



‘Thought for Food:’

SUPPORTING GREECE
through agriculture



BODOSSAKI
FOUNDATION



giving
FOR GREECE

Greece's economic recovery at risk

Greece has been going through one of the longest and hardest economic and social crises faced by a nation in time of peace. The country's GDP has fallen 25% since 2010, while the unemployment rate is at 26% among the general population and 50% among youth. Brain drain is also a major issue for Greece. According to Greece's Central Bank, 427,000 Greeks, mostly the young and educated, have emigrated since 2008, putting the country's long-term prospects of recovery at risk.

Public and private initiatives to promote economic growth and entrepreneurship have been largely focused on technology, industry and tourism with most beneficiaries situated in urban areas and the islands. Rural areas have been mostly neglected, even though they are also facing the adverse effects of the crisis, made worse by the fact that in recent years they have been deserted by younger generations. There is a trend of younger people returning to rural areas due to the high cost and low employment opportunities in urban areas, but they do not usually possess the right skill-set to make it as farmers.

THE DYNAMICS OF AGRICULTURE

Agriculture is one of the most dynamic sectors of the Greek economy with unique competitive advantages stemming from the Greek climate and rich bio-diversity. According to a study published by McKinsey&Company,¹ agriculture currently accounts for 13% of employment and contributes 4% to the country's GVA (gross value added), which is significantly over the EU-28 average. Unfortunately, the agro-food sector is also characterized by low productivity, low levels of innovation and high production and labor costs, while penetration of foreign markets is at only 2%, compared with 10% for Italy and 13% for Spain. Product standardization is still mostly an unmet need, as is the effective use of the country's natural resources and human capital.

Despite the aforementioned challenges, the Greek agro-food sector has great potential. Provided the right interventions are made, its contribution to the Greek economy by 2021 has been estimated at 4.5 billion euros, which includes the creation of 140,000 new jobs and the improvement of the trade balance by 2.7 billion euros.

A NEW PARADIGM FOR ECONOMIC DEVELOPMENT

Through targeted actions agriculture can provide a new paradigm for economic development in Greece. It can attract and retain people in regions of Greece that have been affected by urbanization, improve the quality of life in those communities, motivate young people to remain and thrive in their home regions, but also give a renewed sense of purpose to older generations that have suffered a loss of income and need to find new ways of working.

Through the production and promotion of high-quality products, agriculture and the agro-food sector at large can significantly stimulate regional development and economic growth and contribute to the well-being of current and future generations in Greece.

1. 'Greece 10 years Ahead', McKinsey&Company, June 2012



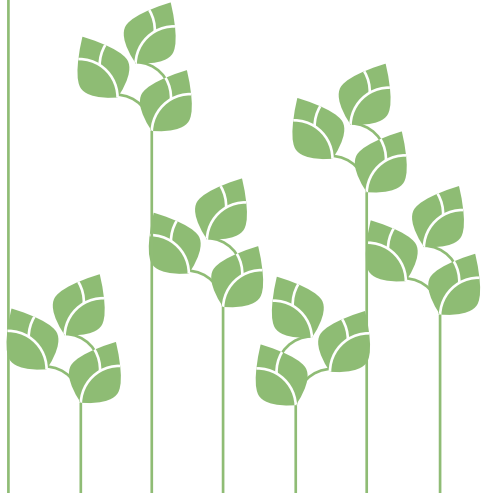
‘Thought for Food’

THE BODOSSAKI FOUNDATION’S THEMATIC FUND TO SUPPORT GREECE THROUGH AGRICULTURE

Within the functioning of ‘Giving for Greece’, its charitable branch, the Bodossaki Foundation has set up a thematic fund to support individual farmers, small businesses and cooperatives active in the production of five flagship Greek agricultural product categories: **olives** and olive products, **honey, husbandry, fruits and vegetables** (specifically Florina pepper, beans and chestnut) and **aromatic plants**.

WHO CAN BENEFIT

Direct beneficiaries of this fund will be individual farmers, small businesses and cooperatives, new and existing exporters and traders, living in different regions of Greece. Direct beneficiaries have been selected by the program’s partners, as the program’s aim is to include farmers that have both a great need and a great potential to excel in their respective fields, if the right tools are provided to them. Selected beneficiaries can turn the proposed paradigm shift into a reality for the agricultural sector in Greece.



WHAT THE PROGRAM INVOLVES

A two-tiered approach will be implemented to support the production, processing and exporting of five flagship product categories: olives and olive products, honey, fruits and vegetables, aromatic plants and products of animal origin. The products have been selected due to their unique characteristics and their global market potential. The fund's purpose is to support the following activities:

Training and consulting of individual farmers, small businesses and cooperatives on everything from sowing the seeds to marketing and exports. Support will be both in the form of classroom-based training as well as on-site consulting, thus forming a holistic approach.

Biotechnological research for the **identification** and **showcasing** of the unique characteristics of agro-food products in order to improve their positioning in the global market. The outputs of this tier will be openly available so that they benefit the entire sector.

This approach has been adapted to the specific needs of each of the five product categories and their corresponding markets through the design of five separate projects. The approach has been designed to address the entire value chain of each product, from production to the sale of the final product in international market.

GEOGRAPHIC AREAS

The program will be implemented regionally. We have identified specific geographic areas for each of the five products, aiming to achieve the best results possible in terms of economic and social impact. However, the program is flexible and can respond to the wishes of donors who may want to support an area close to their heart. In the case of certain products such as the Florina pepper that are cultivated in specific areas, the project will be implemented accordingly.

OUR PARTNERS

To realize this project, the Bodossaki Foundation has joined forces with the American Farm School, an independent, nonprofit educational institution and a pioneer in rural development and the Institute of Applied Biosciences (INAB) at the Center for Research and Technology Hellas (CERTH) in Thessaloniki, one of the leading research Institutes in Europe.

We have created a team that consists of experts from both the American Farm School and the Institute of Applied Biosciences and experienced program officers from the Bodossaki Foundation, in order to ensure the successful implementation of the projects, the maximization of their social impact and the handling of funds with due diligence.



The American Farm School of Thessaloniki, Greece (www.afs.edu.gr) is the premier institution in southeastern Europe for education and applied research in agriculture, food systems, environmental studies and other life sciences related to our sustainable future. Founded in 1904 as an independent, nonprofit organization by enlightened American educators, the School continues to apply its hallmark “learn by doing” approach to educate students of all ages. Divisions include the Elementary School; High School; Perrotis College of Agriculture, Environment and Life Sciences; and School of Professional Education. Education, training and consulting services offered to adults aim at developing innovative professionals and entrepreneurs for Greece’s agrofood sectors.

The Centre for Research and Technology-Hellas (CERTH) is a legal entity governed by private law with non-profit status. CERTH has 5 Research Institutes with important scientific and technological achievements in many areas including: Energy, Environment, Industry, Mechatronics, Information & Communication, Transportation & Sustainable Mobility, Health, Agro-biotechnology, Smart farming, Safety & Security, as well as several cross-disciplinary scientific areas. CERTH has participated successfully in more than 1.000 competitive research projects financed by National and European Union (EU) funds and leading industries from USA, Japan and Europe. The Institute of Applied Biosciences (INAB) at CERTH is the leading institution in Greece in the field of Applied Biotechnology. INAB is involved in the development and use of biotechnological applications benefiting of the current advances in the field with emphasis on functional genomics, molecular engineering and big bio-data analytics in the production of improved plant and animal genetic and propagation material, aiming to provide solutions in important cultivation, rearing, food processing and agro-industrial problems.

About the Bodossaki Foundation

The Bodossaki Foundation is one of the most respected privately owned public-benefit organisations in Greece.

It was established in 1972 by Prodromos Bodossakis – Athanassiadis, who decided to donate his entire fortune in order to promote the provision of health care, equality of opportunity, education, scientific progress and environmental protection.

The Bodossaki Foundation has a deep knowledge of the non-profit sector in Greece and has managed since its inception more than €400m that has been spent placing great emphasis on decreasing inequality of opportunity; on contributing to the education of young people; on improving medical and research infrastructure and on promoting environmental protection.

The Foundation also supports the work of NGOs that treat socially vulnerable groups and has lately set the strengthening of civil society as one of its primary objectives.

To make a donation today, here is the information

Donations can be placed through the following accounts of the Bodossaki Foundation. Remember to add the reference 'TFF' next to your donation and to notify us of your donation via email at giving@bodossaki.gr



EUROBANK ERGASIAS S.A.

IBAN: GR21 0260 0250 0004 3020 0435 685

SWIFT BIC: ERBKGRAA

ALPHA BANK

IBAN: GR58 0140 1200 1200 0200 2002 747

SWIFT BIC: CRBAGRAAXX

Alternatively, if you have a **PayPal** account, you can donate directly to the Bodossaki Foundation by specifying the address: [**giving@bodossaki.gr**](mailto:giving@bodossaki.gr)

Key contacts:

'Giving for Greece'
coordination and development:

Ms Xenia Papastavrou

Email: xpapastavrou@bodossaki.gr



'Thought for Food'
thematic fund program officer:

Mr Vlassis Adraktas

Email: vadraktas@bodossaki.gr

www.giving.org.gr

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