PROVE.
EMPOWERING LOCAL NETWORKS
FOR A MORE SUSTAINABLE FUTURE

Craveiro, D., Marques, S., Lima, L., Marreiros, A.
Instituto Universitário de Lisboa (ISCTE-IUL), Lisboa. CIS-IUL - Centro de Investigação e de Intervenção Social

INHERIT
Health | Equity | Environment

The INHERIT project (2016-2019), coordinated by EuroHealthNet, as received funding from the European Union’s Horizon 2020 research and innovation programm under grant agreement No 667364.
www.inherit.eu
TOPICS

1. INTRO: INHERIT RESEARCH PROJECT
2. HOW DOES IT WORKS? HOW DOES IT CHANGE PRACTICES?
3. EMPOWERING GREEN FARMING?
4. A BASKET OF CONSUMER CHANGES?
5. PROVE AND ORGANIC FARMING
INTERSECTORAL APPROACH TO HEALTH AND ENVIRONMENT IS NEEDED. POSITIVE CHANGE CAN COME FROM INITIATIVES THAT TARGET BEHAVIORS AND LIFESTYLES.
PROVE HOW DOES IT WORKS?

- Designed to foster local sustainable production of fruits and vegetables.
- Tools, training, and partnerships to empower small scale farmers in organized local networks for direct commercialization of local seasonal fruits and vegetables
**PROVE**

**HOW DOES IT WORKS?**

**PROMOTORS**
- Local diagnose
- Training on PROVE
- Farmers and stakeholders identification and recruitment
- Collective meeting
- Formal application
- Follow-up

**FARMERS**
- Collective meeting
- PROVE training
- G-PROVE training
- PROVE local group visits
- Meetings on production adjustment; logistical strategies; commercial strategies
- Orders consultation
- Order division
- Baskets montage and delivery

**CONSUMERS**
- Direct contact with farmers
- On-line subscription
- On-line orders
- Basket retrieve
- Payment
PROVE

HOW DOES IT CHANGE PRACTICES?
PROVE: EMPOWERING GREEN FARMING?

THEORETICAL MODEL

- **CAPABILITY**: Empowerment Influence, Operational capacity
- **OPPORTUNITY**: Material Social
- **MOTIVATION**: Affective commitment, Group identification

Related outcomes:
- Participation Collaborativework
- Life conditions improvement
- Health & well-being benefits
- Farming practices more sustainable
PROVE: A BASKET OF CONSUMER CHANGES?

THEORETICAL MODEL

- **PROVE**
  - Local produced fruit and vegetables subscription basket

- **CAPABILITY**
  - Knowledge
  - Beliefs/Attitudes
  - Self-efficacy

- **OPPORTUNITY**
  - Social Material

- **MOTIVATION**
  - Intentional
  - Automatic

- **DIET CHANGE**
  - + Fruit and vegetables
  - - Meat

- **HEALTH & Wellbeing Benefits**

- **ENVIRONMENT Benefits**
**PROVE**

**HOW DOES IT CHANGE PRACTICES?**

**Quantitative study**
Assess PROVE impact on consumers diet
Assess PROVE impact on farmers empowerment
Test theoretical pathways to behaviour change
CIS-IUL and UCL

**Qualitative study**
Explore pathways to behavioural change
Explore PROVE implications and processes
Understand inter-sector collaboration practices
CIS-IUL and RIVM

- **Online survey**
  Consumers N=4,015
- **Telephone survey**
  Farmers N=153
- **Local promoters interviews**
- **Multi actors focus group**
- **Farmers focus group**
- **Consumers focus group**
• PROVE has demonstrated to be a transferable methodology successful in activating networks to foster sustainable production and consumption in different areas in Portugal.

• Previous evaluation report highlighted the role of PROVE in generating value in farming sector, empowering farmers, and exposing farmers to experts and consumers concerns on sustainability.

• Only 6% of farming area is dedicated to organic farming in PT; about 2% of farmers in PT are organic farmers; yet 16% of PROVE units opt for a organic production mode. Empowering bio market in PT?

• Organic + Local. Empowering organic production benefits?
THANK YOU FOR LISTENING
DANIELA.CRAVEIRO
@ISCTE-IUL.PT
#INHERITYOURFUTURE
WWW.INHERIT.EU