BIOECONOMY AND SUSTAINABLE AGRICULTURE

New leverages for the development of the agrifood sector in Friuli Venezia Giulia region
The potential of a rural region such as FVG to develop circular bioeconomic value chains.
Mapping process, which confirmed that rural areas in the region are able to sustain new circular bioeconomic value chains;

Vast inner areas to be exploited, potentially preventing depopulation;

Technical and cultural knowledge to implement bioeconomy, increasing the know-how through new interregional networking and clustering;

Permanent institutional board working on the topic via EDP.
The collective mark giving added value to the agrifood sector of Friuli Venezia Giulia region
“I am Friuli Venezia Giulia” because I contribute actively to the sustainable development of my Region through my productive activity.

“IO SONO FRIULI VENEZIA GIULIA”

“I am Friuli Venezia Giulia” because I buy agrifood products from companies that work respecting the local territory and community.

“I am Friuli Venezia Giulia” because I convey precious information to the consumer and, through it, I become a storyteller of my region.

“I am Friuli Venezia Giulia” because I promote the companies that give added value to the food chain of Friuli Venezia Giulia.
The logo

ELEMENTS COMPOSING THE LOGO

A stylized eagle, symbol of Friuli Venezia Giulia Region, with its sea and mountains.

The location pointer, because all products will provide information about their origin.

The Italian flag, recalling the high quality of the “Made In Italy” produced in Friuli Venezia Giulia Region.
“Not a usual mark, something innovative and never seen before, valorizing GLOBAL sustainability. Moreover, traceability and transparency are granted on the origin of the ingredients. This is: IO SONO FVG."

CLAUDIO FILIPUZZI - PRESIDENT AGRIFOOD FVG
Objectives of the mark

**TO VALORIZE**
the regional agrifood companies and their productions contributing with commitment to the SUSTAINABLE DEVELOPMENT of Friuli Venezia Giulia.

**TO INFORM**
the consumers in a transparent way about the origin of the products they buy and eat.
Business mark

Product mark
The core values

**SUSTAINABILITY**

The mark is granted to the companies through a sustainability assessment, checking on the implementation of environmentally, economically and socially sustainable practices within their business management.

**TRACEABILITY AND KM 0**

The products applying for the mark needs to be locally produced and provide all the information about the origin of all their ingredients.
What does it mean “SUSTAINABILITY”?
SUSTAINABILITY SELF-ASSESSMENT

Agrifood companies are required to perform a sustainability assessment, analyzing all environmental, economic and social aspects of their management.

The evaluation received by the company will be published and available for the consultation of the consumers.

The companies need to be committed in improving their results. Whether a company does not get better in any parameter for 3 years in row, the mark will be suspended.
Mark on the products

TRACEABILITY AND KM 0

To apply the mark on their product, producers have to declare the origin of the ingredients.

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<th>COMPANY NAME OF THE PRODUCT</th>
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<td>Main ingredients</td>
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Point of view of the consumer

Increased purchase awareness.
# Product datasheet

## ACCESS TO THE INFORMATION THROUGH A QR-CODE

- Evaluation of the producer’s sustainability assessment
- Origin of the ingredients

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## COMPANY SUSTAINABILITY ASSESSMENT RESULT

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All businesses connected to the agrifood sector, such as distributors and restaurants, can apply for the mark if they have suppliers, who have been already granted with the "Io Sono Friuli Venezia Giulia" mark. In this way, they guarantee a local supply chain.
Advantages and innovations introduced

- Digitalization
- Integration of data
- Promotion of local chains
- Valorization of sustainability
INFO AND APPLICATION:
www.iosonofvg.it
The collective mark giving added value to the agrifood sector of Friuli Venezia Giulia region.