

Short title <u>in English</u>	Nyíregyháza Basket Community
Country	Hungary
<p>Short summary for practitioners <u>in English</u> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces).</p> <p>This summary should at least contain the following information:</p> <ul style="list-style-type: none"> – Main results/outcomes of the activity (expected or final) – The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? <p>This summary should be as interesting as possible for farmers/end-users, using a <u>direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>The Nyíregyháza Basket Community connects producers of local products to customers who strive to consume with sustainability in mind, therefore contributing to strengthen the local economy, creating real jobs and enriching the community in the local economy cycle.</p> <p>The Basket implements a multi-stakeholder business model: the producer is given the market, the buyer is given good quality food, and the volunteers are given the social mission.</p> <p>The Basket operates a web shop, where producers can upload what they have to offer, and customers can select and order what they need until Wednesday 11pm. The system forwards the orders to the producers, who deliver the ordered products by the Friday delivery day. Volunteers of the Basket take over the products along with the receipts from producers and they pass them on to the customers on Friday afternoons.</p> <p>Thanks to six years of working together, there are several producers who are especially proud to be the suppliers of The Basket. There are some farmers for whom The Basket has become their main source of income.</p> <p>Out of the 117,000 inhabitants of Nyíregyháza, The Basket currently supplies food to roughly 150-170 families. There are 40 to 60 producers who deliver products for the Basket and 20 volunteers.</p> <p>In addition to connecting producers and consumers, The Basket community carries out awareness-raising activities: Trainings are organised, topics include presentations for farmers and rural developer; there are trainings for conscious consumers and trainings for the innovative, conscious entrepreneurs ; Lectures are being held across Hungary on how to create shopping communities.</p> <p>The Basket has now become one of the largest shopping communities in Hungary.</p>