



Application no. NGSLT-37

1a. PROJECT TITLE:

“Roots of Food”

1b. APPLICANT

Organisation: NGO - “Social investment management center”
Country: Lithuania

BASIC INFORMATION

2. Date: 02.04.2012
3. Project begins at: 01.07.2012
4. Project ends at: 31.03.2013
5. Total project budget (in DKK): 75118.00
6. Funding from Nordic Council of Ministers (in DKK): 65144.00

7. Description and legal status of the organisation including registration No, web-address:

Social investment management center as non-government organization aims to provide skills and knowledge to the most remote and socially deprived parts of Lithuanian society. We believe that social investment is a responsible activity uniting potentials of nature, society and government. It helps to improve traditional management methods by minimizing social tension, rationalizing recourses and applying innovations. Last decades has shown that socially responsible business can create greater additional value and get benefits from it. Moreover, it improves working conditions and stimulates civic society.

Our organization unites experts from different fields as public relations, lifelong learning, project development and administration, communication design and others. We strongly believe that united knowledge of different people, local solidarity and mutual efforts can make a change.

Centres activities were involved in noticeable projects. As coordinators of Grundtvig project, we created a methodical book concerned on Promotion of public participation in processes of local democracy. At the moment center implement really big project "Eko redakcija" ("Eco editorial office"). It is supported by European Regional Development foundation. The aim of the project is through eco information dissemination to "infect" all the people of Lithuania" with eco ideas and offer them a different life possibilities. By writing Eco articles, organizing seminars we are trying to promote to change bad habits, to increase public awareness of the environment, to focus public attention on the most visible environmental problems, find effective, the best decisions, not just talk about them.

Registration No.: 301329539

web-address: www.socinvest.lt



8. Project summary:

Social investment management center will implement international project "Roots of food" with two main aims:

-share of the experience between Swedish, Danish, Norwegian, Belarus and Lithuanian environment study circle leaders and food production shareholders (local farmers and cooperatives, consumer communities, municipality politicians, schools, doctors and youth workers, food producers) on development of local strategies for local food promotion;

-the other aim is to raise public awareness on food culture among youth in both countries. Young people during project activities (educational summer camp) will experience the food production as entertaining process, which can help in building skills of cooperation, cultural dialogue.

The target groups during the project activities will also learn more on main targets of UN "2012 - year of cooperatives". The partnership of non-formal education organisations will result in implementation of better informal adult and youth education in participating countries, development of responsible food consumption culture, developing skills of rural people. The multiplication of projects results will be implemented in common study circle study material for local food promotion study circles and strategies.

9. Background and Justification:

The creation of food has always been long and complicated sociocultural process. However, this is no longer the case. Food is treated as ordinary industrial good with no connection to the place and social space where it was produced. The race competitiveness has created negative image of rural areas and rural population especially in Eastern Europe. Food is losing its educational and cultural meaning. Lots of food in Europe is wasted. These challenges are being addressed during the process of reform of EU Common agricultural policy (CAP), with aims to gain synergy between economic and environmental aspects of food production and special attention to improvement of connection between local producers of food and consumers. Nordic countries have been traditionally more sensitive to environment issues and they have long tradition of farmer-costumer connections. However environmental impact of food production and consumption can be reduced by related non-formal education development.

10. The overall project objective(s) and envisaged results, including verifiable indicators:

a) Overall objective:

Share the experience between Nordic countries and Lithuanian, Belarus food production shareholders (local farmers and cooperatives, consumer communities, municipality politicians, schools, doctors and youth workers, food producers) on development of local strategies for local food production and consumption for local costumers.

b) Envisaged results:

Raised awareness among food production and consumption shareholders on food policies in different countries. The project will empower local youth volunteering potential. Increase interest of target groups in global issues and EU policies, that are related to food production and consumption.

Development of competence of environment study circle leaders in all participating countries.

Increase of level of cultural dialog and understanding

more responsible attitude towards food consumption among young project participants and involvement of young people in local food promotion study circles.

Farmers and local consumers will strengthen their connections.

**c) Verifiable indicators:**

- Number of participants of international summer camp
- Number of future partnership agreements and project drafts between participating organizations
- Number of new trained environment study circle leaders
- New study material on food policies created by the international project team and translated into all project countries languages
- Number of study circles created after summer camp in each country

11. What kind of specific activities are planned and target group(s):**a) Activities:**

- 1) Introduction meeting with aim to know better each other and plan the summer camp meeting of 5 country representatives.
- 2) 5 days summer camp for study circle leaders and youth of 5 countries.

During the summer camp we are going to use different kind of learning and activity methods. Interactive methods like discussions, workshops, role plays, orientation games as well as theoretical presentation on food policies. The most important task is to let study circle leaders and young people understand the importance of natural food culture. During the summer camp the project partners - farmers and cooperatives - will help to present the practical sense of work in a farm (growing crops, gardening, responsible treatment of farm animals). One of the event are going to be presentations about traditional Swedish, Danish, Belarus and Lithuanian cooking, natural medicine, local crafts. The aim of the camp is to strengthen the cultural and international dimension of the project. Also, one of our goals during the summer camp is to visit waste recycling and large food production companies. Thus, participants will better understand the need of moderate consumption and the respect to nature and balance between environment and economy. Very simple activities like cooking and cleaning together will strengthen the team spirit during the summer camp. What is necessary to emphasize, that in order to better understand difference of culture and needs of all participants, the evaluation and reflection will be conducted at the end of every camp day.

Project activities will bring the hot debates that take place on EU level on CAP reform, rural development, global aid, worldwide scarcity of food are closer to our everyday life and our everyday consumer decisions than we have been thinking before. The presentation and video reviews on industrial and natural

b) Target group(s), including estimated numbers:

The plan for recruiting participants for the summer camp: project partners will deliver invitation letters to the youth by contacting all student associations, teacher associations, and local municipalities' youth workers. Other invitation letter will be sent to NGO of different kind, uniting not only the youth. The invitation to summer camp will be distributed in facebook Helthy food community pages. Youth of Denmark, Sweden, Lithuania and Belarus - 5 participants from each country and 20 participants in total.

Study circle leaders of Denmark, Sweden, Lithuania and Belarus - 1 participants from each country, Study circle leaders of Norway - 2 participants and 6 participants in total.

Local farmers and cooperation leaders involved in planing and implementation of summer camp - 4.



Selection process of participants in all countries:

Study circle participants for new study circles in 4 countries - about 25 participants in all country.

Readers of local newspapers and online users of project information (more than 1000).

c) Upload the timetable:

[View uploaded document](#)

12. How is the project linked to the Nordic Council of Ministers' [guidelines for co-operation with Estonia, Latvia and Lithuania 2009-2013](#):

The project relates very much with specific aims of Norwegian presidency such as "Nordic food, health and quality of life" and "Green growth and the climate". The project will pay special attention to food as universal tool for education and building diverse, more equal, healthier and greener societies. Food is important in regards with promotion of healthy lifestyle and progressive consumer decisions. Food is also an effective tool in promotion of cultural dialog based on cuisine and farming tradition share. The project relates a lot with

activities "Down on farm" mentioned in Norwegian policy paper. The experience of this Norwegian project will be presented by Norwegian partner organization - Center party Youth organization. Since agriculture and food retail chains are very big polluters in all countries it is essential to build international strategies on sustainable production and consumption beginning with informal education programmes as education on climate and renewable energy. Renewable energy development is attractive because of it's potential to increase social inclusion and more green jobs in less developed rural areas.

13. How does the project promote the development of civic society:

Root of food is an environmental projects which uses common tool (non formal educational camp and study circle method) to promote sustainable development in 4 participating countries. Sustainable food production and consumption, share of experience between Nordic and Baltic NGO on local food promotion can help in achieving global aims of reduction of climate change, preservation of biodiversity.

Moreover, the activities, which will be held in Lithuania, will provide an opportunity to bring visitors from all 4 countries, who is aware of environmental issues. The same interest from participants will help to make project efficient and beneficial.

Also, during the first meeting and summer camp activities we will be covering the main topics which are related to the environmental and sustainable development.

During the summer camp we will cover the practical sense of work, present traditional food, natural medicine, also to visit waste recycling and large food production companies. All these activities and the natural environmental will help to better understand the importance of environmental issues.

14. Describe the overall sustainability of the project:

Project activities will bring the hot globalization debates on agriculture, rural development, global aid, worldwide scarcity of food are closer to our everyday life and our everyday consumer decisions than we have been thinking before. The presentation and video reviews on industrial and natural farming, agriculture productivity and sustainability, imports and exports will reveal how food policies effect consumption traditions, health, social development and public good in different countries. In this case the International dimension of the project is extremely important. Sweden is interesting for Lithuania as a country of strong tradition of cooperatives and local food promotion strategies. Lithuania is interesting for Swedish partners as a country of strong natural farming traditions and high food quality standards with still large share of rural population.



15. Is the project linked to activities covered by the Nordic Council of Ministers' policy areas?

Environmental Affairs, Sustainable Development

16. Does the project generate any Nordic benefits, utilize any specific Nordic competence or alternatively transfer knowledge from or to the Nordic countries? Or other arguments in support of the project being run under the auspices under this programme and with Nordic Council of Ministers' funding:

The project generates specific Nordic knowledge-based network of study circle method (mostly used in Nordic countries) developers and non-formal educators. Also, they will strengthen their share of experience in specific area as environment education. The existing bilateral cooperation between partners (Sweden-Denmark, Sweden-Belarus) transform into 4-side network of adult education organizations with special attention to sustainable development issues (climate, food policies, Baltic sea pollution). The cooperation of study organization will result in common study plan for 5 countries benefit.

Lithuanian and Belarus partners are interested in learning from Nordic experience of environment study circles about promotion of local food, local use of sustainable sources of energy. The project partnership will benefit general aims of democratic development and tolerance building, since it will require projecting activities and thus empowering rural population in all countries.

17. Is the project related to similar activities by other regional or international bodies, and if so, how:

Project is a new activity, connecting study circle development in Lithuania and Belarus (already ongoing process) with environment awareness building in an inventive way (interactive summer camp).

18. Gender and equality perspective:

a) The gender distribution within the organisation (number of men and women)?

More than half of members and staff are women.

b) The gender distribution within the board of the organisation (number of men and women)?:

2 woman and 3 men.

c) Is there any specific gender equality perspective integrated within specific project components?:

We will keep the gender balance and encourage rural and more socially deprived people to participate in our activities. We will encourage, that during the events, women and men would have equal opportunities to present they beliefs and ideas.

19. How will the results be used and disseminated, including related to target groups/area and beneficiaries:

In the interest to promote the project process and results we will use different dissemination tools. First of all, the project event will be presented in at least 2 local and 1 national newspapers or news portal in Lithuania. Events' press releases and articles will be published in Internet media as well as Facebook, Twitter. The participants of summer camp will prepare short video for Youtube on food production and food policies and will spread them among their friends and youth organization network.



20. Management organisation / Administrative body:

Organisation's name: Non-governmental organisaton „Social Investment Management Center“
 Address: Blindžių g. 17, Vilnius, Lithuania
 Telephone: 370 65911080
 Fax: +370 5 2120822
 E-mail: info@socinvest.lt

Responsible

Name: Martynas Norbutas
 Title: Acting director
 Telephone: 370 65911080
 E-mail: Martynas.norbutas@socinvest.lt

21. Project manager:

Name: Martynas Norbutas
 Telephone: 370 65911080
 E-mail: martynas.norbutas@socinvest.lt

22. Auditor of the Management organisation / Administrative body:

Organisation's name:
 Contactperson
 Address:
 Telephone: 358
 Fax:
 E-mail:

23. Other partners from Nordic countries, Estonia, Latvia, Lithuania, Poland, Russia or Belarus. Also briefly describe each partners role in the project (e.g. coordination, administration, event organizer, transfer of skills, financing, etc):

PARTNER INFO

Organisation name: LOF
 Contact name: Per Paludan Hansen
 Country: Denmark
 Telephone: 4533218680
 E-mail: lof@lof.dk
 Upload the confirmation letter: [View uploaded document](#)

Task in project

Study organisation with great experience in non formal education - will invite experienced trainers and new volnteers from Denmark to summer camp.

PARTNER INFO

Organisation name: Studieförbundet Vuxenskolan
 Contact name: Lennart Falegard
 Country: Sweden
 Telephone: 468 587 68621
 E-mail: lennart@sv.se
 Upload the confirmation letter: [View uploaded document](#)



Task in project

Main partner of SOCINVEST in Scandinavia, responsible for coordination of project in Scandinavia, promoting project results, involving local environment study circle leaders from Sweden to summer camp.

PARTNER INFO

Organisation name	Belarus Association for Life-Long Learning and Enlightenment
Contact name:	Aliona Velichko
Country:	Belarus
Telephone:	358+ 375 17 270 38 96
E-mail:	adop2011info@gmail.com
Upload the confirmation letter:	View uploaded document

Task in project

Responsible for involvement of project participants from Belarus, presenting of Belarus environment education experience to all partners.

PARTNER INFO

Organisation name	Senterungdommen
Contact name:	Signhild Stave Samuelsen
Country:	Norway
Telephone:	47+47 23 69 01 00
E-mail:	Senterungdommen@senterpartiet.no
Upload the confirmation letter:	View uploaded document

Task in project

Responsible for involvement of project participants from Norway (experienced study circle leaders), presenting of project "Down on farm".



24. How will the project be evaluated and the indicators measured? Outline the proposed procedures:

The work of the partnership is process-oriented and designed to gradually improve the quality of co-operation among participant organizations. Therefore, the success of activities will be assessed on the basis of a formative evaluation. Prior to the meeting in Lithuania the partner will develop a benchmarking process to make sure that progress and best practices are being shared and disseminated on a regular and systematic basis. This process will be presented and agreed at the preparatory meeting.

Regular feed-back of the participants – orally in the group, between trainer and learner, written by e-mail correspondence, or anonymous by putting a sheet of paper in the suggestion box of the organization

-questionnaires and reports after every day activities;

-at the end participants will be requested to fill in a questionnaire developed by the project organizers.

To evaluate project experience we will conduct Internet survey of project participants.

Expenditure (thousand DKK) at 2012/2013

prices

Salary/fees/office related cost	17348.00
Travel	24640.00
Reports (incl. publishing)	2391.00
Evaluation	0.00
Audit	0.00
Cost of activities	30739.00
Other costs (explain below)	0.00
Total project expenditure	75118.00

Upload the detailed budget: [View uploaded document](#)

Comments on expenditure, including how staff and office costs will be distributed per country:

Project coordination will be implemented by project team consisting of one representative from each of the participating country, the project paid staff secretary will be in Lithuania. Environment education trainers from Denmark, Norway, Belarus and Sweden will be paid for their work during summer camp. Main resources will be used on summer camp activities and travels of Nordic participants. Almost 60 presents of salaries (Salary/ fees/office related cost) will be spend to cover lecturers (1 lecture per country).

Funding and co-funding (DKK)

Own independent funding	3000.00
Nordic Council of Ministers	65144.00
National funding bodies in the Nordic Region	0.00
Other national funding:	0.00
EU funding	0.00
Other funding	6974.00
Total project funding	75118.00

25. Comments on project funding. Outline the status of other funding (applied for/granted), over and above the funding sought in this application and provide detailed information on own financing:



The applicant has applied for funding in Active citizenship Europe for Root of food with one partner - Sweden (SV). If Active citizenship funding is granted - the summer camp will involve big scale of participants from Lithuania, but this application is crucial in terms of involving more Nordic partners (Denmark and Norway) and Belarus.

26. Funds previously granted by Nordic Council of Ministers (indicate the name of project, programme, etc):

No.

27. Applicant

Project manager

Name: Martynas Norbutas
 Telephone: +37065911080
 E-mail: martynas.norbutas@sociinvest.lt

Institution

Organisation's name: Non-governmental organisation „Social Investment Management Center“
 Address: Blindžių g. 17, Vilnius, Lithuania
 Telephone: 37065911080
 Fax: +370 5 2120822
 E-mail: info@socinvest.lt