



Institute InTeRCeR (Land sharing) selected as semi-finalist in European Commission Social Innovation Competition

2015 European Social Innovation Competition to award three €50,000 prizes for best ideas of 'New Ways to Grow' in Europe.

Today, Institute InTeRCeR has been selected out of over 1,400 applicants as a semi-finalist in the 2015 edition of the European Social Innovation Competition with its Land Sharing idea. Along with 29 other semi-finalists, Institute InTeRCeR will be invited to the social innovation mentoring academy in Vienna this September to progress their ideas with tailored support and workshop sessions.

The task of Institute InTeRCeR is to connect the old owners of farms who cannot work on the land due to age, with the unemployed people from the towns who would like to grow their own organic food, to be active and self-sufficient.

We wish to restore once established practices in society - intergenerational cooperation of people with knowledge transfer. The emphasis is on developing and implementing a business model that will have a major social impact. This will provide new opportunities for rural development and the development of new economic segments of social entrepreneurship, this will shorten supply routes to customers and restore traditional sustainable farming, protecting the natural and cultural heritage, increase landscape and biodiversity, and thereby solve the problem of overgrowing of agricultural land with maintaining a healthy balance in nature.

Open to applicants across Europe, this year's theme 'New Ways to Grow' saw the judges select entries with the potential to exemplify and implement new models of growth that will sustain not only financial value, but also social progress for citizens, government and enterprises alike.

This year's mentoring academy is to be held in Vienna from 7-9 September at [Magdas Hotel](#), a finalist of the first ever Competition in 2013. Following the academy, ten finalists will be selected by the jury and the three most effective projects will each be awarded with a prize of €50,000 at the awards ceremony in Brussels in November 2015.

Bizjak Risto Klemen, co-founder of the Institute said: "Qualification into the semi-finals is a unique chance to develop our idea Land sharing, acknowledgment as well as confirmation that our longings for alternative and integral solutions are in line with values of the European commission. Our goal is to revive the traditional, environment friendly forms of farming that are slowly being forgotten. Intergenerational transfer of these valuable information and mutual affection help are the values that guide and inspire us. They encourage us that we actively search for innovative solutions that would help us connect the

elderly landowners with unemployed, socially threatened individuals, whose number in Maribor, the second biggest city in Slovenia is dramatically on the rise. Our goal is to use the cooperative as a social company to encourage and coordinate production of ecologically certified crops that would be interesting for the market and with that good for public and private interests.”

The competition aims to deliver support for creative and tangible ideas that can change the way our economies and societies operate and interact, and give a platform to social innovators across Europe.

For full details please visit: <http://ec.europa.eu/growth/social-innovation-competition>

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Photo



Land sharing – Local food for social good

About the European Social Innovation Competition

The European Social Innovation Competition, launched in memory of Diogo Vasconcelos, is a challenge prize run by the European Commission across all European countries, now in its third year. The 2015 competition is themed around 'New Ways to Grow', and seeks to use social innovation to pave the way for more sustainable and inclusive growth in Europe.

The competition is organised by the European Commission, supported by [Nesta](#), [Kennisland](#), [Shipyard](#), [Impact Hub](#) and [Matter&Co](#).

For information about previous competitions and winning projects see:

2014:http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=7531&lang=en&title=Three-projects-meet-the-European-Job-Challenge-and-receive-the-Social-Innovation-Prize

2013:http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=6699&lang=en&title=Best-social-innovation-ideas.-New-ways-to-create-new-jobs-and-businesses

Institute InTeRCeR

This year's contest was open to individuals from all over Europe, with the most innovative ideas in the field of social growth. By selecting InTeRCeR, who has been ranked among the 30 best of 1408 contestants, the jury has recognized and confirmed the potential of our social innovation that will bring not only financial value, but also social progress for citizens, communities and businesses.

Institute for Sustainable Development and Holistic Solutions - InTeRCeR is a private institution that was founded by people with different academic background and training who realize that the current approach to existing problems in the society is inappropriate in various areas of the economy.

The project aims to re-establish once established practices in society - intergenerational cooperation of people with knowledge transfer. In the countryside, we have elderly farm owners who cannot work on the land due to age, in cities we have unemployed and vulnerable people who would like to grow their own food, to be active and self-sufficient.

With the realization of the idea we will be solving the problems in the following areas:

- Encouraging self-sufficiency of each region with local quality food,
- Solving the problem of overgrowing of agricultural land, particularly in less-favoured areas for cultivation,
- Preventing the loss of traditional cultural landscapes associated with reduced landscape and biodiversity,
- Solving socio-economic problems associated with population aging in rural areas,
- Eliminating incoherence of the unemployed residents of cities with rural hinterlands - encourage untapped economic potentials in the processing and marketing of local quality food,
- Promoting the transfer of traditional knowledge between older and younger generations.

The team of InTeRCeR actively seeks to realize this idea and business model to expand in Slovenia and Europe.

For more information on Institute InTeRCeR please visit www.instituteintercer.org, <https://twitter.com/InterCER>, <http://www.nesta.org.uk/land-sharing> or contact instituteintercer@gmail.com.

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