

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 Comunist 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



Transparency /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!

