

Urban-rural linkages

Exploring urban-rural interdependencies for cohesion and economic growth

Version 2.0



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Methodological framework



DV framework

Key factors for successful rural-urban partnerships

1.Linkages: Partnerships should be based on existing linkages between rural and urban areas, such as transportation associations or others. Regions with strong linkages are more suitable for establishing effective partnerships.

2.Shared problems: Partnerships can also be formed to address common challenges. Managing conflicts and finding joint solutions are important aspects of these partnerships.

3.Feeling of being a functional unit: Actors within a region should share a sense of belonging and view themselves as a functional unit. Without this shared identity, establishing partnerships becomes difficult.

4.Strategy and shared goals: All stakeholders should agree on a clear strategy and specific goals for the partnership. Concrete projects and goals need to be defined to facilitate effective action and create a roadmap for implementation.

5.Governance: Establishing a suitable form of governance is essential for rural-urban partnerships. The governance model should be appropriate for the regional context and involve both elected and non-elected members.

6.Experience and tradition in cooperation: Prior experience in regional cooperation and a general tradition of collaboration are beneficial factors for successful partnerships. Lack of cooperation tradition can hinder the effectiveness of partnerships, especially in certain regions.



Source

7. Time: Time is important for building trust among actors and maintaining social capital within the region. However, excessive discussions can lead to collaboration fatigue. Rural-urban partnerships require a long-term perspective and ongoing care to be sustainable.

8. Small steps and concrete projects: Taking small steps and implementing various projects contribute to the success of partnerships. Projects deliver tangible results, improve the local situation, and foster a sense of togetherness among actors.

9. Good framework: Involvement of higher spatial levels, such as national and EU levels, is important to provide legal frameworks and access to funding, even though rural-urban partnerships are bottom-up processes.

10. Different actors: Partnerships bring together actors from diverse backgrounds, including urban and rural stakeholders, politicians, administrators, businesses, academia, and civil society. This diversity enriches the process but also poses challenges due to different goals, approaches, languages, and time horizons.

11. Motivated actors: The presence of motivated actors is crucial for initiating and promoting the idea of rural-urban partnerships. These individuals play a key role in bringing stakeholders together and driving the partnership forward, especially in the initial phase.

Source: German Federal Office for Building and Regional Planning - Partnership for sustainable rural-urban development: existing evidences co 2011.CE.16.0.AT.017

UN framework

1. Locally grounded interventions: Local context plays a crucial role in establishing effective urban-rural linkages, shaping the translation of global agendas, and empowering local authorities to address inequalities and leverage the benefits of urban-rural interactions.

2. Integrated governance: Strengthening integrated governance involves incorporating urban-rural linkages into multi-level, multi-sector, and multi-stakeholder governance structures, fostering horizontal and vertical integration across spatial scales and sectors, and institutionalizing synergies between urban and rural actors to achieve the SDGs and address complex challenges.

3. Functional and spatial system-based approaches: Adopting functional and spatial systems-based approaches in urban, territorial, and rural policy and planning enables comprehensive analysis of resource flows and interlinkages, considering various scales of settlements and existing functional and ecosystem-based connections to achieve greater impact and equity.

4. Financially inclusive: Ensure inclusive and sustainable public and private investments that prioritize integrated rural and urban development, encompassing diverse settlements and economic actors, while addressing inequalities in access to services and infrastructure through fiscal strategies.

5. Balanced partnership: Promote inclusive partnerships and networks that connect urban and rural actors, sectors, and stakeholders, fostering capacity development and participation across marginalized groups, thereby enabling flexible and knowledge-based approaches to address economic, social, and environmental challenges.

6. Human rights-based: Integrate human rights-based approaches into all policy instruments and actions, ensuring that development initiatives and processes uphold and fulfill a range of human rights across the urban-rural continuum, including employment, education, health, housing, food, and environmental conservation.



Source

Source: UN Habitat – Urban-Rural Linkages: guiding principles | Framework for Action to Advance Integrated Territorial Development

7. DNSH & Social protection: Enhance urban-rural linkages to promote harmony, cultural diversity, and equality, prioritizing the well-being, health, food security, water and energy access, mobility, shelter, biodiversity, and land rights of diverse demographic groups, while ensuring gender-responsive and inclusive social protection programs throughout the urban-rural continuum.

8. Environmentally sensitive: Adopting the principles of Rio and Rio+20, prioritize the sustainable use of resources, ensuring the needs of the current population are met while preserving the ability of future generations to meet their own needs, and emphasize the protection, sustainability, and expansion of areas vital for biodiversity and ecosystem services, enabling a transition to resilient, resource-efficient, low-carbon, and circular economies across the urban-rural continuum.

9. Participatory engagement: Ensure the active and meaningful participation of diverse groups, including women, Indigenous Peoples, children, youth, persons with disabilities, slum dwellers, smallholders, and forcibly displaced individuals, across the urban-rural continuum, by creating inclusive spaces and mechanisms for political dialogue and planning processes, while building capacity and empowering vulnerable groups, and respecting and protecting local and indigenous cultures, recognizing their significance in social protection, resilience, and the design of effective strategies and interventions related to migration, mobility, and displacement.

10. Data driven and evidence based: Ensure the establishment or enhancement of comprehensive knowledge systems and data collection processes to address existing gaps, enabling evidence-based planning approaches that reinforce the urban-rural continuum, promote territorial cohesion, and guide decision-making at national and subnational levels by collecting disaggregated data on various factors such as age, gender, and socio-economic status, incorporating non-state and grassroots knowledge, promoting knowledge sharing, monitoring performance, and making information accessible, transparent, interactive, and inclusive for all stakeholders.



Source

Source: UN Habitat – Urban-Rural Linkages: guiding principles | Framework for Action to Advance Integrated Territorial Development

Elinor Ostrom framework

Nobel-laureate 8 principles on effective commons

Elinor Ostrom, a renowned political economist, developed a set of design principles for effectively managing common-pool resources, commonly referred to as Ostrom's Design Principles. These principles are based on her extensive research on how communities successfully govern shared resources without relying on centralized authority or privatization. Here are Ostrom's eight design principles:

1

Clearly defined boundaries: A commons should have clear and well-defined boundaries that define who is part of the community and has access to the resource. This helps in determining the rights and responsibilities of the participants.

2

Rules matched to local needs and conditions: Rules governing the use of the common resource should be tailored to local needs and conditions, and the benefits of maintaining the resource should exceed the costs of doing so.

3

Participatory decision-making: Individuals who are directly affected by the management of the resource should be able to participate in the decision-making process. This includes creating mechanisms for collective decision-making, such as regular meetings or assemblies, where participants can contribute their perspectives and preferences.

4

Monitoring: It is crucial to have mechanisms in place to monitor the conditions of the resource and the behavior of the participants. Monitoring helps in detecting and preventing overuse or misuse of the resource and promotes accountability among the community members.

Source: Elinor Ostrom – Governing the Commons | The Evolution of Institutions for Collective Action



5

Graduated sanctions: When participants violate the agreed-upon rules or overexploit the resource, there should be a system of graduated sanctions in place. Sanctions can range from warnings and fines to exclusion from using the resource temporarily or permanently. The severity of sanctions should be proportionate to the magnitude and frequency of the violation.

6

Conflict resolution mechanisms: Effective commons management requires mechanisms for resolving conflicts and disputes that may arise between participants. These mechanisms should be easily accessible, impartial, and capable of reaching mutually agreeable solutions.

7

High-level recognition: Governmental or other territorial entities should endorse and support collective commons agreements, institutions, and conflict resolution mechanisms established by the users, or at the very least, they should refrain from destabilizing them.

8

Bottom-up responsibility: Management of common resources should consider the broader regional resource management and the obligation to regulate regional resources should start at the most basic local level and encompass the entire interrelated system.

These principles provide a blueprint for managing common-pool resources without overexploitation or underuse. Ostrom's work suggests that contrary to the "tragedy of the commons" idea, common resources can be managed effectively by the people who use them, without requiring government intervention or privatization.

Source: Elinor Ostrom – Governing the Commons | The Evolution of Institutions for Collective Action

Combined frameworks

Localised interventions

Locally grounded interventions

Rules matched to local needs and conditions

Strategy and shared goals

Balanced partnership

Experience and tradition in cooperation

Based on existing linkages

It takes time

Conflict resolution

Clearly defined boundaries

Shared problems

Conflict resolution mechanisms

Inclusive

DNSH & Social protection

Environmentally sensitive

Human rights-based

Financially inclusive

Small steps and concrete projects

Motivated actors

Integrated governance

Feeling of being a functional unit

Integrated governance

Governance

High-level recognition

Data driven and monitoring

Data driven and evidence based

Monitoring

Participatory engagement

Graduated sanctions

Participatory engagement

Different actors

Participatory decision-making

Bottom-up integration

Bottom-up responsibility

Functional and spatial system-based approaches

Good framework

Urban vs Rural Areas

Advantages of Urban Areas

- **Economic opportunities:** Urban areas are often centers of economic activity, providing a wide range of employment opportunities in various sectors. They attract businesses, industries, and investments, leading to job creation and higher incomes. Cities offer diverse career options and the potential for upward mobility.
- **Infrastructure and services:** Urban areas tend to have better-developed infrastructure compared to villages. They have efficient transportation systems, well-maintained roads, advanced healthcare facilities, educational institutions, and modern utilities such as electricity, water, and sanitation services. Access to these services can significantly improve the quality of life.
- **Social and cultural amenities:** Urban areas offer a vibrant social and cultural scene. They have a wide array of entertainment options, including theaters, museums, art galleries, music venues, and recreational facilities. Urban areas often host festivals, events, and exhibitions that attract people from different backgrounds, fostering diversity and cultural exchange.
- **Education and research opportunities:** Urban areas are home to prestigious educational institutions, universities, and research centers. They provide a conducive environment for learning and offer a broader range of educational programs and courses. Students in cities have access to better educational resources and opportunities for academic and career growth.
- **Healthcare facilities:** Urban areas generally have superior healthcare infrastructure, including specialized hospitals, medical centers, and clinics. They attract highly skilled doctors, specialists, and medical professionals. Residents of cities have better access to advanced healthcare services, specialized treatments, and medical technologies.
- **Social and professional networks:** Urban areas offer extensive social and professional networks. They bring together people from diverse backgrounds, fostering interactions, collaborations, and knowledge sharing. These networks can lead to personal and professional growth, employment opportunities, and business partnerships.
- **Cultural and recreational activities:** Urban areas offer a wide range of cultural, entertainment, and recreational activities. They have a vibrant nightlife, restaurants, cafes, shopping centers, and parks. Urban areas often host concerts, sporting events, exhibitions, and other entertainment options that cater to diverse interests.
- **Public transportation options:** Urban areas usually have well-developed public transportation systems, including buses, trains, trams, and subways. These systems provide convenient and efficient commuting options, reducing the reliance on private vehicles and easing traffic congestion.

Challenges of Urban Areas

- **Overpopulation and urban sprawl:** Urban areas, particularly major cities, experience overpopulation and urban sprawl. This rapid growth can lead to increased pressure on infrastructure, services, housing, and transportation systems. It can also result in the encroachment on green spaces and agricultural land, affecting the overall livability and sustainability of urban areas.
- **Traffic congestion and inadequate transportation:** Urban areas often suffer from traffic congestion and inadequate public transportation systems. Insufficient investment in public transportation infrastructure and a high reliance on private vehicles contribute to traffic congestion, longer commuting times, and increased air pollution. Efficient and sustainable transportation solutions are necessary to address these challenges.
- **Housing affordability and quality:** Housing affordability is a significant concern in urban areas. Rising housing prices and limited affordable housing options make it difficult for many residents to find suitable and affordable accommodation. Additionally, there may be issues with the quality of housing, particularly in older buildings, which require renovation and maintenance.
- **Inequality and social segregation:** Urban areas often exhibit social and economic inequalities, with pockets of poverty and exclusion. There can be disparities in access to education, healthcare, employment opportunities, and social services. Social segregation and the concentration of disadvantaged communities in certain areas pose challenges to social cohesion and equal opportunities.
- **Environmental degradation and pollution:** Urban areas face environmental challenges such as air pollution, water pollution, and waste management. Industrial activities, traffic emissions, and inadequate waste disposal systems contribute to environmental degradation and negatively impact the health and well-being of urban residents.
- **Limited green spaces and recreational areas:** The rapid urbanization has resulted in a scarcity of green spaces and recreational areas in urban areas. The lack of parks, gardens, and public spaces can limit opportunities for relaxation, physical activity, and community interactions. Access to nature and green environments is essential for the overall well-being of urban residents.
- **Informal settlements and inadequate infrastructure:** Some urban areas have informal settlements or inadequate housing conditions, especially on the outskirts of cities. These areas often lack proper infrastructure, such as water supply, sanitation, and access to basic services. Improving living conditions in informal settlements and ensuring access to essential infrastructure is a challenge.
- **Urban revitalization and heritage preservation:** Urban areas may have historic neighborhoods and cultural heritage sites that require preservation and revitalization. Balancing the need for urban development with the preservation of historical and cultural assets is a challenge faced by urban areas. Ensuring sustainable urban planning practices and protecting architectural heritage is important for maintaining the identity and character of cities.

Advantages of Rural Areas

- **Community and social connections:** Villages often foster a strong sense of community and close-knit social connections. People in villages tend to know their neighbors and have stronger bonds with fellow residents. This sense of community can lead to a greater support network, mutual assistance, and a feeling of belonging.
- **Peaceful and natural environment:** Villages are typically characterized by a quieter and more peaceful atmosphere compared to the hustle and bustle of cities. They offer a closer connection to nature with open spaces, greenery, and cleaner air. Villages often provide a serene environment that promotes relaxation and a slower pace of life.
- **Lower cost of living:** The cost of living in villages is generally lower than in cities. Housing prices, rental rates, and property taxes tend to be more affordable. Daily expenses such as groceries, utilities, and services are often cheaper. This lower cost of living can contribute to a higher standard of living and financial stability for residents.
- **Reduced congestion and pollution:** Villages experience less traffic congestion and pollution compared to cities. With fewer vehicles and a smaller population density, villages offer cleaner and quieter environments. The absence of heavy traffic can lead to shorter commuting times and less stress related to transportation.
- **Access to agricultural resources:** Villages are often located in or near rural areas, providing proximity to agricultural resources. Residents may have access to fresh, locally sourced food and the opportunity to engage in farming, gardening, or other agricultural activities. This connection to the land and agriculture can promote self-sufficiency, sustainability, and a healthier lifestyle.
- **Stronger sense of tradition and cultural heritage:** Villages tend to preserve traditions, customs, and cultural heritage more closely than cities. They often have historical landmarks, traditional festivals, and local crafts that reflect their unique identity. Living in a village can offer a deeper connection to local traditions and a chance to experience a more authentic cultural environment.
- **Lower crime rates:** Villages generally have lower crime rates compared to cities. The close-knit community and stronger social bonds in villages can contribute to a safer living environment. People often look out for one another, creating a sense of security and reduced instances of crime.
- **Opportunities for outdoor activities:** The natural surroundings of villages provide ample opportunities for outdoor activities such as hiking, cycling, fishing, and camping. Residents can enjoy a closer proximity to natural landscapes, forests, lakes, and rivers, promoting an active and healthy lifestyle.

Challenges of Rural Areas

- **Depopulation:** One of the significant challenges is depopulation, as many rural residents migrate to urban areas or other countries in search of better economic opportunities. This trend has resulted in an aging population and a decline in the rural workforce, affecting the social fabric and economic vitality of rural communities.
- **Limited job opportunities:** Rural areas often lack diverse employment opportunities. The majority of jobs are concentrated in agriculture, which may be seasonal and low-paying. The lack of alternative industries and limited access to education and training programs further hinder economic development and job creation in rural areas.
- **Infrastructure and services:** Rural areas often face inadequate infrastructure and basic services. The road networks may be poorly maintained, making transportation difficult, especially during harsh weather conditions. Access to reliable electricity, clean water, sanitation, healthcare facilities, and educational institutions can be limited in remote rural areas.
- **Socio-economic disparities:** There is a significant socio-economic disparity between rural and urban areas. Rural communities tend to have lower incomes, higher poverty rates, and limited access to social services. This inequality contributes to a lack of opportunities for rural residents and hinders their overall well-being and quality of life.
- **Limited access to healthcare:** Healthcare services in rural areas may be limited in terms of availability, quality, and specialized care. Many rural residents face challenges in accessing healthcare facilities due to long distances, transportation issues, and a shortage of healthcare professionals in rural areas.
- **Digital divide:** Access to reliable internet connectivity and digital infrastructure is often inadequate in rural areas. This digital divide hinders access to online education, e-commerce, telemedicine, and other digital services that are increasingly important in today's interconnected world.
- **Agricultural modernization:** The agricultural sector in rural areas faces the challenge of modernization and improving productivity. Many small-scale farmers lack access to modern farming techniques, technology, and resources, which limits their ability to compete in the market and adapt to changing demands.
- **Environmental sustainability:** Rural areas face environmental challenges related to deforestation, soil erosion, water pollution, and the loss of biodiversity. Agricultural practices, industrial activities, and inadequate waste management systems can contribute to these environmental issues, requiring sustainable practices and conservation efforts.

Connecting the dots

Urban areas

CONNECT

Rural areas

Advantages

- Economic opportunities
- Infrastructure and services
- Social and cultural amenities
- Education and research opportunities
- Healthcare facilities
- Social and professional networks
- Cultural and recreational activities
- Public transportation options

Challenges

- Overpopulation and urban sprawl
- Traffic congestion and inadequate transportation
- Housing affordability and quality
- Inequality and social segregation
- Environmental degradation and pollution
- Limited green spaces and recreational areas
- Informal settlements and inadequate infrastructure
- Urban revitalization and heritage preservation

Connecting urban and rural areas via high quality roads and efficient public transportation would increase overall cohesion and efficiency in mitigating most of the challenges.



PROMOTE

Constantly promoting functional area approaches and a sense of unity in all public endeavors would increase overall public support and engagement for urban-rural linkages.

Advantages

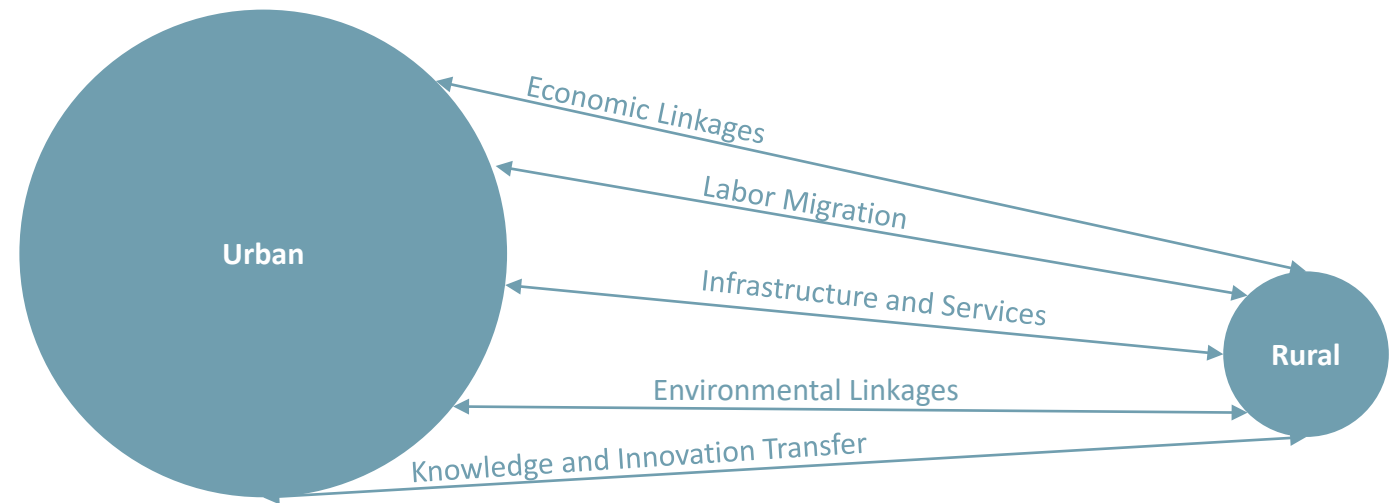
- Community and social connections
- Peaceful and natural environment
- Lower cost of living and doing business
- Reduced congestion and pollution
- Access to agricultural resources
- Stronger sense of tradition and cultural heritage
- Lower crime rates
- Opportunities for outdoor activities

Challenges

- Depopulation
- Limited job opportunities
- Infrastructure and services
- Socio-economic disparities
- Limited access to healthcare
- Digital divide
- Agricultural modernization
- Environmental sustainability

Urban-Rural Linkages

The principles described in the [methodological framework](#) should be integrated when engaging in the development of urban-rural linkages to ensure a higher success rate.



Economic Interactions: Urban and rural areas rely on each other economically. Urban areas often serve as markets for rural agricultural products, providing farmers with income and livelihood opportunities. In return, rural areas supply food, raw materials, and other resources to urban centers. Additionally, urban areas may provide employment opportunities and services, such as healthcare and education, attracting rural residents.

Labor Migration: There is a continuous flow of labor between urban and rural areas. Rural residents often migrate to cities in search of better job prospects and higher wages, while urban areas may experience outmigration to rural areas due to factors like retirement, lifestyle preferences, or access to affordable housing.

Infrastructure and Services: Urban areas serve as hubs for infrastructure, services, and facilities that are often accessed by rural populations. These include transportation networks, healthcare facilities, educational institutions, and markets. Conversely, rural areas provide urban centers with resources like water, energy, and food production.

Environmental Linkages: Urban and rural areas have interdependencies when it comes to the environment. Urban areas may require the sustainable management of rural land and water resources to ensure a stable supply of food and raw materials. Rural areas, on the other hand, rely on urban centers for waste management and recycling services.

Knowledge and Innovation Transfer: Urban areas are often centers of knowledge, research institutions, and innovation. They can share knowledge, technology, and expertise with rural areas to enhance agricultural practices, rural development, and sustainable resource management. Conversely, rural knowledge and traditional practices may contribute to urban planning and environmental conservation.

Case Study

Economic linkage



PRODUCATORI LOCALI

ROADE DE ORAS

The overall initiative

Privately managed initiative

Roade de Oras is a dynamic civil-society platform that empowers local producers, fosters business development, and drives economic growth while fostering a sense of unity. Established in 2021 in Tautii Magheraus, Romania, this thriving initiative currently brings together 36 local producers from more than 30 municipalities across 3 counties, encompassing both urban and rural areas. Together, they offer a diverse range of products, including handmade goods and craft beer.

The platform operates through a dedicated Facebook group, where individuals can conveniently place orders for local products. Once approved to join the "Roade de Oras" platform, local producers gain the opportunity to promote and sell their products within the group. Orders are accepted on a weekly basis, from Monday to Thursday, directly through the Facebook group. Consumers can then collect their purchases every Friday, during a one-hour time slot, at one of the two designated locations. The process is thoroughly described in the group description section.

With an engaged online community of over 11,000 members, Roade de Oras operates seamlessly, enabling smooth pre-orders within the Facebook group. This efficient system allows producers to accurately assess demand, ensuring they bring the appropriate quantity of merchandise to the weekly meet-ups. These gatherings, held at designated locations, provide producers with a dedicated one-hour window to showcase and sell their products. To maintain high quality standards, each producer undergoes a meticulous vetting process overseen by the organizer. The concept of Roade de Oras draws inspiration from Finland's renowned REKO model, a testament to its effective and proven approach.



PRODUCATORI LOCALI

ROADE DE ORAS

How does it work

1

Every week, Monday to Thursday, the producer makes one post on the [facebook group](#) with their offering for the following Friday. For example, the producer could say “This Friday I will be selling honey. One jar of honey is 4 Euros”. There is a template for posting which includes: the dates, the locations, the products, their prices, how the product is packaged, cash or card payment on pick-up, and the last date when an order can be placed.

2

Group members can comment on that post with how much they want to buy. For example, a person can comment and say “I would like 2 jars on Friday. Thank you!”. Now, the producers know to bring an extra 2 jars of honey on Friday. Also, group members (producers and buyers) are encouraged to like and recommend producers they like. Group members are discouraged to ask questions on the producers' posts, but rather contact the producers privately if they have any questions.

3

All producers meet in 2 designated locations for one hour. Firstly, they meet at the location in Tautii Magheraus and two hours later at the second location in Baia Mare. Customers who commented that they want to buy, can now come to either of the two locations to buy the produce from the producers. This way the producers sell all their products in a time span of 2 hours and there is no waste. Also, every Friday, after the meet-up, posts are blocked on the group to maintain order. Starting Friday night, all posts from producers are deleted from the facebook group to avoid clutter and allow for post-meet-up communication.

4

During the one-hour meet-up, pictures are taken by a professional photographer. The pictures are then posted over the weekend on the facebook group and on the [Roade de Oras facebook page](#) to promote the initiative and to showcase the producers. Individual producers facebook pages are also promoted weekly on the Roade de Oras official facebook page. To foster a sense of community and shared history, when producers have their birthdays, the organizer makes a post on the Roade de Oras facebook page, with pictures from past meet-ups with that individual producer. All pictures from all meet-ups are saved in a cloud to serve as evidence for previous activity and showcase the groups progress.

Monday

Tuesday

Wednesday

Thursday

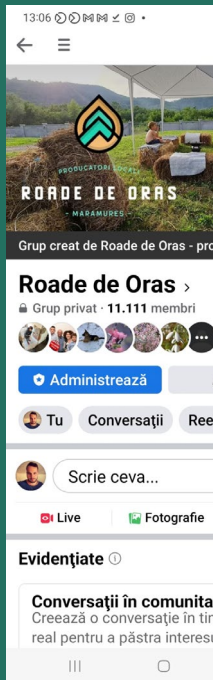
Friday

Saturday

Sunday

Promote offering

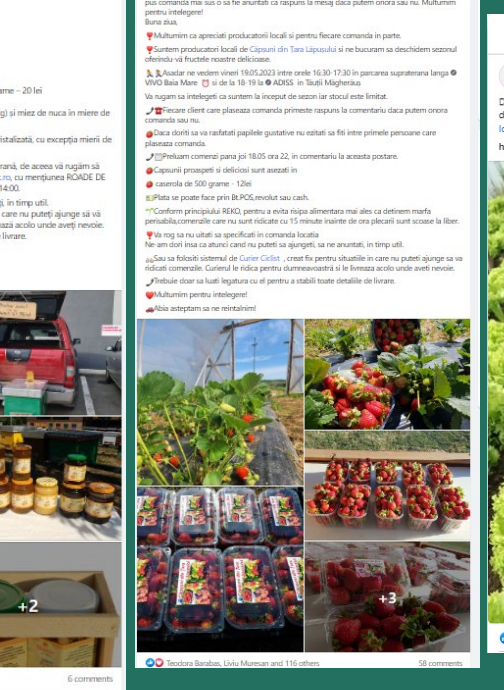
1



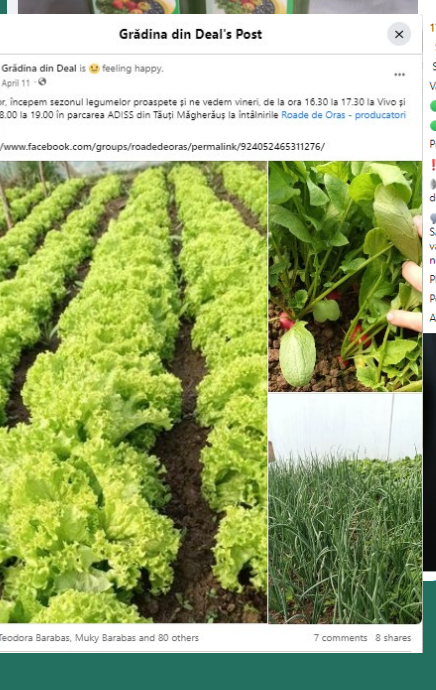
Bună ziua
Vă așteptăm Vineri 19.05 la VIVO Baia Mare de la ora 16:30 și de la ora 18:00 la 19:00 la ADISS în Tăuții-Măgheraș.
Dacă sunteți interesați vă așteptăm la o poveste despre albine, poteni și miere (unul dintre cele mai folosite produse alimentare) și la o DEGUSTARE. (Aștepteți sunetele pareri sa regiilor in miera noastră, gustul mierii din copilărie).
Suntem bucuroși să vă oferim următoarele produse apicole:
• Polen crud poteni - 500 grame - 45 lei (se pastrează și se consumă din congelator)
• Polen uscat - caserola 200 grame - 20 lei
• Miere de Rapla - 960 grame - 35 lei
• Miere de Rapla - 500 grame - 17 lei
• Miere de Sălcâm - 960 grame - 50 lei
• Miere de Sălcâm - 500 grame - 25 lei
• Miere de Sălcâm - 360 grame - 20 lei
• Miere de Floarea Albastră - 960 grame - 40 lei
• Miere de Castan - 960 grame - 80 lei
• Miere de Castan - 360 grame - 30 lei
• Miez de nucă în miere de sălcâm - 330 grame - 15 lei
• Bruno Jars (alune de pădure, miere, pudră de roșcov) - 320 grame - 20 lei
• Trunchi de propolis - 20 ml - 15 lei
• Pachet castani - 2 borcane în cutie de lemn: miere poliflora (360 g) și miez de nucă în miere de sălcâm (330 g) - 35 lei.
Vă informăm că în această perioadă a anului miera noastră este cristalizată, cu excepția mierii de sălcâm !!
Ne dorim un consum echitabil de alimente și să limităm risipa de hrană, de aceea vă rugăm să plătiți comenziile la această postare, pe site-ul www.apimarket.ro, cu mercuria RACHD DE ORAS, sau la nr de telefon 0763 607 376 până în data de 19.05 ora 14:00.
Ne-am dori însă ca atunci când nu puteți să ajungeți, să ne anunțați, în timp util.
Sau să folosiți sistemul de Curier Ciclist, creat fix pentru situațiile în care nu puteți ajunge sa vă ridicați comenziile. Curierul le ridică pentru dumneavoastră și le livrează acolo unde aveți nevoie. Trebuie doar să luați legătura cu el pentru a stabili toate detaliile de livrare.
ADUCEM PRODUSE DOAR PE COMANDA !!
Plata se poate face cash la livrare.
Așteptăm cu drag sa ne vedem!



Deliciile la Ale
Top contributor · 1h ·
Buna ziua dragilor,
Dupa o scurta pauza, ne vedem din nou Vineri, 19.05 intre orele 16:30 si 17:30 in parcare supratrana de la Vivo Mall Baia Mare iar intre orele 18:00 si 19:00 in parcare de la Adiss din Tautii Magheraus.
Voi pregati urmatoarele delicii:
• Mousse de ciocolata cu un ganache de ciocolata cu pralină de alune de padure (pasta de alune de padure caramelizate) pe un blat fin de cacao - 14 lei buc
• Mousse de coacaze negre cu ganache de iaurt și blat de fistic - 14 lei buc
• Ciocolata de casa cu alune de padure - 6 lei buc
• Ciocolata de casa alba cu meroare si fistic - 6 lei buc
• Snickers - 8 lei buc
• Mini cheesecake la cuptor cu ciocolata - 4 lei buc (aprox 40 gr)
• Mini cheesecake la cuptor cu lime - 4 lei buc (aprox 40 gr)
• Cake pops - 4 lei buc
• Pentru a comanda e suficient sa lasi un comentariu la postare sau mesaj pe whatsapp la nr de tel 0755670415.
• Pentru a limita risipa de alimente aducem produse doar pe baza de comanda.
• Plata se face cash la livrare sau prin Revolut.
• Multumesc si abia astept sa ne vedem!



Monky Edy Bukova
March 27 ·
Smoothie Verde - Roade de Oras - producatori locali. Dacă tot am intrat în primăvară și astronomic și lumina căpătig tot mai mult timp din viață și vă propunem un produs foarte benefic cu multe substanțe active cum ar fi: enzime, antifungici, depărațazant, anoxidant, minerale Ca/Mg, Fe etc și multă clorofilă.
Iată compoziția acestui compus magic: 500 ml sevă de mesteacăn, 200 ml suc de măr, 2 buciți kiwi curățate, 50 gr larbă de grâu 50 gr stevia sălbatică, 20 gr semințe de dovleac ficat fină în rășină de cafea și 10 buciți țuie de pădure. Se blenduiesc totul și se consumă înainte de mese câte 300 ml.
Fiecare componentă are câte o caracteristică principală care ajută să combatăi carentele organismului, scăuturi de lama care a trecut. De asemenea această compoziție ajută în depărațazant, detoxifiere, calmare, remineralizare, tonifiere, reechilibrare fizică și psihică etc. În caz că timpul dumneavoastră grefos nu vă permite prepararea acestui produs miraculos vă punem cu drag la dispoziție LA PREȚUL DE 15 LEI/ 500ml sau vă așteptăm să ne plasați comandă la această postare sau pentru fiecare zi de vineri între orele 16:30- 17:30 la întâlnirea noastră din parcare supratrană de la VIVO BAIĂ MARE organizat de grupul Roade de Oras - unde mai puteți achiziționa și alte produse 100% naturale LA PRIMA MÂNĂ DIRECT DE LA PRODUCĂTORI, FĂRĂ SAMSARI. Vă așteptăm cu drag.

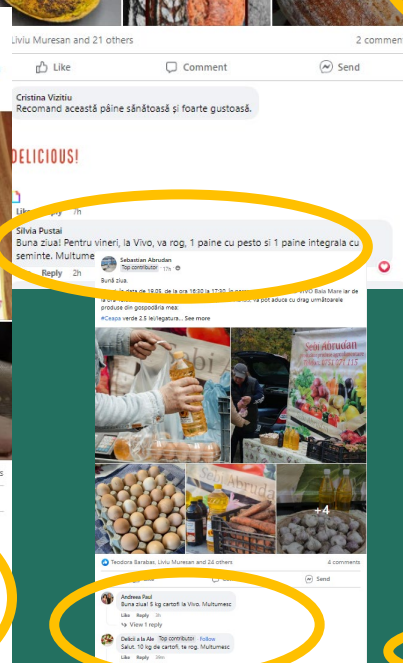
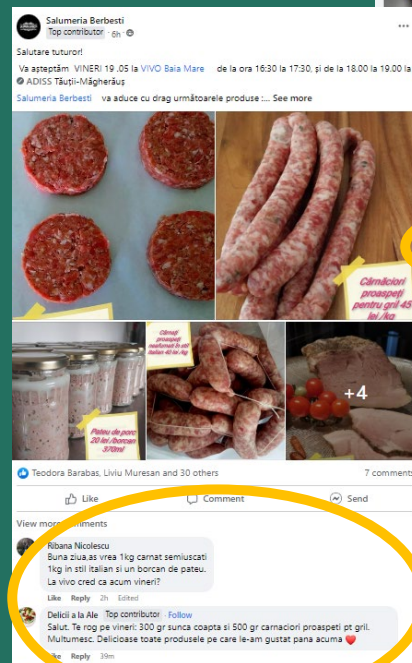
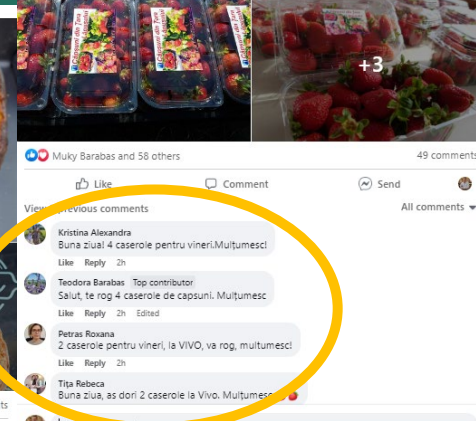
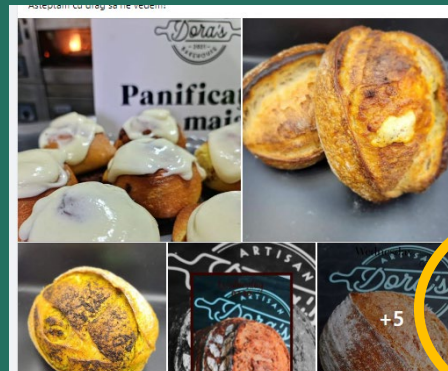


Dora's Artisan Bakehouse
Top contributor · 3h ·
Buna ziua
Va așteptăm Vineri 19.05 la VIVO Baia Mare VIVO Baia Mare de la ora 16:30 la 17:30 și de la ora 18:00 la 19:00 la ADISS în Tăuții-Măgheraș
Cu mare plăcere va pregătim următoarele sortimente de produse cu maia:
• Pachet Cinnamon Rolls cu glazura de branza (2Buc) 25 lei
• Paine alba cu pesto de busuioc 500g 10 lei
• Paine alba cu cheddar 500g 10 lei
• Paine alba 500g 7 lei
• Paine integrală - hrissă 500g 8 lei
• Paine integrală - miș/zăment 500g 9 lei
• Paine toast alba cu tarate psyllium (contine lapte și untuțca 650g 20 lei/buc
• Paine fără gluten 550g 25 lei
*nu este recomandată celor cu boala celiaca
• Bagheta 300g 5 lei
• Focaccia cu roșii/măslină și rozmarin de post 10 lei/buc
• Focaccia cu cartofi, ceapa și rozmarin 10 lei/buc
! Ne dorim un consum echitabil de alimente și să limităm risipa de hrană, de aceea vă rugăm sa plăsați comenziile la această postare sau la nr de telefon 0747 099 971 pana in data de 17.05
! Vă anunțăm că, comenziile care nu vor fi ridicate cu 15 minute înainte de a se finaliza distribuția și nu ne anunțați, le vom pune la vânzare liberă. Mulțumim pentru înțelegere
! Ne-am dori însă ca atunci când nu puteți să ajungeți, să ne anunțați, în timp util.
Sau să folosiți sistemul de Curier Ciclist, creat fix pentru situațiile în care nu puteți ajunge sa vă ridicați comenziile. Curierul le ridică pentru dumneavoastră și le livrează acolo unde aveți nevoie. Trebuie doar să luați legătura cu el pentru a stabili toate detaliile de livrare.
!! ADUCEM PRODUSE DOAR PE COMANDA!!
Plata se poate face cash la livrare, BPay sau revolut.
Așteptăm cu drag sa ne vedem!



Pre-order product

2



Pick-up products

3



Promote



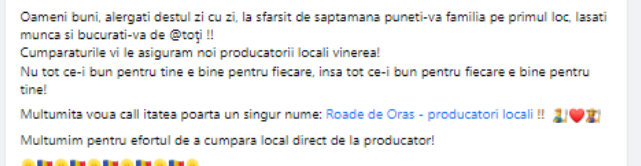
Roade de Oras
Roade de Oras - producatori locali · March 25 ·
Ne bucuram ca tot mai multi dintre voi aleg sa cumpere de la producatorii locali si sa adopte un stil de viata mai sanatos!
Grupul **Roade de Oras** pune pe primul loc calitatea si isi doreste ca fiecare produs sa fie pe placul vostru, pentru ca ne pasa !!
Ne gasiti in fiecare vineri de la ora 16.30 - 17.30 la VIVO Baia Mare ... See more



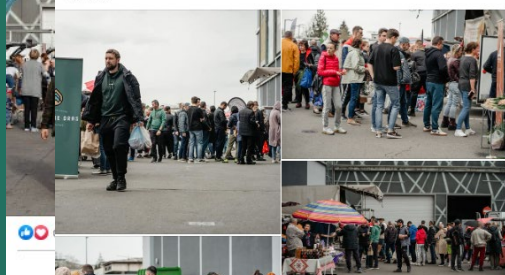
Roade de Oras
Roade de Oras - producatori locali · March 17 ·
Atunci cand vrem sa intalnim oameni faini ce stiu sa aprecieze un produs de calitate realizat cu adevarat de catre producatori locali, venim la **Roade de Oras** in fiecare vineri la VIVO Baia Mare !!!
Ne face placere sa va vedem de fiecare data si va multumim pentru efortul de a cumpara local direct de la producatori!
Roade de Oras fun... See more



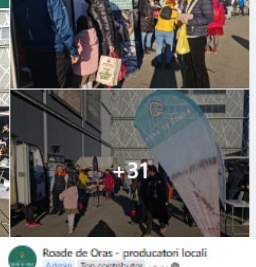
Roade de Oras
Roade de Oras - producatori locali · April 1 ·
Dragilor, venim cu vesti bune!
Inceputi cu data de 07.04.2023 ne vedem din nou, si in Tautai-Magheraus!!
In fiecare VINERI de la ora 18.00 la 19.00 la ADISS iar in Baia Mare de la ora 16.30 la 17.30 la VIVO Baia Mare .
Oameni buni, alergati destul zi cu zi, la sfarsit de saptamana puneti-va familia pe primul loc, lasati munca si bucurati-va de @toți !!
Cumparaturile vi le asiguram noi producatorii locali vinerea!
Nu tot ce-i bun pentru tine e bine pentru fiecare, insa tot ce-i bun pentru fiecare e bine pentru tine!
Multumita voua call itate poarta un singur nume: **Roade de Oras - producatori locali** !!
Multumim pentru efortul de a cumpara local direct de la producatori!
Roade de Oras functioneaza dupa un sistem REKO ce inseamna "Consum echitabil" si este un model comercial creat in Finlanda. Pe scurt, este un sistem, de recomandare către producătorii locali pentru produsele lor.
Aceasta este oportunitatea ta de a cumpăra o varietate de produse locale, proaspete, și naturale din confortul casei tale fără a fi nevoit să te confrunți cu agitația magazinelor sau a piețelor, sprijinind în același timp producătorii din această comunitate.
Făcând parte din grupul Roade de Oras, pur și simplu plasezi comanda comentând la postarea producătorului.
De aici, vei putea cumpăra direct de la producătorii locali și vei putea întreba orice dorești să știi despre ceea ce cumperi.
#buylocal #roade #produsor #local #maramures #bailamare #tautaimagheraus #targ #lapte #ous #miere #bere #fructe #legume #peste #paine #suc #prajituri #REKO



Roade de Oras - producatori locali
Stiti care este cea mai mare problemă a zilelor noastre?!!
Timpul! Nu prea avem timp!
Deși suntem în secolul vitezei, avem mașini cu care ne deplasăm pe distanțe lungi, avem telefoane inteligente și aplicații care ne aduc mai aproape unii de alții, internet de mare viteză și multe alte resurse, tot timpul suntem pe fugă și parcă nu ne mai ajunge timpul să facem tot ce ne-am dorit... See more



Roade de Oras - producatori locali
Alături de voi, am găsit astăzi 5 motive să ne bucurăm: de ceea ce facem, de ceea ce avem, de ceea ce vedem, de voi de lângă noi, și de tot ceea ce suntem!
O comunitate de oameni faini!
Sa ne bucuram impreuna!
Multumim pentru efortul de a cumpara local direct de la producatori!!
Ne vedem in fiecare VINERI de la ora 16.30 - 17.30 la VIVO Baia Mare si de la ora 18.00 - 19.00 la ADISS in Tautai-Magheraus!
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Roade de Oras - producatori locali
Un mic exemplu despre curaj, perseverenta, lavanda si pasiune!
Gieile Lavanda Amore !!
Eleonora, astazi este ziua ta!!! La multi anii !!!
Ne bucuram foarte mult, in primul rand, pentru curajul tau de a te reintoarce din Canada, ne bucuram ca destulul va ghidat catre frumoasa locatie din Grosi unde voi din dragoste va creati lavanda, ne bucuram ca mi-aveti puterea sa lucrati suprafete intregi cu lavanda, de multe ori singuri doar voi doi, ne bucuram ca nu intampinam alii sa cultivi lavanda si ni multumim ca in ciuda piedicilor si greutatilor cu care te confrunți, tu reusesti sa-ti gasesti energia, de a-ti urma pasiunea, de a vindeca pe ceilalti, si de a straluci de bucurie!
Pupini ar fi capabili sa faca ce faci tu! E!!
De ziua ta iti dorim sa ai parte mereu de sanatate, intelegere, fericire si de un vibe superb asa cum ne-ai observat pana acum!!
La multi anii !!!



Roade de Oras - producatori locali
Atazi este ziua te Raica Cici - colega noastra draga din Livada CoRaica!
Ai fost langa noi inca de la prima editie, de acum doi ani, de pe atunci stiam ca ai multe de oferit, cand te-ai descurcat sa te impui si ai facut ca noi colegii sa ne simtim fusti.
Dona ca la acest eveniment grup de oameni si tu ne-ai este de fiecare data printre noi sau de a fi o nevo trantami mereu prin energia ta vibranta!
Ni multumim ca printre provocari tale de zi cu zi si mai faci timp si pentru noi, iar ce apreciam cel mai mult este ca tu reusesti sa iti imparti munca ta si activitatile din trecut in cadrul evenimentelor si a celorlalte activitati din comunitate. Tu reusesti sa ai grija pana si de cei batarani, asigurandu-ne ca nu te lipsesca nimic niciodata.
Apreciam entuziasmul tu si inchei ziua, dar niciodata inima de a te asigura ca acest grup functioneaza fustina si conectivitate mai mult inima si cand satorna sa, cine ar fi ocazia... La catorva a primi din nou viata la fel ca odinioara.
De aceea tu, Raica, esti sufletul acestui grup si ni multumim pentru ca ne dau din din omul si energia ta minunata!!
Ni dorim sa iti fericita, sanatoasa si fustina (iar vine-ul tau fin sa nu te parasoasca niciodata si speram ca acesti 2 ani sa fie doar inceputul!
Esti un om bun si fustina!
LA MULTI ANII !!!



Roade de Oras - producatori locali
Alături de voi, am găsit astăzi 5 motive să ne bucurăm: de ceea ce facem, de ceea ce avem, de ceea ce vedem, de voi de lângă noi, și de tot ceea ce suntem!
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Roade de Oras - producatori locali
Teodora Barabas, Liviu Muresan and 58 others
39 comments 1 share

Roade de Oras - producatori locali
Teodora Barabas, Csaba Barabas and 76 others
3 comments

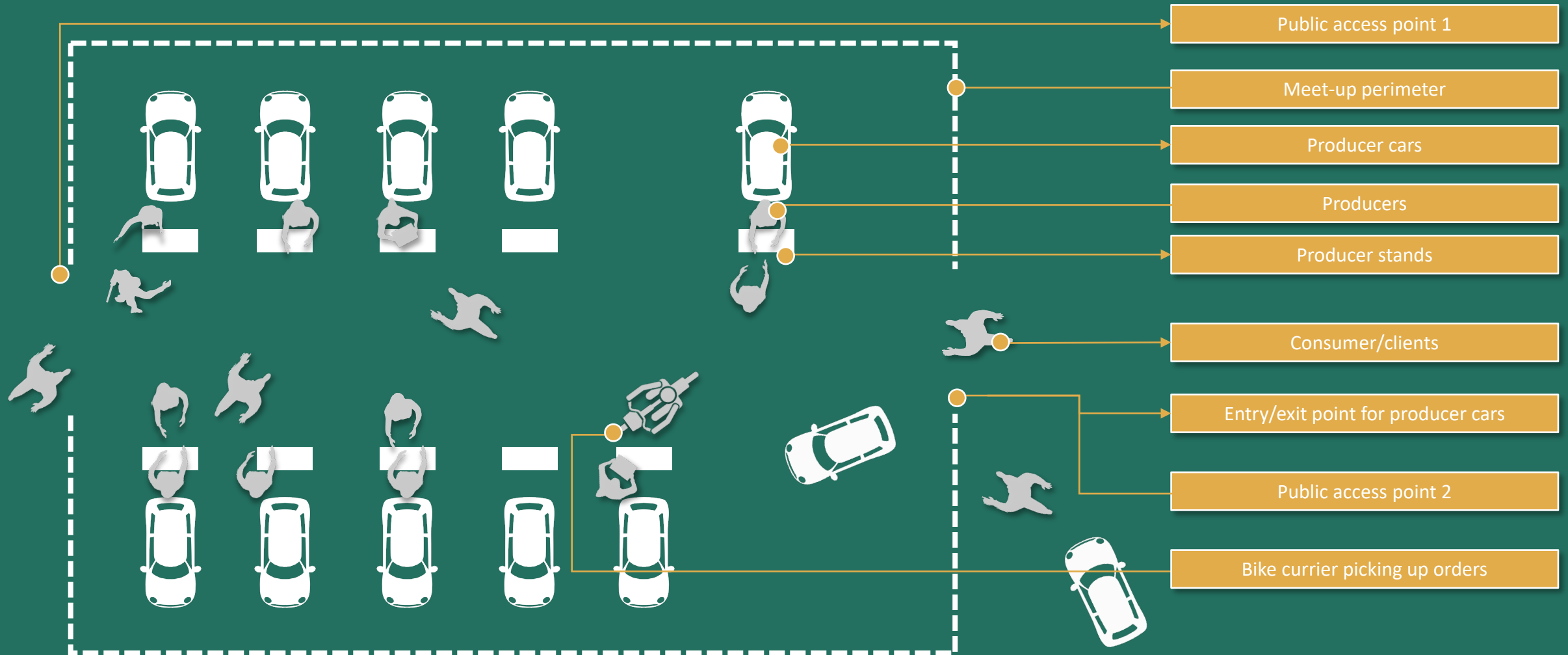
Roade de Oras - producatori locali
Teodora Barabas, Csaba Barabas and 76 others
3 comments

Roade de Oras - producatori locali
Yesterday at 10:45 AM
Produse de sezon, extra gradini si totusi din Deal, Grădina din Deal



Grădina din Deal
feeling grateful at Grădina din Deal.
Yesterday at 10:38 AM · Remetea Chioarului
Ducei-laptele si cașul,
Dar mai dulce- ciobănașul!
Duce-urda și jintă,
Dar mai dulce- ciobănta!
See more

Blueprint: meet-up point structure





Producer cars

Producers

Consumer/clients

Producer stands



Producer cars

Producers

Consumer/clients

Products on display

Producer stands



Producer cars

Bike courier picking up order

Producers preparing order

Producer stands

Interaction logic: who does what?

Client

- Makes order online
- Comes at the meet-up point
- Finds parking (if necessary)
- Picks up order
- Goes home

Producer

- Receives order for product
- Responds to order
- Prepares the product
- Brings product to the meet-up point
- Parks car at meet-up point
- Sets-up table stand
- Gives product to the customer
- Packs table stand
- Goes to new location
- Repeats process
- Goes home

Client-producer online interaction

Condition for client-producer offline interaction

Client-producer offline interaction

The courier cyclist

Starting from April 2023, Roade de Oras introduced a new service for group members, offering home delivery through bicycle couriers. This addition ensures that customers can receive their orders even if they are unable to physically pick them up, while also preventing local producers from having to transport products back home. Moreover, this initiative promotes a stronger connection with the environment by utilizing sustainable mobility, specifically cycling, as the primary mode of transportation for goods.

To utilize the home delivery service, group members can simply tag the courier in the comment section when placing their order, indicating their preference for delivery. The producer then coordinates with the courier to obtain the member's address and agree upon the delivery time and cost. The courier name is intuitive, "Curier Ciclist" which translates to "Cyclist Currier", has a [dedicated facebook page](#), and so customers can instinctively tag him (@Curier Ciclist) in a comment.

Stringent guidelines have been established by the organizer to ensure the delivery of products in optimal condition. The courier is required to have a modern cooling bag pack and uphold their commitment to timely and reliable delivery. Currently, there is only one bike courier serving the entire group, the delivery price varies for each customer based on the distance, and so the courier is motivated by financial incentives. If there is a high demand for deliveries, additional couriers may be hired under the same brand and Facebook account to maintain consistency and prevent confusion within the group when placing orders.



The local producers

Roade de Oras is searching for a particular type of local producers

RESPECT YOURSELF

- Be willing to learn and evolve as a producer to grow and develop your business.
- Believe in developing the best quality products possible and actually do it.
- Have a physical stand so you don't sell your products from the ground.
- Be clean and make sure your products are stored and sold in a clean environment.
- Be an authorized seller with paperwork proving that you can legally sell your product.

RESPECT YOUR PRODUCT

- Produce your own goods and not be a middleman.
- Have your own brand.
- Have a Facebook page for your brand.
- Adhere to hygiene rules when producing and selling the goods.
- Have a fix price and accept no negotiations on site.
- Agree to post your weekly offer.

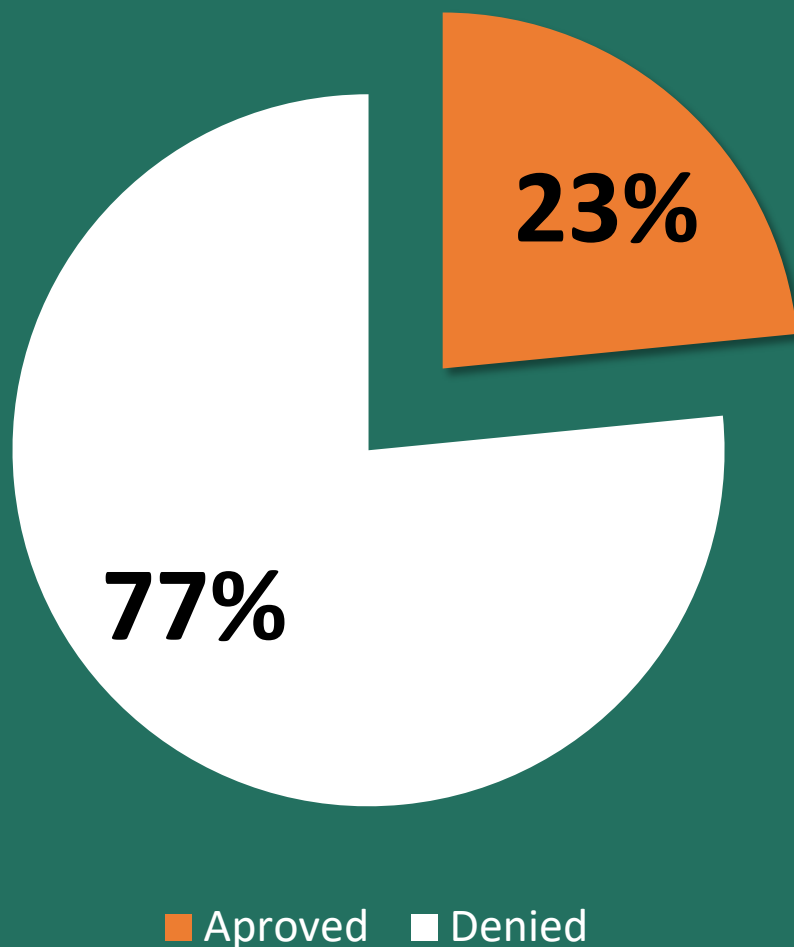
RESPECT YOUR COLLEAGUES

- Show respect to other producers and help them when possible.
- Don't be cocky with your colleagues.
- Support your colleagues by buying products from them.
- Recommend your colleagues on the official group, and on other groups both online and offline

RESPECT YOUR CUSTOMER

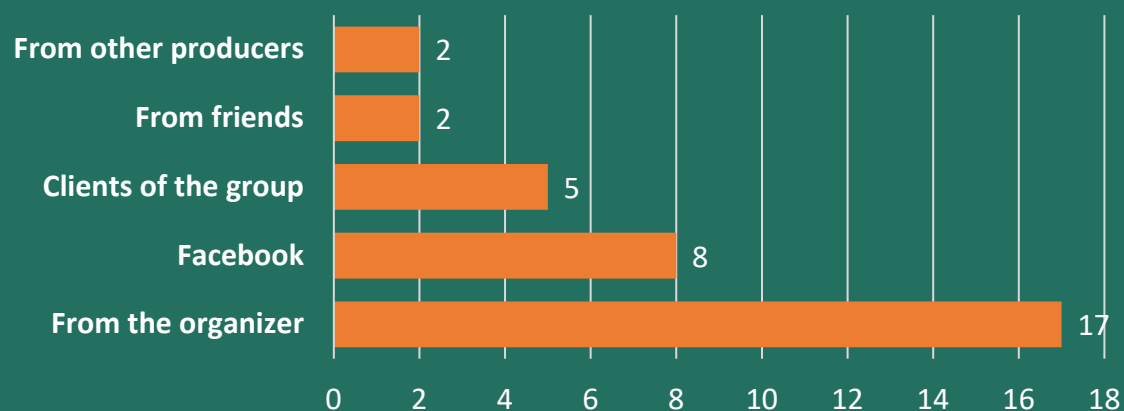
- Always deliver on your promise to your customers to bring them the best value.
- Be nice and don't be cocky with your customers.
- Communicate with your customers. In case something happens, and you cannot deliver your products, let your customers know.

Not everybody gets accepted

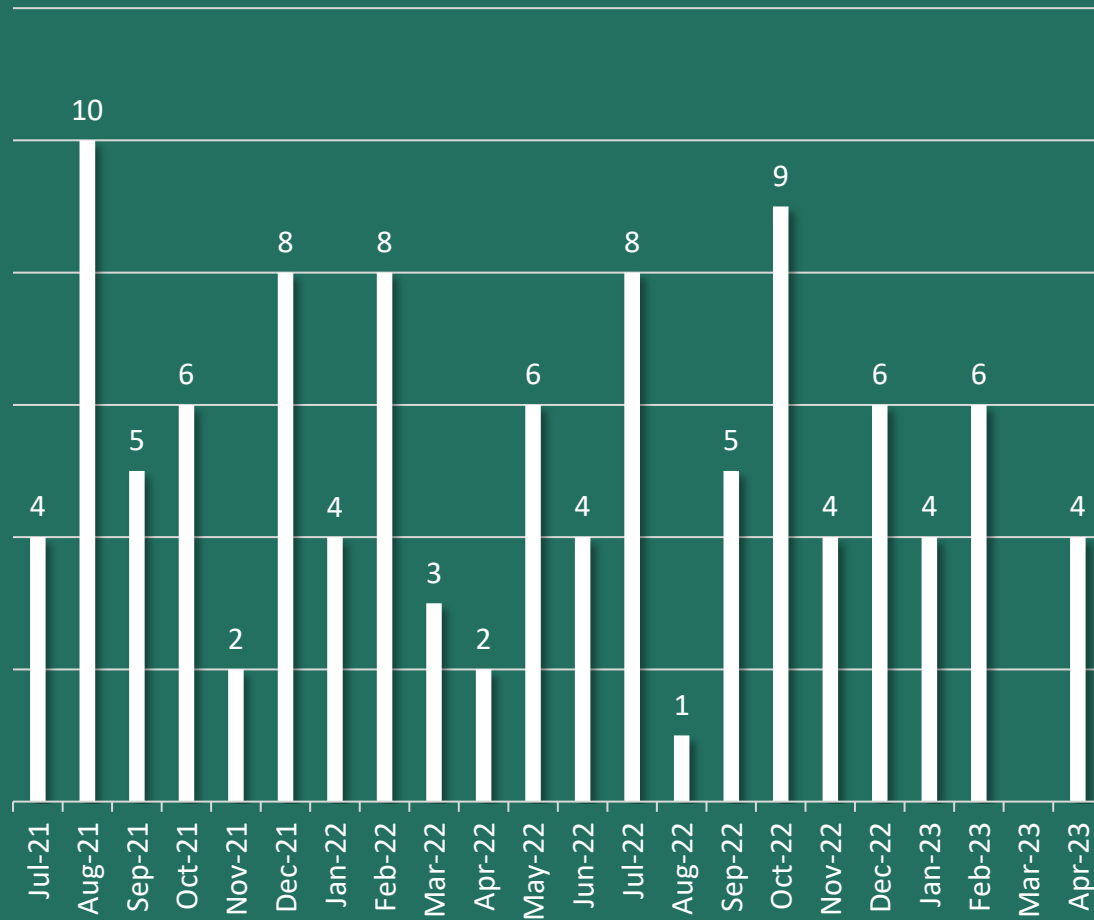


Since 2021, out of 145 requests, only 34 producers were accepted to sell their products as part of the project. Individual efforts from the organizer accounted for 50% of successful enrolments, followed by Facebook promotion and WOM from clients of the group. This enforces the idea that “a champion” or an involved organizer is needed to ensure the start-up and success of such initiatives. Although the current stats show that producers are not likely to recommend other producers, at the beginning of the initiative most of the producers were recommended by other local producers. However, as the group grew it needed to be more diversified and so to avoid ingroup competition and product price drops it didn't make any sense to have more producers selling the same thing.

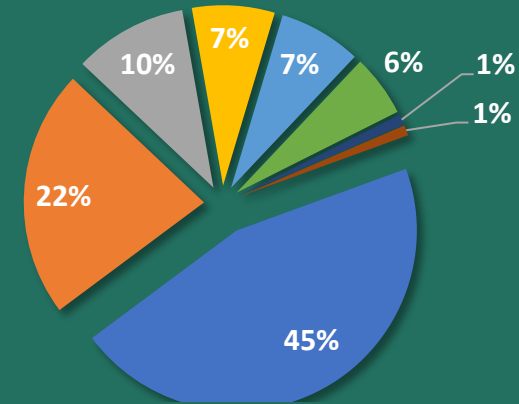
Where did they find out about the group



Rejected requests/month



Reasons for rejection



- To avoid ingroup competition
- To avoid ingroup competition plus no physical space
- Products are from a different niche
- No legal documents
- Character misfit
- There are already similar producers plus character misfit
- There are already similar producers plus suspicions on where the products come from
- No legal documents plus suspicions of where the products come from

Rejection backlash and gains

- Possible competition
- Limited area coverage
- Personal backlash from rejected producers

- Quality
- Community
- Trust
- Control

What do the accepted producers sell?

- Cow milk and dairies
- Chestnut purée
- Vegetables
- Pork products
- Blackcurrants and blackcurrant wine
- Crocheted clothes

Natural

Homemade

Homegrown



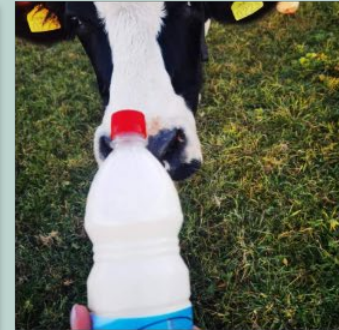
What do the accepted producers sell?

- Trout and associated products
- Sheep milk and sheep dairies
- Mother bee products
- Butters from different seeds and nuts
- Hummus
- Dried fruits and vegetables

Natural

Homemade

Homegrown



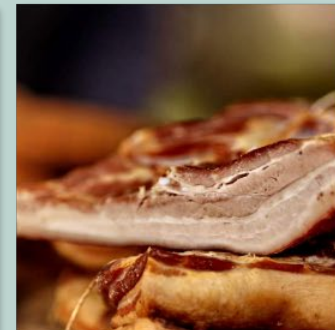
What do the accepted producers sell?

- Peaches and apricots
- Gems
- Homemade pasta noodles
- Pork products
- Liquors and jar vegetables
- Flowers in pots

Natural

Homemade

Homegrown



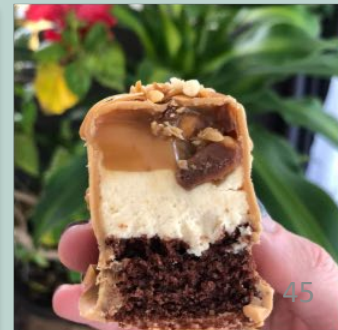
What do the accepted producers sell?

- Sourdough bread and products
- Natural remedies
- Strawberries
- Raw-vegan sweets and cakes
- Lavender products
- Coffee beans

Natural

Homemade

Homegrown



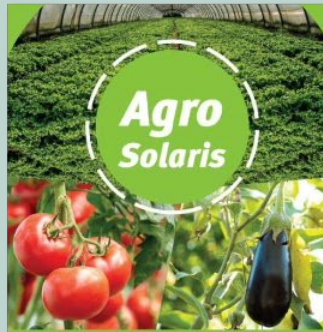
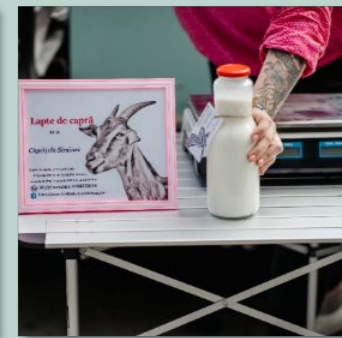
What do the accepted producers sell?

- Donkey milk
- Goat milk and goat dairies
- Buffalo milk, cow milk and dairy products
- Vegetables and vegetable products
- Natural cosmetics
- Blackberries and blackberry wine

Natural

Homemade

Homegrown



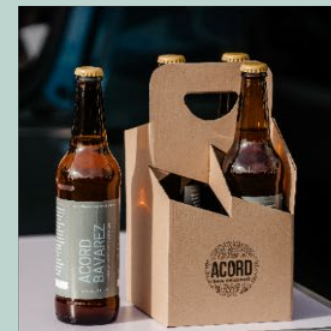
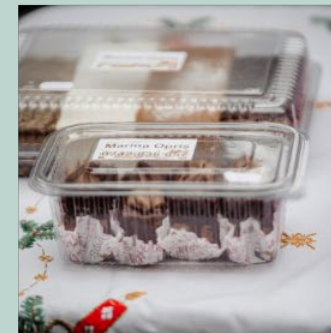
What do the accepted producers sell?

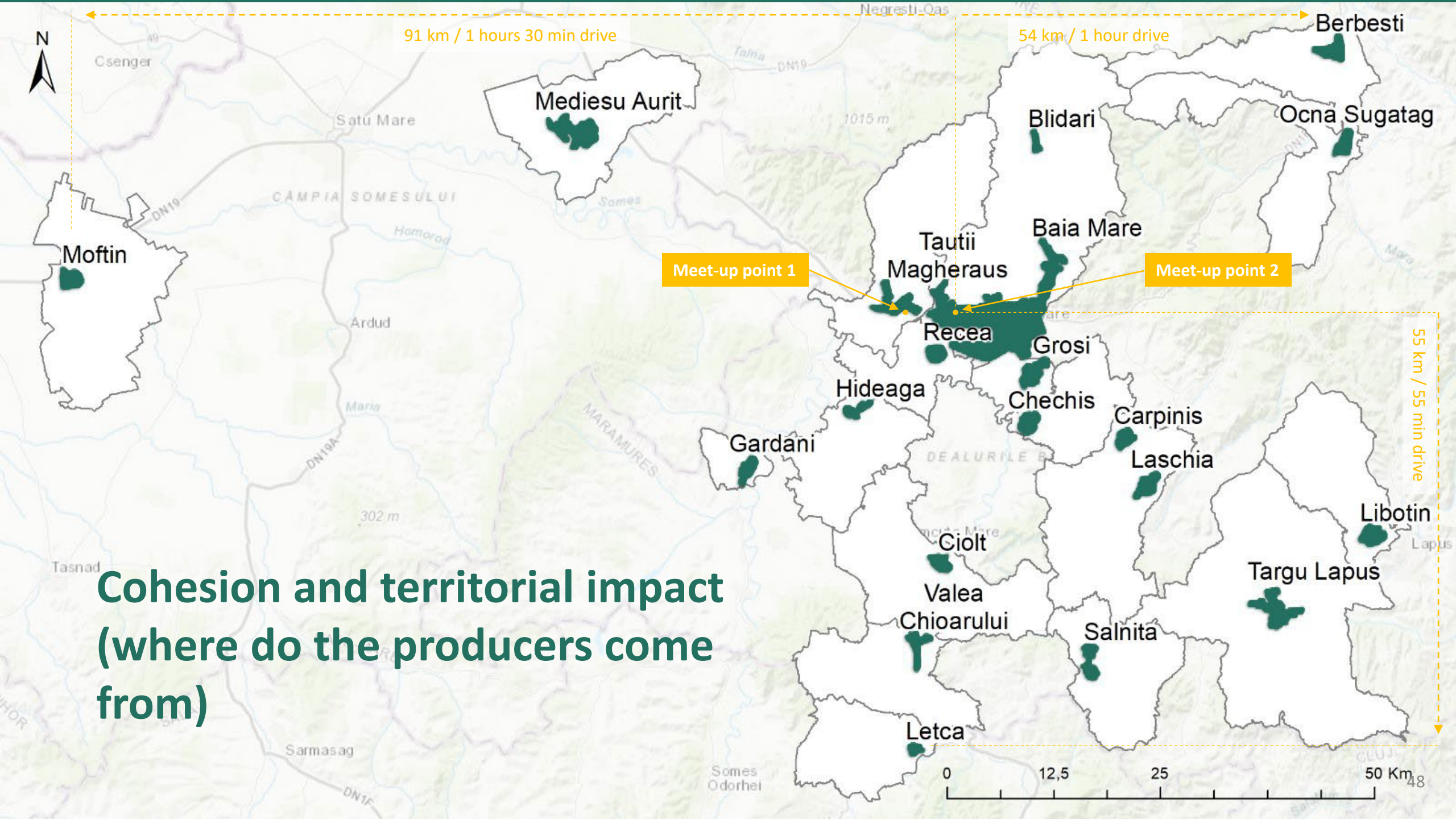
- Microgreens
- Nuts
- Honey and honey products
- Natural sweets
- Homebrewed beer
- Handmade craft products

Natural

Homemade

Homegrown



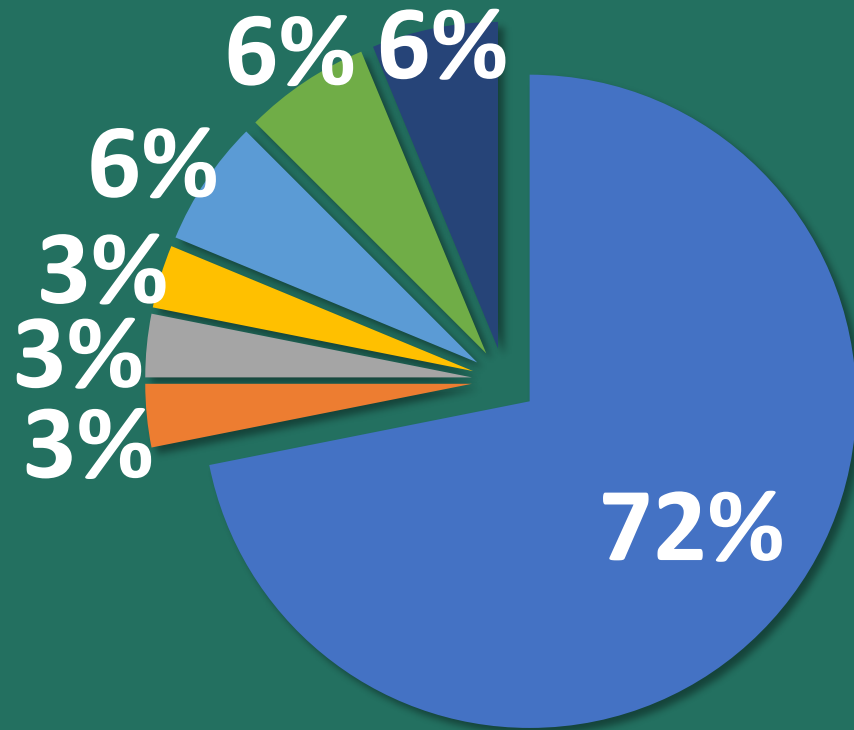


Cohesion and territorial impact (where do the producers come from)

It's good business!

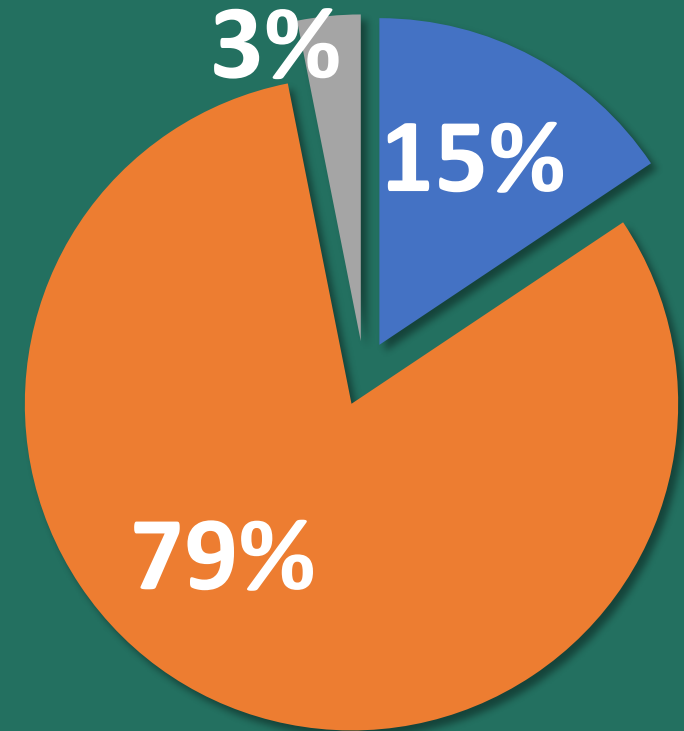
Producers come every week from **20 municipalities** in **3 counties** (Maramures, Satu Mare and Salaj) to sell their products.

Producer activity per year



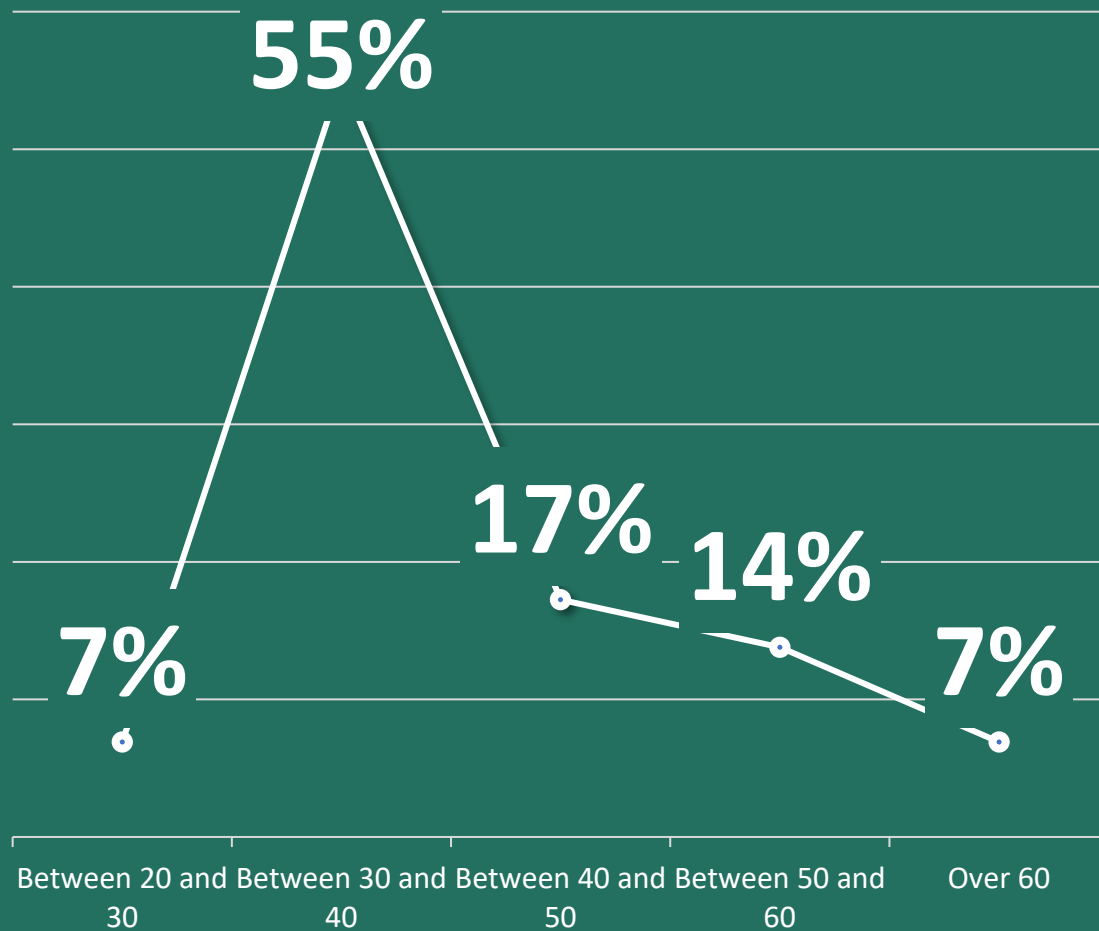
■ Full ■ 2 months ■ 3 months ■ 4 months ■ 6 months ■ 7 months ■ 10 months

Any other job besides the business?

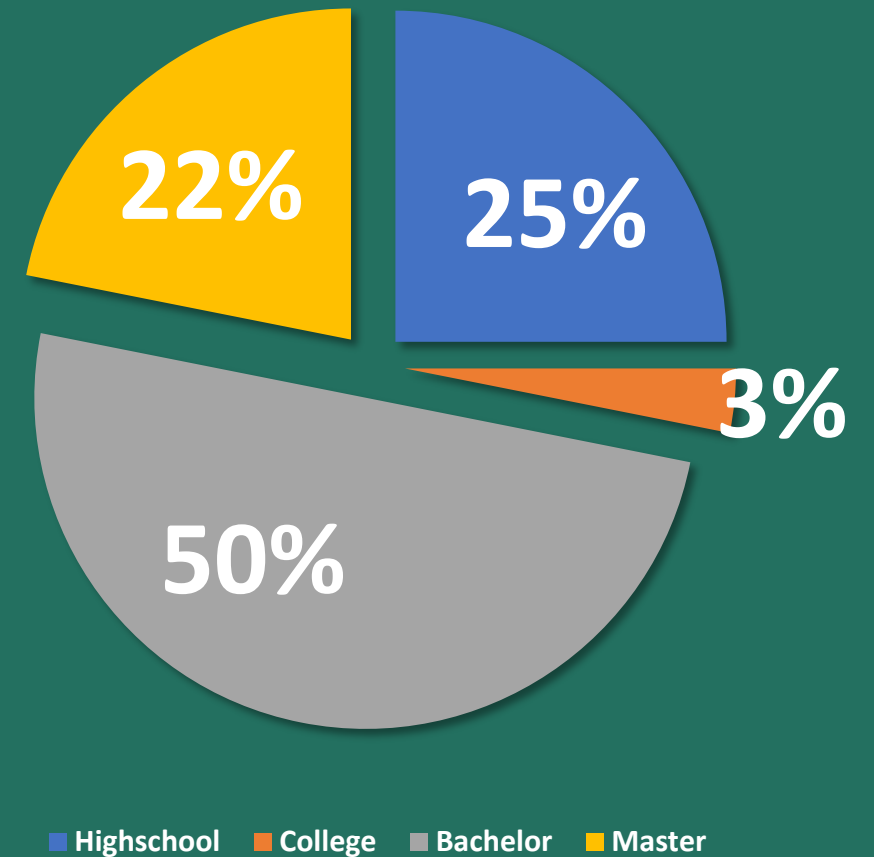


■ Yes ■ No ■ Other help

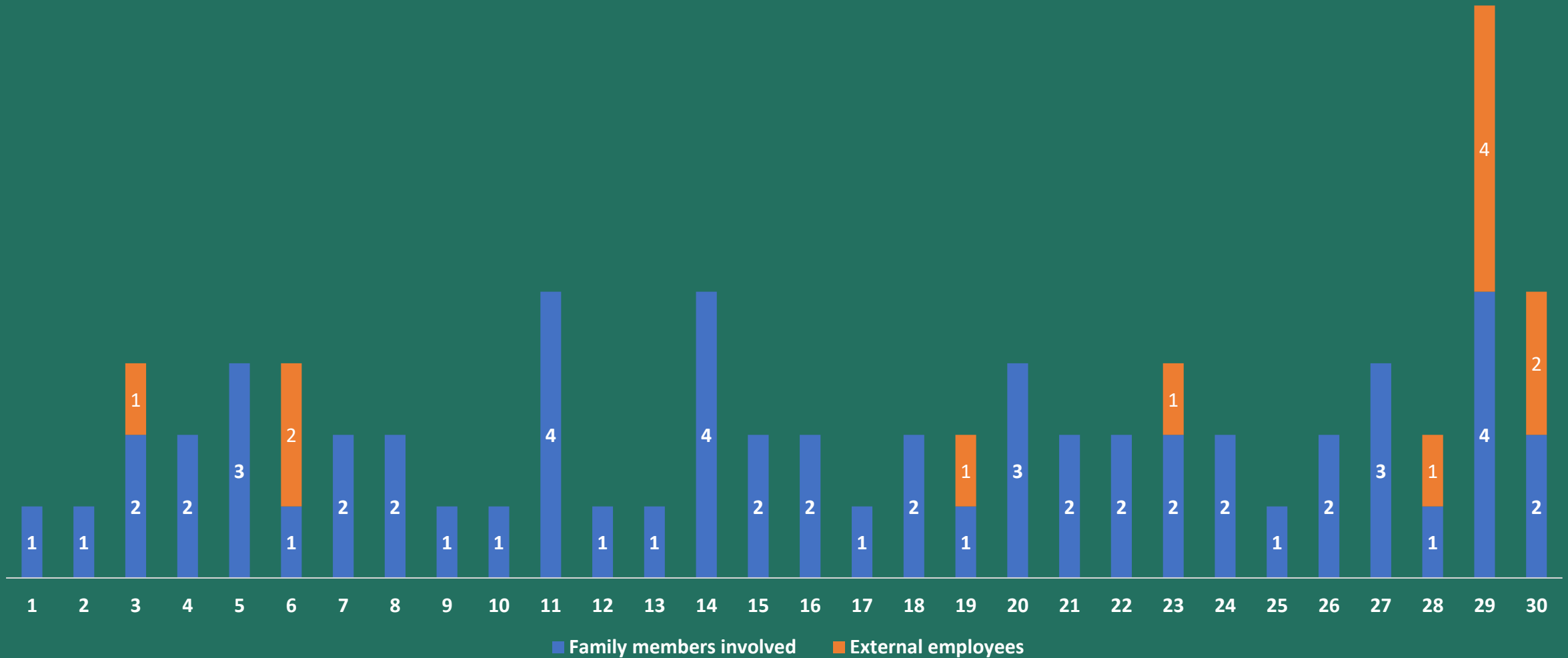
Producers age



Educational level



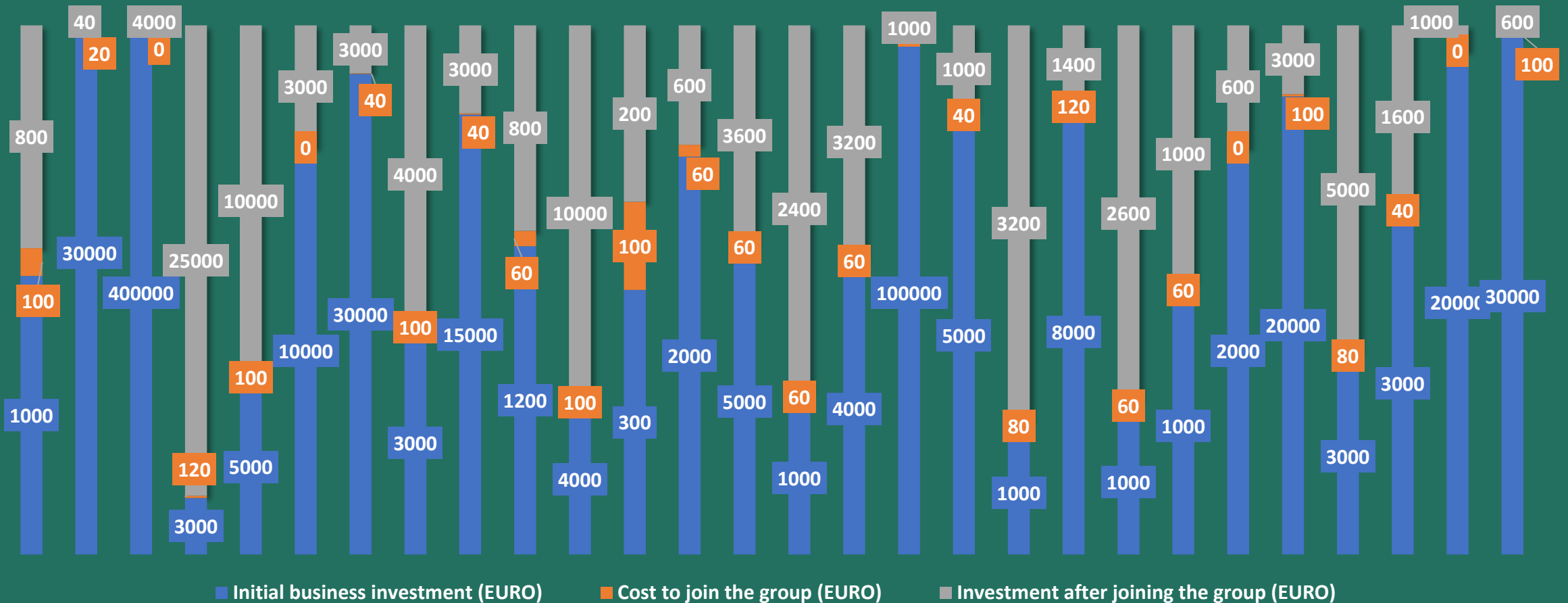
Family members involved and External employees



**It's mainly a
family business**

The majority of
businesses are family
run and employ only
family members.

Initial Business investment vs Cost to join the group vs Investment after joining the group (EURO)



Old customers vs New customers vs New Facebook followers



Why do you stay in the group?

The way meetings are conducted to maximize the time allocated for sales, communication with the administrator, communication with clients.

It's a really cool community.

The organization method.

The demand for products from consumers.

Because I like the group and feel good in it.

It's an innovative method to market the few products we make, and we like how this group operates and functions.

I started to develop, and I really liked the concept.

Sexy concept, mostly cool people, I need money...

Because I love this group.

For professionalism, community, solidarity, support, understanding, encouragement.

Eliminating middlemen.

I liked the atmosphere of the group, the clients.

I like it in this group.

Because I feel great.

Because I like the idea of the group.

I still like the concept and the community.

Promotion and increasing the number of clients.

For exposure/clients.

The quality and seriousness of the members in the group.

The atmosphere in the group.

The main reason is seriousness and quality.

The atmosphere in the group.

The concept, the people in the group.

Our merchandise is appreciated, and if it's appreciated, it's obviously sold, and if it's sold, obviously we make a profit. If we make a profit, it's evident that there is continuity.

The seriousness of the group, the organizers.

I never thought I would have the opportunity to be part of such a cool group.

There are really nice people in the group.

The fact that we evolved along with the group, in terms of assortment, presentation, packaging, and because we like the atmosphere of the group and the connections created with buyers.

I would like to stay in the group as long as possible because I like the collective and the idea.

What do you like the most about the group?

Collegiality and interaction with clients, whom I now see as friends, and I hope the feeling is mutual.

Hardworking people.

The organizers.

The involvement of the organizers in the smooth running of the fair.

The rules and colleagues in the group.

The support, the friends I made here.

Everything. I feel good here. I really like the people here.

The people 🧑🏫

Interaction with clients.

Safe orders.

It is a united group.

Colleagues and clients.

The elegance and simplicity with which producers manage to communicate with clients.

The atmosphere, the ideas.

The involvement of the organizer in the project's development.

Organization.

Colleagues, organization, pleasant environment. Clients.

Efficiency in distributing products.

In my opinion, each group has a unique personality that comes from its members. The fact that the products offered by producers meet high standards and that each member contributes as much as they can to help the group be more visible and appreciated makes this group very cool in my view.

The desire for the development of each individual member.

We have developed a lot since the beginning and have grown in all aspects.

The fact that it is well-organized, takes place within a predetermined timeframe, based on pre-orders.

The quality of the products and the people.

I like that I have met new people and exchanged experiences. I enjoy the meetings with my colleagues.

His concept (you don't waste much time).

The youthful atmosphere created among us as a group. We look forward to every meeting with our colleagues.

The fact that it is diversified and everything takes place in a very short time.

That it consists only of local producers who come with different and superior quality products.

What would you like to change or improve?

It would be great if more cash registers were used, and the group's funding could come from a percentage of sales.

Nothing for now.

It would be nice to implement that personalization with table covers, even summer t-shirts, to show that we are united, that we are a cohesive whole.

The prices. We sell too expensive. I know we have Class 1 merchandise, but we would make much more money with higher turnover and more affordable prices.

Nothing, I wouldn't change anything in the group.

Nothing.

Nothing, I just want us to continuously develop.

Nothing.

The approach method.

Nothing.

Nothing.

Locations.

Nothing at the moment.

Nothing.

More efficient communication.

I don't have any suggestions.

If there could be more distance.

I would like all producers to have documentation, to be authorized, and for the fair as well, because then we have muuuuch more development options, and more people will hear about us. Baia Mare is too small a city for what we could accomplish.

Nothing.

Locations.

I don't know.

Nothing.

Nothing.

For now, I wouldn't change anything. I like it as it is.

I would like the selection of participants to be more rigorous in the future, actually, it already is. I believe that over time, there have been members in the group who have undermined its credibility.

I don't have anything to change, except that sometimes in the group, there are endless discussions that are not related to organization most of the time, and I can't always keep up with what is important to follow.

There is nothing to change.

The participation days from Friday to Tuesday.

Only 4% of members believe that a City Hall should undertake such an initiative.

No, without local authorities.

No.

No.

No, once the authorities get involved, we will end up producing more paperwork than products. For me, this group would no longer feel like family, and we would surely turn into a supermarket.

No.

Hell no! Leave it, it's perfect as it is.

No... I don't trust that it would work.

No.

No, no authority will be able to organize such a thing.

No, I don't see it as better because it wouldn't be a community anymore.

No.

No.

Just the way we are. Otherwise, I don't give a chance to this project. And we really need someone like you in charge, someone strong, tougher. I don't give a chance to such a project if someone else is leading it.

No, I don't think it would work anymore, and there wouldn't be as much involvement.

NO!!! NO!!! And again, NO!!!

No, it's better this way.

I don't believe that local authorities would be interested in forming such groups.

I don't believe that a public administration would help, due to political changes.

I believe it's better without the involvement of local authorities. Typically, nothing promoted by the current local authorities is beneficial for small private businesses.

A local authority at the moment cannot organize such an initiative because I don't think they could be impartial. Such an initiative needs to be supported and organized by the producers themselves, as a producer will try to do things better than someone sitting in the mayor's seat.

I believe that local authorities are not so involved to be able to organize and manage in this way.

I don't think local authorities are capable of offering the same level of involvement in organizing. It's better to stay as it started, if desired.

No, because other factors come into play, such as connections, relationships, acquaintances.

No way. As soon as local authorities get involved, problems and crap start, like "take this one because he's my friend," or "go there because it's election campaign time and people need to see what I've done as a mayor," etc.

No. The participation cost in fairs would probably be higher, and the local authority wouldn't consider the desires of the producers. And when it comes to advertising, no one does it for you.

No, I don't think it would be a good idea. Local authorities should only get involved and provide us with a space equipped with all the necessary facilities (water, electricity, protected space). In conclusion, they should support us and encourage people to come and buy from local producers (that is, us - City Harvest).

Yes, on the condition that they provide the location, tables, and prioritize us.

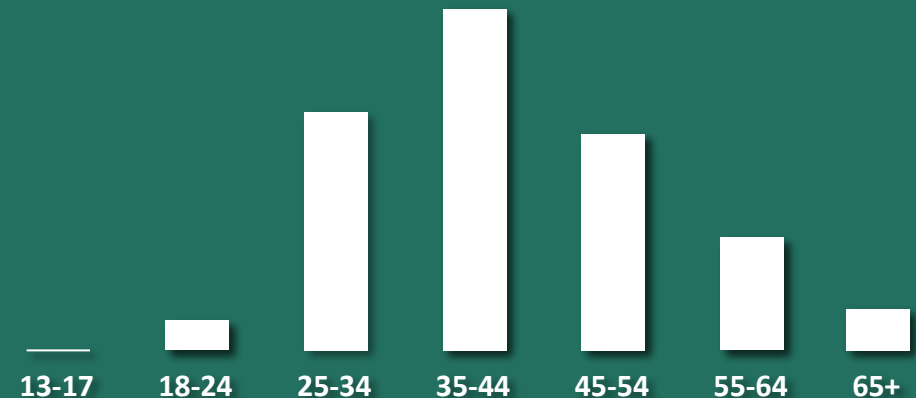
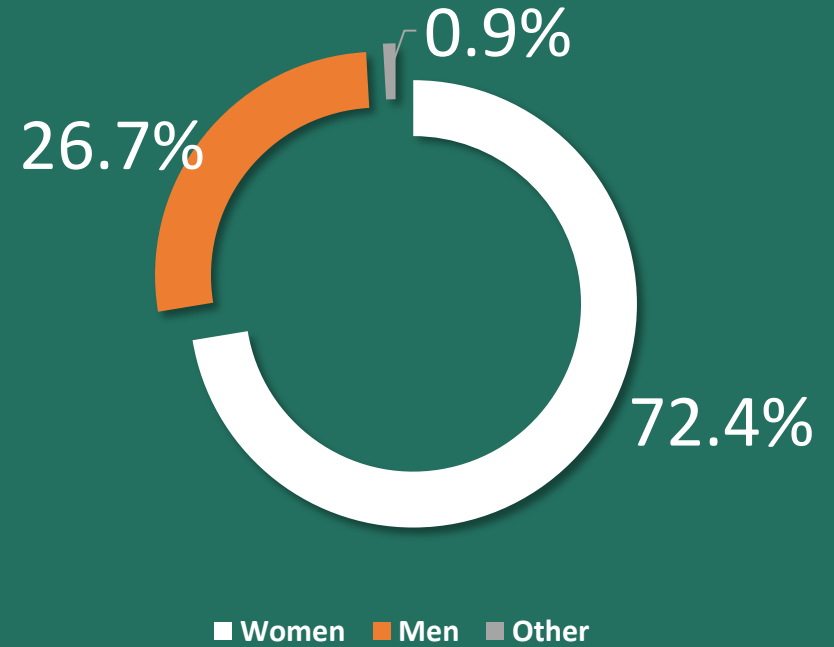
No.

Fear and lack of trust stand out. A local champion is needed to take the initiative, build trust, engage the producers and lead the project.

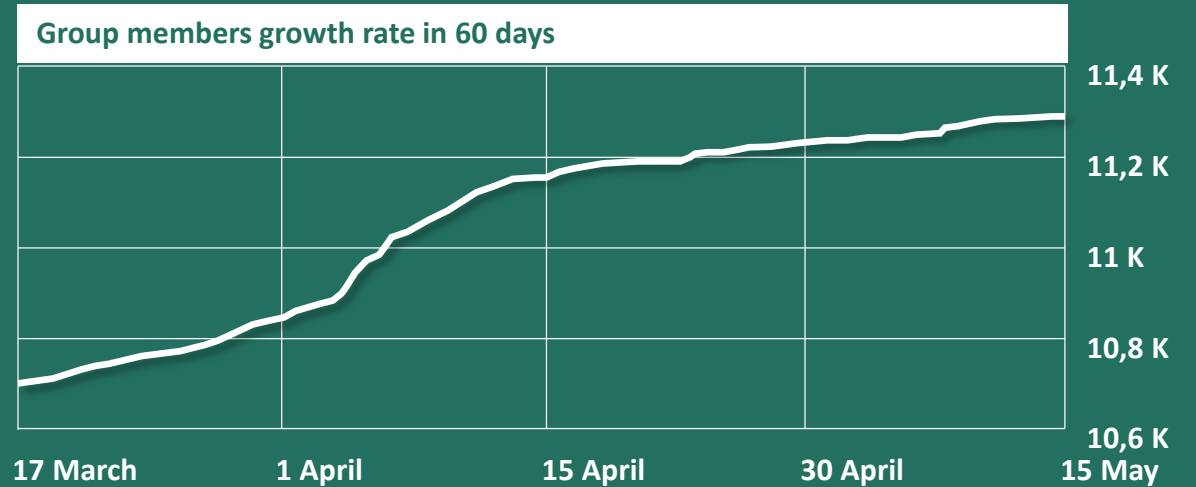
- Lack of trust in local authorities
- Fear of corruption
- Fear of not being involved and heard
- Fear of losing the community feeling
- Fear of hidden interest, lack of transparency and impartiality from local authorities
- Fear of political change from local authorities

The customers

Who are the 11K+ facebook group members and customers?



Where do they come from in such high numbers?



Top 10 cities of residence

Baia Mare	7,487
Tautii-Magheraus	762
Cluj-Napoca	186
Baia Sprie	162
Comuna Recea	116
Targu Lapus	93
Satu Mare	88
Seini	87
Comuna Cicarlau	80
Bucuresti	77

Top 10 countries of residence

Romania	10,455
Great Britain	168
France	158
Germany	98
Italy	98
Spain	71
Austria	51
Belgium	40
United States	22
Ireland	20

How do they engage?

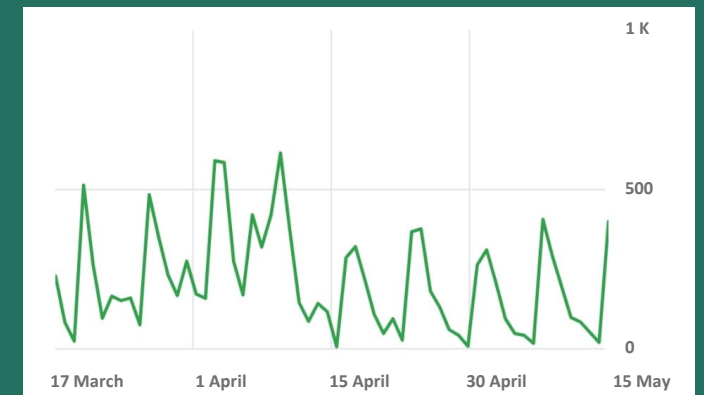
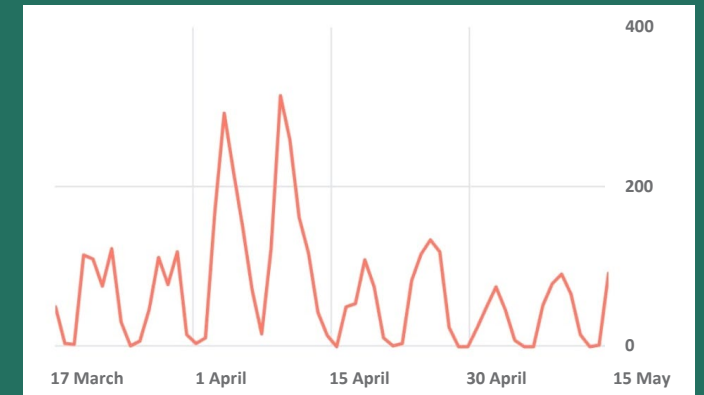
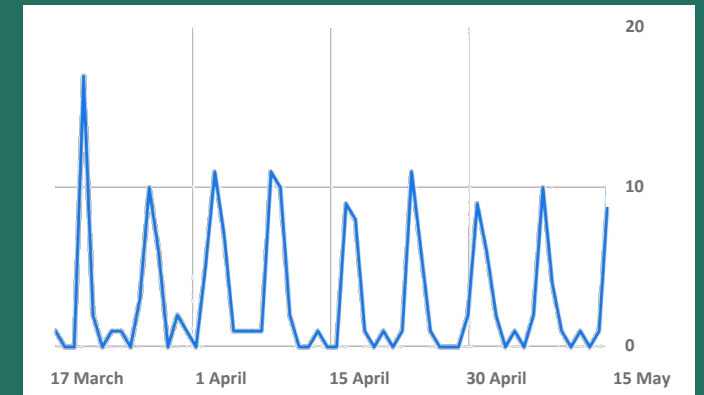
182 Posts

4,235 Comments

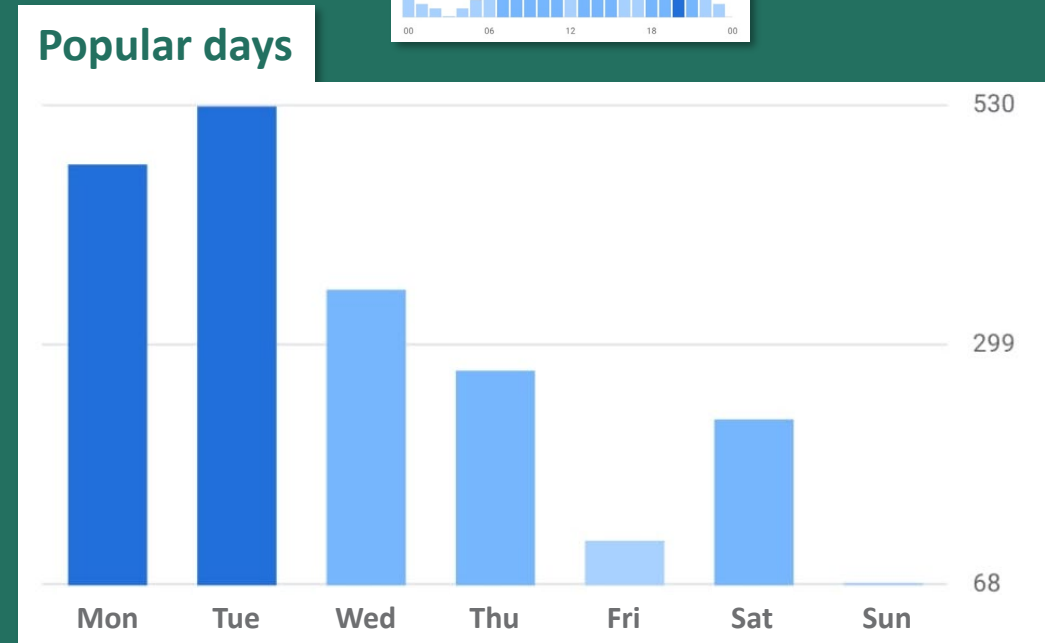
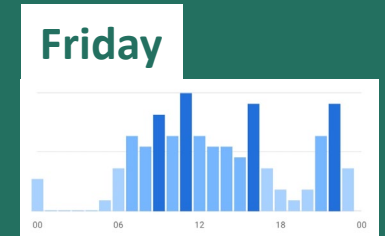
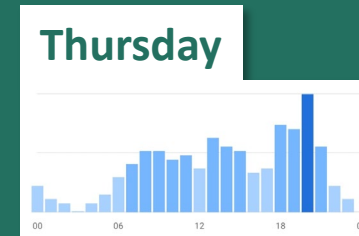
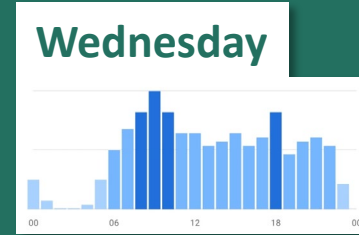
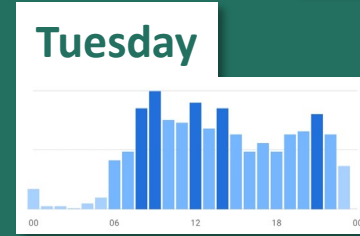
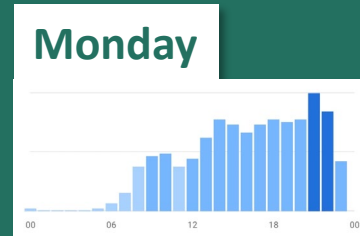
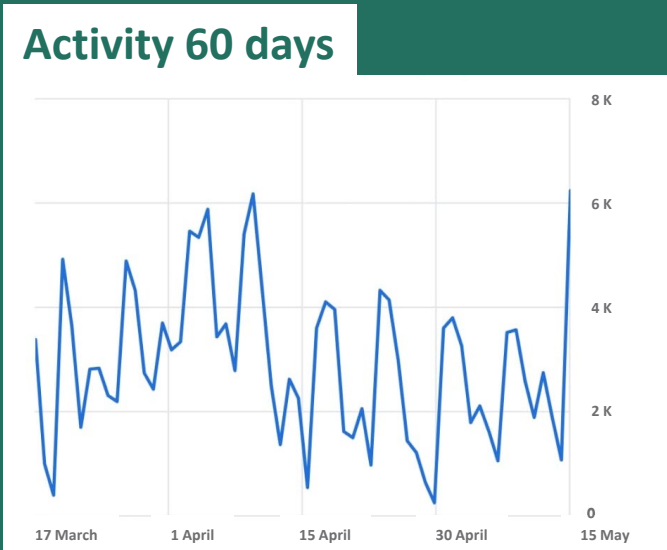
60 DAYS

9,897 active members

12,800 Reactions



When do they engage the most?



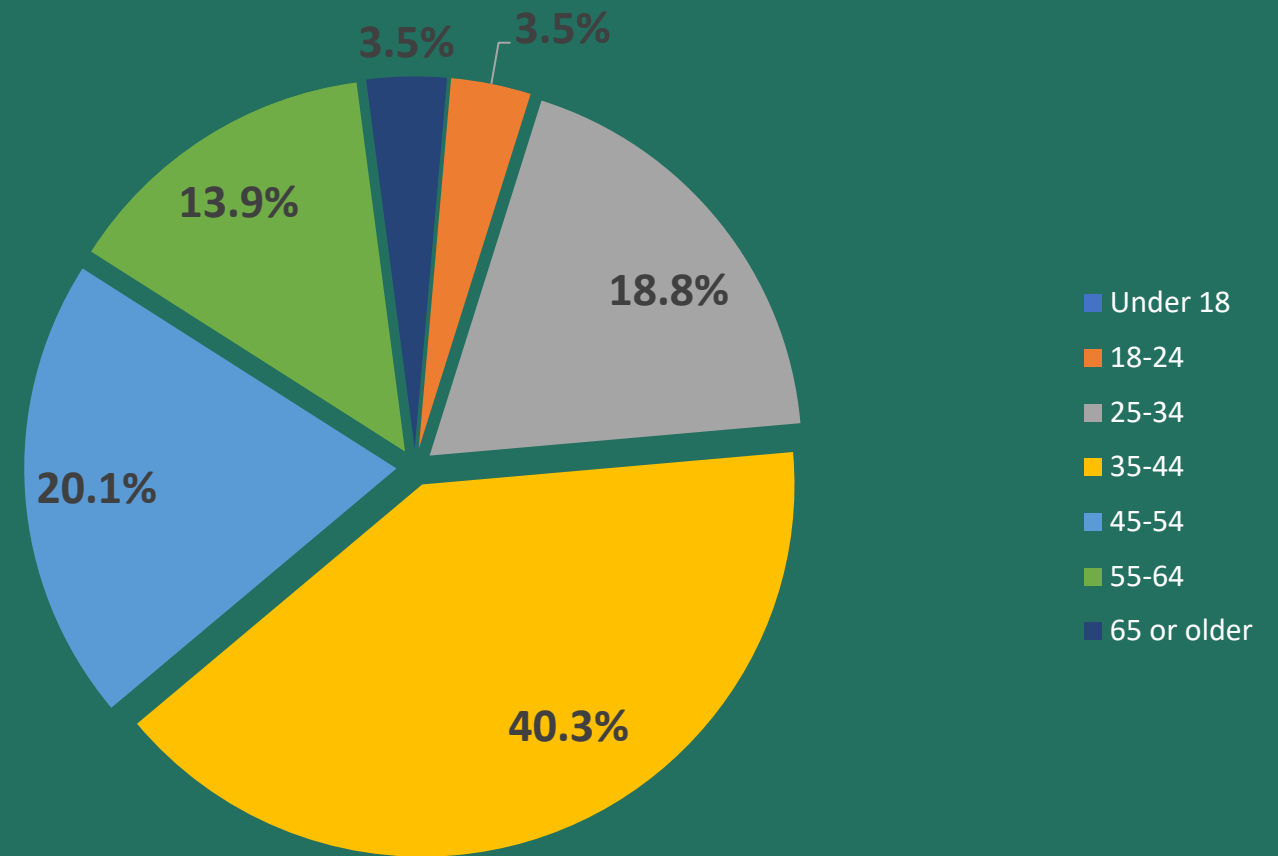
Customer questionnaire

Question 1

What is your age?

Q1: A group for technology users

The large majority of clients are between 35-44 (40.03%) years old, followed by 45-54 (20.1 %) and 25-34 (18.8%). This gathered information from the questionnaire is backed-up by information from the Facebook group. Clients under 18 or over 65 are less likely to use Facebook to order products from local producers.



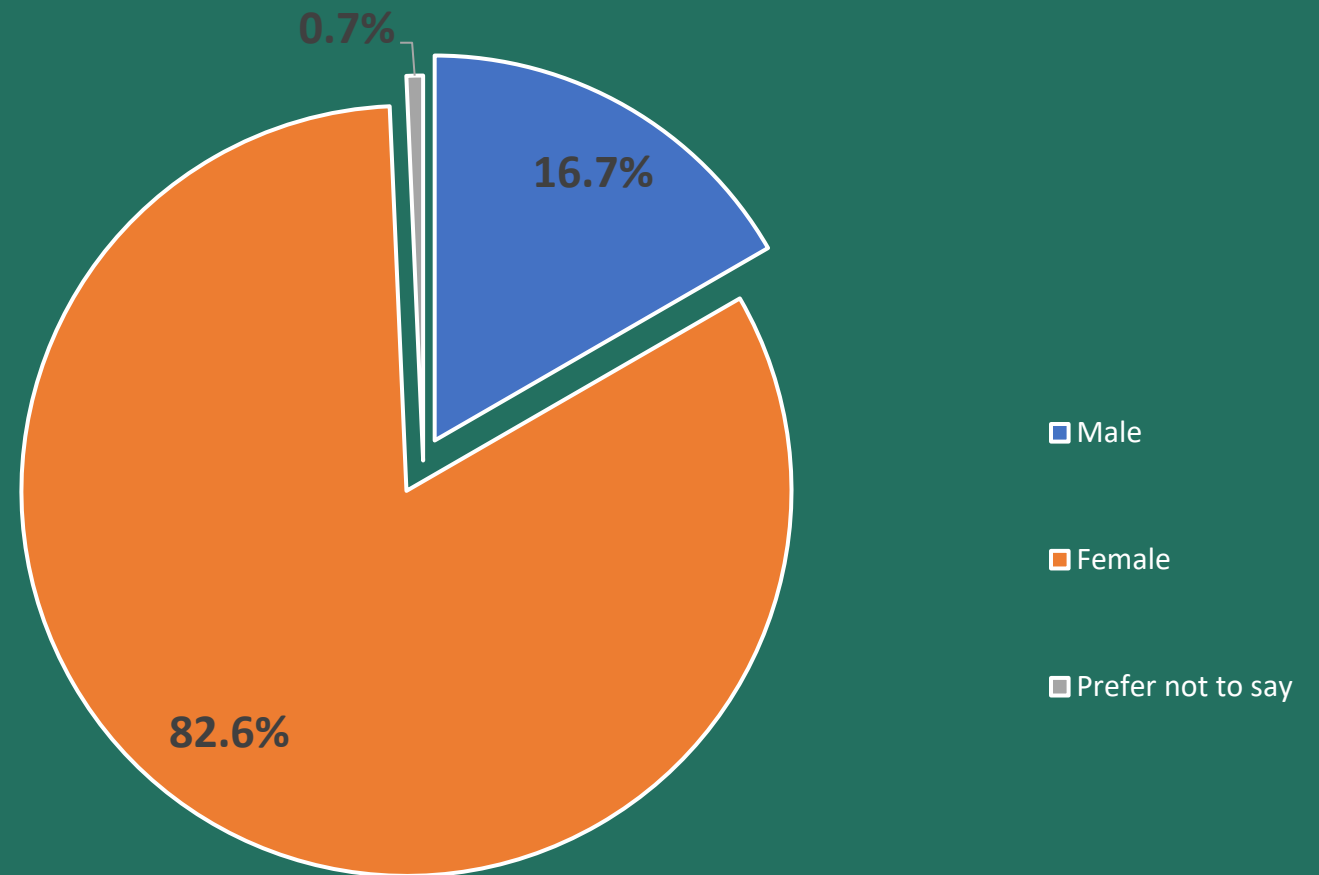
Questionnaire: 144 responses

Question 2

What is your gender?

Q2: A female dominated clientele

Both from the questionnaire and the Facebook group stats it can be noticed that females are the main clients. It is thus advisable to focus efforts on accommodating the needs of this majority. This also shows a larger interest from females on purchasing local products and supporting local producers.



Questionnaire: 144 responses

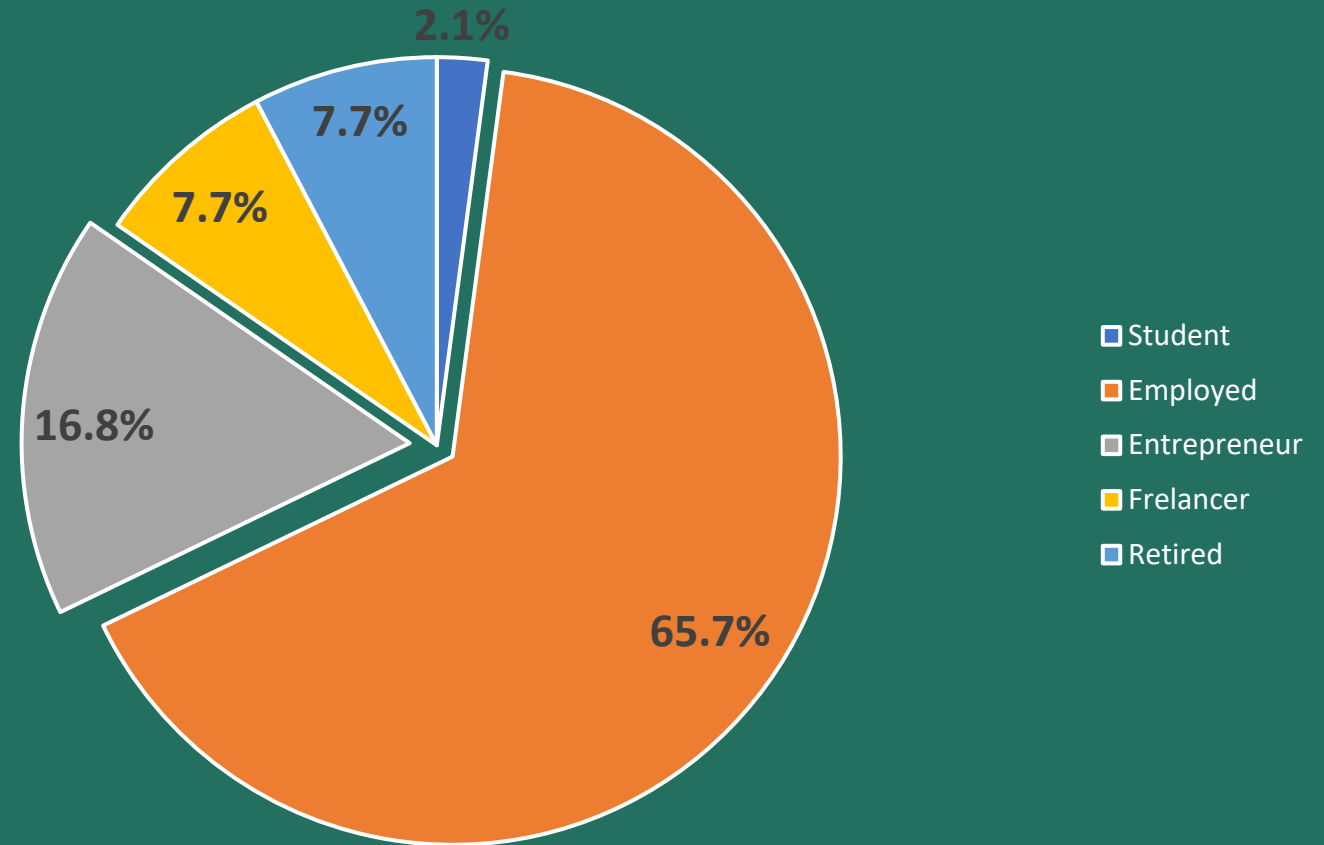
Question 3

What is your occupation?

Q3: A market for all occupations

Students, though the minority at only 2.1%, are nonetheless an essential demographic, indicating that the younger generation sees value in locally sourced produce. Most clients, 65.7%, are employed individuals. This might suggest that the convenience of ordering online and picking up once a week fits perfectly into the routine of working professionals who are keen on ensuring they consume fresh and local produce but may lack the time for regular market visits.

A considerable 16.8% of clients are entrepreneurs, which might indicate that they, too, value both the efficiency of this system and the quality of the produce. Freelancers make up 7.7% of the clientele, a group that often has a flexible schedule but might prefer the structured once-a-week pick-up system. Interestingly, the retired segment of the community is almost at par with the freelancers, at 7.7%. This statistic underscores the market's broad appeal, reaching beyond just the working population to those in their leisure years who likely have an appreciation for fresh, quality goods and the appeal of directly interacting with local producers during their weekly pickups.



Questionnaire: 143 responses

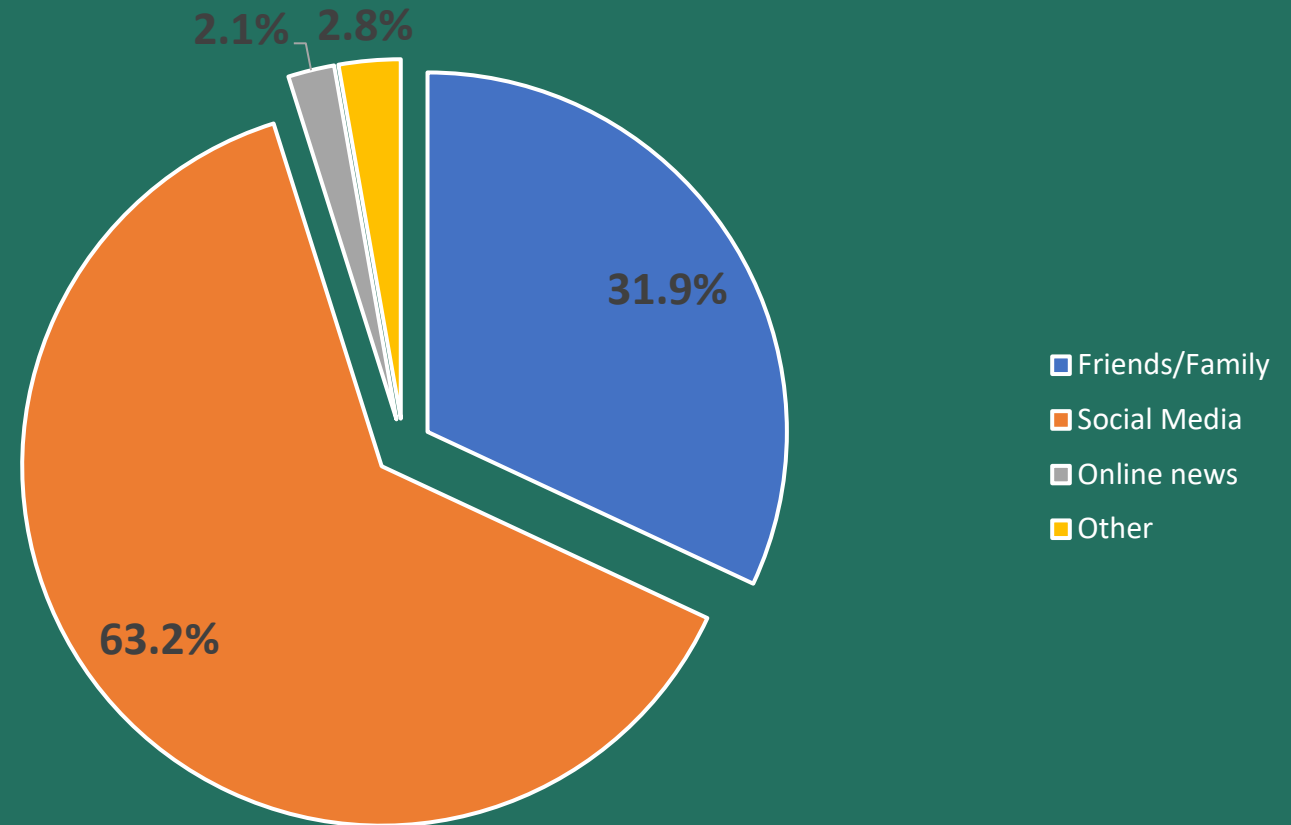
Question 4

How did you hear about Roade de Oras?

Q4: Social networks work

Roade de Oras's online ordering system has notably spread far and wide, primarily driven by the modern power of word-of-mouth and digital platforms. A significant 31.9% of clients discovered the service through recommendations from friends and family, reinforcing the time-honored trust in personal endorsements. This traditional method of spreading information stands in contrast yet complementary to the technological age, where a whopping 63.2% of clients got wind of the initiative through social media channels. The influence of the Facebook platform in the promotion of the initiative has clearly been instrumental in reaching a vast majority of the groups' clients.

While the impact of personal connections and social media is undeniable, other avenues also play a role to a lesser extent. Online news sources introduced 2.1% of the clients to the group, demonstrating the reach of digital journalism and its potential for local businesses. Additionally, 2.8% of clients discovered the service through various other channels, showcasing that multiple touchpoints, even if minor, can contribute to building a diverse customer base. The array of discovery methods highlights the importance of a multi-faceted approach in business visibility and promotion.



Questionnaire: 144 responses

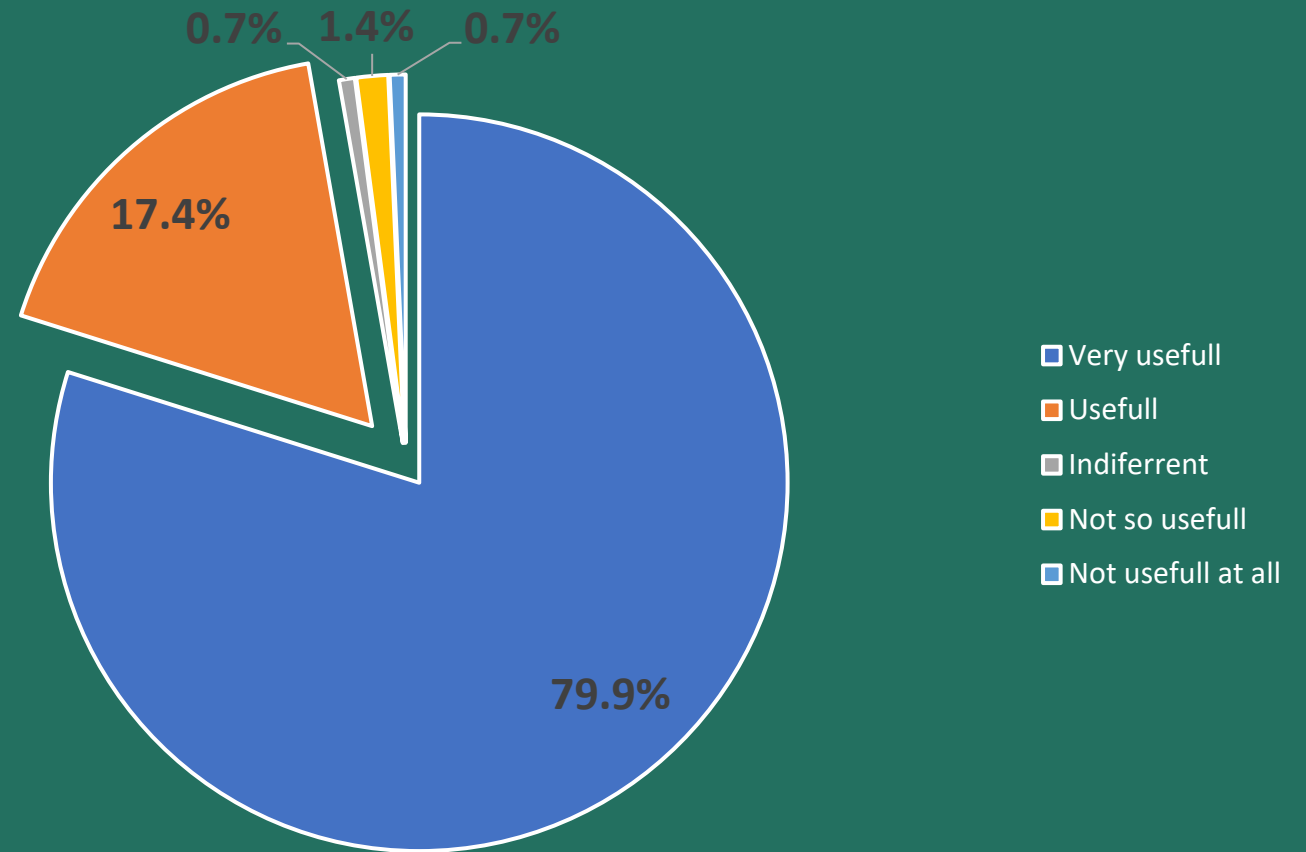
Question 5

How useful do you think the Roade de Oras initiative is?

Q5: Useful for producers and clients alike

The integration of an online ordering system in the local produce market represents a contemporary manifestation of rural-urban linkages. A staggering 79.9% of the clientele, primarily urban dwellers, find this initiative very useful. It bridges the urban demand for fresh, local produce with rural supply, streamlining access and reinforcing the interconnectedness of rural and urban economies. Furthermore, 17.4% find it useful, accentuating its role in enhancing urban lifestyles while supporting rural livelihoods.

However, in the complex web of rural-urban interactions, not all feedback is glowing. A few, approximately 2.1% combined, find the service of limited utility or not useful at all. This feedback offers a reminder that while urban-rural collaborations can foster mutual benefits, continuous iterations and adjustments are essential to ensure broader inclusivity and adaptability in bridging the rural-urban divide.



Questionnaire: 144 responses

Question 6

What words or phrases come to mind when you think of Roade de Oras?

Q6: It's all about the people and the products

Roade de Oras managed to create a consistent image of fresh, quality produce and local, sustainable engagement. Dominant themes from the list of words and phrases suggest a perception of Roade de Oras as an entity that embodies the ideals of supporting local producers and championing community involvement. Words such as "community," "local producers," "freshness," "quality," and "hardworking people" surface repeatedly, indicating the market's key value proposition. These responses emphasize a return to roots, where quality and the locality of goods are prioritized—themes such as "taste of childhood," "nature - health," and "respect for producers" further underscore the romanticized and nostalgic connection to the authenticity of products and practices.

The second predominant theme hinges on health and sustainability. Phrases like "healthy food, fresh and without waste," "responsible consumption of fresh food," "sustainability, promoting local products," and "trust, organic, traditions" spotlight the market's role in catering to consumers who prioritize wellness and environmentally-responsible choices. Moreover, words like "professionalism," "honesty," and specific mentions like "Gielle Lavanda Amore" and "Bukova couple" illustrate a blend of trust, personalization, and appreciation for specific vendors or products. Notably, amidst the positive feedback, there's an outlier response, "I'm not part of the group; I have nothing to think about!", which reflects that the initiative may not resonate with everyone, or some individuals remain uninformed, hinting at potential areas of growth and outreach.



Question 7

What do you perceive as the strengths of Roade de Oras?

Q7: It comes from local producers

Roade de Oras is evidently perceived as a model exemplifying urban-rural linkages through its services. A salient point from the feedback revolves around the idea of 'local'. Clients appreciate the opportunity to source fresh, local products, which helps sustain rural livelihoods while satisfying urban demand. Words like "local," "fresh products," "directly from the producer," and "Romanian products" highlight the initiative's ability to foster a genuine connection between consumers and their food's origin. This focus on locality and authenticity contrasts with more generic market experiences and can help further bridge the gap between urban consumers and rural producers by fostering understanding and mutual appreciation.

Another prominent aspect emphasized by clients is the initiative's organization and efficiency. Phrases such as "all products in one place," "very good organization," "punctuality," "no waste," and "online orders" indicate that Roade de Oras is tapping into urban needs for convenience and streamlined systems. By simplifying access to rural produce, the initiative strengthens urban-rural linkages and makes it more appealing for urbanites to support rural enterprises. The weekly featuring of stories from the meet-up points as well as the posts related to the birthdays of producers helped humanize the source of products. As clients can meet the producers directly and interact with them every week, they are able to better understand the rural production process, thereby solidifying the urban-rural bond.



Question 8

What do you perceive as the weaknesses of Roade de Oras?

Q8: Logistics can be better

From the responses, several patterns emerge highlighting potential weaknesses or areas of improvement for the Roade de Oras initiative. One dominant observation revolves around the frequency and timing of the initiative. Phrases such as "it's organized only once a week," "short operating hours," and "schedule" suggest that customers desire more frequent interactions or extended hours of operation. Such limitations potentially impede the fluidity of urban-rural linkages, as these restrictions may curtail urban consumers' access to rural produce, limiting the sustained and continuous exchange between the two realms.

Another pronounced concern relates to logistical and operational aspects, such as the "lack of parking," "location," and "conditions of the selling locations." These logistical hindrances, coupled with comments about the "lack of labels," "product diversity," and concerns about product quality, storage, and transportation, underscore the necessity for an enhanced, structured operational model that assures quality and broadens the scope of offerings. To strengthen urban-rural linkages further, Roade de Oras could consider decentralizing its operations, introducing more frequent markets or pop-ups in various urban locations, ensuring adequate infrastructure for both vendors and customers, and perhaps launching an education campaign to build trust in their products. Collaborating with local authorities could also help address some of these concerns, particularly those related to infrastructure and support, however the collaboration should be informal and unbranded, as a later analysis will show. The goal should be to ensure urbanites have regular, easy, safe and trustworthy access to rural produce in order to enhance market reach but also solidify the connection between urban consumers and rural producers.

schedule

You need to book in advance

Lack of parking

Too few vegetables

Short operating hours

Lack of stalls

Few products

More diversity in terms of seasonal fruits

operating hours

Sometimes, the prices of some products...

would like a larger variety of fruits and vegetables;
in case of high temperatures, means should be found so the goods don't spoil...

lack of parking

Order pick-up hours

location

A better-organized space!

Question 9

Do you think an online feedback form, accessible anytime and anywhere, would contribute to increasing the quality of the products sold by the producers?



Entrance/exit meet-up point

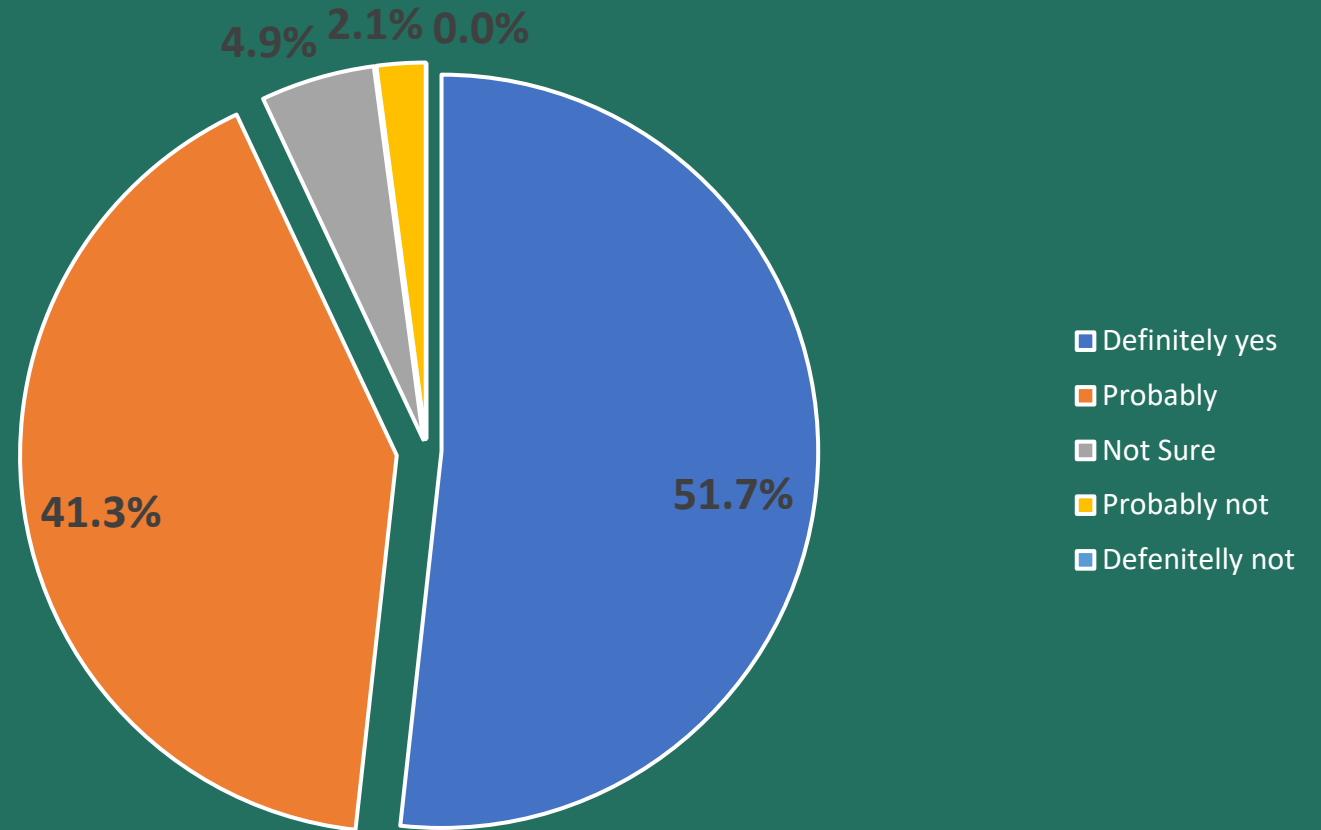
Concept for QR code banner

Questionnaire: 144 responses

Q9: Feedback works

The overwhelmingly positive response to the idea of an online feedback form, with a significant 93% of respondents believing it would either "definitely" or "probably" contribute to increasing product quality, underscores the importance of two-way communication in urban-rural linkages. This sentiment showcases that urban consumers are keen on actively participating in the value chain, sharing their experiences, and influencing product quality. Their eagerness not only highlights their interest in the products but also their willingness to invest time and energy into ensuring that the link between urban consumers and rural producers is strong, dynamic, and responsive.

For Roade de Oras, introducing such a feedback system can be transformative. Real-time insights can guide producers in refining their offerings, promptly addressing quality issues, and meeting urban demands. This not only enhances the trust urban consumers have in the initiative but also facilitates a two-way dialogue. As rural producers adapt based on feedback, urban consumers get products that resonate with their preferences, creating a mutually beneficial and resilient urban-rural partnership.



Questionnaire: 144 responses

Question 10

Do you consider that the association between the Roade de Oras brand and a City Hall brand, or any other brand, would increase your trust in Roade de Oras?



PRODUCATORI LOCALI

ROADE DE ORAS

- MARAMUREȘ -

supported by
ANOTHER BRAND

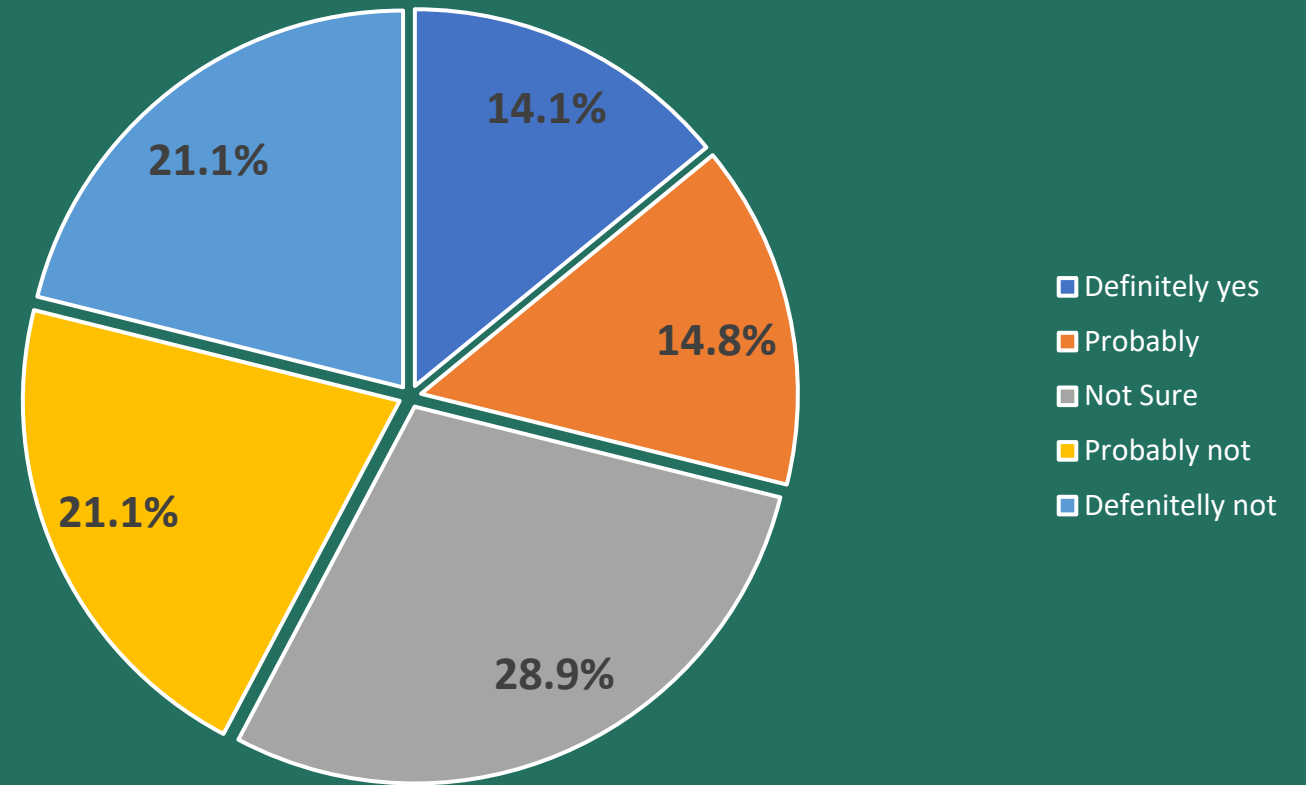


Concept for association with another brand

Q10: Mixed feelings

The data suggests a divided opinion regarding the association of Roade de Oras with a City Hall brand or any other brand. With only 28.9% of respondents indicating a neutral stance and similar percentages leaning both for and against the idea, the question of brand association becomes nuanced. While approximately 29% believe that such an association would likely enhance trust, an equal proportion feels the opposite. This might indicate that while some clients see value in the credibility and legitimacy that an established brand can offer, others could have concerns about the potential influence, bureaucracy, or reduced authenticity that might come with such affiliations.

For Roade de Oras, it's crucial to weigh the pros and cons of any brand association. Within the context of urban-rural linkages, a partnership with a City Hall brand, for instance, might symbolize a bridging of the urban-rural divide, bringing forward a narrative of cooperation and mutual growth. On the other hand, maintaining independence might be seen as preserving the genuine, grassroots essence of the initiative. It would be advisable for Roade de Oras to engage in further dialogue with its clients, understanding the root of their reservations or support.



Questionnaire: 144 responses

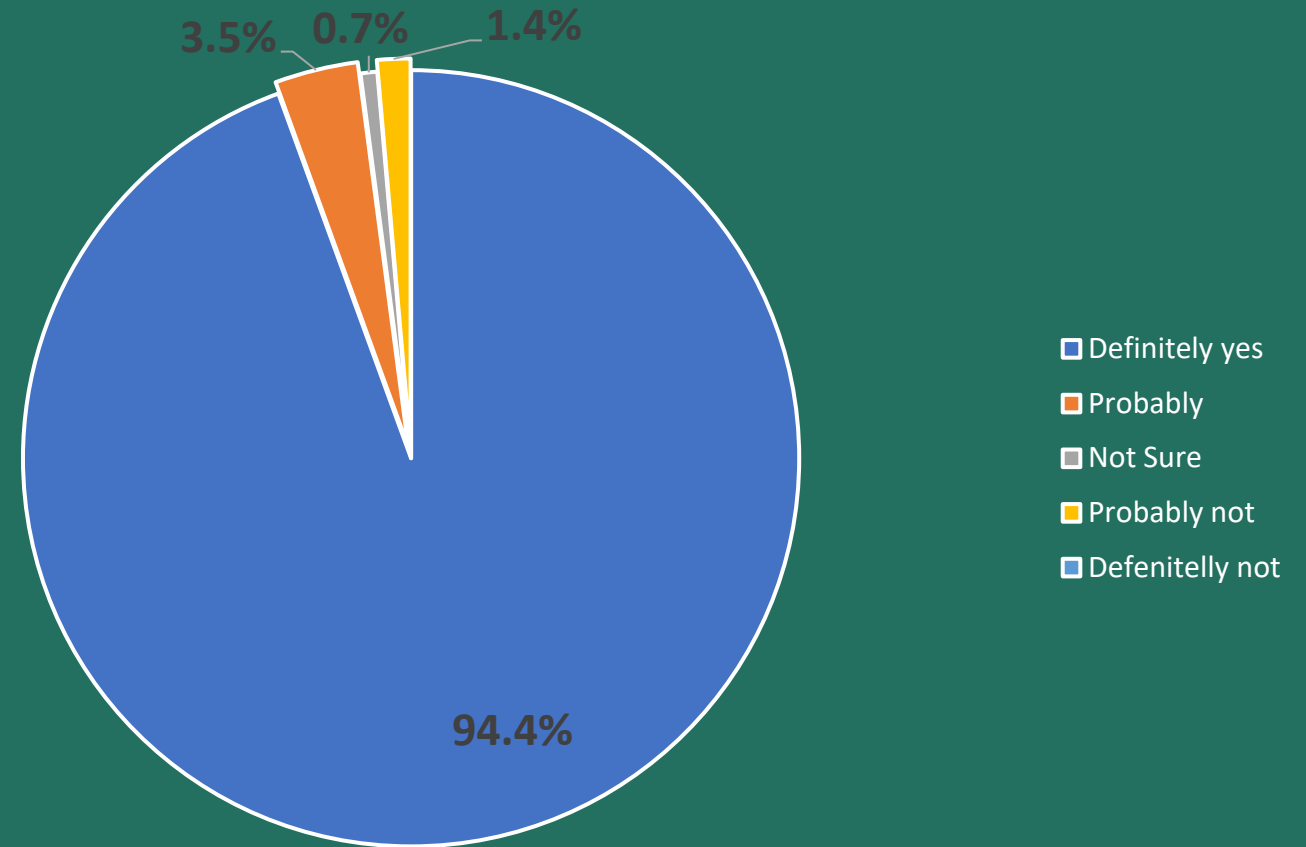
Question 11

Would you recommend Roade de Oras to friends or family?

Q11: A highly recommended initiative

The overwhelmingly positive response, with a staggering 94.4% of clients stating they would "definitely" recommend Roade de Oras to friends or family, speaks volumes about the perceived value and trustworthiness of the initiative. Such strong endorsement indicates that the vast majority of clients not only find the products and services of Roade de Oras satisfactory but also believe that others in their close circles would benefit from and appreciate the same experience. A recommendation, especially to close friends and family, means the individual believes the initiative aligns with the values and needs of those closest to them.

Harnessing this positive sentiment can be pivotal for Roade de Oras in reinforcing urban-rural linkages. Initiating referral programs can amplify its reach, bringing more urban consumers closer to rural producers. Each recommendation can further bridge the urban-rural gap, fostering mutual understanding and community ties.



Questionnaire: 144 responses

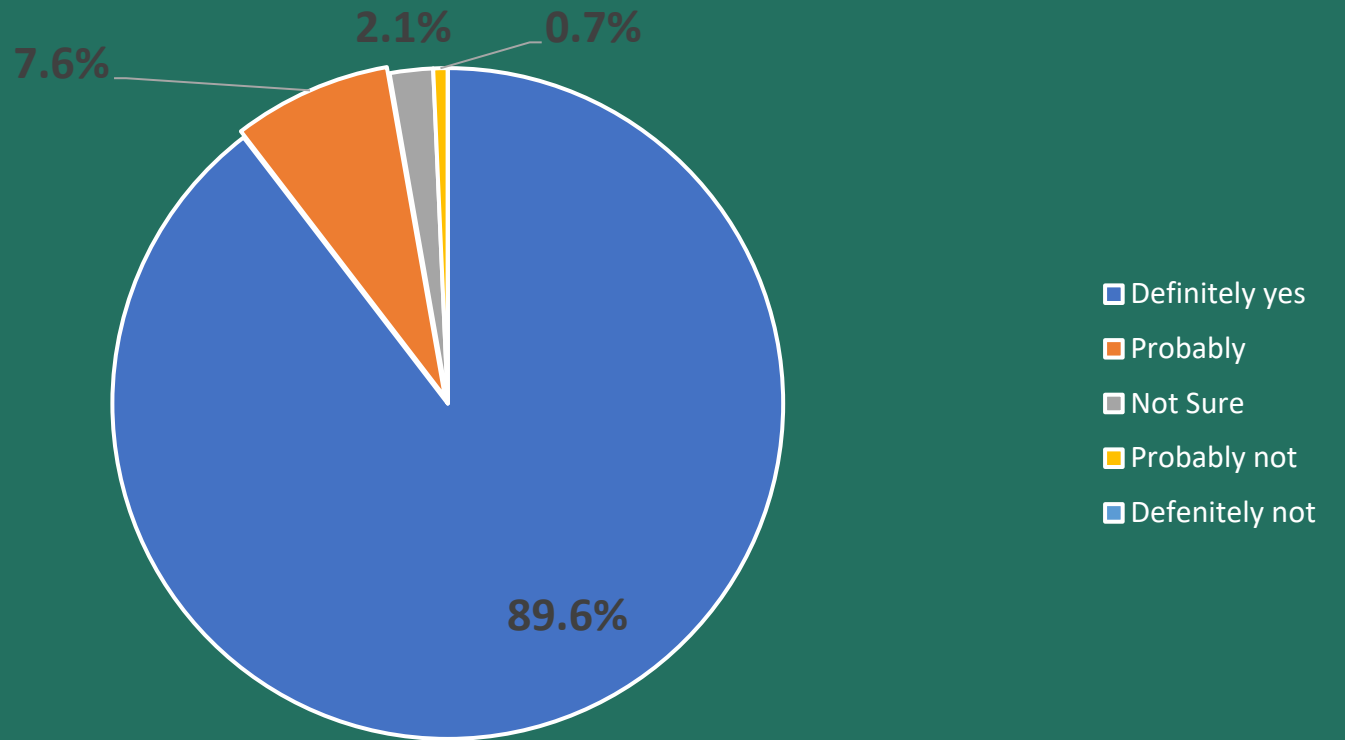
Question 12

Do you think that Roade de Oras wants you to have a pleasant experience as a customer?

Q12: Trust matters most

A resounding 89.6% of respondents believe that Roade de Oras genuinely wishes for them to have a pleasant customer experience. This is a significant indicator of the positive perception and trust Roade de Oras has fostered among its clientele. Such faith is crucial for any initiative, suggesting that the values and operations of Roade de Oras resonate deeply with its audience.

Capitalizing on this goodwill, Roade de Oras can further cement urban-rural linkages. By continually emphasizing its commitment to delivering quality and fostering transparent relationships between urban consumers and rural producers, it can encourage a deeper appreciation of the rural-urban interdependency. Strengthening this bond not only benefits the brand but also empowers rural communities by connecting them with a receptive urban audience, reinforcing mutual understanding and collaborative growth.



Questionnaire: 144 responses

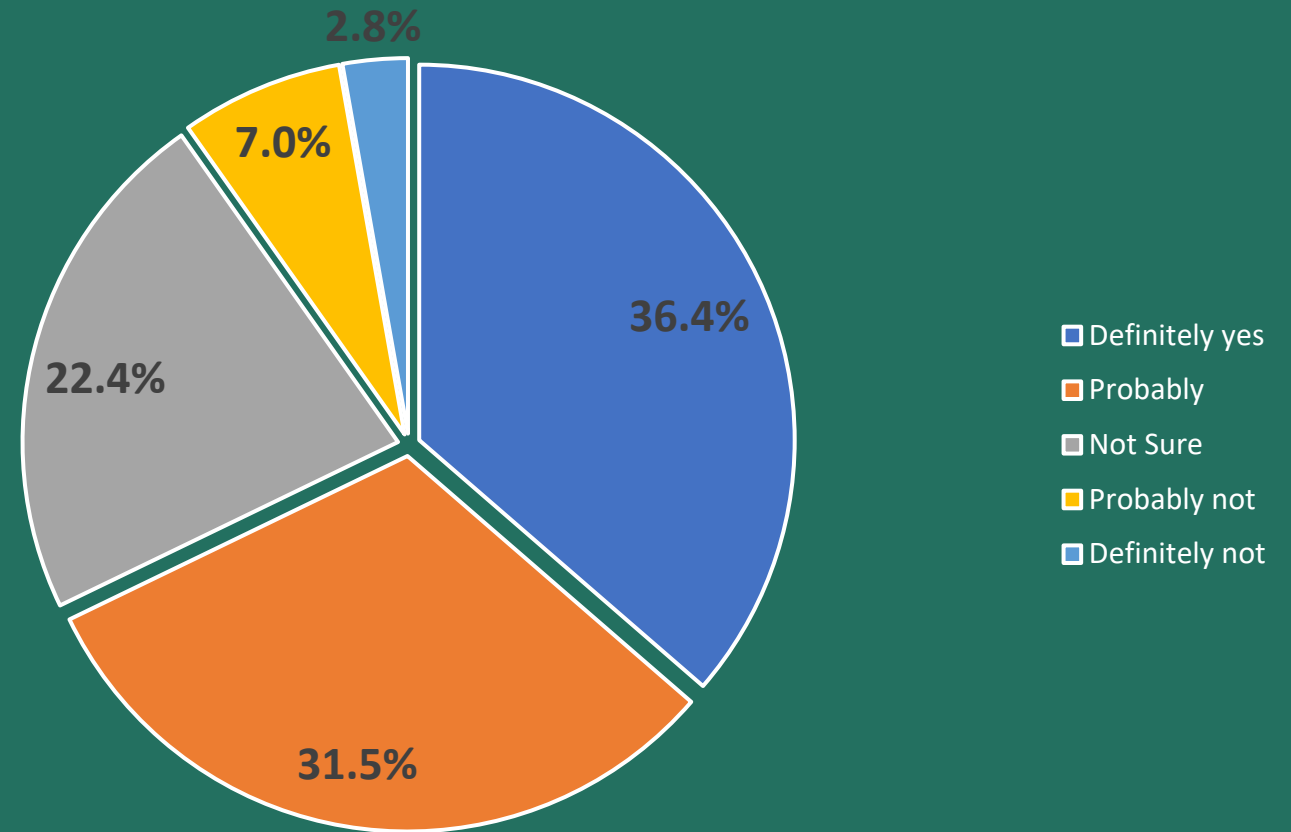
Question 13

Do you think that the Roade de Oras courier delivery system would be more eco-friendly if bicycles or electric cars were used for delivery?

Q13: Eco-friendly deliveries could work

The majority of respondents (67.9% combining "Definitely yes" and "Probably") seem to believe that incorporating bicycles or electric vehicles into Roade de Oras' courier delivery system would make it more eco-friendly. This insight showcases the growing environmental consciousness among consumers and their desire for services to align with sustainable practices. Given the challenges of urban pollution and the carbon footprint associated with transportation, transitioning to greener delivery methods could be a strategic move for Roade de Oras.

In terms of urban-rural linkages, such a transition could symbolize a bridge between the sustainable, traditional lifestyles of the rural areas and the progressive, eco-conscious mindset of urban locales. By implementing an eco-friendly delivery system, Roade de Oras could not only reduce its environmental impact but also foster a stronger narrative around harmonizing urban demands with rural sustainability. This harmony promotes a more integrated approach to development, wherein both urban and rural communities collaborate for a greener and more interconnected future.



Questionnaire: 144 responses

Question 14

Do you think that the producers' stands are more professional with the tablecloths inscribed with the Roade de Oras brand?



1

Without tablecloths



2

With tablecloths

Image Source: Roade de Oras public Facebook page. Processed image.

Image Source: Roade de Oras public Facebook page. Processed image.

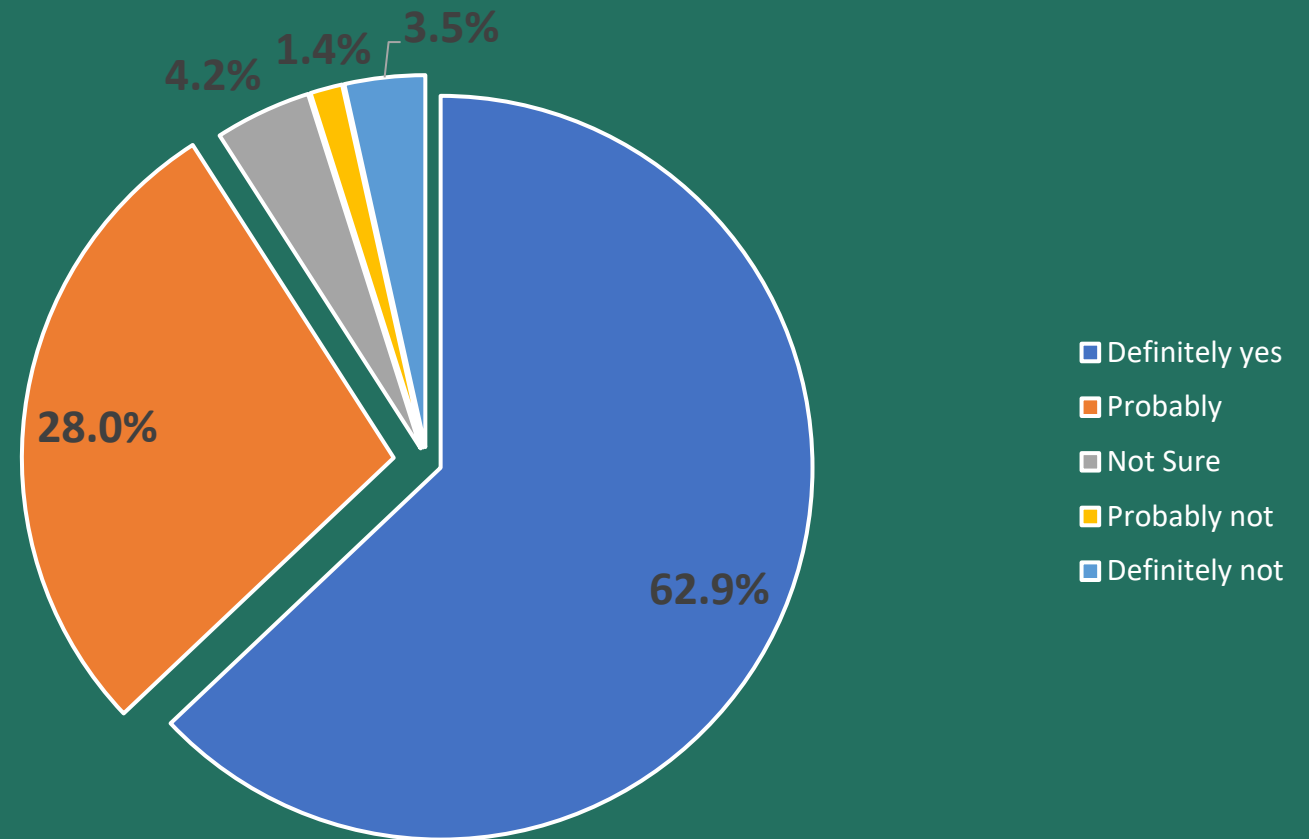


- **Professional Appearance:** "Dress for Success, Even for Tables!"
- **Branding and Identity:** "Wear Your Brand with Pride!"
- **Hygiene and Cleanliness:** "Clean Products Start with Clean Tables!"
- **Enhanced Display:** "Make Your Products Pop!"
- **Protection:** "Guard Your Goods, Protect Your Space!"
- **Storage:** "Keep it Tidy, Underneath and Above!"
- **Uniformity:** "Unify the Look, Elevate the Experience!"
- **Ambiance and Mood:** "Set the Mood, Make a Statement!"

Q14: Tablecloths make the difference

The overwhelming response from clients indicates that branding, specifically through tablecloths inscribed with the Roade de Oraş logo, imparts a sense of professionalism to the producers' stands. Nearly 91% (combining "Definitely yes" and "Probably") see this branded element as enhancing the professionalism of the vendor space. This underscores the importance of consistent branding in creating a cohesive image and cultivating trust among customers.

From an urban-rural linkage perspective, this branding serves as a bridge, visually and metaphorically connecting rural producers with the more brand-conscious urban market. The professional presentation of rural goods in an urban setting not only elevates the perceived value of those products but also strengthens the bond between urban consumers and rural producers. By visually reinforcing this bond, Roade de Oras can further integrate these two communities, highlighting the mutual respect and interdependence between urban consumers and the rural producers that serve them.



Questionnaire: 144 responses

Question 15

Do you think that the image of the fair would be more professional if all the manufacturers had uniform umbrellas with the Roade de Oras brand, which would protect against UV and the weather?



1

With own umbrella



2

With branded umbrella

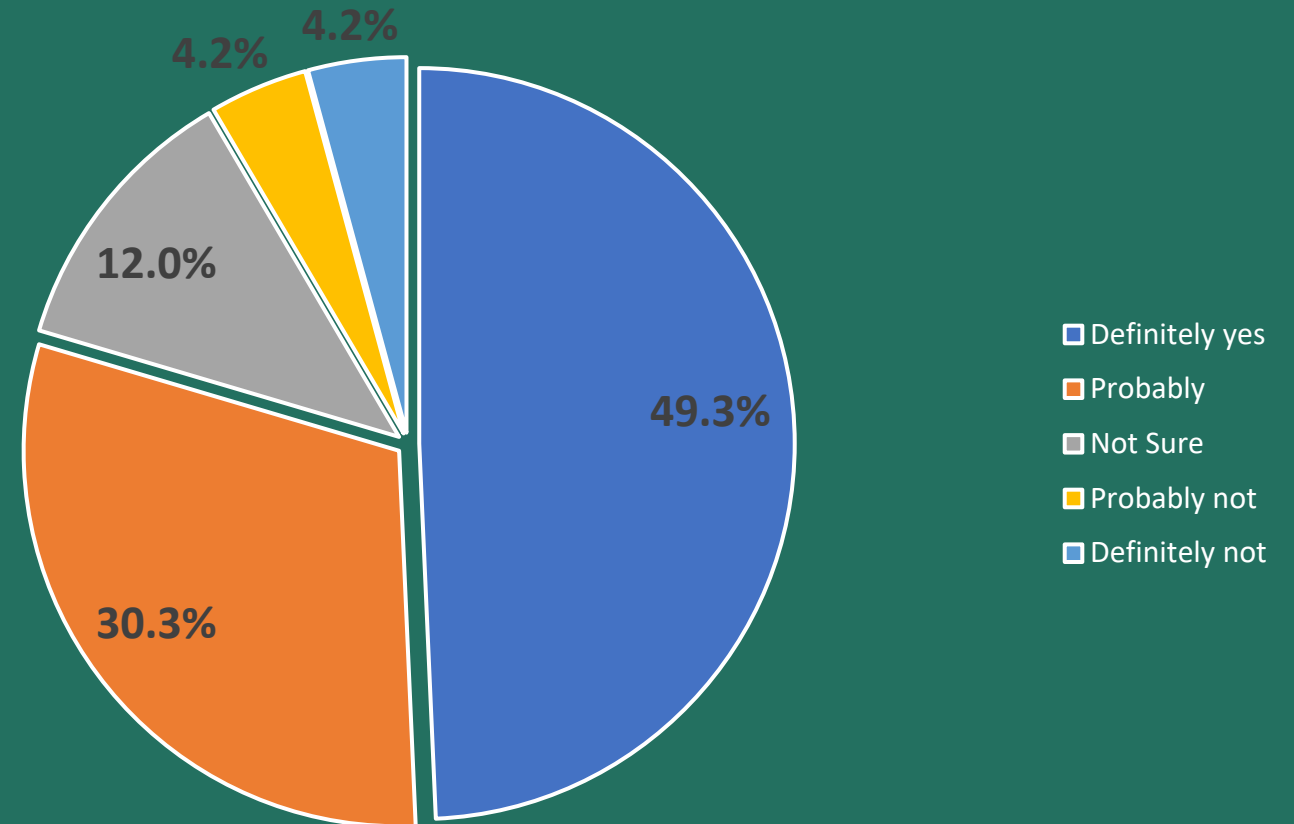


- **Weather Protection:** "Rain or Shine, Roade de Oras Defines!"
- **Visibility:** "Stand Tall, Stand Out!"
- **Unified Look:** "Unified Under One Roof!"
- **Promotion:** "Our Brand Overhead, Excellence Underneath!"
- **Sun Protection:** "Keeping It Cool, Under the Roade Umbrella!"
- **Professionalism:** "Branded Shelter, Trusted Quality!"
- **Customer Comfort:** "Comfortable Shopping, Come Rain or Shine!"
- **Brand Loyalty:** "Under One Umbrella, We Thrive Together!"

Q15: Braded umbrellas create a sense of unity

A significant majority of clients (nearly 80% combining "Definitely yes" and "Probably") feel that uniform umbrellas with the Roade de Oraş brand would not only enhance the professional image of the fair but also offer practical protection against the elements. The uniformity suggests a standardized, cohesive, and organized event, which can greatly appeal to urban visitors accustomed to such setups in city marketplaces or events.

In the context of urban-rural linkages, providing these branded umbrellas to manufacturers creates a palpable connection between the rural producers and the urban-centric branding of Roade de Oras. It serves as a visual reminder of the integration of rural offerings into the urban market ecosystem. By presenting rural goods under a unified branded canopy, it fosters a sense of unity and collaboration between rural producers and urban consumers. This not only bolsters trust and appreciation for rural products but also emphasizes the value of rural contributions to the urban landscape. Through such initiatives, Roade de Oras can further cement the symbiotic relationship between urban buyers and rural vendors.



Questionnaire: 144 responses

Question 16

Do you think it is more effective to use printed tents instead of umbrellas?

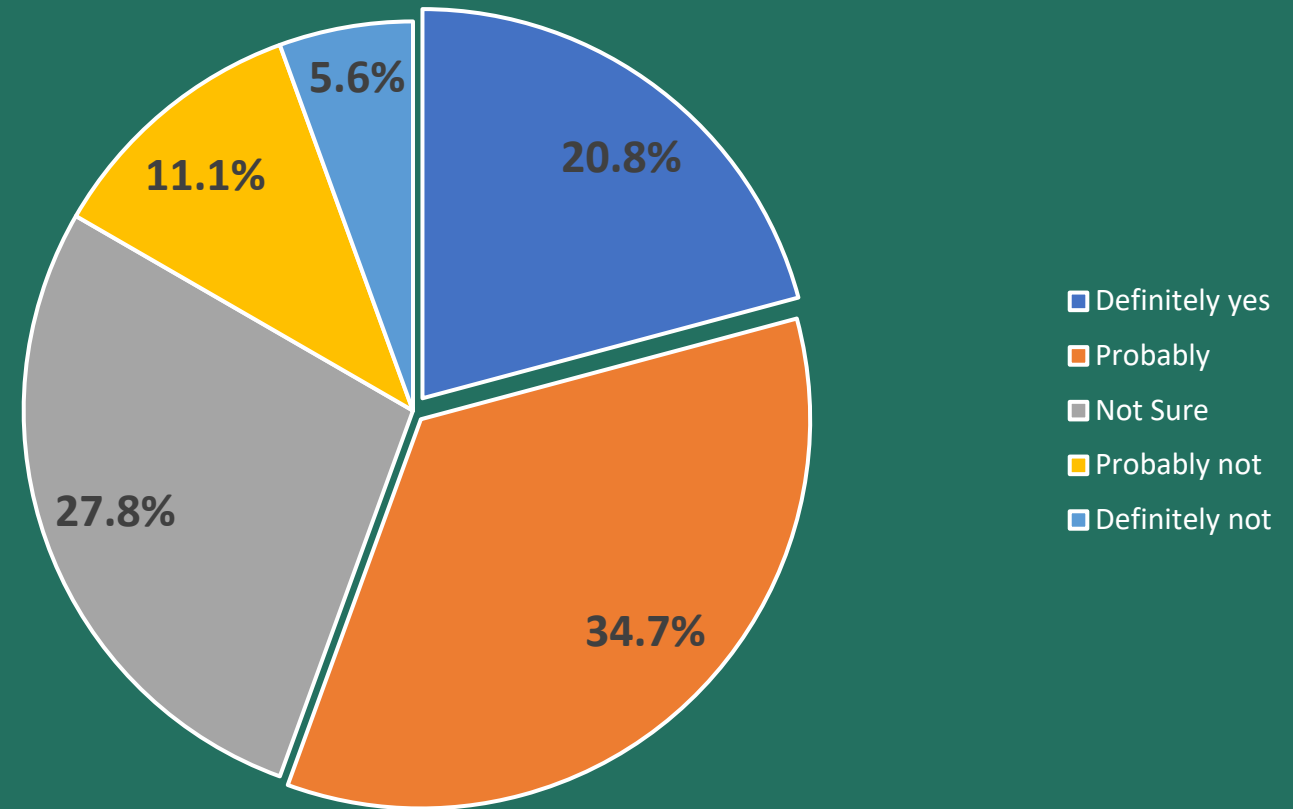


- **Spacious Coverage:** "Under Our Canopy, More Room for Quality!"
- **Enhanced Visibility:** "Stand Big, Stand Bold with Roade de Oras!"
- **Brand Consistency:** "Every Corner Shouts Roade Excellence!"
- **Durability:** "Sturdy Shelter, Steady Sales!"
- **Professional Appearance:** "Pitched to Perfection, Powered by Passion!"
- **Increased Space:** "Space to Showcase, Pace to Purchase!"
- **Community Feeling:** "Together Under Roade Roofs, We Build Bonds!"
- **Advertisement:** "From Top to Base, We're the Market's Ace!"

Q16: Branded tents feel professional but may not be worth it

A majority of the clients, when combining the "Definitely yes" and "Probably" categories, seem to lean towards the idea that printed tents might be more effective than umbrellas. Tents, given their larger surface area, can provide more comprehensive shelter against various weather conditions and allow for bigger, more visible branding. This can make the setup look even more professional and cohesive, appealing to an urban clientele who may associate such displays with organized events or upscale markets.

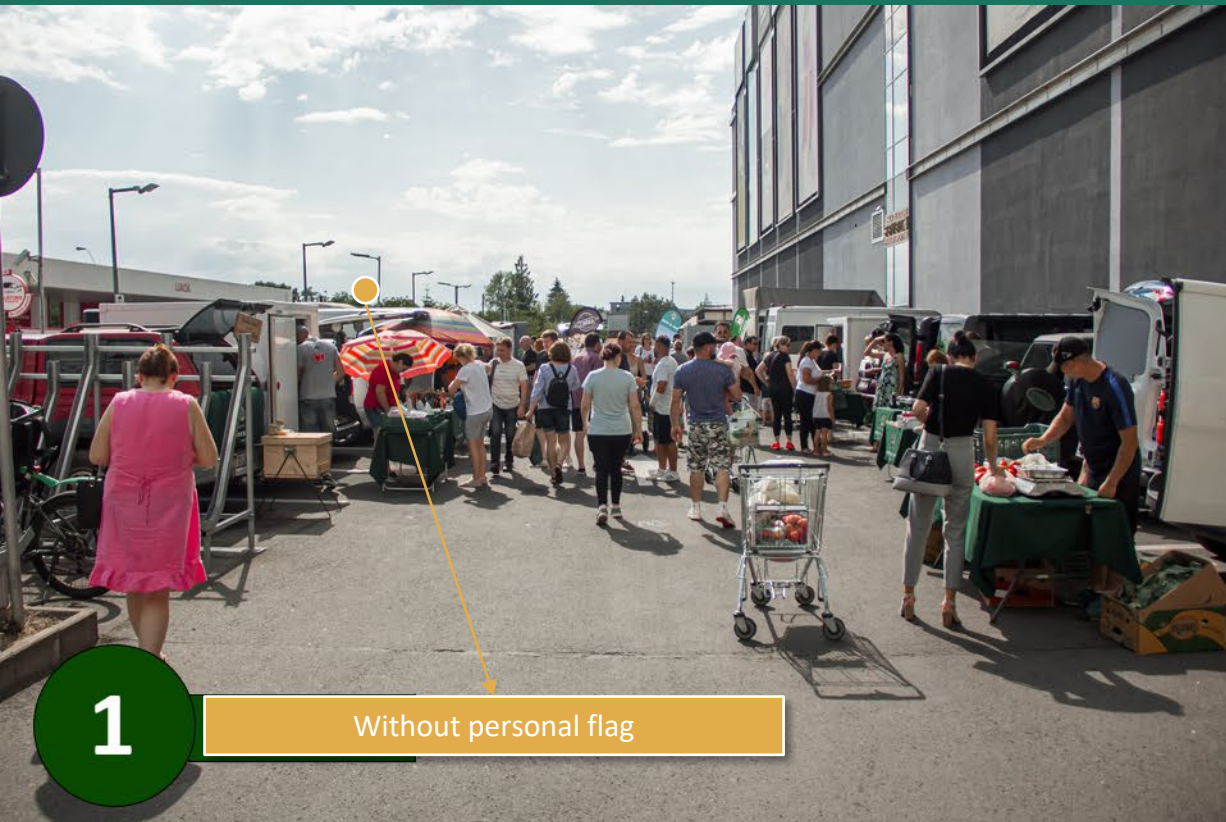
Connecting to urban-rural linkages, the use of printed tents can be an innovative way for Roade de Oras to bridge the gap between the polished expectations of urban consumers and the authenticity of rural producers. By creating a uniform and protected space for rural producers, the tents can symbolize a merging of two worlds, where the rural charm is enhanced by urban aesthetics. As urbanites often seek experiences that are both authentic and comfortable, the printed tents offer a balanced solution. The tents also allow for better space utilization and layout planning, facilitating easier navigation for consumers and potentially more sales for producers. Roade de Oras can utilize this feedback to create a marketplace that embodies the harmony of urban and rural synergies.



Questionnaire: 144 responses

Question 17

Do you think that manufacturers who have their own brand inscribed on the flags are more visible and easy to find?



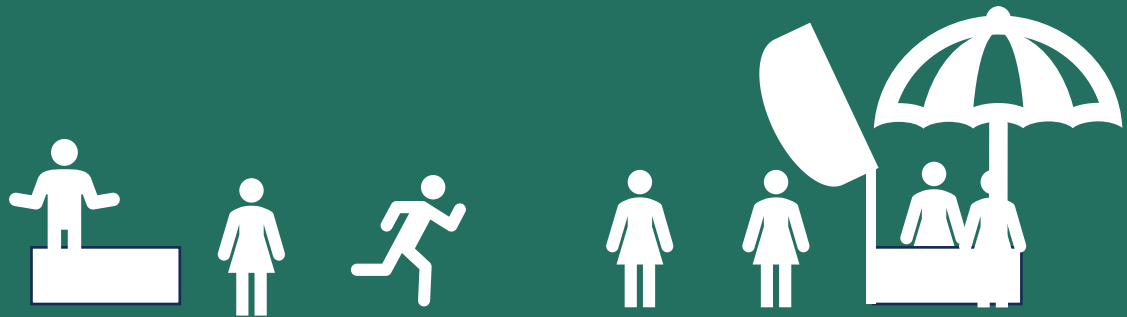
1

Without personal flag



2

With personal flag

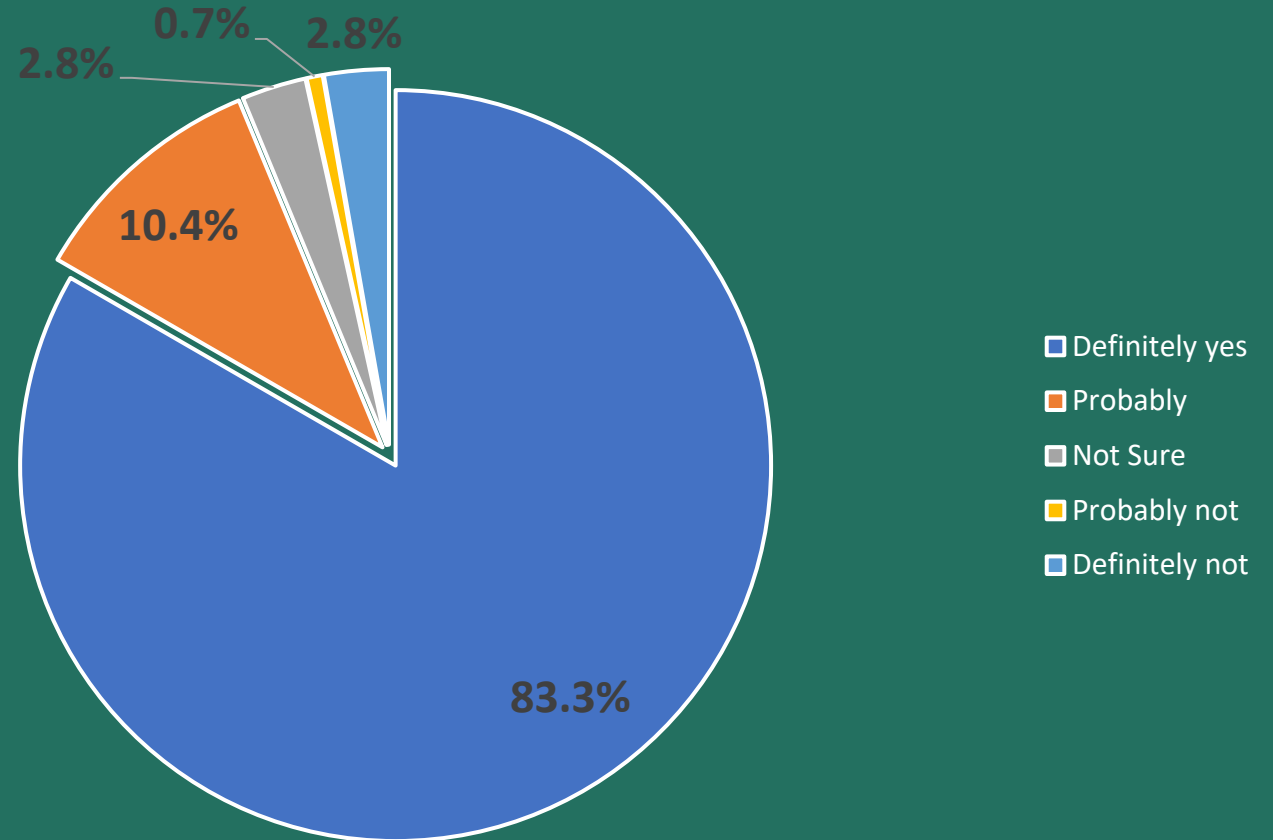


- **Individual Identity:** "Fly Your Flavor; Flaunt Your Fame!"
- **Heightened Visibility:** "Stand Tall, Be Seen, Be Sold!"
- **Brand Loyalty:** "Flag Us Down, Experience Crowned!"
- **Professionalism:** "Where Quality Flies, Trust Lies!"
- **Easy Orientation:** "Lost in the Market? Look Up and Target!"
- **Memorability:** "Unfold the Flag, Unleash the Memory!"
- **Storytelling:** "Every Flag Waves a Tale, Sail and Sale!"
- **Cohesiveness with Diversity:** "United in Mission, Diverse in Tradition!"

Q17: Individual producer flags are a must

The overwhelming majority of the clients believe that manufacturers with their own brand displayed on flags are more visible and easier to locate. Such visibility not only elevates the brand recognition of individual manufacturers but also lends a sense of professionalism and legitimacy to their stalls. When a brand is prominently displayed, it sends a message to consumers that the manufacturer takes pride in their products and is confident in their offerings.

For Roade de Oras, this feedback underscores the importance of enhancing visibility as a means to strengthen urban-rural linkages. Urban consumers, accustomed to branded environments, associate clear branding with trustworthiness and quality. By encouraging rural producers to proudly display their brand, Roade de Oras can further bridge the urban-rural divide, allowing rural producers to resonate more with urban clientele while retaining their unique identity. This visible branding not only assists consumers in navigating the marketplace but also provides rural producers with an avenue to showcase their individuality within the collective framework of the fair, melding rural authenticity with urban expectations.



Questionnaire: 144 responses

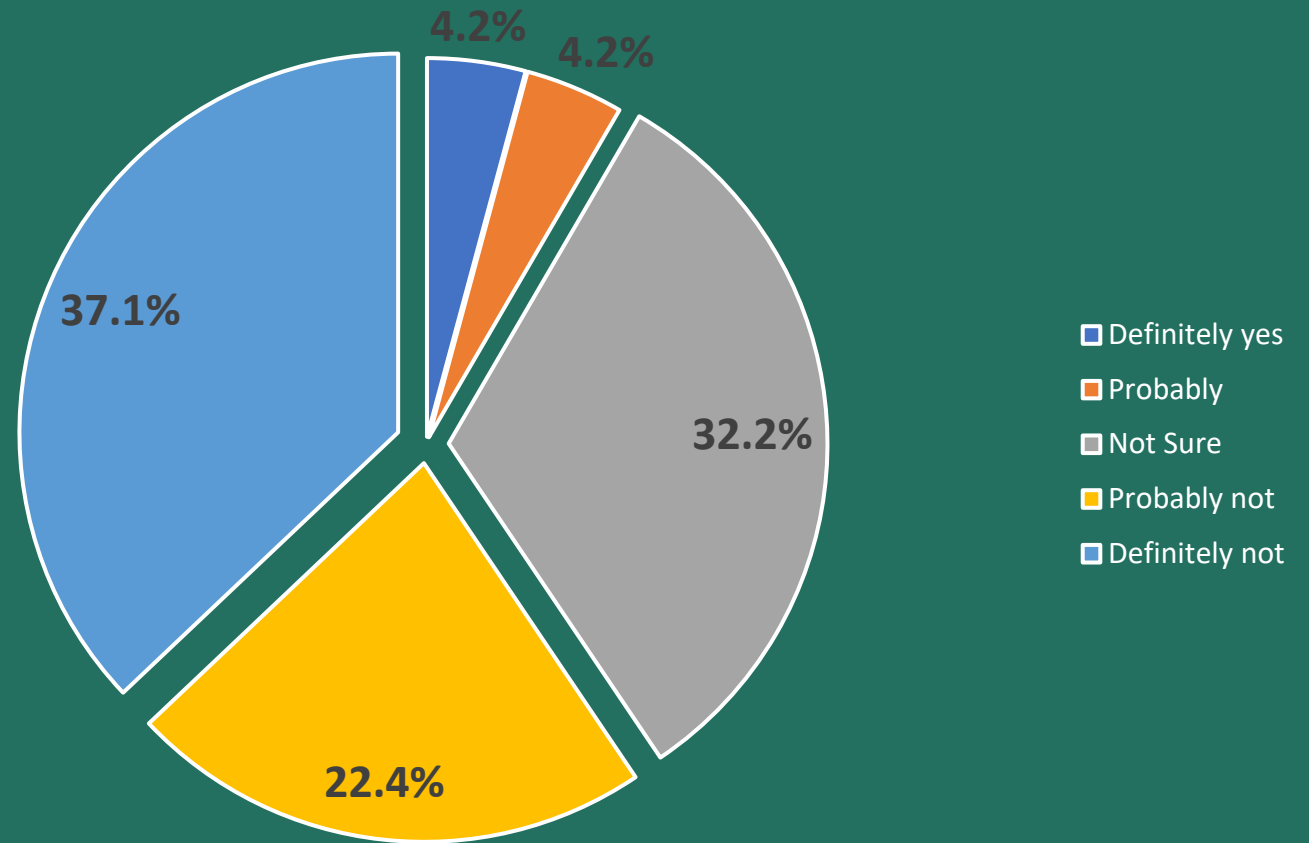
Question 18

Do you think it would be better for the organization of the Roade de Oras fair to be taken over by a local public entity?

Q18: Skepticism towards public entities

The data reveals a notable skepticism among clients towards the idea of a local public entity taking over the Roade de Oraş fair. A combined majority of nearly 60% are either unsure or lean towards disapproving of such a transition. This hesitancy might stem from concerns about potential bureaucratic challenges, loss of the fair's unique identity, or the fear that a public entity might not maintain the same level of dedication and authenticity currently associated with Roade de Oraş.

Understanding this feedback, Roade de Oraş can use this information as a basis to strengthen its autonomy and emphasize the private initiative's uniqueness in bridging urban-rural gaps. Instead of a complete takeover, Roade de Oraş might consider limited partnerships or collaborations with local entities, ensuring benefits like infrastructural support while retaining operational control. These partnerships can further enhance urban-rural linkages by leveraging public resources without compromising the fair's core identity and values. Emphasizing this balance can give urban consumers consistent and genuine access to rural products, preserving the authenticity that makes Roade de Oraş distinct.



Questionnaire: 144 responses

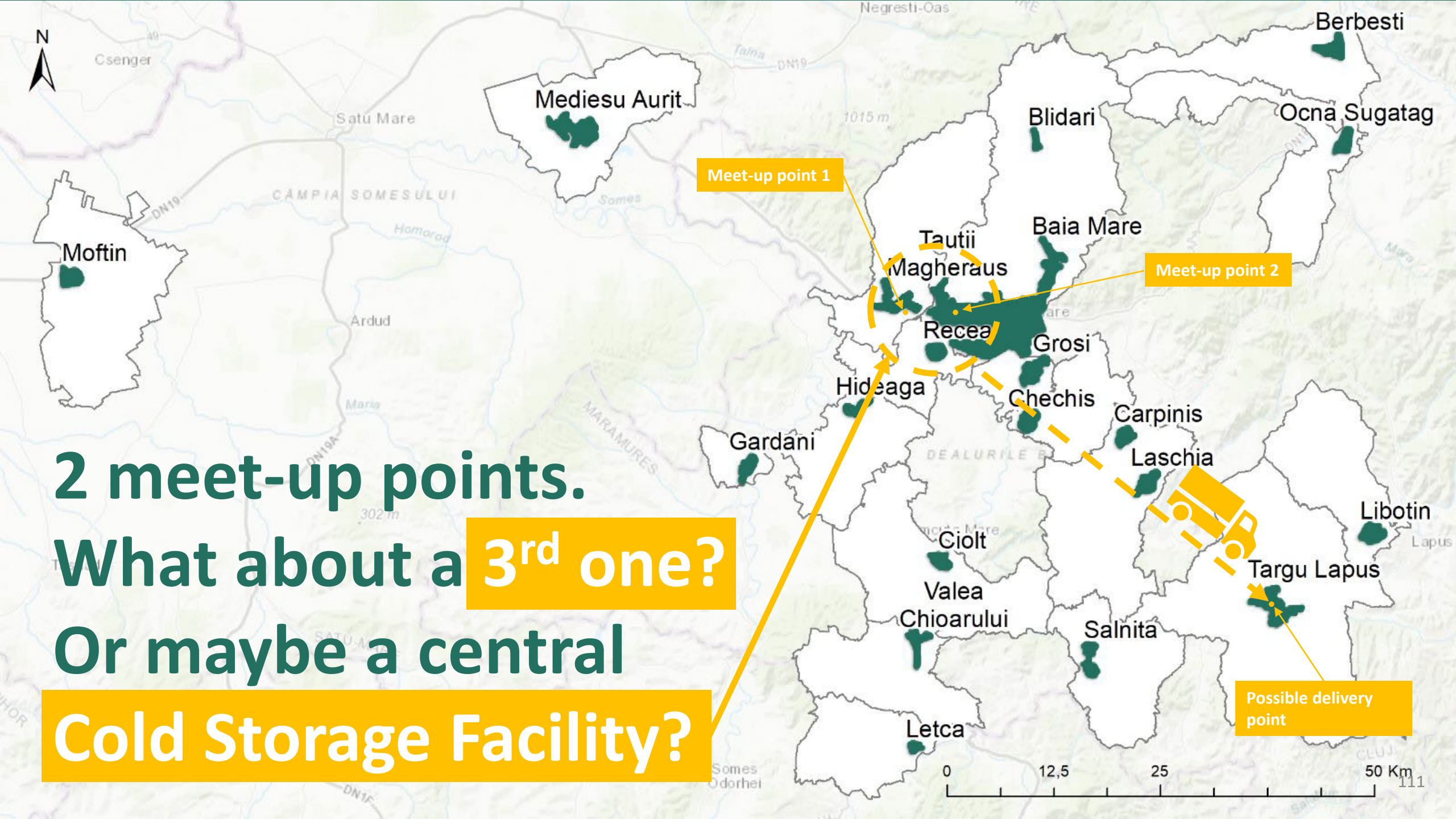
Taxes and infrastructure

It didn't start with a tax, but one was added later.

When the initiative initially launched in 2021, the group was free for both producers and customers, and the meet-ups took place at various locations designated by the City Hall. However, the frequent changes in locations caused confusion among customers and created a perception that the initiative was funded by the City Hall or a local political party, leading to a decrease in trust towards the local producers and the overall initiative.

Recognizing the need for a fixed location, the decision was made to hold the meet-ups in a field outside Tautii Magheraus. However, this setting proved inconvenient for both producers and customers, especially during rainy days when the field became muddy. It became apparent that a location with asphalt and sufficient space to accommodate all the producers was necessary. The idea of utilizing a parking lot was considered, but local companies were not receptive to the concept of providing their parking lots for one hour per week as part of a corporate social responsibility effort. Consequently, the decision was made to rent a parking lot from a larger local company for the weekly meet-ups.

Currently, producers who sell their products on the group incur a monthly cost of 80 RON (approximately 16 EUR) to ensure the financial sustainability of the initiative. This small fee is utilized by the organizer to cover the expenses associated with renting the two parking lots, paying for a professional photographer for each meet-up and maintaining a cloud server to host the photos. Furthermore, this fee promotes greater accountability among producers in their operations. Participation in the initiative remains open and free for customers, however the lack of physical space (bigger parking lots) to host more producers and accommodate more customers is still a challenge for the organizer.



2 meet-up points.

What about a 3rd one?

Or maybe a central

Cold Storage Facility?

New meet-up point or delivery?

1

Distance from producers
(financially profitable)

2

Customer interest
(nr. of customers on group on new location)

3

Possible growth
(population number of new city)

The initiative was launched in 2021, initially having its first gathering point in Tautii-Magheraus. However, after a careful review of data from the Facebook group, the planner identified the need to establish an additional meeting spot in Baia Mare. The group's data highlighted a growing count of customers residing in Baia Mare who would commute to Tautii-Magheraus weekly to collect their products. Given that the distance between Tautii-Magheraus and Baia Mare is a mere 3 km, the extra effort required from the producers was minimal. Thus, the planner established a second gathering point in Baia Mare to cater to the expanding customer base. This arrangement had the producers visiting the Baia Mare gathering point from 16:30 to 17:30, and the Tautii-Magheraus spot from 18:00 to 19:00.

The establishment of a third gathering point would require an evaluation of three vital elements: The distance from the producers - is the proposed location a reasonable distance from the producers' premises? Is it still feasible for them to travel to the new location? Customer interest - are there enough group members from the potential new location? If a surge in customers from the new area is observed in the group, it may be worthwhile considering a new meeting spot there to meet their needs. Potential growth - what is the population size of the proposed location? If the location for the new gathering spot has a substantial population, it should be a viable contender.

Although setting up a new collection spot in a different location may present some hurdles, the creation of a central cold storage unit could mitigate these difficulties. Such a facility would allow producers to stock their goods, while a refrigerated vehicle could distribute all items at once to new venues over weekends. This plan would ensure producer profitability while providing convenience for customers. With assistance from EU funding, the organizer is currently seeking to secure a central cold storage unit. If successful, there are plans to procure a refrigerated vehicle to meet the needs of producers and customers in new locations. The essence of a meet-up point is not only to act as a collection point but also to allow producers to engage with customers and foster a sense of community. Direct delivery to consumers could diminish this community spirit. If a prospective new meet-up spot is in close proximity to the first two, establishing a third could be feasible. However, if there is a rising demand and potential for selling products in a new area, these could be stored in the central storage facility and transported in bulk once a week by refrigerated vehicle to the new point of sale.

The pains and possible future

There isn't enough space to accommodate more producers, **there aren't enough champions** to support fast growth of the initiative and **there is no trust in local authorities** from the local producers' side.

If it
works
~~don't try~~
to make
it better

Although Roade de Oras is a great initiative and the progress they made since 2021 is remarkable, the group still faces different challenges in terms of capacity to develop even further, collaboration with public entities, partnerships with other private entities, communication and infrastructure. Addressing these challenges will allow for a greater cohesion in the region and further expansion of market linkages to promote better economic growth opportunities.

Challenges to address for better cohesion and economic growth

Capacity

Infrastructure

Communication

Partnerships

Switch from a one-man show to a team effort and focus on the producers

- Register either as an NGO or as a Cooperative to be able to access EU funding for the development of the initiative.
- Hire one person to take off some of the load on the organizer and to tackle bureaucratic matters and EU funding applications.
- Strengthen partnership with Municipality to increase level of trust and obtain better and bigger locations
- Built a dedicated emergency fund to be used for situations when producers need support
- Have a monthly advertising budget and use it to get a bigger reach.
- Build a starting kit that any business can use when being accepted in the group.
- Develop a guide on the fundamentals that businesses need to join the group, a guide stating the clear rules that new members need to follow and the objectives they need to fulfill before applying to join the group.
- Offer monthly training session for group members on how to access EU funding, how to brand themselves and how to increase their overall capacity.

Continuous development and new standard for common infrastructure

- Buy a common fridge truck to transport bulk goods to different locations
- Create a universal blueprint design for the table stands that are easy to construct, easy to carry, easy to assemble and disassemble, easy to clean and maintain and can be branded easily and also adhere to the group standards.

Focus on increasing brand awareness and communicate communicate communicate!

- Protect the brand by registering it
- Built a presentation website to present the initiative, the efforts, the story, and the story of each each producer
- Create yearly physical photo albums and distribute them to the producers
- Create a template for a Roade de Oras bag to be used by producers
- Develop a template for stationaries (business cards and presentation brochures) that combines the Roade de Oras brand and with each individual producer brand
- Have a monthly advertising budget and use it to increase brand awareness
- Develop custom Roade de Oras gear (T-shirt and cooling bag) for the currier
- Promote the initiative to international institutions by applying for EU initiatives

You will gain a lot more by involving private and public entities

- Identify different private entities that producers can benefit from, for example the waste grounded coffee from local coffee shops could be used by producers as fertilizers.
- Start distributing products to local restaurants and businesses
- Strengthen the relationship with the City Halls and organize “Local producer days” where producers from Roade Oras could also sell their products.
- Have a promotional partnership document that can be sent to companies to obtain sponsorships as part of their CSR efforts and grow the emergency fund

Factors for successful replicability

Local champion

1

To kickstart such an initiative, it is crucial to have a dedicated local champion who can identify, motivate, and organize the producers.

Trust

2

Trust is paramount for success. The organizer should trust that the producers will fulfill their commitments, and the producers should trust that the organizer will deliver on their promises.

Good business

3

The success of the initiative hinges on generating profitable business opportunities for the producers. Without a positive economic outcome, it will not thrive.

Community

4

Cultivating a genuine sense of community among the producers and customers is vital. This fosters local support and ensures long-term sustainability.

What can local authorities
do in this case

Access to finance
for local
producers

Encouraging
association
between
producers

Storage facilities
for local products

Educating local
producers

**Local authorities can build more
trust, strengthen resilience of the
short food chain and create even
more local cohesion**

White-label
outlet centers for
local producers

Technologies and
public policies to
encourage local
consumption

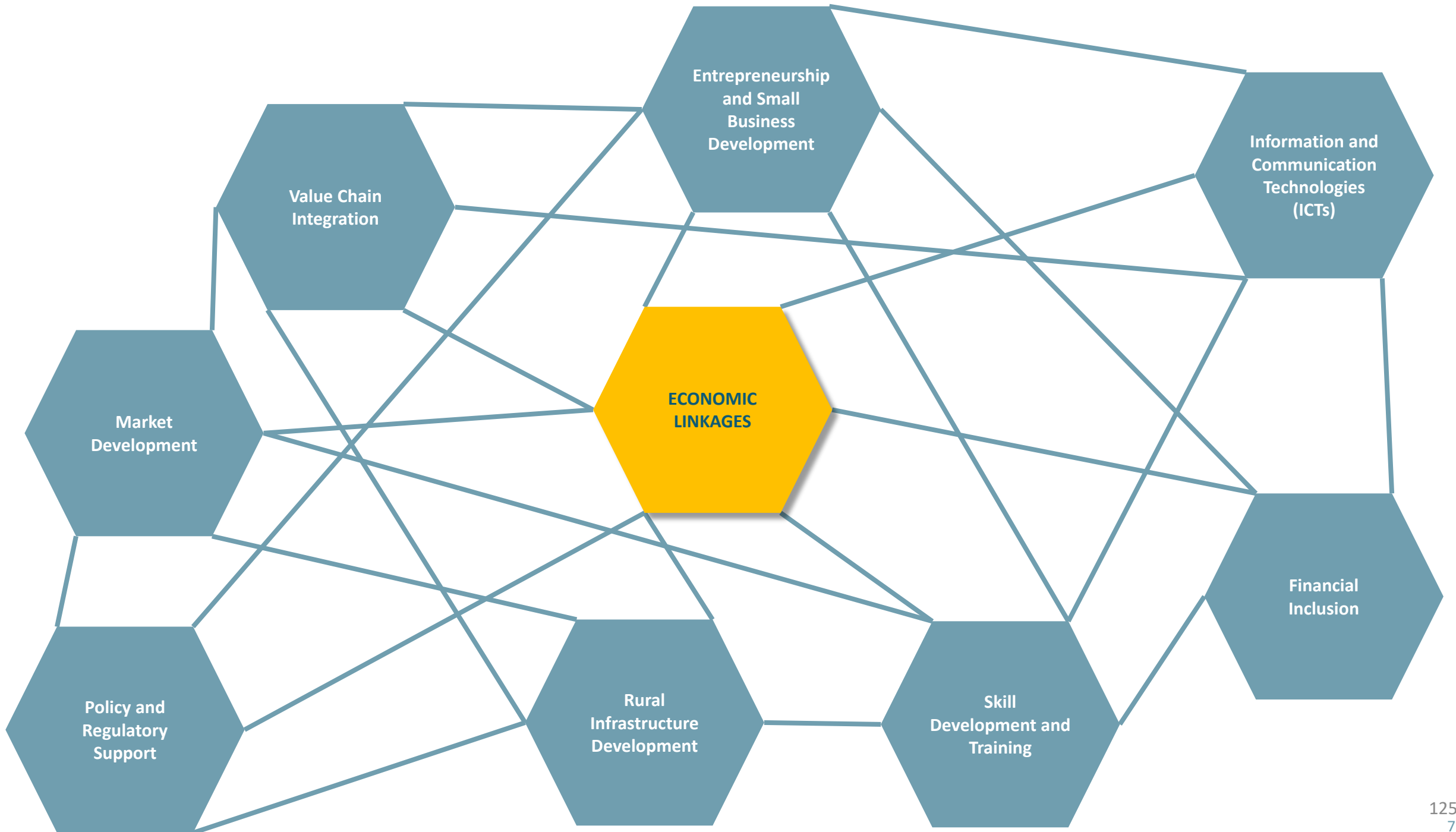
Consumer
education

Engage producers
and consumers
and increase level
of trust

Strengthening urban-rural linkages

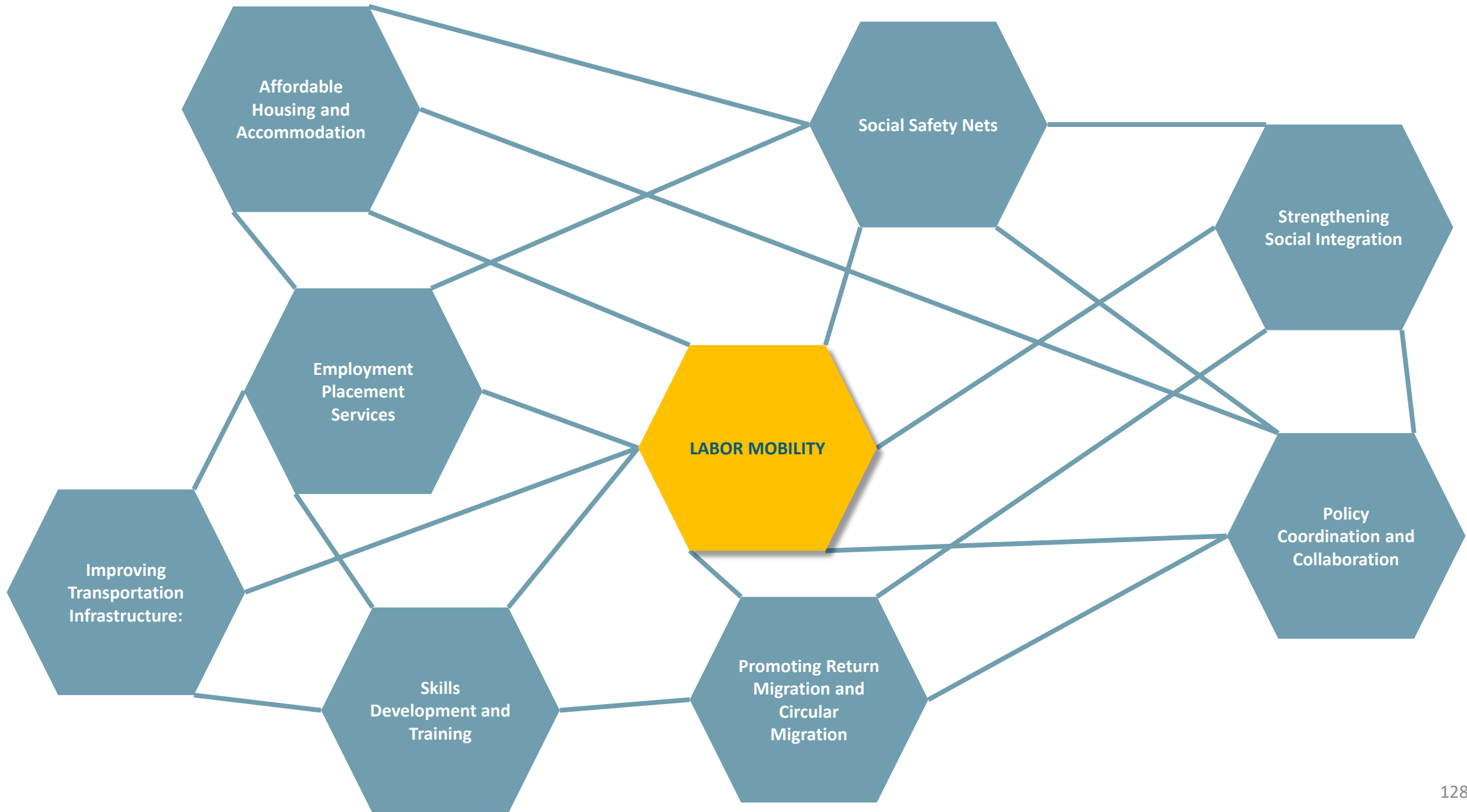


Strengthening economic linkagesa1



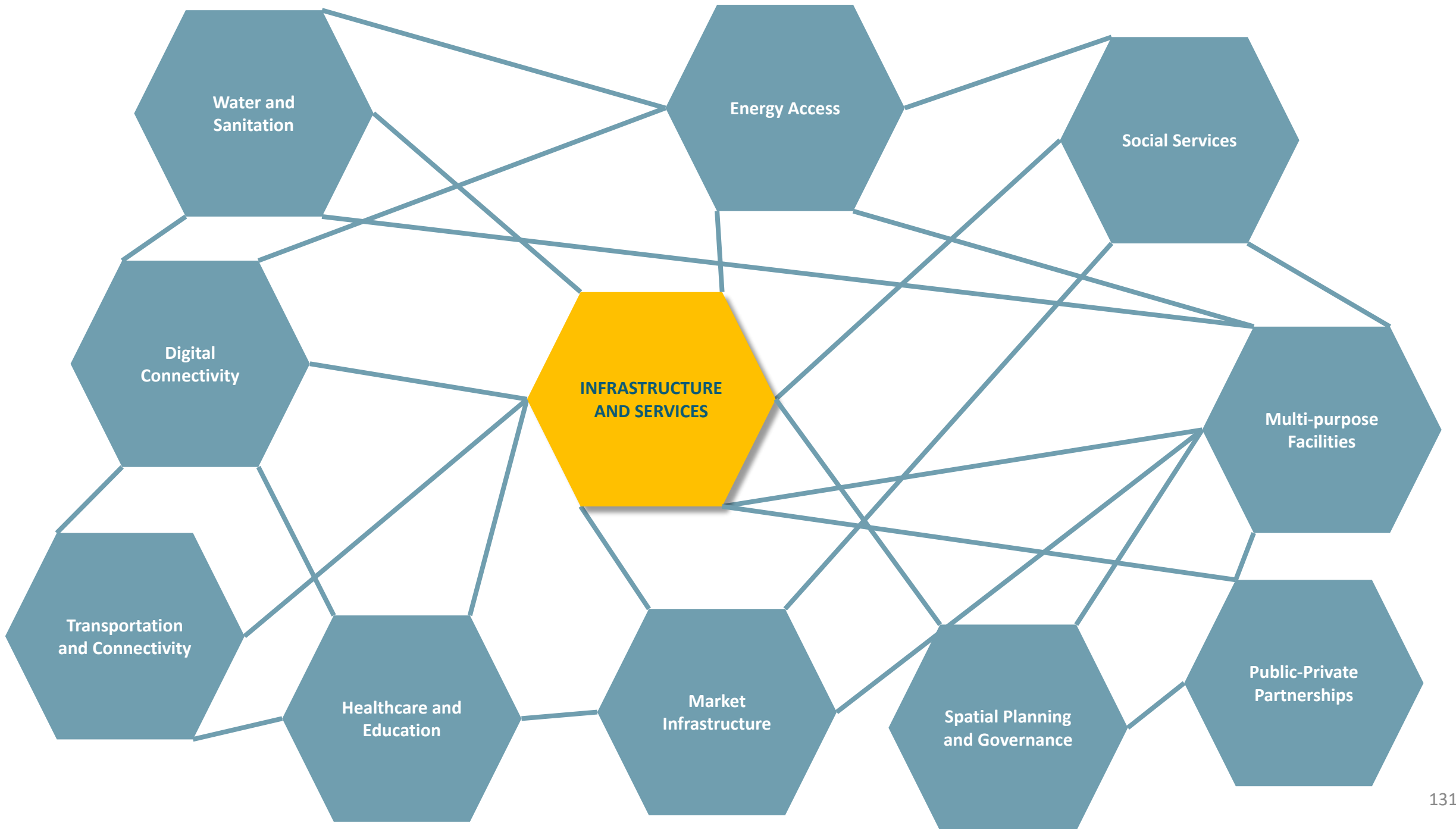
- **Market Development:** Facilitate the development of efficient and accessible market linkages between urban and rural areas. This can involve establishing farmers' markets, food hubs, or supply chain networks that connect rural producers with urban consumers. Improving transportation and logistics infrastructure can help facilitate the smooth flow of goods and reduce transaction costs.
- **Value Chain Integration:** Promote value chain integration by encouraging collaboration and partnerships between urban businesses and rural producers. This can involve providing support for agro-processing industries, encouraging contract farming arrangements, and facilitating access to finance, technology, and marketing expertise.
- **Entrepreneurship and Small Business Development:** Support entrepreneurship and small business development in both urban and rural areas. This can be done through training programs, access to microcredit, business incubators, and targeted investment incentives. Encouraging the growth of rural enterprises can create employment opportunities, increase incomes, and stimulate local economic development.
- **Information and Communication Technologies (ICTs):** Harness the power of information and communication technologies to bridge the urban-rural divide. Promote the use of digital platforms and e-commerce to connect rural producers with urban markets. This can enable farmers to access market information, engage in online trading, and expand their customer base beyond local boundaries.
- **Rural Infrastructure Development:** Invest in rural infrastructure development to improve connectivity and reduce the transportation costs of agricultural products. This includes developing transportation networks, irrigation systems, storage facilities, and rural electrification. Enhanced infrastructure can enable rural producers to access urban markets more efficiently and compete effectively.
- **Financial Inclusion:** Promote financial inclusion in rural areas by increasing access to formal financial services. This can involve expanding the reach of banking services, microfinance institutions, and mobile banking technologies. Access to credit, savings, and insurance can help rural entrepreneurs and farmers invest in productive activities, manage risks, and improve their economic well-being.
- **Skill Development and Training:** Provide skill development and training programs tailored to the needs of both urban and rural populations. This can include vocational training in agricultural practices, agribusiness management, and other relevant skills. Equipping individuals with the necessary knowledge and skills can enhance productivity, foster innovation, and support the diversification of economic activities in both urban and rural areas.
- **Policy and Regulatory Support:** Develop supportive policies and regulations that facilitate economic interactions between urban and rural areas. This can involve removing barriers to trade, streamlining licensing processes, providing tax incentives for investment in rural areas, and ensuring fair competition. Coordinated and integrated urban-rural planning can also guide sustainable development and maximize the synergies between urban and rural economies.

Strengthening Labor Mobility



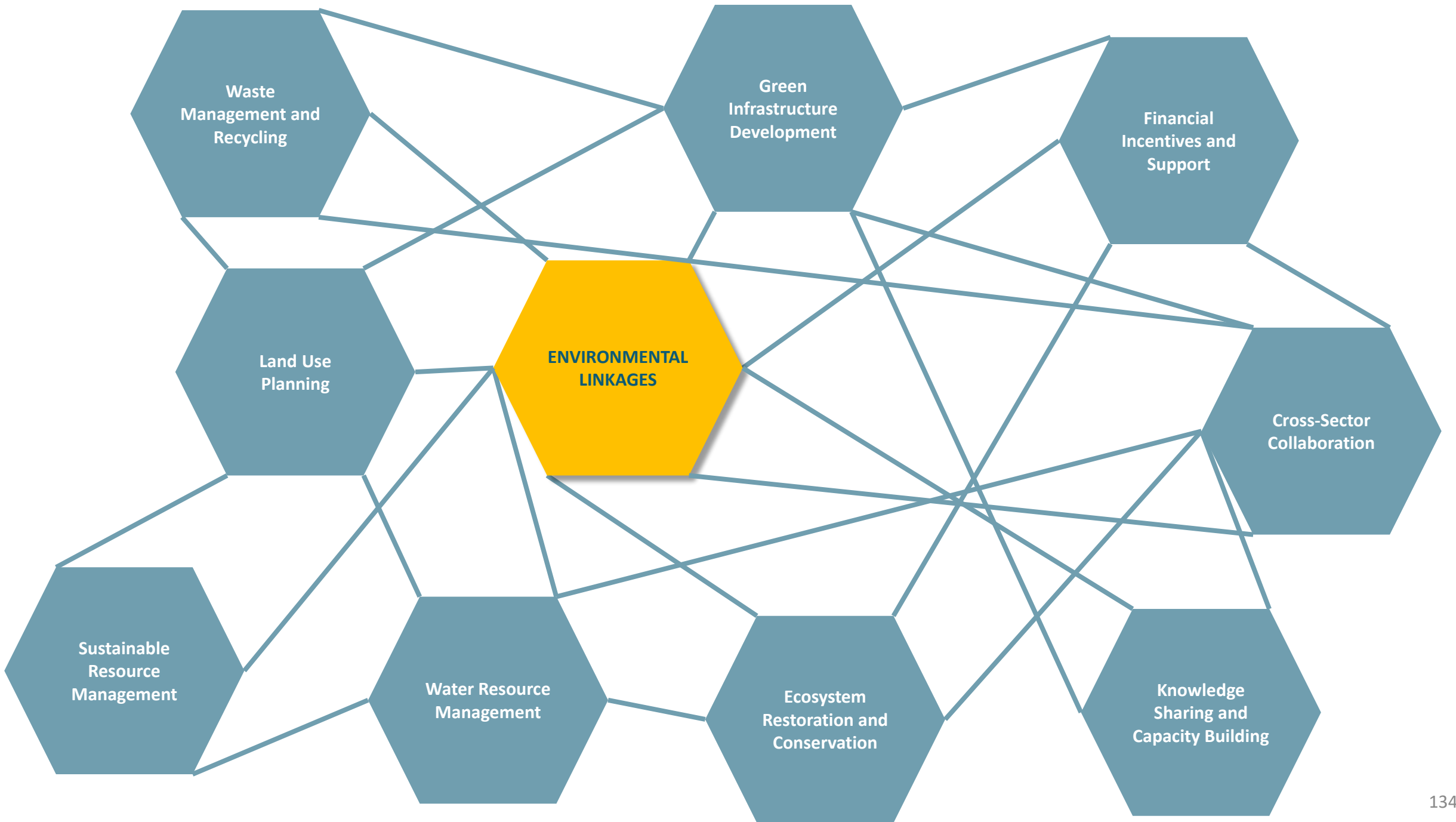
- **Improving Transportation Infrastructure:** Enhance transportation infrastructure between urban and rural areas to facilitate easier and faster movement of people. This can involve upgrading roads, bridges, and public transportation systems to provide reliable and affordable commuting options for rural residents seeking employment opportunities in urban areas.
- **Affordable Housing and Accommodation:** Develop affordable housing options in urban areas to accommodate rural migrants. This can involve the construction of low-cost housing projects, rental subsidies, or cooperative housing schemes. Affordable and accessible housing can attract rural workers to urban areas and reduce the barriers to labor mobility.
- **Skills Development and Training:** Invest in skills development and training programs targeted at rural populations. Provide vocational training in sectors with employment opportunities in urban areas, such as construction, hospitality, healthcare, and information technology. Equipping rural residents with relevant skills can enhance their employability and increase their chances of finding work in urban centers.
- **Employment Placement Services:** Establish employment placement services that connect rural job seekers with urban job opportunities. These services can provide information about available jobs, facilitate job matching, and assist with the job application process. Job fairs, online job portals, and employment agencies can play a crucial role in bridging the information gap between urban employers and rural job seekers.
- **Social Safety Nets:** Implement social safety net programs to provide support and security for rural migrants in urban areas. These programs can include unemployment benefits, health insurance, and access to social welfare services. Such safety nets can help mitigate the risks and challenges associated with labor migration and provide a safety net for those seeking better opportunities in urban areas.
- **Promoting Return Migration and Circular Migration:** Encourage return migration and circular migration by creating conditions and incentives for rural migrants to return to their home communities periodically. This can involve supporting entrepreneurship and business development in rural areas, providing training and resources for starting businesses, and improving rural infrastructure and services to attract migrants back to their hometowns.
- **Strengthening Social Integration:** Foster social integration and community-building between urban and rural populations. Promote cultural exchange programs, community events, and initiatives that bridge the social divide between migrants and local residents. Enhancing social cohesion can contribute to a more inclusive and harmonious urban-rural relationship.
- **Policy Coordination and Collaboration:** Facilitate policy coordination and collaboration between urban and rural authorities. This can involve developing regional development plans, sharing data and information, and aligning policies to ensure that labor mobility is supported and managed effectively. Cooperation between urban and rural governments can lead to more comprehensive and targeted approaches to labor mobility.

Strengthening Infrastructure and Services



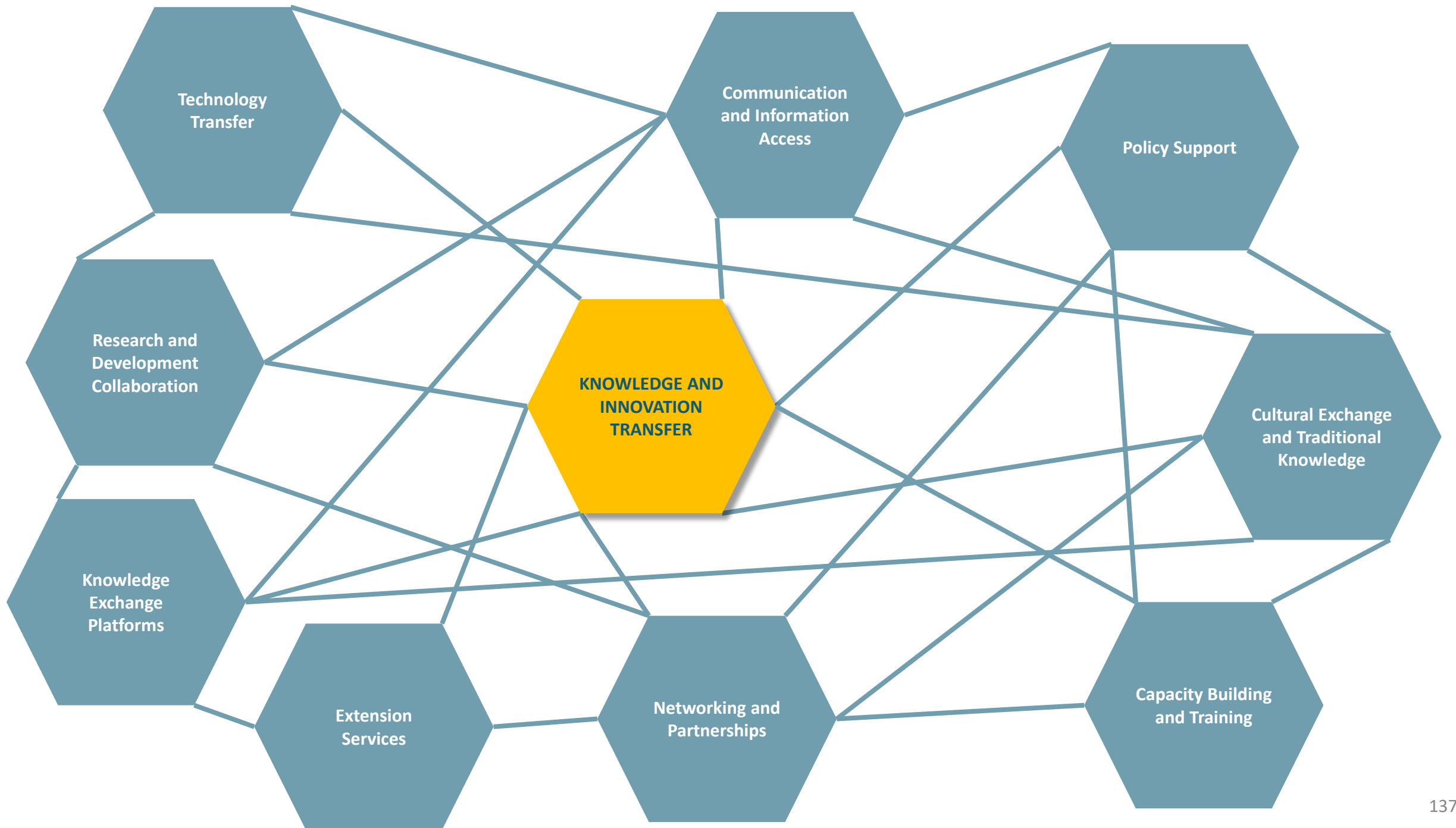
- **Transportation and Connectivity:** Improve transportation infrastructure to enhance connectivity between urban and rural areas. This includes upgrading roads, bridges, and highways, as well as developing efficient public transportation systems. Enhancing connectivity reduces travel time and costs, facilitating the movement of people, goods, and services between urban and rural regions.
- **Digital Connectivity:** Expand access to reliable and affordable internet connectivity in rural areas. This enables the provision of e-services, online education, telemedicine, and digital platforms for agricultural marketing. Bridging the digital divide promotes economic opportunities, access to information, and social inclusion for rural communities.
- **Water and Sanitation:** Enhance access to clean water and sanitation facilities in rural areas. This involves developing and maintaining reliable water supply systems, promoting safe sanitation practices, and improving wastewater management. Access to clean water and sanitation services improves health outcomes and quality of life while supporting agricultural productivity and rural development.
- **Healthcare and Education:** Invest in healthcare and educational infrastructure in rural areas. Establish and upgrade healthcare facilities, including primary healthcare centers, hospitals, and mobile health clinics. Similarly, improve educational facilities, including schools, vocational training centers, and libraries. Accessible healthcare and quality education contribute to improved well-being, skill development, and social mobility in rural communities.
- **Market Infrastructure:** Develop market infrastructure in rural areas to support economic activities and value chain development. This includes establishing agricultural markets, storage facilities, processing units, and cold chains. Access to proper market infrastructure enables rural producers to store, process, and sell their products effectively, while attracting investments and creating employment opportunities.
- **Energy Access:** Ensure reliable and affordable access to energy in rural areas. Promote renewable energy solutions, such as solar or wind power, to meet the energy needs of rural communities. Energy access supports economic activities, improves living conditions, and facilitates the use of modern technologies in agriculture, education, and healthcare.
- **Social Services:** Strengthen the provision of social services in rural areas, including social welfare, community centers, and recreational facilities. These services enhance the quality of life, promote social cohesion, and provide support networks for rural residents. Collaborate with community-based organizations and NGOs to deliver targeted social services and programs.
- **Multi-purpose Facilities:** Develop multi-purpose facilities that serve both urban and rural populations. These can include community centers, co-working spaces, or innovation hubs. Such facilities act as spaces for knowledge sharing, collaboration, and the exchange of ideas between urban and rural communities.
- **Public-Private Partnerships:** Foster public-private partnerships to leverage resources and expertise in infrastructure development. Encourage collaboration between governments, private sector entities, and non-profit organizations to invest in and maintain infrastructure and services in both urban and rural areas.
- **Spatial Planning and Governance:** Ensure coordinated spatial planning and governance mechanisms to address the specific needs of urban-rural linkages. Develop regional development plans that consider the interdependencies between urban and rural areas. Implement policies and regulations that promote integrated development, balanced resource allocation, and sustainable land use.

Strengthening Environmental Linkages



- **Sustainable Resource Management:** Promote sustainable management of natural resources that recognizes the interdependencies between urban and rural areas. Implement practices that ensure the conservation of water, forests, agricultural land, and biodiversity. Sustainable resource management contributes to the long-term ecological health of both urban and rural regions.
- **Land Use Planning:** Develop integrated land use planning that considers the environmental impacts of urban and rural development. Encourage compact urban development to minimize the conversion of agricultural land and natural habitats. Preserve rural areas for agricultural production, forestry, and ecosystem services. Coordinated land use planning helps maintain ecological balance and protects critical environmental resources.
- **Waste Management and Recycling:** Implement effective waste management and recycling systems that consider the entire urban-rural continuum. Establish recycling facilities and promote waste reduction, recycling, and proper disposal practices in both urban and rural areas. Collaboration between urban centers and rural areas in waste management minimizes environmental pollution and enhances resource recovery.
- **Water Resource Management:** Foster collaborative water resource management that recognizes the interdependencies between urban water demands and rural water sources. Develop mechanisms for sharing water resources, managing water quality, and implementing water conservation measures. Integrated water management strategies ensure equitable access to water while safeguarding ecosystems and supporting agricultural needs.
- **Ecosystem Restoration and Conservation:** Promote ecosystem restoration and conservation efforts that involve both urban and rural areas. Implement initiatives to restore degraded landscapes, protect biodiversity, and enhance ecosystem services. Collaborative projects and partnerships can address issues such as reforestation, watershed management, and habitat conservation, benefiting both urban and rural regions.
- **Green Infrastructure Development:** Invest in green infrastructure that connects urban and rural areas and provides multiple environmental benefits. Develop green corridors, wildlife habitats, and urban green spaces that extend into rural landscapes. Green infrastructure supports biodiversity, improves air quality, reduces urban heat island effects, and enhances overall environmental resilience.
- **Knowledge Sharing and Capacity Building:** Facilitate knowledge sharing and capacity building programs that promote environmental awareness and sustainability practices in both urban and rural areas. Exchange best practices, technological innovations, and traditional knowledge related to sustainable resource management. Build the capacity of local communities, government agencies, and organizations to engage in sustainable environmental practices.
- **Financial Incentives and Support:** Provide financial incentives and support mechanisms for sustainable environmental practices. This can include grants, subsidies, tax incentives, and technical assistance for sustainable agriculture, renewable energy projects, and eco-friendly initiatives. Financial support encourages the adoption of sustainable practices and rewards environmentally responsible behavior.
- **Cross-Sector Collaboration:** Encourage collaboration and partnerships between different sectors, including government agencies, non-profit organizations, private companies, and research institutions. Engage stakeholders from both urban and rural areas in decision-making processes related to environmental management. Cross-sector collaboration promotes a holistic approach to environmental interdependencies and encourages collective action.

Strengthening Knowledge and Innovation Transfer



- **Knowledge Exchange Platforms:** Establish knowledge exchange platforms that facilitate the sharing of information, research findings, and best practices between urban and rural areas. These platforms can include conferences, workshops, seminars, and online forums where experts, researchers, practitioners, and community members from both urban and rural areas can come together to exchange knowledge and experiences.
- **Research and Development Collaboration:** Encourage collaboration in research and development (R&D) activities between urban institutions, universities, and research centers, and rural communities, agricultural research institutions, and traditional knowledge holders. Foster partnerships that address the specific needs and challenges of rural areas, including sustainable agriculture, natural resource management, and rural innovation.
- **Technology Transfer:** Promote the transfer of appropriate technologies from urban to rural areas. This can involve disseminating information about technological innovations, providing training on technology adoption, and facilitating access to relevant tools and equipment. Technologies related to agriculture, renewable energy, water management, and digital solutions can be transferred to rural areas to improve productivity and sustainability.
- **Extension Services:** Strengthen extension services that bring knowledge and technical expertise from urban areas to rural communities. Extension agents and specialists can provide training, advisory services, and demonstrations on topics such as improved farming techniques, crop diversification, agribusiness management, and sustainable resource management. Extension services help disseminate up-to-date knowledge and promote innovation adoption at the grassroots level.
- **Networking and Partnerships:** Foster networking and partnerships between urban and rural stakeholders, including universities, research institutions, non-profit organizations, and businesses. Collaborative projects and initiatives can be undertaken to jointly address challenges, promote innovation, and share knowledge. Joint research projects, mentorship programs, and innovation hubs can facilitate interaction and knowledge exchange between urban and rural actors.
- **Capacity Building and Training:** Provide capacity building and training programs to enhance the knowledge and skills of rural residents. These programs can be conducted by urban institutions or organizations in areas such as entrepreneurship, sustainable agriculture, value addition, marketing, and technology adoption. Building the capacity of rural individuals and organizations empowers them to leverage knowledge and innovation for rural development.
- **Cultural Exchange and Traditional Knowledge:** Facilitate cultural exchange programs and recognize the value of traditional knowledge from rural communities. Urban areas can learn from traditional practices related to agriculture, natural resource management, and local wisdom. Encourage the documentation and preservation of traditional knowledge while promoting its integration with modern scientific approaches.
- **Policy Support:** Develop policies and incentives that support knowledge and innovation transfer between urban and rural areas. This can include funding mechanisms for joint research projects, grants for knowledge sharing initiatives, and recognition of rural innovation and traditional knowledge in policy frameworks. Policies that promote collaboration and knowledge transfer create an enabling environment for urban-rural interactions.
- **Communication and Information Access:** Improve access to information and communication technologies (ICTs) in rural areas. Enhance digital connectivity, provide access to online databases, e-libraries, and educational resources. This enables rural communities to access up-to-date information, research findings, and educational materials, promoting continuous learning and knowledge exchange.



FUNCTIONAL AREAS IN THE EU

Crossing administrative boundaries for green transition and sustainable development

Urban-Rural Linkages

Report developed as part of the Functional Areas in the EU project, a project founded by the European Commission and implemented by the World Bank