



## **GOOD PRACTICES OF SOCIAL ENTREPRENEURSHIP IN THE PARTNERS' COUNTRIES**





## LATVIA

### NAME OF THE ENTERPRISE / INITIATIVE

**Otrā Elpa**

**LEGAL FORM:** NGO

**YEAR OF ESTABLISHMENT:** 2009

**SECTOR:** charity, conservation of the environment and social responsibility

**LOCATION:** Latvia- Riga, Liepaja



Otrā Elpa is the pioneer of social entrepreneurship in Latvia. Our team has found an efficient way to raise the necessary funds to support charity and social projects. We are currently proud to have 3 shops – two in Rīga and one in Liepāja, and you can check how much we have achieved during this time under Good Deeds. Along with four other experienced NGOs, Otrā Elpa established the Social Entrepreneurship Association of Latvia in the fall of 2015, and its goal is to advance the potential and development of social entrepreneurship in Latvia. Our mission is to be an intermediary chosen by the society to run social projects, as well as promote the understanding of social values, positive social change and conservation of the environment. The charity shops 'Otrā Elpa' are a place to catch your breath after the race in a world taken over by the modern rush. It is a place to multiply positive attitude and energy, to promote the good, to create joy for yourself and others. In each of the shops, you can purchase various 'second life' items donated by private persons and organizations, as well as give away things that have unnecessary to yourself.

**WEBSITE:** <http://www.otraelpa.lv/en/>

**SOCIAL MEDIA:** <https://www.facebook.com/Otraaelpa/> <https://www.instagram.com/otraelpa/?hl=en>







NAME OF THE ENTERPRISE / INITIATIVE

## The Samaritan Association of Latvia (LSA)

**LEGAL FORM:** LSA is a voluntary, neutral and independent organization. NGO

**YEAR OF ESTABLISHMENT:** September 1992

**SECTOR:** provide educational, social and medical care services

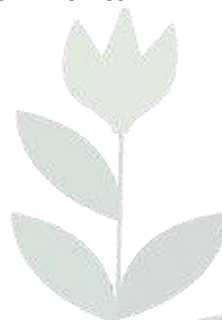
**LOCATION:** Latvia



LSA is one of the largest non-governmental organizations in Latvia with almost 700 employees in 17 structural units. They carry out various charity projects, i.e. food bank, as well as cooperate with the other organizations in the implementation of such projects. The LSA training center is an education establishment offering certified first aid, basic care and other training programs to approximately 20,000 trainees a year. LSA has also been registered as an ambulatory medical care institution providing medical services such as the consultations of medical specialists who are members of the medical commission, as well as medical care at home. LSA has established and ensures the following social services: long-term social care, crisis center for children and women, overnight shelter, group apartments for persons with deficiencies in their intellectual development, care at home, social alarm and assistants for different services. LSA provides regular help to approximately 5,000 people every month. With unique and innovative services such as the "Samaritan Mobile Care Complex", LSA gives elderly people in rural areas the choice to continue living in their own homes.

**WEBSITE:** <http://www.samariesi.lv/lv>

**SOCIAL MEDIA:** <https://www.facebook.com/samariesi/>





## SPAIN

### NAME OF THE ENTERPRISE

**Buscándome las Habichuelas**

**LEGAL FORM:** Enterprise

**YEAR OF ESTABLISHMENT:** 2015

**SECTOR:** Ecological agriculture / Catering / Fairtrade

**LOCATION:** La Victoria de Acentejo / La Guancha



Buscándome las habichuelas or "Seek the beans" is an expression coined years ago to refer to the way to find daily sustenance. The job insertion company is dedicated to organic farming, training, catering for events with the products of their garden and managing a store of fair trade and solidarity (El Surco)

Main objectives of the company, which was launched in 2011, are the training and accompaniment from employment to people at risk of vulnerability, so that agriculture can become a possible professional outlet. In this sense, currently "Buscándome las Habichuelas" has four employees, 10 people in training and about 5 volunteers. The medium-term objective is to expand the business areas and the company's own employees. The company works with local farmers, certified to sell their crops through cooperative and planned work.

At present, "Buscándome las Habichuelas" has several lines of business open, such as the fair trade store El Surco; the sale of fresh vegetables wholesale and retail and a catering service. This has allowed the company to expand its market deposits, contacts and networks in the field of solidarity economy, also we have worked with renowned chefs and hotel chains.

This year, in the same way, it is planned to start an industrial kitchen and a cafeteria, which will increase the personnel and business volume of the Company through Cáritas Diocesana de Tenerife which is founding the Project.

**WEBSITE:** <http://www.caritastenerife.org>

**SOCIAL MEDIA:** <https://www.facebook.com/buscandomelashabichuelas>







## NAME OF THE ENTERPRISE / INITIATIVE

### Teno Activo

**LEGAL FORM:** Enterprise

**YEAR OF ESTABLISHMENT:** 2005 - to be confirmed

**SECTOR:** Rural tourism

**LOCATION:** Buenavista and Los Gigantes



An outdoors sports company dedicated to putting into value the natural heritage of the Canary Islands, particularly in the rural area of Buenavista del Norte-Los Gigantes in Tenerife, that is part of the Protected Rural Park of Teno. On a touristic island where the massive tourism in resorts has a very negative impact at environmental, cultural and social levels, Teno Activo offers alternatives to valorizing the natural resources (biodiversity of endemic plants and animals, unique geological forms, ravines, cliffs, hiking paths etc.) and the traditions and cultural patrimony from the rural areas.

Their mission is to provide quality excursions for locals and tourists that are innovative, culturally informative and promote the benefits of spending time outdoors, enjoying and respecting the natural environment. Teno Activo is an economically sustainable social enterprise through the activities it offers such as kayaking, dolphin and whalewatching boat trips, scuba diving, hiking and trekking, supporting the employment of a multidisciplinary team of guides, biologists, educators, scuba and sports instructors.

Teno Activo has won the Tenerife Rural Prize in 2014, it is part of Activa Canarias, the Canarian Association of Enterprises of Active Tourism and received a Certificate of Excellency from TripAdvisor in 2017.

**WEBSITE:** [www.tenoactivo.com](http://www.tenoactivo.com)

**SOCIAL MEDIA:** [www.facebook.com/tenoactivo](https://www.facebook.com/tenoactivo)





## NETHERLANDS

### NAME OF THE ENTERPRISE / INITIATIVE

### Stichting Bakkerscafé

**LEGAL FORM:** Foundation

**YEAR OF ESTABLISHMENT:** 2009

**SECTOR:** Social (and labor) participation, Bakery and lunchroom (food and retail)

SDG's: 3 Good health and well being 8 Decent work and economic growth, 10 Reduced Inequality's

**LOCATION:** Nijmegen, the Netherlands

Stichting Bakkerscafé is a social enterprise which main goal is improving social participation of people that are more vulnerable because of their physical or mental disorder, or psychiatric problems.

Our method is offering a working environment in an ecological bakery and lunchroom. Because of our high standard of quality of products and service the social status of our team improves and people are being stimulated to explore their own qualities and developmental chances. Our team exists of 80 people, of which around 50 people work at Bakkerscafé within some sort of guidance process.

The financials structure of stichting Bakkerscafé is 71% commercial income (from bakery and lunchroom) en 29% of care income (payments form health insurance and public money that are meant to be spent at guidance for people that are more vulnerable).

**SOCIAL MEDIA:** <https://bakkerscafe.nl/>

**SOCIAL MEDIA:** Instagram: *Bakkerscafé*  
Twitter: @Bakkerscafe

Facebook: <https://www.facebook.com/bakkerscafe/>





## NAME OF THE ENTERPRISE / INITIATIVE

**Agrifirm**



**LEGAL FORM:** Cooperative

**YEAR OF ESTABLISHMENT:** 1898 (120 years)

**SECTOR:** Agriculture and Livestock

**LOCATION:** Agrifirm has various locations in the Netherlands. Visiting place is in Apeldoorn

Agrifirm is a cooperative in the Netherlands that combines the purchasing power of approximately 17,500 Dutch farmers and horticulturalists to procure high quality products such as animal feed, seeds, fertilizers, and pesticides. Agrifirm translates into practical solutions for the farmyard. In this way it contributes to the sustainable and successful cultivation of crops and keeping animals.

With almost 3,000 employees involved with the ambition to excel every day, Royal Agrifirm Group contributes to a responsible food chain for future generations. It delivers measurable, relevant and sustainable value on the farmyard, on the field and on the feed industry. Established 120 years ago in the Netherlands, it is now a leading agricultural cooperative with an international network of subsidiaries located in 16 countries in Europe, South America and Asia and a worldwide distribution network.

**SOCIAL MEDIA:** [www.agrifirm.nl](http://www.agrifirm.nl)

**SOCIAL MEDIA:** <https://twitter.com/Agrifirm> <https://www.facebook.com/Agrifirm/>  
<https://www.linkedin.com/company/agrifirm>





## GREECE

### NAME OF THE ENTERPRISE / INITIATIVE

### Social women cooperative “O SOFRAS”

**LEGAL FORM:** Foundation

**YEAR OF ESTABLISHMENT:** 2002

**SECTOR:** Rural Development and Food

**LOCATION:** Larissa, Greece



Livadi Social Women Cooperative, bearing the name "O Sofras", was founded in 2002 in order to highlight and build on the excellent quality of local products. The location of the Association is in the village Livadi of Olympus mountain, one of the most beautiful and crowded mountain villages of the region of Thessaly.

In the admittedly difficult task of founding the cooperative, the women-members were subsidized by OAED and the Ministry of Rural Development and Food. Precious advisers and assistants for their efforts stood the members of local government and all bodies of the mountainous municipality. The Livadi Social Women Cooperative from the beginning of its operation until today develops activities that cover the entire spectrum of production, processing and marketing of agricultural products. The Association maintains a restaurant named "The Sofras" in the village center, opposite of the Town Hall. The same area also houses the laboratory where all local dishes and other products are being prepared, such as pasta and pastries. The cooperative counts several participations in regional and nationwide competitions. The aim of the members by participating in these events is their continuous training and the promotion of the cooperative.

The already successful course of the cooperative was advanced by the repeated promotion through the media. Moreover, many women's associations from across the country have visited the cooperative as best female entrepreneurship practice.

**SOCIAL MEDIA:** <http://o-sofras.gr/>







## NAME OF THE ENTERPRISE / INITIATIVE

### YIAM - handmade in-house food products

**LEGAL FORM:** Social enterprise

**YEAR OF ESTABLISHMENT:** 1993

**SECTOR:** handmade in-house food products



**LOCATION:** Yiam – Agia, Larissa, Greece

Yiam is a social enterprise located in a rural city near Larissa selling handmade in-house food products like jams, sauces, preserves and pickles through the e-shop that the owner manages. The enterprise exploits the unique and of high quality local fruits in order to create and sell exquisite products, having so far its own “loyal” clientele.

The owner of Yiam declares that she is a “graduate mom and housewife”, “there is no better school for business management than the one when bringing up children. This helps you develop very useful communication skills, develop and grow your emotional intelligence. From the household, also one can learn a great deal. Home economics is essential not only at home but also in an enterprise. A good housewife is a perfect entrepreneur! ” I started 13 years ago, by cooking what we already did at home for the family and building upon our agricultural products. “I would never sell something that I would not eat.”

“The procedure is as follows: first is to select the best raw material in cooperation with local producers, after a series of tests, and when found the desired flavor followed by costing, production and promotion at appropriate points.

**SOCIAL MEDIA:** <http://yiam.gr/>





## CZECH REPUBLIC

### NAME OF THE ENTERPRISE / INITIATIVE

#### KomPot

**LEGAL FORM:** Alliance

**YEAR OF ESTABLISHMENT:** 2012

**SECTOR:** agriculture



**LOCATION:** headquarters – Velké Přílepy, fields/garden – Nové Středokluky (Středočeský region, Czech Republic)

KomPot (community food) is an association of people who have chosen to look for new ways of food and agriculture.

KomPot operates a gentle and sustainable economy, based on the principles of organic farming and the mutual sharing of benefits and risks of active membership. KomPot is also a space for educational and leisure activities related to horticulture, organic farming, soil care and, in the broader sense, sustainable development, aimed at both children and adults.

The garden operates on the principle of community supported agriculture (CSA), where everyone shares the benefits and risks of farming and more or less contributes to the production and operation of the economy.

**WEBSITE:** <http://www.kom-pot.cz/>

**SOCIAL MEDIA:** <https://www.facebook.com/komunitnipotraviny/> (@komunitnipotraviny)







**NAME OF THE ENTERPRISE / INITIATIVE**

**Cider Bohemia s.r.o.**

**LEGAL FORM:** Ltd.

**YEAR OF ESTABLISHMENT:** 2014 (social enterprise 2016)

**SECTOR:** food production and sales



**LOCATION:** headquarters – Prague; business premises - Vojovice (Plzeň region, Czech Republic); shop, bistro and bar in Pilsner

Cider Bohemia is a producer of a must, cider and apple vinegar from Czech apples. The social enterprise was established in 2016 with focus on employment of people at risk of social exclusion in the labour market (handicapped, long-term unemployed, after leaving the prison).

The goal of a social enterprise is to improve the working conditions of its employees, create more job opportunities for people from vulnerable groups, increase the competitiveness of social business in the labor market. For this purpose, Cider Bohemia has acquired the high quality technological equipment which uses to produce its products and to achieve its goals. For the purchase of technological equipment, the company received a contribution from EU funds, which accounted for 85% of all eligible costs.

**WEBSITE:** <http://ciderbohemia.cz/>

**SOCIAL MEDIA:** Facebook - <https://www.facebook.com/ciderbohemia.cz/> (@ciderbohemia.cz)





## ROMANIA

### NAME OF THE ENTERPRISE / INITIATIVE

### Muma Codrului

**LEGAL FORM:** Association

**SECTOR:** food production and sales



**LOCATION:** Colești nr. 67, Bihor county

The "Muma Codrului" Association has set up a Processing Center in Colesti village, which includes a restaurant, a fruit-vegetable processing plant and a carmangerie. This center was born out of a desire to give people a chance to value their products. The center was born through a social entrepreneurial action. The objective is to value existing natural resources. The project initiators believe that the archaic production system in households is "the only one that is sustainable and can take care of the people that make it possible for it to exist."

The people of Colești, a small village in Bihor County in the Apuseni Mountains, have their own center to sell their vegetables, fruits, meat or other products they produce in their own households. It is a processing center that collects all local products in the village by buying from people and processing them to obtain different produce. George Hotopan, lives in Colești and he is one of the founders of "Muma Codrului" Association, the NGO that initiated the construction of this center. Funding was provided by Rotary Club Oradea.

#### Social goals

- Rehabilitation of a deprived area with depopulation problems due to its isolation;
- Multiplication of this model.

#### Timeline of Action Strategy:

- job creation by purchasing local raw materials of wild origin or produced in small households in the area (self-subsistence);
- Creating jobs for processing products by hiring local people (the products are made from locally purchased ingredients);
- Developing a gastronomic, ecological and ethnographic tourism project;
- Extend of the project to other neighboring areas with the same social issue;
- Define a model that can be applied in other similar areas in the future.

**WEBSITE:** <http://www.mumacodrului.ro/>





## NAME OF THE ENTERPRISE / INITIATIVE

### Caminul Felix



**LEGAL FORM:** Foundation

**LOCATION:** Calea Santandrei no. 120, ORADEA, Bihor, Romania

“Caminul Felix” Foundation believes that the Family Concept is the key to unlocking a child that has been neglected and abandoned. A child suffering from trauma and abandonment needs a safe haven where he or she can feel secure and have time to heal and discover life. At Caminul Felix Family Villages is provided that haven—a home, loving adoptive parents and an extended family, brothers and sisters. “Caminul Felix” created the “Felix Action Association” which is focused on developing an economic model for managing a business portfolio that provides financially functional autonomy and at the same time to provide an appropriate framework for practical training for children from “Caminul Felix”.

#### Felix Farm

Over 450 Holstein cows and milk processing technology have been acquired – the farm being a supplier to one of the largest milk processors in Romania.

The resulting milk and meat is for own consumption and for recovery. There are some dots in the city where milk can be purchased here.

#### Sunflower Design

At Sunflower Design you can purchase specially designed, unique and quality products. Special products include: handbags, aprons, kitchen accessories, dolls, toys, bathrobes, bedclothes, curtains, curtains, household articles. The studio is also available for personalized, custom-made products, including restaurants, businesses, or private customers. Sunflower Design is part of the Felix Action, and can function as other companies that produce and sell.

#### Noble House Hotel

This project was part of the vision of Linde Hornberg (a volunteer that was dedicated to this organisation) who originally created a workshop for the renovation of rustic furniture.

#### Auto repair shop

The mechanical and carpentry workshop covers existing house needs (maintenance of the car park, small furniture creation or repair of existing furniture), and is a way to stimulate and / or develop practical skills for young people with these skills and who orientate in their careers towards this kind of profession or profession.

**WEBSITE:** <https://www.caminulfelix.ro/>





## ITALY

### NAME OF THE ENTERPRISE / INITIATIVE

### Consortium for the protection of Saffron of L'Aquila PDO

#### LEGAL FORM:

**YEAR OF ESTABLISHMENT:** 2005

**SECTOR:** saffron production

**LOCATION:** Abruzzo, Italy



The Consortium was founded in 2005, when the Saffron from L'Aquila area was officially registered in the European PDO register. The constitution of the Consortium was necessary to carry on the objectives of the Consortium itself: the fundamental action of protection and promotion of the "Zafferano dell'Aquila" PDO, with the aim of enhancing the whole territory, offering more economic and employment opportunities in the inland areas of the province of L'Aquila. T

he Consortium includes the largest organization of the saffron producers, that is the Cooperative "Altopiano di Navelli", which has about 80 members in all 13 municipalities of the PDO area, and other smaller individual producers. The Consortium does not have full time employees, but thanks to some activities in projects funded by the Abruzzo Region and other bodies it was able to employ 4 people for 2 months in 2018 and have other smaller collaborations.

It is possible to experience the harvesting and processing of the saffron. The visit begins in the morning by picking the flowers in the fields. Then you can assist in the operation of separating the pistils and the drying of the product. You can enjoy a small taste of saffron tea and cake. In addition there is a tour of the churches of Civitaretenga, the village of Navelli and the artistic treasures of Bominaco. You can savour a lunch based on saffron and other typical local products.

**WEBSITE:** [www.zafferanodop.it](http://www.zafferanodop.it)

**SOCIAL MEDIA:** <https://www.facebook.com/zafferanodop/>  
<https://www.instagram.com/zafferanodellaquiladop/>







**NAME OF THE ENTERPRISE / INITIATIVE**

**“Rete dei borghi cooperative”**

**LEGAL FORM:** Network of village cooperatives

**YEAR OF ESTABLISHMENT:** 2012

**SECTOR:** social welfare

**LOCATION:** Abruzzo, Italy



The network of village cooperatives in the inland areas of the Abruzzo region was established in 2015 as an enterprise for the development of the territory.

This “Network of Villages” combines together community cooperatives that work as active citizen laboratories. This includes Santo Stefano di Sessanio that aims to solve the problems of a small town of 113 inhabitants by enhancing the services related to the tourist flow; Tollo, with its 4122 inhabitants, accustomed to working in cooperatives using territorial resources like vineyards and wineries; Tuffillo (404 inhabitants) that is working on the salvage of its characteristic olive groves, activating the mill of the village and implementing tourism through a scattered hotel; the 1103 inhabitants of Pizzoferrato which have created a quality label for local products, and which run their own service station and their own Town Council Snow Plan; Corfinio (1.052 inhabitants) that is working to promote its archaeological heritage starting from the typical recipes of the Italic people; Prezza (952) that is starting from the promotion of its local products such as grapevines and artichoke; Fontecchio (357) with the “studio-workshop” project, inspired by its medieval and renaissance hamlet; Colledara (1.196) with a project involving the elderly and children; Barrea (713) that manages a photovoltaic system and a scattered hotel; Campo di Giove (1.052 inhabitants) that is working on community composters and finally Anversa degli Abruzzi (340) that works on social services and on the salvage of its material, cultural and social heritage. The communities are organized in cooperatives, so their purpose is mutual exchange and not profit. Their aim is the social welfare of its members and the community of reference.

For now they act, at a financial level, with contracts based on occasional needs of the community, or they prepare long-term development programs. They also do crowdfunding for specific purchases and are able to guarantee some months of work to a small number of people, always less than 10.

**WEBSITE:** [www.borghiiinrete.com](http://www.borghiiinrete.com)

**SOCIAL MEDIA:** <https://www.facebook.com/Cooperativa-Di-Comunità-La-Mosca-Bianca-Corfinio-2009202949152996/>





## TURKEY

### NAME OF THE ENTERPRISE / INITIATIVE

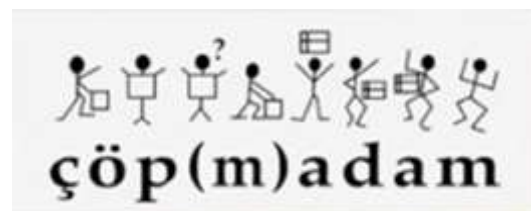
### çöp(m)adam (Garbage Ladies)

**LEGAL FORM:** Company - Enterprise

**YEAR OF ESTABLISHMENT:** 2008

**SECTOR:** Ecological Recycling

**LOCATION:** Ayvalık/Balıkesir



çöp(m)adam was started as a limited company in the summer of 2008, with sponsorship from Sabanci University and Unilever. To date, they have worked with more than 400 women. Many women who trained with them have left them to go on to work part or full-time jobs. They are pleased that they gained enough self-confidence and support from their families to do more than what we can offer.

Women who have never worked for salary before are their employees. They transform throw-away material – upcycle, recycle, re-use and so on, into cool and useful items that are sold in their workshop, in boutiques in Turkey, and abroad, or in cooperation with multinational companies.

**WEBSITE:** <http://www.copmadam.com/>

**SOCIAL MEDIA:** <https://www.facebook.com/%C3%87%C3%B6p-madam-345840932287227/>







**NAME OF THE ENTERPRISE / INITIATIVE**

## **GENÇ BUTİK – Teenage Boutique**

**LEGAL FORM:** University

**YEAR OF ESTABLISHMENT:** 2015

**SECTOR:** Entrepreneurship

**LOCATION:** Gebze/Kocaeli



GTÜ Young Boutique was founded in order to enable students of Gebze Technical University to receive their favorite clothes free of charge. GTÜ Young Boutique store, which operates within the scope of GTÜ Scholarship Coordination Unit, has 14 thousand pieces of zero and labeled clothing products.

Students studying at Gebze Technical University can try out the clothes they like in cabins and provide their clothes and footwear needs free of charge from the store. Students do not need to register themselves to get clothes from the store. In this way, they can keep their privacy about being in need.

This store is supported by the many companies in the area and they donate clothes for the store. Also, the university employs some students here so that they can earn some money for their living.

**WEBSITE:** <http://www.gtu.edu.tr/icerik/2411/4213/gtu-genc-butik.aspx>

**SOCIAL MEDIA:** <https://twitter.com/gtugencbutik>





**NAME OF THE ENTERPRISE / INITIATIVE**

## **ACRE (Action with Communities in Rural England)**



**LEGAL FORM:** Limited Company and Registered Charity

**YEAR OF ESTABLISHMENT:** 1987

**SECTOR:** ACRE (Action with Communities in Rural England) is the national body for 38 charitable local development agencies that make up the ACRE Network.

**LOCATION:** Gloucestershire, United Kingdom

Our vision – to be the voice of rural communities – is supported by the wealth of evidence and intelligence on rural matters that we collect from our members. We use this evidence to influence national policy on rural issues, from housing, health and transport to broadband, services and fuel poverty. We have a strong track record of speaking up for rural communities on the national stage and delivering multi-million-pound projects that enable our communities to find innovative solutions to the challenges they face. The ACRE Network members – many of whom date back 90 years – have a long and fruitful history of making a difference at grassroots level. We have a strong track record of speaking up for rural communities. ACRE was formed in 1987 to bring them together under one umbrella, harnessing the strength of their experience to support our national work. As well as supporting our members, ACRE works with a wide range of partners who all have an interest in achieving a fair deal for rural communities. ACRE Network members are charitable local development agencies, generally based at county level, who have a strong history of leading, supporting and enabling community initiatives. From running community transport schemes and oil-buying clubs, to assessing housing needs and supporting older people to stay in their homes, the ACRE Network makes a real difference to rural communities.

The ACRE Network collectively:

- employs approximately 900 staff with a variety of specialist skills
- engages with 6,900 different partners
- has over 12,000 fee-paying members and
- reaches 52,000 grassroots contacts and organisations in the 11,000 rural communities across England.

Members of the ACRE Network have a strong ethos of working with each other to provide comprehensive links across geographical areas and between grassroots activity and national advocacy.

The aims of the ACRE Network are to:

- Support community-led action and strong local governance
- Increase the long-term sustainability of local community life
- Influence policies and services, particularly to achieve equity for rural communities.
- Find out how the Network helps rural communities in your area.

**WEBSITE:** [www.acre.org.uk](http://www.acre.org.uk)

**SOCIAL MEDIA:** <https://www.facebook.com/ACREnational/>

[https://twitter.com/acre\\_national](https://twitter.com/acre_national)

# **RURAL TREASURES**





## NAME OF THE ENTERPRISE / INITIATIVE

### Honesty Bakery

**LEGAL FORM:** Limited Company

**YEAR OF ESTABLISHMENT:** 2014

**SECTOR:** Food

**LOCATION:** Newbury, Berkshire, United Kingdom



Honesty is a locally sourced bakery, which has a number of restaurants and cafes associated with the products produced by the bakery. The concept of Honesty Bakery was to create a local food business in a world dominated by big business and mass-produced goods. Honesty Bakery wanted to show that food can be supplied to the consumer with honesty and integrity. The idea behind Honesty Bakery was that it openly declares what is in their food, how it is produced and where it comes from offering consumers the ability to make an informed choice. It retains integrity by paying staff a living rather than minimum wage and respecting suppliers' costs.

The cookery school was the first part of Honesty to get up and running. The idea was to create an environment for learning about all things to do with food and drink. Working with local tutors and doing the teaching of trainees meant that Honesty Bakery were able to keep the cost of the courses at an affordable level. Honesty Bakery then purchased The Crown and Garter pub set in the idyllic Inkpen village. After much remedial work this 1640's coaching inn now consists of a pub, 10 hotel rooms and a restaurant which showcases our seasonal, freshly cooked menu. When it first opened, the old skittle barn where the previous owners had lived, was turned into a bakery and a small coffee shop. Both areas of Honesty's business have since grown and flourished, with a much larger bakery moving to the rural setting of Turnpike Lane, in Newbury, Berkshire to serve local businesses and seven Honesty Coffee shops based in local communities.

Honesty has built an outstanding reputation for producing high quality, fairly priced goods using local produce and investing the local, rural areas of Berkshire. Honesty's qualities in terms of the development it provides to trainees, the local rural economy through the jobs and traineeship opportunities it creates are well recognised, and are championed by many larger regional organisations. Honesty Bakery now provides baked good, bread, cakes, sweets and pastries to a large portion of the independent cafes, coffee shops and restaurants in Berkshire, as well as maintaining it's own high quality dining establishments, which regularly receive local acclaim.

**WEBSITE:** <https://www.honestygroup.co.uk/>

**SOCIAL MEDIA:** <https://www.facebook.com/thehonestygroup/>

**RURAL TREASURES**