



Se.Ri.Fo. srl

(Real Services – Search and Training in Agricultural, Agrifood and Rural Sectors)

Data Sheet

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General Profile

Introduction

Serifo srl works in Agricultural - Agrifood- and Rural Sectors through an integrated strategy focused on four intervention areas: Real Services, Foundraising, Search and Training.

Thanks to this approach, Serifo srl is a really innovative Company both due to the services provided and due to the supply strategy that is established on the basis of qualitative and quantitative parameters of Campania and Southern Italy Agricultural and Rural Sectors. Serifo improves its knowledge on the Sector through sectorial studies, surveyings, search actions on the territory supported by Sectorial Associations and Agricultural Entrepreneurs.

Agricultural and Agrifood Sector:

A. actions to Agricultural Companies:

- **Technical Assistance Services:** to implement the Production process and the Quality of Agricultural Produces. Special attention is given to Campania traditional produces in order to adequate them to quality standards established by European Regulations;
- **Companies Check Up:** to optimise operating costs from production process to produces commercialisation;
- **Farms' Representative to Sectorial Fair:** to represent Farms to sectorial fair in order to promote them in a National and International Context/Market and to optimise the individual participation costs

B. actions to the Sector:

- **Sectorial Studies:** in order to define the implementation possibilities of Agricultural and Agrifood Campania Produces and development susceptivities for Rural Sector;
- **Search Actions:** to experiment integrated training actions aimed at putting into effect horizontal and vertical restructure of the three Sectors;
- **Surveyings and Surveys Statistics:** in order to study and to analyse the production and trade trend of Agricultural and Agrifood Sectors.

Real Services

Its aim is to help Agricultural SMEs in organising and planing their production through a service of accompaniment and technical assistance during all the phases of production process, ex-ante and ex-post. Serifo supports SMEs in the management and in effectively solving problems concerning all the phases of the business life cycle:

➤ **Business increase**

- Distribution/Supply Optimization;
- Reduction of transportation costs;
- Planning systems and production control;
- Business "Check up".

➤ **New technologies Transfer**

- Assistance in introducing new technologies;
- Feasibility studies on ICT systems;
- E-commerce plans for agricultural produce.

➤ **New Markets & Produce Search**

- Placing Campania agricultural produce on National and European markets;
- Sectoral and Market analysis;
- Identification of quality/price requirements from different markets;
- Establishing goals on the market;
- Marketing actions;
- Farms accompaniment.

➤ **Quality Systems Development**

- Quality systems evaluation;
- Quality Plans and handbooks;
- Information about Quality Laws;
- Analysis of critical points and priorities for the total quality;
- Environmental Audit;
- Introduction of technological systems against pollution of the productive area;
- Introduction of systems of Prevention & Environmental impact.

➤ **Founds raising**

Serifo provides services to plan, participate and realize programmes supported by National and EU founds through:

1. Identification of contributions more adequate to the customer;
2. Planning assistance: development of economic and financial feasibility plans according to Regional, National and European grants-in aid;
3. Support on European laws in order to obtain grants for Agricultural and Agrifood SMEs;
4. Transnational partnership development;
5. European programmes participation;
6. Up-to-dated information on EC Policy;
7. SME's competitiveness increase by involvement in a wider market, developing their potentialities, especially in transnational Cooperation.

Search

1. Serifo provides farmers with efficient and innovative solutions to effectively solve problems concerning produce and farm process;
2. Serifo analyses produces aspects facilitating their commercialization at National and Communitarian level (packaging, etc.), addressing demands from the European markets.

Training

1. moving through the search of partners for the study and the realization of training methodologies addressed to the Agricultural Entrepreneurs;
2. training skilled professionals in order to satisfy the requirements from the Agricultural workers and entrepreneurs.

LIFE LONG LEARNING CLUBS

We have opened **4 Life Long Learning Clubs** in Rural Areas aimed to provide actions of:

- vocational training;
- education;
- job and social orientation;
- counselling.

The LLL – Clubs' target groups are all people living in rural areas with a specific focus on:

- unemployed people helping them in finding an adequate job to their skills and competences;
- women with difficulties in finding a job;
- workers needed refreshment of their skills/knowledge and competences
- entrepreneurs working in these areas and in any sectors needing an orientation in the new market.

The general objectives are to:

- fight against the depopulation of the rural areas by supporting the populations in the social and economical integration;
- individuate the new emerging needs of the people living in the reference rural areas;
- plan and realise actions to address the individuate needs;
- realise vocational training for the more needed professional profiles in the area;
- educate people to provide them with the skills newly required from the labour market;
- orient and accompany people in the social and job integration.

The LLL Clubs represent a really incubator of new opportunities for people living in geographic areas very far from the central areas of the region and LLL Clubs are becoming a model of bottom – up intervention to the people living in rural area.

EU Projects

2003 - Promoter Mobility Project “TISAO” – Leonardo da Vinci II Programme



Project duration: 14 months **Agreement n.:** I/03/A/PL/154462-GL - **CLOSED**
Short description: Serifo organized a Transnational Partnership aimed to train 25 young graduated people to be inserted in Agricultural Sector. The main aim is to train professionals in Marketing & Trade of Agricultural Products, Agricultural Production Techniques and Agrifood Safety. The project has established the realization of 16 weeks work placement in UK and Spain in Agrifood Firms.

2004 - Promoter Pilot Project “Tas For Agriform” - Leonardo da Vinci II Programme



Project Duration: 36 months **Agreement n.:** I/04/B/F/PP-154120 - **RUNNING**
Short description: Elaboration and testing of a new training methodology addressed to old aged Agricultural Entrepreneurs with low education and without culture to learn in a formal context.

2005 - Promoter Mobility Project “TISAO E-Learning” – Leonardo da Vinci II Programme



Project duration: 17 Months **Agreement n.:** I/05/A/PL-154479-GL - **CLOSED**
Short description: Serifo has organized a Transnational Partnership aimed to train 20 young graduated people to be inserted in Agricultural Sector. The main aim is to train professionals in Marketing & Trade of Agricultural Products, Agricultural Production Techniques and Agrifood Safety, Traceability and Production Quality.

2006 — Partner - “New European Agri-Manager” - Pilot Project - Leonardo da Vinci Programme II



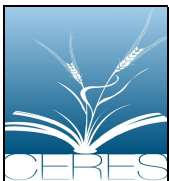
Promoter : CNPH -Centre National de Promotion Horticole - (FR)
Duration: 24 months - Agreement n. *FR/06/B/P/PP-152556* – **RUNNING**
Short Description: definition of an innovative professional profile for Managers in Agricultural Sector and design of the related training course / pathway.

2006 – Partner – “European Network of Life Long Learning” Socrates Programme - Grundtvig 1.



Promoter: Centre for Rural Assistance (RO)
Duration: 24 ms– **Agreement 229780-CP-1-2006-1-RO-GRUNDTVIG-G1** – **RUNNING**
Short description: opening 32 Life Long Learning Clubs in EU – delivery of training/education and counseling sessions for unemployed people or for first job seekers living in rural areas.

2006 – Partner - “Ceres Valora Qualitis” - Pilot Project in the framework of LDV



Duration: 24 months - **Agreement n. ES/06/B/F/PP-149417- RUNNING**
Promoter: Asaja Aragon (ES); **Coordinator:** Cifasal (ES)
Short description: definition of a National Catalogue (in each Partners' Country) for Professional Qualification in Agricultural Sector – Identification of a System to classify through an ICT tool the Qualification at EU Level.

2006 – Hosting Partner - “New methods for Production and Packing of nuts and to launch a promotional campaign in Turkey emphasizing that nuts are healthy” -



Exchange Project in the framework of Leonardo da Vinci Programme
Agreement n. TR/06/A/F/EX1-0931 - CLOSED
Promoter: Denizli Sanayi Odası (Denizli Chamber of Industry) (TR)

2007 – Hosting Partner - “Regional development of Agritourism -Exchange of experiences” -



VETPRO Project - Lifelong Learning Programme / Leonardo da Vinci
Agreement n. PL/07/LLP-LdV/VETPRO/140303 - CLOSED
Promoter: Wielkopolski Ośrodek doradztwa Rolniczego w Poznaniu (The Wielkopolska Agricultural Advisory Centre in Poznan) – (PL)

Napoli, January 2008