenue or cost savings for one stakeholder, the methodology takes into account and values the full range of benefits to all stakeholders. SROI is an outcomes-focussed methodology, in other words it seeks to understand and value the most important changes that occur from an organisation, project or programme, rather than valuing only those things that are easy or straightforward to measure. It is also stakeholder driven, with aspects of both conceptual and operational design co-produced with those who are experiencing change and ensuring that recommendations are made to facilitate targeted and effective change for society.

The three main stages are: Exploring change and mapping the outcomes > Evidencing change (Distance Travelled) in the outcomes > Calculating the benefit-to-investment and establishing impact.

A Theory of Change (ToC) is essentially a comprehensive description and illustration of how and why change is expected to happen in a particular context. It is a crucial element of the SROI model because it not only identifies how change will be affected by a project, programme or initiative, but also identifies precisely what outcomes should be put forward for measurement and valuation in the model. The ToC is a flexible framework and it can be applied to identifying the data that need to be collected for measuring impact, it can be a framework for reporting, for strategic planning, and monitoring and evaluation.

This is the reason why it is becoming popular in the social impact assessment field of study [1]

[2] Social return on investment (SROI) is a government-recognized methodology that accounts for the broader concept of value, and measures change in ways that are relevant to the people or organisations that experience or contribute to it. In the UK, SROI has been largely promoted as a way of enabling social enterprises to quantify the value of impacts and translate them into monetary values in order to understand how they make a difference (Department of Health, 2010; Harlock, 2013; Nicholls et al., 2012). SROI is therefore potentially useful in developing innovative evaluation approaches that are able to accommodate the complex and increasingly fragmented policy and social contexts in which community health programmes take place. SROI is a means of conceptualising the wider outcomes of community programmes. In so doing it provides a more critical understanding on which to develop indicators and assessments of their value.



## Ecogoods (DE) - Gemeinwohl Matrix 5.0

### 1. Description

Ecogoods, Gemeinwohlökonomie, The Common Good Economy (GWÖ) is an innovative, sustainable economic model with the goal of an ethical economic system and culture.

As an alternative to the current understanding of the economy, it builds on the values of human dignity, ecological responsibility, solidarity, social justice, democratic co-determination and transparency.

Behind the common good economy is the conviction that the pressing challenges of our time - from the scarcity of resources to the climate crisis, from the loss of biodiversity to the widening gap between rich and poor - are consequences of capitalism and can only be solved holistically and systemically. As a sustainable economic system, the common good economy offers an alternative with concrete tools.

The methodology and common good matrix aim at companies and other organisations that want to prepare a Common Good Report.

It is a holistic approach open to all kinds of business.

It covers **4 topics** of Human dignity, solidarity & social justice, environmental sustainability, transparency & co-determination on **5 levels** of suppliers, owners/ equity/ financial service providers, employees, customers & business partners, social environment.

### 2. Main matrix

| VALUE   | HUMAN DIGNITY   | SOLIDARITY AND SOCIAL JUSTICE                                | ENVIRONMENTAL SUSTAINABILITY   | TRANSPARENCY AND CO-DETERMINATION                                   |
|---|---|--|--|---|
| STAKEHOLDER   |   |  |  |   |
| <b>A: SUPPLIERS</b>                                       | <b>A1</b> Human dignity in the supply chain                             | <b>A2</b> Solidarity and social justice in the supply chain  | <b>A3</b> Environmental sustainability in the supply chain                           | <b>A4</b> Transparency and co-determination in the supply chain     |
| <b>B: OWNERS, EQUITY- AND FINANCIAL SERVICE PROVIDERS</b> | <b>B1</b> Ethical position in relation to financial resources           | <b>B2</b> Social position in relation to financial resources | <b>B3</b> Use of funds in relation to the environment                                | <b>B4</b> Ownership and co-determination                            |
| <b>C: EMPLOYEES</b>                                       | <b>C1</b> Human dignity in the workplace and working environment        | <b>C2</b> Self-determined working arrangements               | <b>C3</b> Environmentally friendly behaviour of staff                                | <b>C4</b> Co-determination and transparency within the organisation |
| <b>D: CUSTOMERS AND BUSINESS PARTNERS</b>                 | <b>D1</b> Ethical customer relations                                    | <b>D2</b> Cooperation and solidarity with other companies    | <b>D3</b> Impact on the environment of the use and disposal of products and services | <b>D4</b> Customer participation and product transparency           |
| <b>E: SOCIAL ENVIRONMENT</b>                              | <b>E1</b> Purpose of products and services and their effects on society | <b>E2</b> Contribution to the community                      | <b>E3</b> Reduction of environmental impact  | <b>E4</b> Social co-determination and transparency                  |





## Regionalwert-Leistungen

### 1. Description

The performance calculation developed by Regionalwert Leistungen assesses sustainability in agriculture and gives it a monetary value referring to ecological, social and regional economic assets.

This is different to true cost accounting.

A key to sustainable agriculture lies in an extended balance sheet.

Practices and services that contribute to sustainable business management ensure that there is little to no negative internal effect on the company's assets, and just as few negative external effects to the common good. Providing financial compensation to such preventative practices is considerably cheaper than repairing damage which has already been done.

Regionalwert-Leistungen stays focussed at the whole-farm level

The method gives farmers the ability to integrate sustainability into their business development plans. It also gives farmers the transparency they need to communicate their services to nature and society. The performance calculation uses **indicators to evaluate activities within the farm business's own capacities**.

The tool went live in Germany in 2020 and since 2022 tools in English and Spanish have been developed. The tools keep centred around the usefulness for the farmer.

The approach measures actions, not outcomes.

While measuring outcomes is important for understanding the effectiveness of certain practices, payments based on measurable actions creates a positive feedback loop for sustainable practices. By use of indicators, farmers can clearly identify which practices to improve upon to deliver specific services and their related outcomes.

They reach sustainability levels based on services to ecology, society and regional economy. It can choose up to 350 indicators.





## 2. Main matrix/ Scheme

### TYPES OF KEY PERFORMANCE INDICATORS

#### ECOLOGY

##### Soil fertility

- Nutrient balances
- Fertiliser type
- Crop rotation
- Erosion control & soil management

##### Biodiversity

- Genetic diversity
- Diverse management
- Habitat creation
- Pest & disease control: biodiversity
- Grassland management

##### Climate & water

- Water protection
- Area for animal husbandry
- Transport
- Land use
- Pest & disease control: climate & water
- Water management
- Energy
- Peat
- Erosion control

##### Animal welfare\*

- Indoor & outdoor area
- Feed
- Disease management
- Operations
- Extensification
- Animal transport
- Dual-purpose breeds

#### SOCIETY

##### Expertise

- Skilled workers
- Apprenticeships
- Continuous training
- Knowledge stability

##### Role in the community

- Inclusivity & integration
- Gender equality
- Experiential education & internships
- Knowledge transfer
- Educational support
- Community building
- Contribution to food security

##### Quality of employment

- Diversity of tasks
- Employee engagement
- Family members
- Workplace conditions
- Seasonal workers: society
- Wages

#### REGIONAL ECONOMY

##### Economic sovereignty

- Farm structure diversification
- Genetic resources
- Added value
- Seasonal labour: regional economy
- Sales structure
- Agricultural area
- Closed loop agriculture

##### Regional economic cycles

- Regional turnover
- Purchases from regional producers
- Feed origin
- Seed origin
- Planting material origin
- Fertiliser origin
- Packaging

##### Regional network

- Regional connection
- Networking



## REFERENCES

- › <https://farmwell-h2020.eu/SID%20Projects/social-farming-in-hungary/>
- › <https://farmwell-h2020.eu/about-farmwell/> It is important to understand the cost-benefit aspects of various social innovation practices. In the case of FARMWELL, many of the benefits are expected to be social. The Social Return on Investment (SROI) method will be used to measure the social impact of selected cases in each country. Return on Investment (SROI) method will be used to measure the social impact of selected cases in each country.
- › <https://oneacrefund.org/our-impact/how-we-measure-impact/impact-detail>
- › [Social Impact Measurement for the Social and Solidarity Economy, OECD 2021](#)
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