

# Soap from whey and synergy nets

Euromontana conference

“How to support mountain innovative entrepreneurship?”

7<sup>th</sup> November 2013, Brussels

European Economic and Social Committee, Employeurs group



# Rural Economic platform



- 2011 - 2013
- From 4 realities to a synergy net

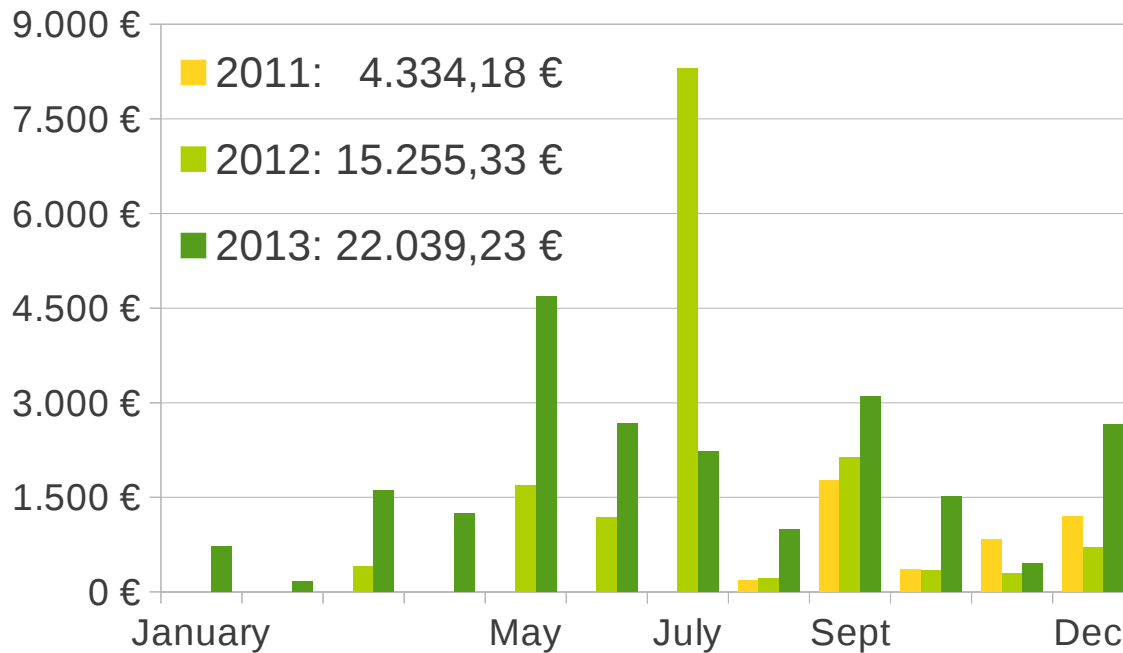
# Sheep Handmade diversification



- Awareness activities of our reality
- Added value products from wastes
- Coordination of synergies

# More than create, consolidate

- Employees: 1 (coordination and I+D)
- Awareness Turnover



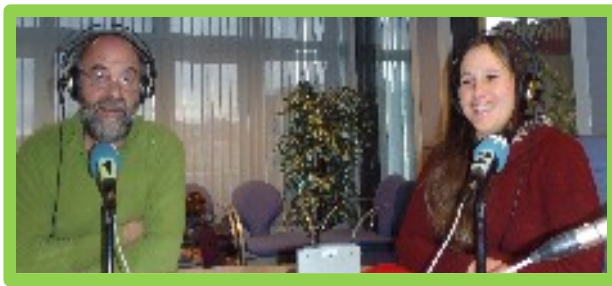
*Similar turnover expected from soap (in totals)*

# From I+D to handmade activities

- Soap, wool & natural tints



# Biodiversity awareness



# Shepherd for a day



# Our achievements

- 2013 Awareness Turnover (22.000€).
- 2013 Consolidate a net of synergies.
- 2012 Being one of Basque Country Tourism Top Experiences.
- 2012 win HAZI rural development challenge with the soap from whey.
- 2011 win GBE-NER Entrepreneurship challenge with the cheese school.



# How we see the future?

- With happiness
- With a lot of work and surprises
- With modest incomes stabilized
- Looking for private or public financial strategies that allow us doing active research in our specific rural area (our farm wastes whey and wool) with appropriate technologies.

# The challenges we face

- We have to control 6 pathogens in order to use whey as a raw material for natural cosmetics.
- We have to look for new shear techniques orientated to a posterior handmade production.

# We would like Public Policy...

- Strength “Km 0” trade rules.
- Open/Orientate the possibility of doing research projects on added valued products from wastes directly from the producers, not only from I+D+I “Official” Centers.
- Make and effort to coordinate Tourism Destinations in no traditional areas.

# Thank you for your attention

- Any questions?
- Do you think this model is replicable?

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