



2014-1-HU01-KA203-002367

INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or
name of the social enterprise:** Eco garden

Keywords (max. 5) describing
your social business idea:

- The city of Osijek
- Organic food
- Reducing unemployment
- Quality of life

**Name of the
team representative:** Green united

Team members:

- Barbara Domović
- Zvonimir Krešić
- Ines Miščević

Represented country: Croatia



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EXECUTIVE SUMMARY OF PROJECT

ECO GARDEN

The project is called eco garden in the city of Osijek. The idea would be to use the land near bank of the river Drava, the fertile land would achieve multiple benefits: employment of persons living below the poverty line only because they can't get an employment, the production of organic food, the implementation of their own healthy eating, improving social status, nature conservation and protection of the environment, contributing to the development of the local community and the achievement of better living conditions.

The motivation for the development of the idea of this project is to explore options for solving the problems of those people who are unable to buy, use, consume or grow healthy food. It's a known fact that just food produced with the use of a commercially available resources (that contain substances with a negative impact on human health) is gaining increasing importance in modern life. Eco-production is increasingly gaining in importance: product quality which entails a higher cost, higher-availability to those social groups for whom such diet is necessary and yet unavailable. From the social point of view it can be concluded that the most vulnerable groups (children, elderly, the sick, the unemployed) are the most difficult access to healthy food, which would greatly improve their living status.

Society needs to which this project relates has several aspects: to employ those who do not have employment, enabling them to produce their own healthy food, the excess product to sell at reasonable prices and to acquire own revenue, unsold products prepared as winter food (production of vegetables), and at the same time extend the time of acquisition of income that serves to cover the basic necessities of life even after expiry of the seasonal growing of healthy food. The strongest emphasis in the project is focused on socially sensitive subjects: allow them to work, that their work is creating value that will be able to meet its obligations and to live a life worthy of man. So just mentioned population ceases to be a social problem, solves the most pressing problem of unemployment: people satisfied with the realization of



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the production of their work, strengthen their self-confidence and certainly from a problematic social categories grow into entities that contribute to the development and quality of the community in which they live, work and operate.

Resources that could be used at the start of this type of project can be varied in. Firstly that are underutilized human resources due to its activities put the uncultivated agricultural land in function. Vision of activating socially sensitive layer people might be education related to the professors and students of the Faculty of Agriculture in Osijek, who as volunteers helped in the professional part of the production of organic products. There is also possibility of including holders of this project to the local association of manufacturers and would be easier, faster and safer could go out on the common market. Given that the objective of the project launch and attract all those interested, will certainly be the beginning of the action required certain capital. The initial financial incentive should be to find in the local and regional self-government (municipality, city, county) as well as at the national level (Ministry of Agriculture, Ministry of Economy, Ministry of Social Policy and Youth, Ministry of Environment and Nature). Especially good move would be to connect with the Ministry of Regional Development and EU Funds. That would create conditions and implement activities for the planning and implementation of the program in a specific location, on the banks of the Drava river.

Since the European Social Fund (ESF) as the main financial instrument for encouraging entrepreneurship and assisting the unemployed in finding jobs, aims precisely to strengthen the economy, create more jobs, increase the rate of employment, strengthening social inclusion and mitigate the effects of the economic crisis, we are confident that we are on the right track. Start a good idea to include all interested parties in the start of production, efficiently manage their costs, develop and plan their activity - these are the steps that lead up to the call for the withdrawal of grants from this fund. Among the strategic objectives of the European Union are in employment and poverty reduction. And it is also our goal.

The benefit and justification of the project eco garden in city of Osijek has no limits! Target group working, economizing, has access to healthy food when they want to, in function puts



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fallow ground, protects nature and the environment, creates new value, and thus contributes to the quality of life in their streets and in their town. This idea is ready for execution because such a project does not yet exist in the city of Osijek. In today's modern world, more and more people are trying to implement a healthy lifestyle, maintain good health and enjoy the products of their labor. So little is needed to get these ideas into reality and bring progress and development of our city, and the pleasure and pride of our people who live in poverty. The problem that could slow down the realization of the idea of the administration of our country which is complex, complicated and very slow.

The project is innovative, challenging, asking for recognition of people with entrepreneurial spirit and their courage to their persistence, creativity and commitment make small steps for the great benefit of their citizens. The goal is in front of us, realize it together!