WP6

D6.2: Project Webpage

rEdESIGN

Fostering social entrepreneurship in rural areas for sustainable food systems

Co-funded by the European Union

Project: 101169928 — rEdESIGN — SMP-COSME-2023-RESILIENCE

PROJECT WEBPAGE

rEdESIGN

Fostering social entrepreneurship in rural areas for sustainable food systems

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INTRODUCTION

The rEdESIGN Project Website

The rEdESIGN project is a European initiative designed to promote cooperation among social enterprises in rural areas, focusing on the agri-food sector in regions such as Crete, Sicily, and Seville. The project's overarching aim is to establish a European network of local and regional authorities that prioritize the social economy, enabling collaboration and learning to foster sustainable food systems. By bringing together diverse stakeholders, including regional governments, vocational training institutions, and developmental bodies, rEdESIGN strives to address the unique challenges faced by rural areas while unlocking their potential for sustainable growth.

An essential aspect of the rEdESIGN initiative is its digital presence, represented by the project's official website at http://redesignproject.eu. The website serves as a centralized hub for disseminating information, engaging stakeholders, and showcasing the project’s objectives and achievements. Its design and structure are tailored to communicate the project’s vision effectively while providing easy access to resources and updates.

Built on the robust WordPress CMS platform, the website features a custom-designed theme that embodies the project’s branding. Its responsive design and intuitive navigation ensure accessibility for a diverse audience, from policymakers to local social enterprises. Through sections such as “The Project,” “Work Packages and Deliverables,” and “Consortium Members,” the website provides comprehensive insights into the project’s structure and impact. Additionally, it fosters engagement through regular updates, blogs, and newsletters, highlighting the project's progress and successes.

This report explores the features, structure, and design of the rEdESIGN website, analyzing its role as a key component of the initiative’s communication and outreach strategy. By examining each menu item and assessing the website's overall user experience, we gain a deeper understanding of how the platform supports the project’s mission.

1. Project Website

The rEdESIGN project's website, accessible at http://redesignproject.eu, serves as the central platform for disseminating information, engaging stakeholders, and facilitating collaboration. The website is structured with several key menu items, each providing specific insights into the project's facets:

1.1. About

The 'About' page offers a comprehensive overview of the rEdESIGN project; it outlines the project's primary aim to boost cooperation among social businesses in rural areas active in the agri-food sector, specifically in Crete, Sicily, and Andalusia. The page emphasizes the project's strategy to build a European network of regional and local authorities with shared priorities in social economy, thereby creating opportunities for learning and collaboration at the EU level. This section provides visitors with a clear understanding of the project's objectives and the rationale behind its initiatives.

1.2. The Project

Under 'The Project' menu, there are sub-sections that lead to specific components of the initiative:

- Work Packages and Deliverables: This section details the structured approach of the project through various work packages. Each work package is designed to address different aspects of the project, from initial research and analysis to implementation and dissemination of results. Deliverables associated with each work package are outlined, providing transparency regarding the project's planned outputs and milestones.
- Consortium Members: Here, the website introduces the seven partners comprising the consortium. This includes a regional government, two local government bodies, a chamber of commerce, a VET institution, a developmental agency, and a structural developmental body. Each member's role and contribution to the project are highlighted, showcasing the collaborative effort driving the initiative.

1.3. Blog

The 'Blog' section serves as a dynamic platform for sharing updates, insights, and stories related to the project's progress. It features articles on recent activities, such as transnational meetings, workshops, and other events. This section keeps stakeholders informed about on-going developments and provides a narrative of the project's journey, fostering transparency and engagement.

1.4. Stay Informed

This page offers a comprehensive overview of the rEdESIGN project. It outlines the project's primary aim to boost cooperation among social businesses in rural areas active in the agri-food sector, specifically in Crete, Sicily, and Andalusia. The page emphasizes the project's strategy to build a European network of regional and local authorities with shared priorities in social economy, thereby creating opportunities for learning and collaboration at the EU level. This section provides visitors with a clear understanding of the project's objectives and the rationale behind its initiatives.

2. rEdESIGN Website Features

The rEdESIGN website is built upon a custom-designed theme integrated with the WordPress Content Management System (CMS). This combination offers a robust and flexible platform tailored to the project's specific needs. Key features of the website include:

2.1. Custom Design

The website's theme is uniquely crafted to reflect the project's branding and objectives. The design employs a clean and professional aesthetic, utilizing a consistent colour scheme and typography that align with the project's identity. This custom design enhances the site's visual appeal and reinforces brand recognition.

2.2. Responsive Layout

The website is designed to be fully responsive, ensuring optimal functionality and appearance across various devices, including desktops, tablets, and smartphones. This responsiveness guarantees that users have a seamless experience, regardless of the device used to access the site.

2.3. Intuitive Navigation

The site's navigation is structured to be user-friendly, with clearly labelled menu items and sub-sections. This intuitive layout allows visitors to easily find information about the project's objectives, consortium members, work packages, and latest updates.

2.4. Content Management

Leveraging WP CMS capabilities, the website facilitates efficient content updates and management. This ensures that information remains current, with the project team able to promptly add new blog posts, update deliverables, and share newsletters.

2.5. Multimedia Integration

The website effectively incorporates multimedia elements, such as images and documents, to enrich the user experience. For instance, blog posts often feature photographs from events, and deliverables may include downloadable reports or presentations. This integration of multimedia content makes the information more engaging and accessible to users.

2.6. Social Media Integration

Links to rEdESIGN social media accounts on Facebook, LinkedIn, and Twitter are provided, allowing visitors to follow the project on multiple platforms. This helps to extend rEdESIGN's reach and ensure continuous engagement with a wider audience.

2.7. Contact Information

A straightforward contact page provides visitors with details on how to reach out for further information or collaboration opportunities.

3. Design and User Experience

The design of the rEdESIGN website emphasizes clarity, professionalism, and user engagement. The consistent use of the project's colour palette and typography across all pages creates a cohesive visual identity. Whitespace is strategically utilized to prevent clutter, allowing content to be easily digestible and enhancing readability.

From a user experience perspective, the website excels in providing intuitive navigation and accessible information. The main menu is logically organized, enabling users to find relevant sections with ease. The responsive design ensures that the site functions well on various devices, maintaining usability for a diverse audience.

The integration of multimedia elements, such as images in blog posts and downloadable documents in the 'Work Packages and Deliverables'.

4. Project Social Media

The rEdESIGN project's Twitter profile (@redesigneu) acts as a dynamic platform for sharing real-time updates, insights, and event announcements with a global audience. Through short, impactful posts, the project keeps followers informed about its progress, highlighting achievements, upcoming events, and milestones. The platform is particularly effective for engaging with industry professionals, policymakers, and academic institutions, fostering discussions around sustainability, social economy, and the agri-food sector. The use of hashtags and visuals ensures the content reaches a broader audience, enhancing the project's visibility and outreach.

On Facebook (facebook.com/redesigneu), rEdESIGN takes a more community-oriented approach by connecting directly with social enterprises, local stakeholders, and interested individuals. This platform is leveraged to share longer posts, photo albums, and detailed updates about workshops, meetings, and initiatives. Facebook's interactive features allow followers to engage through comments and shares, creating an open space for dialogue and feedback. The project also uses this platform to organize and promote events, driving participation and collaboration among its audience.

The LinkedIn page (linkedin.com/company/redesign-project) targets a professional audience, such as policymakers, researchers, and industry leaders. It serves as a repository for detailed posts on project findings, achievements, and strategic insights into the social economy. By sharing articles, reports, and thought leadership content, LinkedIn enhances rEdESIGN's credibility and influence within the professional community. The platform also facilitates networking opportunities, connecting the project team with like-minded professionals and organizations that align with its vision of fostering sustainable and resilient food systems.

CONCLUSION

The rEdESIGN project’s digital ecosystem, encompassing its website and social media platforms, is a powerful tool for promoting its mission and engaging stakeholders. The website serves as a comprehensive hub for information, while its social media presence amplifies outreach and fosters real-time interactions. Together, these platforms create a robust communication framework, ensuring that the project's initiatives and successes are shared effectively with diverse audiences, from local stakeholders to global policymakers. This cohesive approach not only enhances visibility but also fosters collaboration and drives the project’s impact on the social economy.

ANNEX

rEdESIGN
ABOUT
THE PROJECT
BLOG
STAY INFORMED
CONTACT
Transnational meeting of the partners of "rEdESIGN" in Rethymno, Greece
READ MORE
rEdESIGN project
The project rEdESIGN is aiming to boost the cooperation between social businesses on rural areas active in the agri-food sector in regions of Crete (Greece), Sicily (Italy) and Andalusia (Spain), through the building a European network of regional and local authorities with converging priorities on social economy and creating space and opportunities at EU level for learning and collaboration.
The consortium has been built to ensure the achievement of foreseen results in the most cost-effective way, while at the same time covering the diverse needs of the target groups in terms of content developed and activities implemented. It consists of seven partners. It includes one Regional government, two local government Bodies, one Chamber of Commerce one VET one developmental agency, and one structural developmental body.
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More about the project
Consortium
What rEdESIGN is set to achieve
Food Systems
The project's focus on the agri-food sector encompasses the entire food system, from production to distribution and consumption. By sharing best practices and promoting collaboration, the project contributes to the development of resilient and sustainable food systems in rural areas. This aligns with the call's emphasis on fostering sustainable agriculture and food systems.
Sustainable Agriculture
The project specifically targets the agri-food sector in rural areas. It aims to identify and promote sustainable practices within this sector. Through onsite visits, hands-on training, and collaborative workshops, the project encourages the adoption of sustainable agricultural practices that contribute to environmental conservation, resource efficiency, and the long-term viability of rural communities.
Social Entrepreneurship
The project places a strong emphasis on social economy enterprises and SMEs in rural areas of partners; regions. These entities often operate as social enterprises, seeking not only economic viability but also social and environmental impact. By identifying and sharing best practices, creating collaboration networks, and developing policy recommendations, the project directly supports and fosters social entrepreneurship within the agri-food sector.
Resilience
One of the project's specific objectives is to build resilience in rural communities through social economy initiatives. This aligns closely with the call's priority, as it recognizes the importance of building resilient food systems and rural communities, particularly in the face of challenges such as climate change, economic fluctuations, and rural depopulation.
Knowledge Exchange and Collaboration
The project aims to establish collaboration networks and engage stakeholders, fostering knowledge exchange and cooperation. This collaborative approach is essential for addressing complex challenges within the agri-food sector and promoting social entrepreneurship.
Policy Recommendations
The project's specific objective of developing evidence-based policy recommendations aligns with the call's focus on policy support for social entrepreneurship and sustainable agriculture. These recommendations can inform and guide policymakers of the partnership and beyond in creating an enabling environment for social enterprises and sustainable food systems.
Work Packages and Deliverables
Project Objectives
rEdESIGN news
Transnational meeting of the partners of the European project "rEdESIGN" in Rethymno, Greece
23/01/2025
Διακρατική συνάντηση των εταίρων του ευρωπαϊκού σχεδίου «rEdESIGN» στο Ρέθυμνο
22/01/2025
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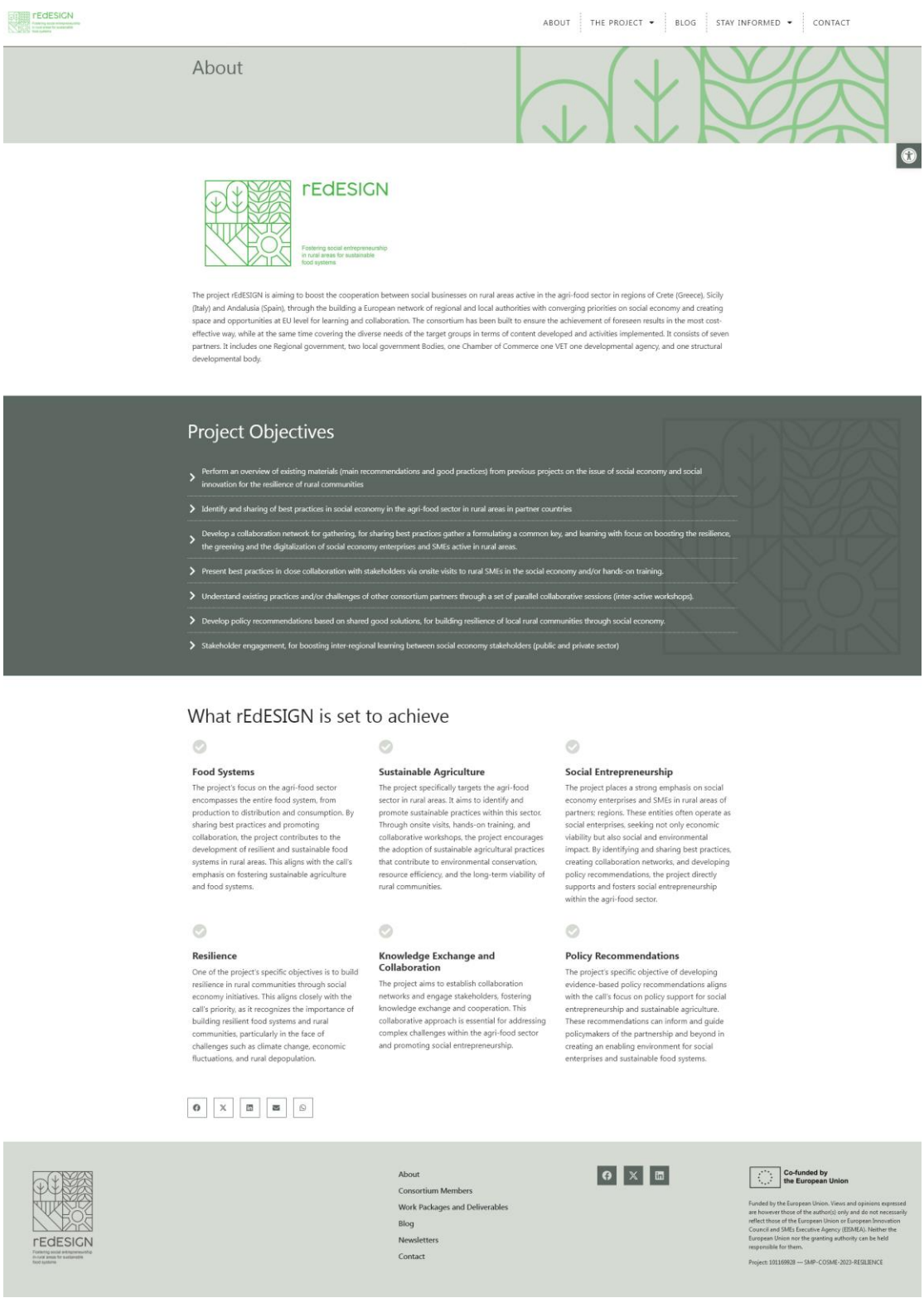
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Fostering social entrepreneurship in rural areas for sustainable food systems
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Project Objectives
Perform an overview of existing materials (main recommendations and good practices) from previous projects on the issue of social economy and social innovation for the resilience of rural communities
Identify and sharing of best practices in social economy in the agri-food sector in rural areas in partner countries
Develop a collaboration network for gathering, for sharing best practices gather a formulating a common key, and learning with focus on boosting the resilience, the greening and the digitalization of social economy enterprises and SMEs active in rural areas.
Present best practices in close collaboration with stakeholders via onsite visits to rural SMEs in the social economy and/or hands-on training.
Understand existing practices and/or challenges of other consortium partners through a set of parallel collaborative sessions (inter-active workshops).
Develop policy recommendations based on shared good solutions, for building resilience of local rural communities through social economy.
Stakeholder engagement, for boosting inter-regional learning between social economy stakeholders (public and private sector)
What rEdESIGN is set to achieve
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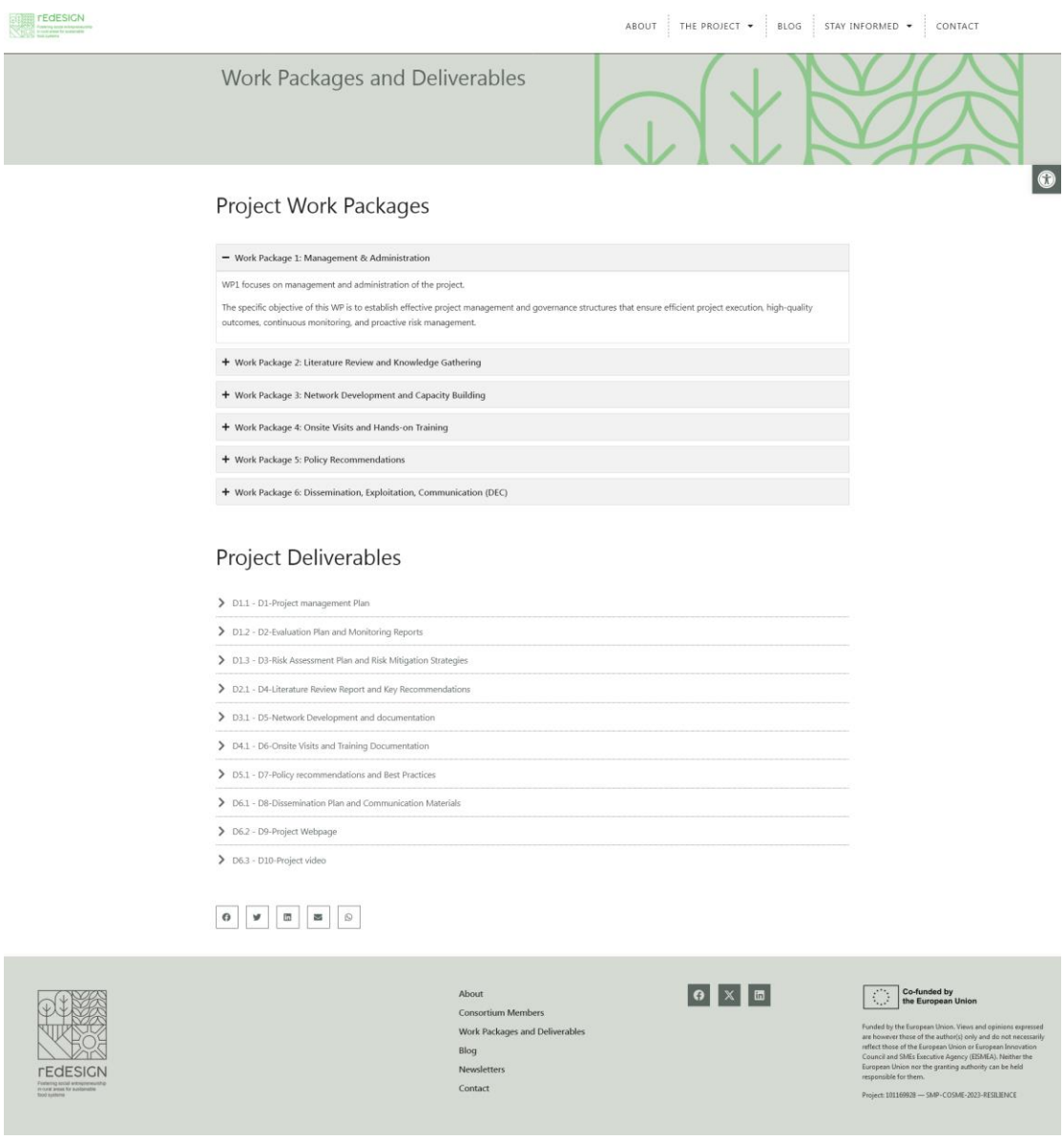
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Work Packages and Deliverables
Project Work Packages
Work Package 1: Management & Administration
WP1 focuses on management and administration of the project.
The specific objective of this WP is to establish effective project management and governance structures that ensure efficient project execution, high-quality outcomes, continuous monitoring, and proactive risk management.
Work Package 2: Literature Review and Knowledge Gathering
Work Package 3: Network Development and Capacity Building
Work Package 4: Onsite Visits and Hands-on Training
Work Package 5: Policy Recommendations
Work Package 6: Dissemination, Exploitation, Communication (DEC)
Project Deliverables
D1.1 - D1-Project management Plan
D1.2 - D2-Evaluation Plan and Monitoring Reports
D1.3 - D3-Risk Assessment Plan and Risk Mitigation Strategies
D2.1 - D4-Literature Review Report and Key Recommendations
D3.1 - D5-Network Development and documentation
D4.1 - D6-Onsite Visits and Training Documentation
D5.1 - D7-Policy recommendations and Best Practices
D6.1 - D8-Dissemination Plan and Communication Materials
D6.2 - D9-Project Webpage
D6.3 - D10-Project video
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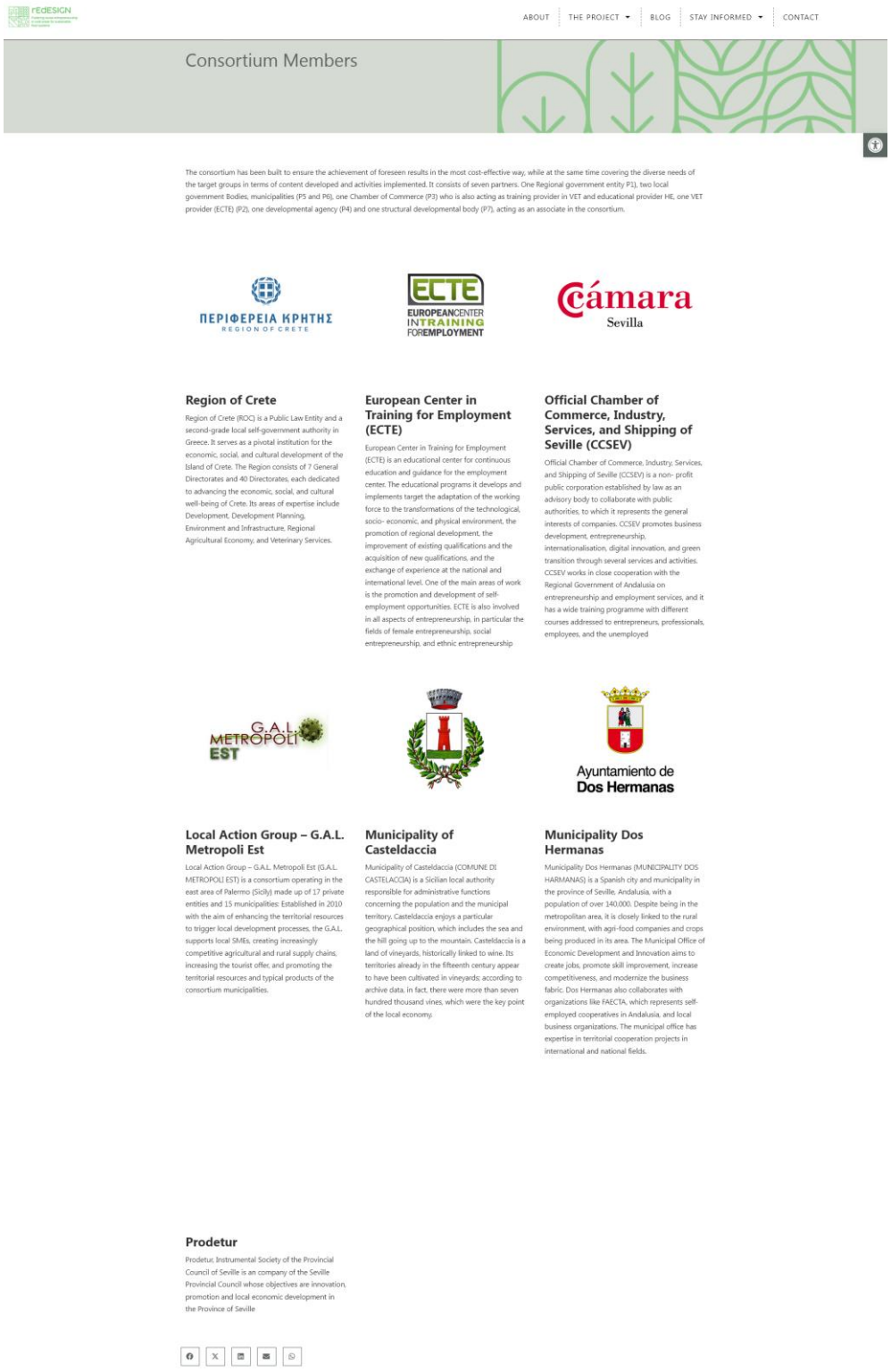
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Consortium Members
The consortium has been built to ensure the achievement of foreseen results in the most cost-effective way, while at the same time covering the diverse needs of the target groups in terms of content developed and activities implemented. It consists of seven partners. One Regional government entity P1), two local government Bodies, municipalities (P5 and P6), one Chamber of Commerce (P3) who is also acting as training provider in VET and educational provider HE, one VET provider (ECTE) (P2), one developmental agency (P4) and one structural developmental body (P7), acting as an associate in the consortium.
ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
REGION OF CRETE
ECTE
EUROPEANCENTER INTRAINING FOREMPLOYMENT
cámara
Sevilla
Region of Crete
Region of Crete (ROC) is a Public Law Entity and a second-grade local self-government authority in Greece. It serves as a pivotal institution for the economic, social, and cultural development of the Island of Crete. The Region consists of 7 General Directorates and 40 Directorates, each dedicated to advancing the economic, social, and cultural well-being of Crete. Its areas of expertise include Development, Development Planning, Environment and Infrastructure, Regional Agricultural Economy, and Veterinary Services.
European Center in Training for Employment (ECTE)
European Center in Training for Employment (ECTE) is an educational center for continuous education and guidance for the employment center. The educational programs it develops and implements target the adaptation of the working force to the transformations of the technological, socio- economic, and physical environment, the promotion of regional development, the improvement of existing qualifications and the acquisition of new qualifications, and the exchange of experience at the national and international level. One of the main areas of work is the promotion and development of self-employment opportunities. ECTE is also involved in all aspects of entrepreneurship, in particular the fields of female entrepreneurship, social entrepreneurship, and ethnic entrepreneurship
Official Chamber of Commerce, Industry, Services, and Shipping of Seville (CCSEV)
Official Chamber of Commerce, Industry, Services, and Shipping of Seville (CCSEV) is a non- profit public corporation established by law as an advisory body to collaborate with public authorities, to which it represents the general interests of companies. CCSEV promotes business development, entrepreneurship, internationalisation, digital innovation, and green transition through several services and activities. CCSEV works in close cooperation with the Regional Government of Andalusia on entrepreneurship and employment services, and it has a wide training programme with different courses addressed to entrepreneurs, professionals, employees, and the unemployed
G.A.L METROPOLI EST
Ayuntamiento de Dos Hermanas
Local Action Group – G.A.L. Metropoli Est
Local Action Group – G.A.L. Metropoli Est (G.A.L. METROPOLI EST) is a consortium operating in the east area of Palermo (Sicily) made up of 17 private entities and 15 municipalities. Established in 2010 with the aim of enhancing the territorial resources to trigger local development processes, the G.A.L. supports local SMEs, creating increasingly competitive agricultural and rural supply chains, increasing the tourist offer, and promoting the territorial resources and typical products of the consortium municipalities.
Municipality of Casteldaccia
Municipality of Casteldaccia (COMUNE DI CASTELACCIA) is a Sicilian local authority responsible for administrative functions concerning the population and the municipal territory. Casteldaccia enjoys a particular geographical position, which includes the sea and the hill going up to the mountain. Casteldaccia is a land of vineyards, historically linked to wine. Its territories already in the fifteenth century appear to have been cultivated in vineyards: according to archive data, in fact, there were more than seven hundred thousand vines, which were the key point of the local economy.
Municipality Dos Hermanas
Municipality Dos Hermanas (MUNICIPALITY DOS HARMANAS) is a Spanish city and municipality in the province of Seville, Andalusia, with a population of over 140,000. Despite being in the metropolitan area, it is closely linked to the rural environment, with agri-food companies and crops being produced in its area. The Municipal Office of Economic Development and Innovation aims to create jobs, promote skill improvement, increase competitiveness, and modernize the business fabric. Dos Hermanas also collaborates with organizations like FAECTA, which represents self-employed cooperatives in Andalusia, and local business organizations. The municipal office has expertise in territorial cooperation projects in international and national fields.
Prodetur
Prodetur, Instrumental Society of the Provincial Council of Seville is an company of the Seville Provincial Council whose objectives are innovation, promotion and local economic development in the Province of Seville
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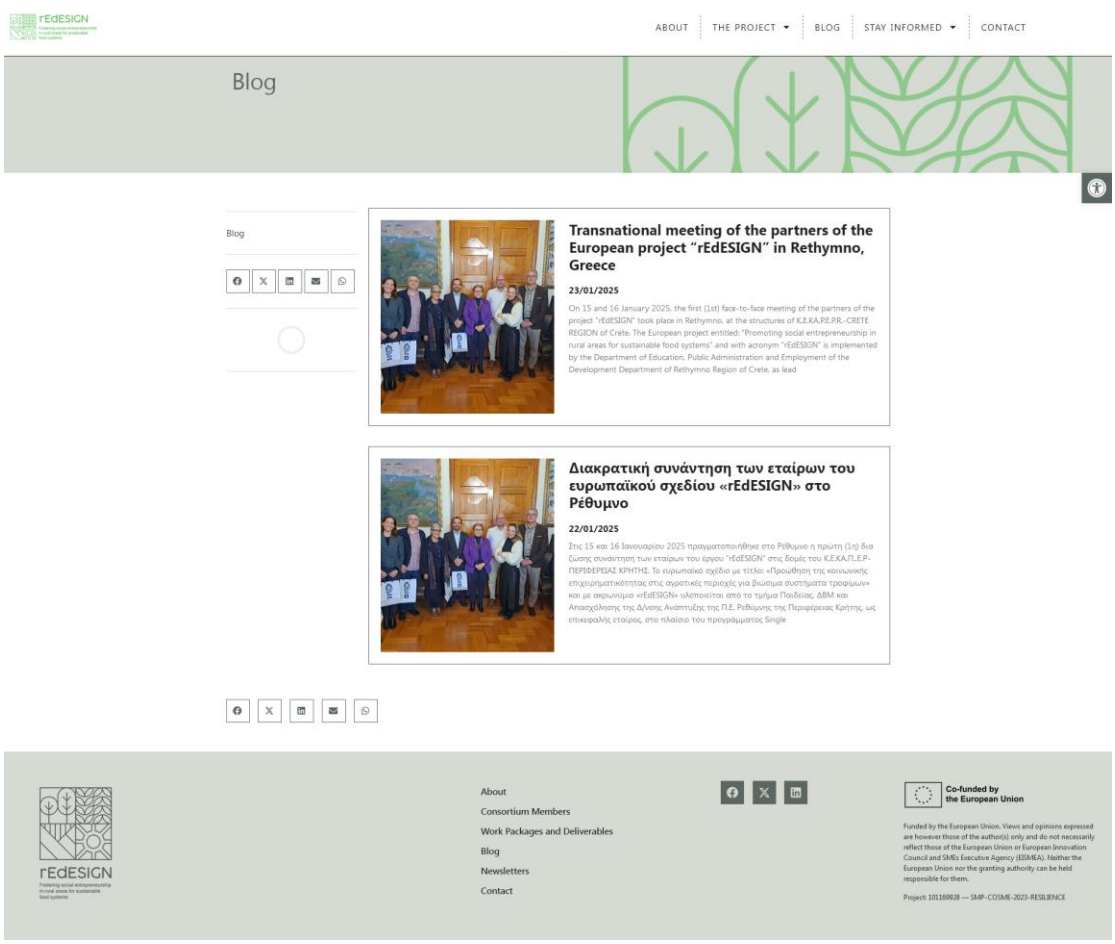
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Transnational meeting of the partners of the European project "rEdESIGN" in Rethymno, Greece
23/01/2025
On 15 and 16 January 2025, the first (1st) face-to-face meeting of the partners of the project "rEdESIGN" took place in Rethymno, at the structures of K.E.KA.P.E.P.R.-CRETE REGION of Crete. The European project entitled: "Promoting social entrepreneurship in rural areas for sustainable food systems" and with acronym "rEdESIGN" is implemented by the Department of Education, Public Administration and Employment of the Development Department of Rethymno Region of Crete, as lead
Διακρατική συνάντηση των εταίρων του ευρωπαϊκού σχεδίου «rEdESIGN» στο Ρέθυμνο
22/01/2025
Στις 15 και 16 Ιανουαρίου 2025 πραγματοποιήθηκε στο Ρέθυμνο η πρώτη (1η) δια ζώσης συνάντηση των εταίρων του έργου "rEdESIGN" στις δομές του Κ.Ε.ΚΑ.Π.Ε.Π-ΠΕΡΙΦΕΡΕΙΑΣ ΚΡΗΤΗΣ. Το ευρωπαϊκό σχέδιο με τίτλο: «Προώθηση της κοινωνικής επιχειρηματικότητας στις αγροτικές περιοχές για βιώσιμα συστήματα τροφίμων» και με ακρωνύμιο «rEdESIGN» υλοποιείται από το τμήμα Παιδείας, ΔΒΜ και Απασχόλησης της Δ/νσης Ανάπτυξης της Π.Ε. Ρεθύμνης της Περιφέρειας Κρήτης, ως επικεφαλής εταίρος, στο πλαίσιο του προγράμματος Single
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Transnational meeting of the partners of the European project "rEdESIGN" in Rethymno, Greece

January 23, 2025 in News

Transnational meeting of the partners of the European project "rEdESIGN" in Rethymno, Greece

On 15 and 16 January 2025, the first (1st) face-to-face meeting of the partners of the project "rEdESIGN" took place in Rethymno, at the structures of K.E.KA.PE.PR.-CRETE REGION of Crete.

The European project entitled: "Promoting social entrepreneurship in rural areas for sustainable food systems" and with acronym "rEdESIGN" is implemented by the Department of Education, Public Administration and Employment of the Development Department of Rethymno Region of Crete, as lead partner, under the Single Market Program (SMP) and funded by the European Innovation Council and Executive Committee for Small and Medium Enterprises (EISMEA).

The project started in September 2024 and has a total duration of two (2) years and is included in the four (4) projects approved under the call SMP-COSME-2023-RESILIENCE of the European Commission. The aim of the project is to strengthen cooperation between social enterprises in rural areas active in the agri-food sector in the regions of Crete (Greece), Sicily (Italy) and Andalusia (Spain), through building a European network of regional and local authorities with converging priorities for the social economy and creating space and opportunities at European Union level for learning and cooperation.

In addition to the Region of Crete, five (5) partners and one (1) associated partner (PRODETURE S.A./Spain) are participating in the project "REDESIGN":

1. European Centre in Training for Employment (ECTE) from Rethymno,
2. Chamber of Commerce and Industry of Seville (CCSEV)
3. Dos Hermanas City Council (Seville)
4. Local Action Group – GAL Metropoli Est (Palermo/Sicily) composed of 15 municipalities and 17 private bodies.
5. CASTELDACCIA City Council (Sicily)

The project partners will work on a series of modular activities grouped in six (6) Work Packages (WP).WP1: Project Management, Quality Assurance and Evaluation. WP2: Literature review and knowledge gathering on the current situation. WP3: Network development and capacity building. P4: Field visits and practical training. FP5: Policy recommendations and FP6: Dissemination, Exploitation, Communication (DEC).

During the workshop, the partners presented the progress of the activities they are coordinating in the first three (3) Work Packages and set the timelines for the individual Project Deliverables. In addition, they highlighted the need to focus on the quality of the deliverables, the adherence to the timelines as defined in the project's digital platform as well as the need for Networking and Capacity Building.

The partners are currently working together to develop a comprehensive review of relevant literature, reports and recent EU projects related to the social economy and social innovation in rural areas. The review aims to gather a wide range of information and knowledge from existing sources, including academic research, project reports and policy documents. The ultimate aim is to produce reports or case studies that provide detailed information including implementation processes, results and lessons learned.

As part of the programme of meetings, the partners of the project had the opportunity to visit the Vice-Regional Governor of Rethymnon, Mrs. Maria Lioni, who referred to the extroversion of the Region with important transnational partnerships as well as to the networking and initiatives that has developed particularly in the field of social economy. At the same time she pointed out the need to invest in the results of the project and especially in the impact of the results in mountainous areas. During the meeting, the Vice-Regional Commissioner had the opportunity to be informed about the progress of the project and to discuss with the partners the actions they have developed in their regions. The partners of the project thanked the Vice-Regional Governor of Rethymnon for her contribution and cooperation. At the end of the meeting, the partners received as a souvenir of their visit materials for the promotion of Rethymnon.

It should be noted that the "rEdESIGN" project is a continuation of two previous European actions in which the Region of Crete participated, the MOVING project (Exploitation of Mountainous Areas through Connectivity and Green Development) and the DTRaIN project (Application of Design Thinking in Entrepreneurship in the agri-food sector).

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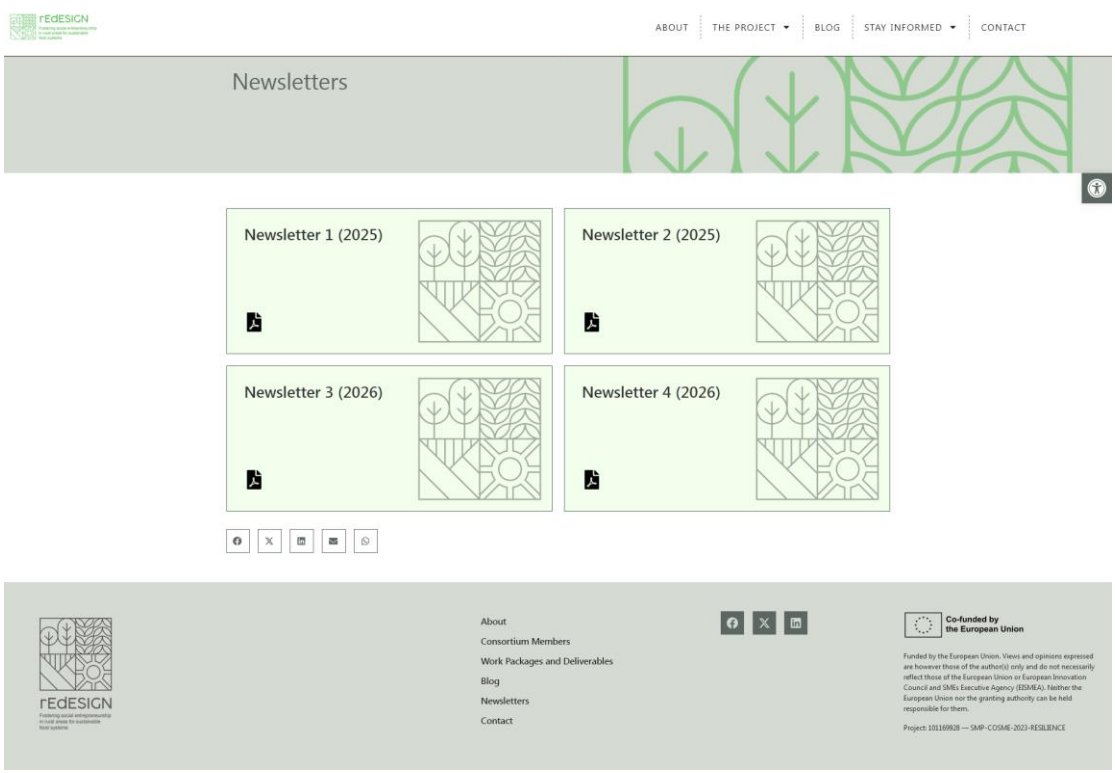
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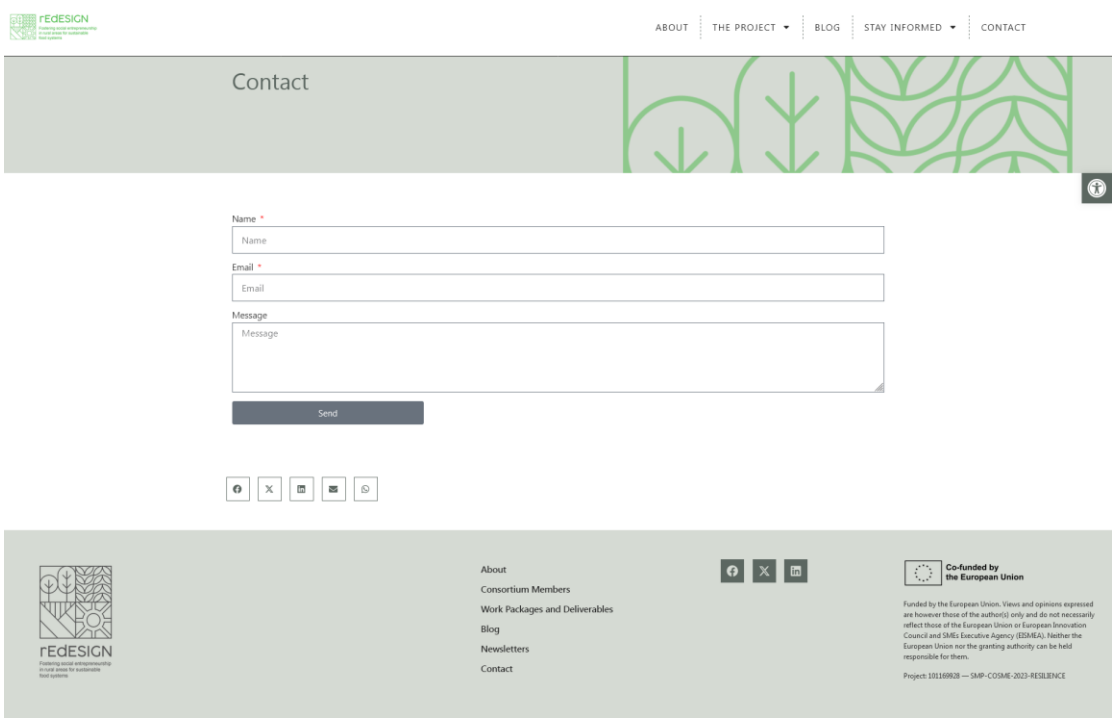
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