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<https://knowledge4policy.ec.europa.eu>



**CHOOSE THE EUROPEAN
ORGANIC LEAF
FOR A BETTER WORLD.**
Good choices matter.



Funded by
the European Union





GREEN COMMUNICATION IN TRANSFORMATIVE MARKETS

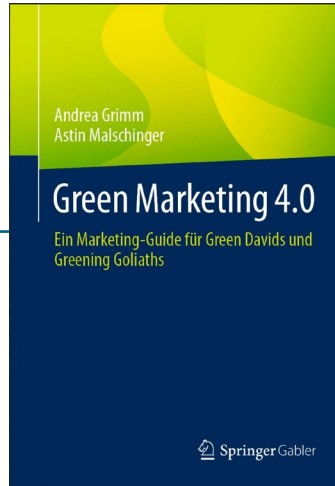
How to get green messages across to consumers?

DR. ANDREA GRIMM

Ferdinand Porsche FERNFH | European Green Award



DR. ANDREA GRIMM
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CORE FORCES OF CHANGE

Digitalisation

Eco Mega Trend

Generation Z

TRANSFORM **MARKETS**

GREEN MARKETS IN FLUX

From niche market to mass market.

From expensive to affordable.

From consumer to prosumer.

NICHE MARKET

42,90 €



MAINSTREAM

24,90 €



MAINSTREAM

24,90 €

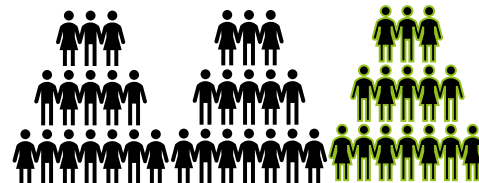


Reduction of Complexity

24,90 €



LEGAL REGULATIONS





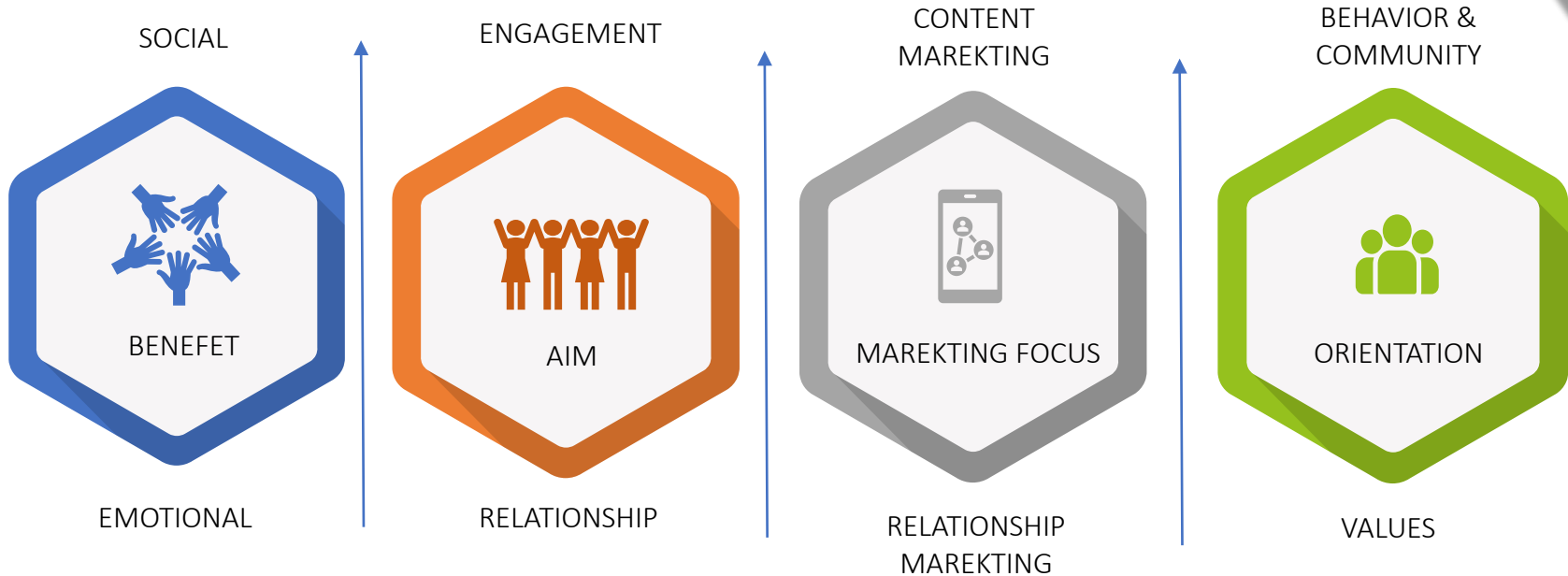
GREEN JUNGLE

EU Study | 2020
Environmental Claims

- ▶ 53 % vague, misleading
- ▶ 40% not documented

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52022SC0085>

GREEN MARKETING 4.0



GREEN MARKETING 3.0



BEHAVIOR &
COMMUNITY



ORIENTATION

VALUES

VEGANZ



COMMUNITIES

They organise their interests, values, lifestyle and they evaluate products in digital networks.

VEGAN SUPERMARKET

<https://veganz.com/>

BEHAVIOR &
COMMUNITY



ORIENTATION

VALUES

QUATIERMEISTER



First Beer in Germany
Economy for the Common
Good

Social Business in Berlin.

Community
= Key Stakeholder
= decides in which project
the money goes.

<https://quartiermeister.org/en/>

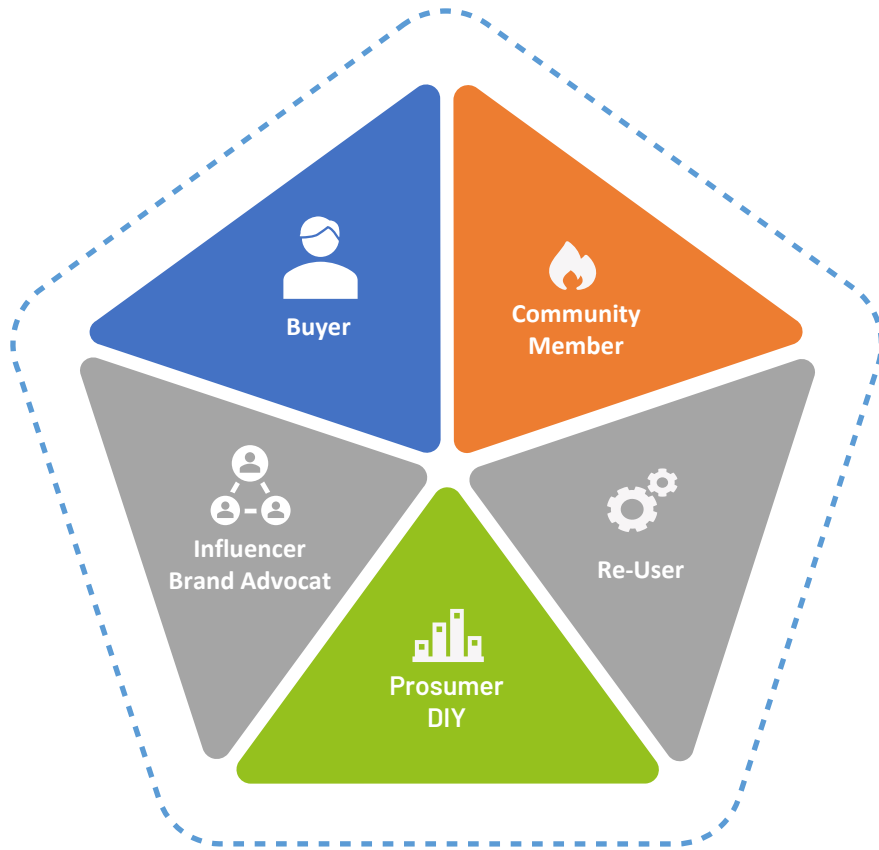
PACKAGE
=
MESSAGE



DE-ÖKO-021
Deutsche
Landwirtschaft

Ich vertrete die
PoC-Community auf
Quartiermeisters
Flaschen und setze ein
Statement gegen
Rassismus und für eine
diverse Gesellschaft.

„I represent the Person of
Color Community on
Quartiermeisters bottles
and make a statement
against racism and **for a
diverse society.**“



**DIVERSE
ROLES**

CONSUMER



GENERATION Z

65 % consider sustainability important (Germany)

17 % consider themselves sustainable

- ▶ Shift from ideological to rational
- ▶ Personal benefit more important than generations before
- ▶ Responsibility is a corporate agenda
- ▶ information about sustainability via social media

- ▶ Plant based nutrition becomes more relevant
- ▶ Conscious lifestyle (meaningful + fulfilling)




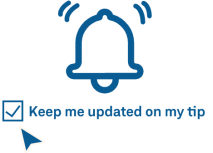
BUILDING SUSTAINABLE CONNECTIONS



tipme

[How it works](#) [Discover brands](#) [Join as factory](#) [Meet the makers](#) [Become a partner brand](#) →

Impact has never been easier

- 
Shop at tip me's partners
- 
Add a tip to cart
- 
Workers receive 100% of tips
- 
Updates on your impact



- ▶ **Build sustainable connections**
- ▶ **involve**
- ▶ **inspire**
- ▶ **interact**
- ▶ **Synchronicity brand & consumer**

Relevance through content!



Customization = Key

- ▶ Big data
- ▶ Automatization
- ▶ Individual offers
- ▶ Personalized advertising
with retargeting

What remains?





**TURN
GREEN FICTION OF GREEN WASHING**

**TO
GREEN FACTS OF TRUE GREEN PRODUCTS**

<https://www.crowdfarming.com/en>



Organic food straight from the farmer

Buy seasonal products without intermediaries and promote a more humane and sustainable European agriculture.

Go to Farmers Market



Buy food directly from the farmers


It's papaya season! Try now 🍌

CrowdFarming Farmers market ▾ Manifesto Blog Log In 🔍 🇬🇧 🇮🇪

Ready to commit to something bigger?

Time for a bond that truly bears fruit! When you commit to an adoption, you'll receive your fresh harvest throughout the season and allow farmers to plan in advance and secure a reliable source of income.

[Adopt](#)



Boxes

396 farmers ship to United Kingdom

Filters Relevance ▾

Papayas

Alhambra Tropical

Organic papayas


Francisca Herbales

Organic Canary Island bananas

Alhambra

Organic artichoke

Alhambra



ADOPT A PAPAYA PLANT

Papayas


Converting to organic

Alhambra Tropical

María Ferréz

29/05/2023

£18.76 (Min. 5 kg)



ADOPT AN OLIVE TREE

Pitted olives and Leccino olive paste


Converting to organic

Bottaccio

Luca Cuglielmi

21/03/2024

£44.00 (192 kg)



ADOPT AN JUJUBE TREE


Dried jujube

Caixa Calada


Julio César Vergara

28/10/2023


£22.98 (Min. 0.5 kg)



ADOPT A HAZELNUT BUSH



ADOPT AN ALMOND TREE



ADOPT A HEMP FIELD

HIGHLY INFORMATIVE

Limited & seasonal harvest.

Buy now

from Siracusa

- Variety: Lemon Femminello Siracusano
- Spherical shape with slightly pointed extremities, extremely intense aroma and its skin is very rich in natural oil, between June and July the fruits are green and very juicy
- Organic farming certified by the European Organic Farming seal since 2000

treatments in a cardboard box without plastics

- One kilo contains between 4 and 6 fruits
- If you keep them in a fresh and airy place, they can last 2-3 weeks in good condition (if you want them to last longer, you can keep them in the fridge)
- You'll see that the first lemons of the season may have a greenish hue, but over the weeks they'll take on the typical yellow tone of this variety



Product with history



New planting



Plastic-free



Harvest analysis



Young farmer



Family farm



Environmentalist

Official certified



Organic

This Farmer meets the European regulation for organic production. Organic production follows nature's systems and cycles. Production processes and land usage must ensure environmental sustainability without making use of genetically modified organisms (GMOs).

Organic farming certificate Bio Agrumi Monasteri

Organic farming certificate Biosuisse Bio Agrumi Monasteri



Angelo Gibilisco

Our history dates back to 1957, when my father Rosario Gibilisco, a simple blue-collar worker, but with a great love for the land, purchased a plot of about 5000 square meters in which he often invested and sacrificed his salary and the limited free time available. He and my mother, Stella, loved working the land and spent any time they had available planting, watering and growing fruits and vegetables that they would pick and cook for the family every day. One of my earliest memories is eating oranges while walking among the trees with my father - To this day, every morning I eat about 20 or 25 oranges and mandarins for breakfast. When Valeria and I got married we went to live on the farm in Monasteri where we had all our children and have been here ever since. As a family, we spend a lot of time together, even each one of us gets on with their tasks on a daily basis, we come together around the table every evening for dinner and we get to share



IMPACT

Supermarkets



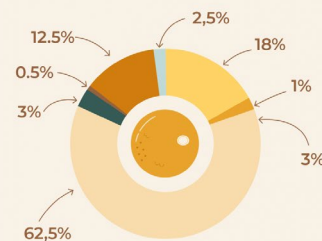
CrowdFarming



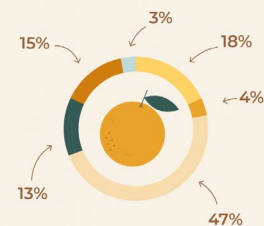
Carbon footprint of an orange's journey

Carbon footprint reduced by more than 20% in direct sales through CrowdFarming

Supermarkets



CrowdFarming



0,949 kg CO₂

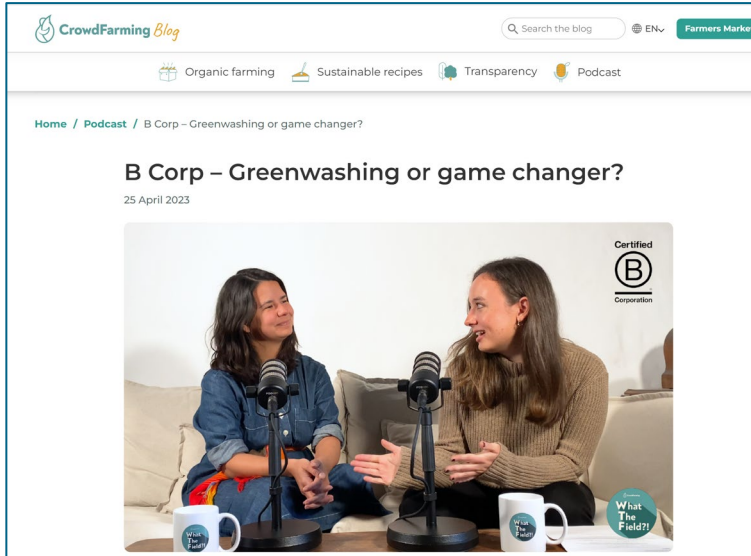
0,739 kg CO₂



Does not include food waste at consumer's home

<https://www.crowdfarming.com/blog/en/the-orange-journey/>

DEEP TALK - CRITICAL, INFORMATIVE



How can we be a sustainable company and sell cheese at the same time?

ATTITUDE



We banish commercial beauty stereotypes



Food waste in figures

A great share of food waste happens before food even reaches our homes. 11% happens at the source, which is the one that angers us the most: we are talking about produced food that won't even be harvested. 19% of food-waste takes place during the processing and wholesale phases, 5% at the retailer's, and 12% is caused by the catering and hospitality industry.



Multi-local mindset versus globalisation

We foster an agricultural market that guarantees respect for local practices and traditions. We support an inclusive culture that favours social and cultural exchanges, seeking not to impose global, but multi-local solutions.

What does this mean? It means there's no one-size-fits-all formula. We want to understand, integrate, and love the idiosyncrasies of each market where CrowdFarming Farmers produce their crops. We foster an agricultural market that guarantees respect for local practices and traditions. We support an inclusive culture that favours social and cultural exchanges, seeking not to impose global, but multi-local solutions.



NOT PERFECT

We make mistakes

We're human and everything we do can be improved. The only solution to avoid making mistakes would be to sit still and do nothing. But this solution isn't our style.

If we make a mistake, whether it's an error on the website, an incorrect order or regarding the quality of a product, please let us know! Correcting mistakes is part of our day-to-day life. Thank you very much for your help!



COMMUNITIES



Sustainable recipes

[Farmers of CrowdFarming](#)

Andrea's balsamic pumpkin risotto

Rice has been cultivated in northern Italy since the Middle Ages and is therefore a very popular ingredient that has always been present in the popular diet and in a...

 16 December 2022



Sustainable recipes

[Farmers of CrowdFarming](#)

Ulrike's favourite lentil soup (vegan)

Farmer Ulrike Schlierer from the German farm ackerfrucht & bodenwerk, is passionate about working in harmony with the environment and pursues regenerative agriculture. When she is not in the fields,...

 22 November 2022

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www.beingorganic.eu



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