

Sweden

Local development

Location
Vimmerby

Programming period
2014 – 2020

Priority
P6 – Social inclusion & local development

Measure
M19 – LEADER/CLLD

Funding
Total budget 104 061 (EUR)
EAFRD 52 030 (EUR)
National/Regional 52 031 (EUR)

Project duration
2018 – 2021

Project promoter
LAG Astrid Lindgrens Hembygd

Email
odlingsakademien@alhembygd.se

Website
<https://odlingsomlivsstil.com/>

A LEADER-funded knowledge transfer project about vegetable cultivation, aiming to increase the sustainability and resilience of local communities.

Summary

The Astrid Lindgrens Hembygd Local Action Group identified a growing interest in locally produced food among the inhabitants of its territory. In order to respond to this demand for a more sustainable way of life, the LAG organised a series of knowledge transfer and information actions on vegetable production.

*Odlings
akademien*



Project Results

More than 500 people from across all six municipalities of the LAG area participated in the Cultivation Academy's activities.

A total of 140 posts have been published on the blog, which has 165 subscribers. It has had 22 000 views so far and about 13 000 visitors.

The project created a resource of useful tips and examples that are available to everyone on its blog.

Lessons & Recommendations

- ❑ Transferring knowledge about environmentally-friendly farming and biodiversity is a key means of increasing the self-sufficiency of rural communities and establishing a more resilient society.

Context

The Astrid Lindgrens Hembygd LEADER LAG has been working for many years to promote a more sustainable society. In the LAG territory, new REKO rings (Reasonable Consumption (Rejäl Konsumtion) rings) have therefore been established so that people can buy locally produced food without intermediaries. REKO consumers and producers in a locality come together and raw materials and products are sold directly from producer to consumer. Thus, the LAG launched the Cultivation Academy to enable local people to grow their own vegetables to participate in the REKO rings.

Objectives

The project aimed to contribute to a more sustainable and resilient society where people have the knowledge, skills, and interest to produce vegetables locally.

Activities

The Cultivation Academy launched three one-year courses. Upon announcement, over 100 applications were received for the 36 places on the course, which were then increased to 37. Applicants were accepted according to criteria which sought to find a balance of participants by gender, age, locality, cultivation background, etc. across the entire LEADER area.

In parallel with these limited-capacity courses, the project arranged a number of activities which were open to all. These included three-day vegetable growing courses, study visits, lectures, a cuttings exchange meeting, a cooking class, and a harvest festival.

Through a new call, 10 cultivation tunnels were made available to participants who had completed the year-long course.

Local people received individual advice during ten garden visits.

A blog was developed at an early stage of the project which became the main communication channel, with all activities being promoted and reported via blog posts.

When the COVID-19 pandemic broke out, the blog became a valuable channel through which to maintain collective activity without requiring physical encounters. Unlike other garden blogs and YouTube channels about cultivation, the Cultivation Academy's blog is mainly aimed at local growers.

Main Results

The project targeted private individuals across all six municipalities in the LAG area and was also able to support local entrepreneurs who started companies or who launched similar initiatives during the project period.

In total, more than 500 people participated in the Cultivation Academy's activities.

A total of 140 posts have been published on the blog, which has 165 subscribers. The blog has had 22 000 views so far and about 13 000 visitors.

The project created a resource of useful tips and examples that are available to everyone on its blog.

In addition, the Cultivation Academy participants have organised spin-off events and activities on their own initiative.

Thanks to the project, several of the participants now produce vegetables and sell their surplus at the REKO markets, meaning that local consumers now have a larger selection of locally produced vegetables to choose from.

Key lessons

Transferring knowledge about environmentally-friendly farming and biodiversity is a key means of increasing the self-sufficiency of rural communities and establishing a more resilient society.

An important part of the Cultivation Academy project was the local networks that were created between new and old growers through physical meetings and digitally via the blog. Local people were able to learn about farming and to influence the content that was offered through the project.

Additional information

www.facebook.com/tomarnatural/

www.instagram.com/tomarnatural/

www.youtube.com/channel/UCXvhZx6vdGZAvicV621wrvq



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