Gaining Trust in Emerging markets in South East Europe

Lessons learnt of FiBL Projects in South East Europe

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Lessons learnt

- Starting a project in Organic agriculture mobilizes:
  - New dynamics on all levels
  - Networks of organic stakeholders
  - Awareness creation for other agricultural methods

- Limited predictability of processes
  - Difficult to plan
  - Strongly influenced by a few individuals and the frame conditions (legal, economic, etc.)
Lessons learnt

Organisational development is very important:

- Often underestimated (in time, difficulty, importance)
- Lacking experience in civil societies and democratic structures
- Burden of Comunistic history
- Dominated by a few individuals (positive or negative)
- Professional support available (welcomed)
- Significant impact on general mind set of people
- Giving chances to motivated and open people
Lessons learnt

- Multistakeholder approach is worth the effort:
  - Wider acceptance
  - Efficient use of local knowledge and experience
  - Supports the network development

Higher impact, better chance for sustainability
Gaining trust, but how?

- Reliability
- Transparency/Honesty
- Corruption
- Legal framework
Reliability

- Increase knowledge on requirements and expectations of the market
- Support Professionalisme
- Develop market oriented partners
- Communicate expectations very clearly
Transperency / Honesty

- Direct contacts
- Long term cooperation
- Traceability (through certification)
- Have transparent decision making
- Transparent financial conditions
Corruption

Problem more significant on institutional level, less on private / individual level

- Request transparency (including decision making processes)
- Offer fair working conditions (salary, long term)
- Define clear rules (of the cooperation)
- Involve parties with different interests

- Act consequently when fraud was detected
Legal framework

Challenges
- Lacking legal framework
- Changing legal requirements

Solutions
- Local partners can inform regularly on changes and adaptations
- Contribute actively in the development of the legal framework (through the project)
Expectations for the future

- System develops further
- Positive examples get known
- Experience of trustworthy cooperation spreads
- Good experiences are communicated
Expectations for the future

Give promising initiatives a chance:
Establish business contacts!