

**Seminar:  
“ICT and rural areas: building the knowledge society at  
grassroots level”**

**THE ‘PROVE’ PROJECT – PROMOTE AND SELL  
(PROMOVER E VENDER)**



**Brussels 10<sup>th</sup> February 2011**

**“We all know how to grow the produce. What is more difficult is to sell what we produce.”**

**Maria Simões**  
*PROVE producer*

# LOCATION



## Setúbal Peninsula

- Periurban territory located between two major cities: Lisbon and Setúbal

## Problem

In 2004 ...

Producers are unable to find outlets to sell what they produce ⇒  
Abandonment of agricultural land

Increased property speculation ⇒ Rapid and uncoordinated  
urbanisation ⇒ De-characterisation of the territory

## SOLUTION

### Solution: Proximity commercialisation

Commercialisation of the produce:

- directly from the producers to the consumers;
- in the form of a basket containing seasonal fruit and vegetables.

In 2006 ...

## PROVE basket

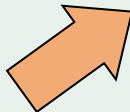
**Containing  
seasonal  
horticultural  
produce**



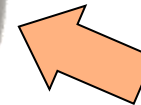
**Weight: 7- 8 kg  
Price: €9/€10/€11**



**Organised by 3 to  
5 producers**



**Weekly deliveries:  
Friday & Saturday**



## Benefits of the PROVE Methodology

### For the **producers**

- Job creation
- Immediate and fair payment for their horticultural produce
- Alternative outlet for their horticultural produce
- Recognition of agricultural work by consumers

For the **consumers** - acquire quality products and have the opportunity for direct contact with the producers.



## Benefits of the PROVE Methodology

### For the **territory**

- Maintenance of agriculture
- Job creation
- Development of the local economy
- Social and environmental sustainability
- Rural-urban approximation
- Stimulation of an entrepreneurial spirit
- Preservation of the landscape



# Contribution of ICT in implementing PROVE

## PROBLEM 1: The consumer/producer dichotomy

### CONSUMERS

- Have secondary or higher education.
- Are civil servants or company employees.
- Appreciate having contact with the producers.
- Are advanced users of Internet and ICT.
- Value quality products.
- Wish to buy new products.



### PRODUCERS

- Have low level of education.
- Are farmers.
- Have difficulty contacting consumers.
- Have difficulties using ICT and the Internet.
- Are holders of know-how related to the production and confection of agricultural products.

## SOLUTION

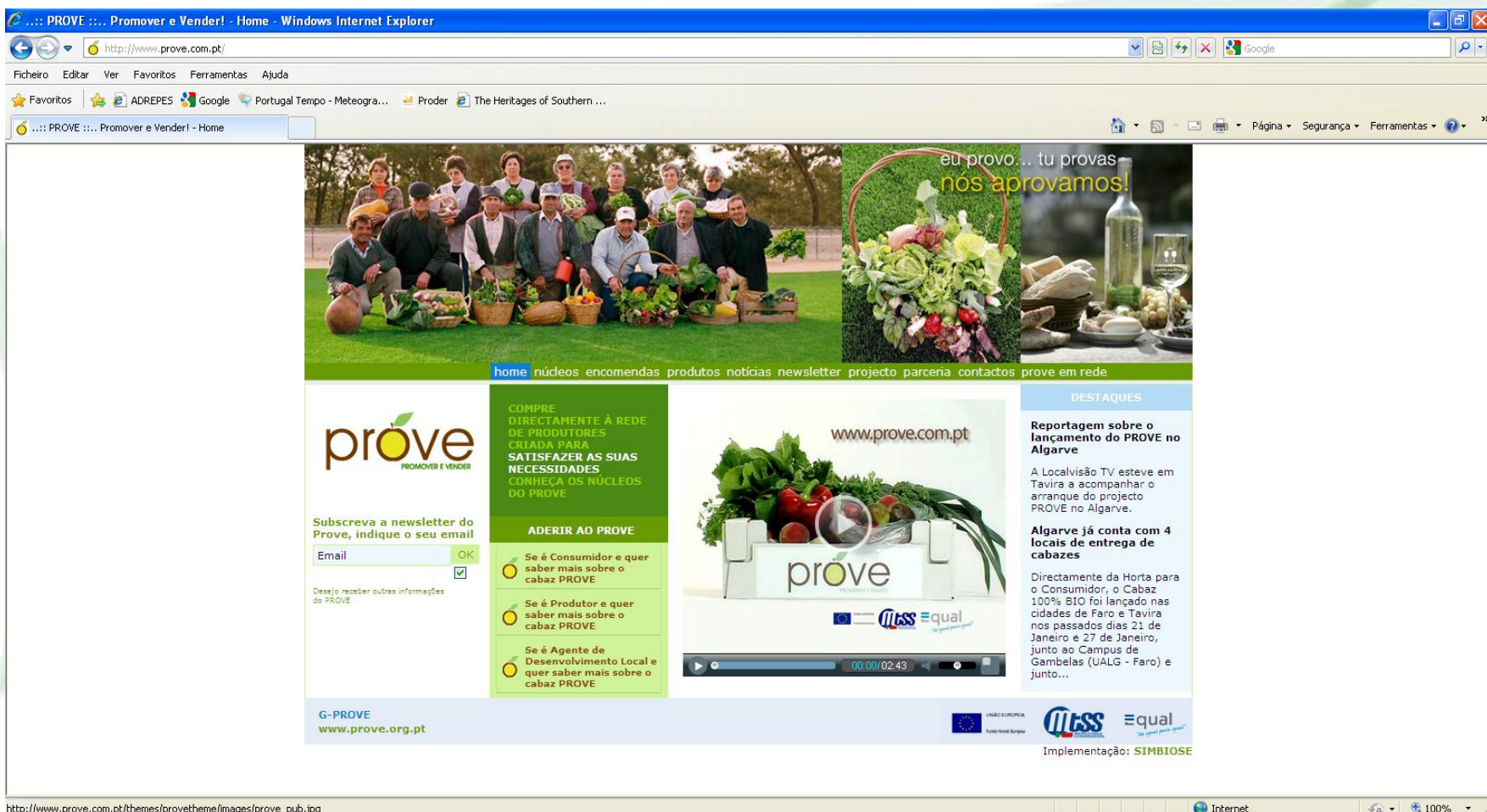
**1- PROVIDE TRAINING FOR FARMERS**

**2 – CREATE A WEBSITE TO FACILITATE CONTACT BETWEEN PRODUCERS AND CONSUMERS**



## PROBLEM 1: The consumer/producer dichotomy

> Website [www.prove.com.pt](http://www.prove.com.pt)



...: PROVE ::... Promover e Vender! - Home - Windows Internet Explorer

http://www.prove.com.pt/

Ficheiro Editar Ver Favoritos Ferramentas Ajuda

Favoritos ADREPES Google Portugal Tempo - Meteogra... Proder The Heritages of Southern ...

...: PROVE ::... Promover e Vender! - Home

home núcleos encomendas produtos noticias newsletter projecto parceria contactos prove em rede

**prove**  
PROMOVER E VENDER

Subscriva a newsletter do Prove, indique o seu email

Email  OK

Desejo receber outras informações do PROVE

**COMPRE DIRECTAMENTE À REDE DE PRODUTORES CRIADA PARA SATISFAZER AS SUAS NECESSIDADES CONHEÇA OS NÚCLEOS DO PROVE**

**ADERIR AO PROVE**

- Se é Consumidor e quer saber mais sobre o cabaz PROVE
- Se é Produtor e quer saber mais sobre o cabaz PROVE
- Se é Agente de Desenvolvimento Local e quer saber mais sobre o cabaz PROVE

G-PROVE  
[www.prove.org.pt](http://www.prove.org.pt)

www.prove.com.pt

**DESTAQUES**

**Reportagem sobre o lançamento do PROVE no Algarve**

A Localvisão TV esteve em Tavira a acompanhar o arranque do projecto PROVE no Algarve.

**Algarve já conta com 4 locais de entrega de cabazes**

Directamente da Horta para o Consumidor, o Cabaz 100% BIO foi lançado nas cidades de Faro e Tavira nos passados dias 21 de Janeiro e 27 de Janeiro, junto ao Campus de Gambelas (JALG - Faro) e junto...

UNIAO EUROPEIA  
Fundo Europeu

LSS = equal  
Implementação: SIMBIOSE

Internet 100%

http://www.prove.com.pt/themes/provetheme/images/prove\_pub.jpg

## PROBLEM 1: The consumer/producer dichotomy

> Website [www.prove.com.pt](http://www.prove.com.pt)

The screenshot shows the PROVE website homepage. At the top, there is a navigation menu with links: home, núcleos, encomendas, produto, notícias, newsletter, projecto, parceria, contactos, prove em rede. Below the navigation is a large banner image of a group of people holding baskets of fresh produce. To the right of the banner is a video player showing a basket of vegetables and a bottle of olive oil. Below the banner is a section titled 'COMPRE DIRECTAMENTE À REDE DE PRODUTORES CRIADA PARA SATISFAZER AS SUAS NECESSIDADES CONHEÇA OS NÚCLEOS DO PROVE'. This section has three sub-sections: 'Se é Consumidor e quer saber mais sobre o cabaz PROVE', 'Se é Produtor e quer saber mais sobre o cabaz PROVE', and 'Se é Agente de Desenvolvimento Local e quer saber mais sobre o cabaz PROVE'. To the right of this section is a video player showing a basket of vegetables and the text 'www.prove.com.pt'. Below the video player is a section titled 'DESTAQUES' with two news items: 'Reportagem sobre o lançamento do PROVE no Algarve' and 'Algarve já conta com 4 locais de entrega de cabazes'. At the bottom of the page, there is a footer with logos for G-PROVE, UNIAO EUROPEIA, and EQUAL.

Information about producer centres

Information about products

News

On-line basket orders

## PROBLEM 1: The consumer/producer dichotomy

> Website [www.prove.com.pt](http://www.prove.com.pt)



Information about:

- > Producers
- > Collection points and delivery times of baskets
- > Contacts

Detailed description of the farm:

- > location
- > area
- > main crops
- > production method (conventional, organic etc.)
- > other information

# Contribution of ICT in implementing PROVE

## PROBLEM 1: The consumer/producer dichotomy



List with all the possible products

**Lista de Produtos:**

- A
- Abóbora
- Acelga
- Agrão
- Alface
- Alho
- Alho Francês
- Amoixa
- B
- Batata
- Batata Doce
- Beldroega
- Berinjola
- Beterraba
- C
- Castanha
- Cebola
- Cebolinha
- Conhuro
- Chuchu
- Clementina
- Cournota
- Couve Brócolis
- Couve Bruxelas
- Couve Calda Verde
- Couve Chinesa
- Couve Coração de Boi
- Couve Grão

**Abóbora**

Originária da América a abóbora é o fruto da aboboreira, planta hortícola da família das Cucurbitáceas, tal como a melancia, o melão e o pepino. Por ser uma espécie de polinização cruzada, há grande variedade de formas, cores e textura dos frutos, bem como de sabores e utilizações.

A abóbora possui grandes quantidades de vitaminas antioxidantes: vitamina C, E e betacaroteno (provitamina A). Possui também boas quantidades de vitaminas do complexo B (B1, B2, e B5), fibras e minerais: cálcio, fósforo, ferro e potássio.

Devido ao seu grande conteúdo de betacaroteno, o seu consumo ajuda a diminuir o risco de cancro, doenças do coração, derrame e cataratas. Tem poucas calorias e é de fácil digestão.

**Utilizações**

Sopas, Purés, Saladas, Doces e Bêchams. As sementes quando tostadas e temperadas podem ser servidas como aperitivo.

**Receitas**

Doce de abóbora

- 1kg de abóbora descascada
- 2 chávenas de açúcar
- 4 cravos de Índia
- 2 prats de canela pequenos
- ¼ chávena de leite de côco (opcional)

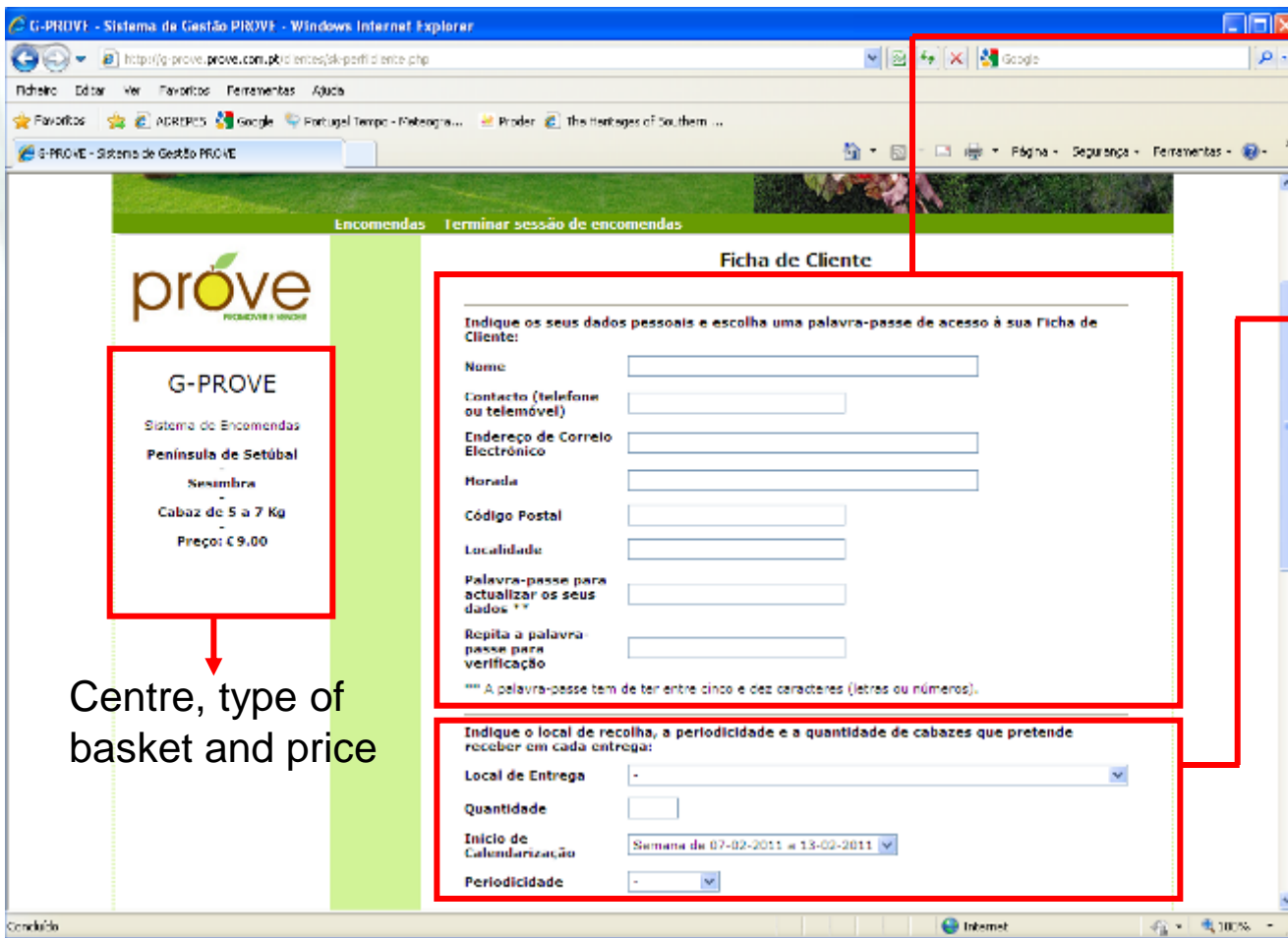
Nutritional information

Recipe suggestion

# Contribution of ICT in implementing PROVE

## PROBLEM 1: The consumer/producer dichotomy

### On-line orders



Completion of fields with personal data (name, address, contacts etc.)

Selection of:

- Collection point
- Quantity required
- Date when consumer wishes to begin receiving baskets
- Frequency (weekly, fortnightly)

Centre, type of basket and price

# Contribution of ICT in implementing PROVE

## PROBLEM 2: Management of Orders

How to manage orders, plan deliveries and divide the profits in a way that is transparent, fast and acceptable to all producers?

**SOLUTION**

**CREATION OF “G-PROVE” LOGISTICS SOFTWARE**

# Contribution of ICT in implementing PROVE

## PROBLEM 2: Management of Orders

**Painel de Controlo do G-PROVE**  
Administração do Sistema G-PROVE  
[ Península de Setúbal - Moita - Cabaz de 7 a 8 Kg - € 10.00 ]

Informação & Ajuda | Produtos | Locais de Entrega | Produções | Clientes | Planeamento | Fomento

**Clientes**

Registos							Formatação	
ID	Nome	Contacto	Local de Entrega	Qt.	Início de Calendarização	Periodicidade	Situação	
Editar Dados	64	Azuleide Maria Costa Cordero	967931794	Favelão Municipal Exposições (Sem 17h00-18h00)	1	Semana de 10-12-2009 a 10-12-2009	Quinzenal	Cliente Activo
Editar Dados	22	Adriana Cristina Reis Ferreira	934147538	Favelão Municipal Exposições (Sem 17h00-18h00)	1	Semana de 05-10-2009 a 11-10-2009	Quinzenal	Cliente Activo
Editar Dados	178	Agnalva Jesus	966 727 354	Favelão Municipal Exposições (Sem 17h00-18h00)	1	Semana de 03-05-2010 a 09-05-2010	Quinzenal	Cliente Activo
Editar Dados	238	Alexandra Tomás	966762089/ 96628089	Favelão Municipal Exposições (Sem 17h00-18h00)	1	Semana de 04-10-2010 a 10-10-2010	Quinzenal	Cliente Pendente
Editar Dados	231	Alexandra Costa	966162640	Favelão Municipal Exposições (Sem 17h00-18h00)	1	Semana de 07-06-2010 a 13-06-2010	Quinzenal	Cliente Pendente
Editar Dados	227	Álvaro Marcos	918810541	Favelão Municipal Exposições (Sem 17h00-18h00)	1	Semana de 31-05-2010 a 06-06-2010	Quinzenal	Cliente Pendente

Logistics management software that allows the centre to automatically:

- receive orders and client data.
- calculate quantities of products per producer required to make up the baskets.
- plan the basket and see if it makes a profit or loss.
- calculate the income for each producer.
- print reports in PDF format which can be used in the field.

# Contribution of ICT in implementing PROVE

## PROBLEM 2: Management of Orders

> Example of PDF report

G-PROVE - Sistema de Gestão PROVE - [Península de Setúbal - Moita - Cabaz de 7 a 8 Kg 7-2-2011]

Plano de Entregas da Semana de 10-05-2010 a 16-05-2010

Produto	Preço Unitário	Quantidades de Referência por Cabaz	Entregas sem substituição	Quantidades totais sem substituição	Entregas com substituição
Alface	0.50 €/Unidade	1 Unidade	10 X	10 Unidade	
Alho Francês	0.60 €/Unidade	1 Unidade	10 X	10 Unidade	
Batata	0.50 €/Kg	1 Kg	10 X	10 Kg	
Cebola	0.80 €/Kg	1 Kg	10 X	10 Kg	
Couve Brócolo	0.30 €/Unidade	4 Unidade	10 X	40 Unidade	
Couve coração de boi	0.80 €/Unidade	1 Unidade	10 X	10 Unidade	
Couve portuguesa	1.50 €/Unidade	1 Unidade	10 X	10 Unidade	
Ervas Aromáticas e Medicinais	1.50 €/Molho	1 Molho	10 X	10 Molho	
Espinafre	1.80 €/Molho	1 Molho	10 X	10 Molho	
Morango	2.00 €/Kg	0.4 Kg	10 X	4 Kg	
Nabo	0.10 €/Unidade	1 Unidade	10 X	10 Unidade	
Pepino	0.60 €/Unidade	1 Unidade	9 X	9 Unidade	1 X
Pêssego	0.00 €/Kg	0.6 Kg	10 X	6 Kg	
Tomate	0.00 €/Kg	0.3 Kg	10 X	3 Kg	

Observações: 10 Cabazes [10.70(€/Cabaz de Referência)]

Price of the basket

↓

Products in the basket

↓

Unit price of each product

↓

Quantity of each product

↓

Total quantity by product



# Contribution of ICT in implementing PROVE

## PROBLEM 3: Communication and Promotion

How to promote in a way that is environmentally friendly, low cost and appropriate to the lifestyle of the consumers?

**SOLUTION**

**PROVE WEBSITE AND SOCIAL NETWORKS**

# Contribution of ICT in implementing PROVE

## PROBLEM 3: Communication and Promotion

> Website [www.prove.com.pt](http://www.prove.com.pt)



News section and Newsletter

Information about the project with access to educational material: brochure, videos and promotional material

# Contribution of ICT in implementing PROVE

## PROBLEM 3: Communication and Promotion

> Facebook page [www.facebook.com/projectoprove](http://www.facebook.com/projectoprove)



The screenshot shows the Facebook page for PROVE. The page header includes the Facebook logo, a search bar, and navigation links for 'Página Inicial', 'Perfil', and 'Conta'. The main content area features a cover photo of a woman and a man holding a basket of produce. Below the cover photo are navigation tabs for 'Mural', 'Info', 'Fotos', 'Discussões', and 'Video'. A 'Partilhar' (Share) section offers options for 'Estado', 'Foto', 'Ligação', and 'Video'. The main feed contains several posts, including a reportage on the launch of PROVE in Algiers, a video post from SAPO Videos, and a post about PROVE's expansion to 4 delivery points in Algiers. On the right side, there are two promotional boxes: one titled 'Obter mais sugestões' and another titled 'PROVE' with a description of the project's goals. The left sidebar contains a 'Editar Página' section with options like 'Promover com um anúncio', 'Ver estatísticas', and 'Sugere aos teus amigos'. Below this is an 'Informação' section with details about the page's founding year (2005) and its mission to promote organic products and sustainable agriculture. At the bottom, there is an 'Estatísticas' section showing 231 Monthly Active Users, 1 Daily New Likes, 33 Daily Post Views, and 0 Daily Post Feedback.

## PROVE today

### Motivation

To respond to requests for setting up PROVE centres in new areas.

To evolve the concept of “PROVE” Proximity Commercialisation.

*Diversification of activities – to offer products and services as educational, cultural and tourist activities – new sources of income for the farmer.*

### Some figures:

**22 centres established**

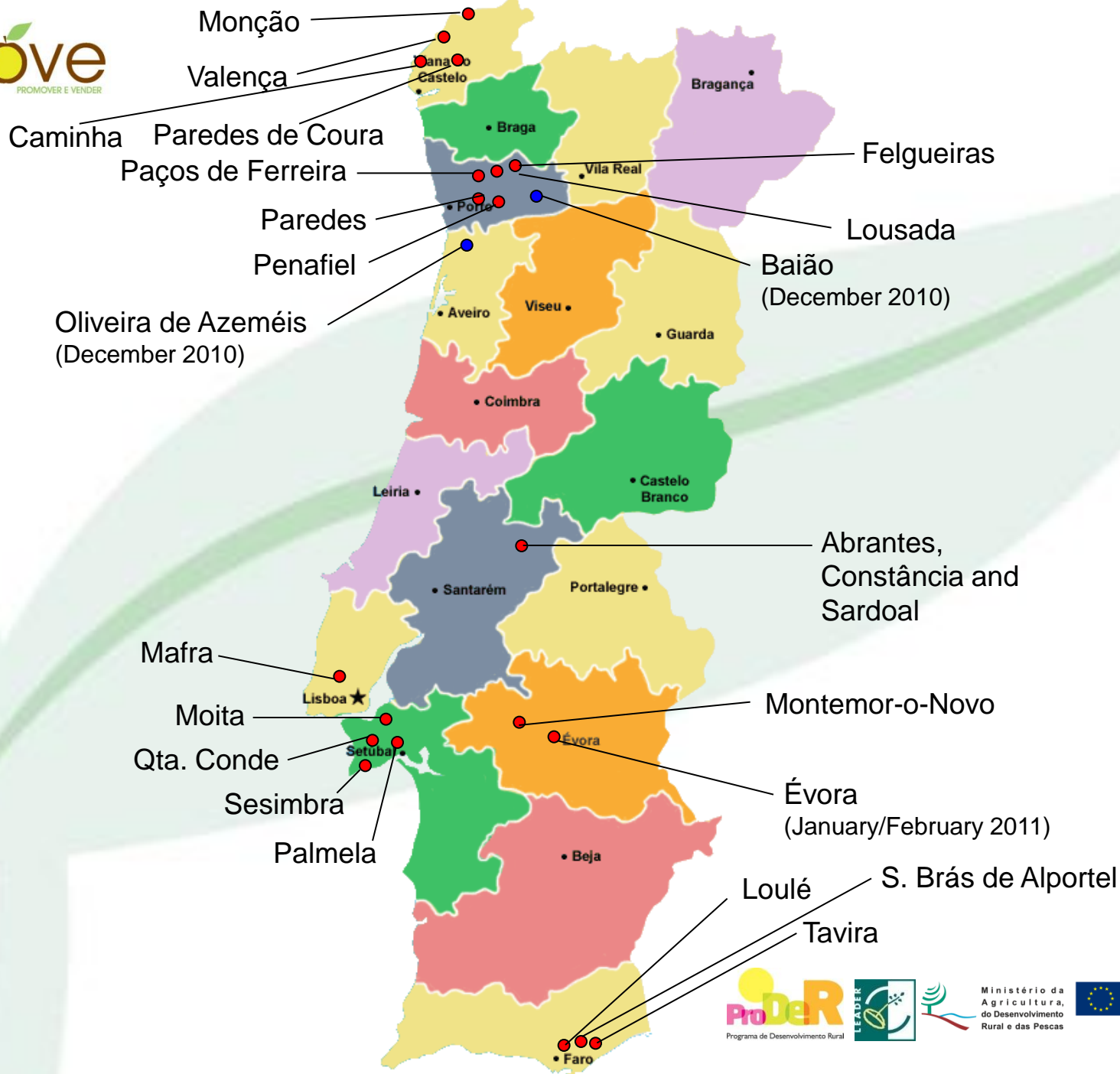
**60 producers**

**900 consumers**

**6.5 tons of horticultural products commercialised every week**

**€ 8200 income per week**

**€ 560 monthly income per farmer**





## Contacts

**Tel: 919 424 733**

**[prove@prove.com.pt](mailto:prove@prove.com.pt)**

**[www.prove.com.pt](http://www.prove.com.pt)**

**Thank you for your  
attention**