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**PLANNING  
SEEDS**

# PLANNING SEEDS

**SEED'S Planning Solidarity  
Economy Districts for Social,  
Economic, and Environmental  
Sustainability**

## **Module 7 - From circular economy to Sustainable Entrepreneurship: an overview**



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# Introduction



The module is aimed to let the student know some experiences related to working as developing economist in circular economy (Lucia Luzi), to creating short food supply chain entrepreneurship in Cheese production (Cau e Spada) and finally to using ethical values in order to develop a company focused on the well-being of human resources and sustainable entrepreneurship ( La Saponaria)

Through this module, participants could fill following learning objectives :

- Learn about circular economy experiences
- Understand the path necessary to create an ethical and sustainable company
- Increase knowledge of the characteristics of a benefit company
- Identify the variables at play within a company based on a sustainable economy



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# Introduction/2



The module has a different structure than all other modules: it contains 3 case studies, in form of interviews to privileged witnesses, without any readings.

Moreover, at the end of this module, participants do not have to pass a test with close questions, but it is required to produce a short text relating to values and behaviour identified in the videos and to give personal inputs.





# Videos

The first case study presents an interview to Lucia Luzi Ph.D., an Economist currently working at the World Bank in Washington DC. She is specialized in development economics. We ask Lucia what is "Development Economics" and to give examples of policies or strategies recommended by development economists to improve conditions in developing countries.

Then we focused on what is the circular economy model and how does it relate to development economics? Lucia made a couple of examples of CE practices that have been successfully implemented in DCs.

We appreciate also what Lucia said about what are the potential economic benefits of adopting a circular economy in middle-income countries

And finally Lucia explained what are smart food and smart agriculture and their relationship with circular economy and smart agriculture.

How can smart agriculture technologies contribute to the principles of a CE and to sustainability? What are some successful examples of smart agriculture in middle-income countries



FUTURE PERSPECTIVES  
**SOLIDARITY  
ECONOMY**

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# Videos

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[GO TO THE VIDEO](#)



27 minutes



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# Videos/2

The second case study is focused on the story of Cau & Spada an Italian company producing cheese in a short food supply chain that brings together innovation in traditional production.

We met Alessandra, a young lady who is managing the company putting together the know-how of her father and uncle and her expertise in management with new technologies and projects.

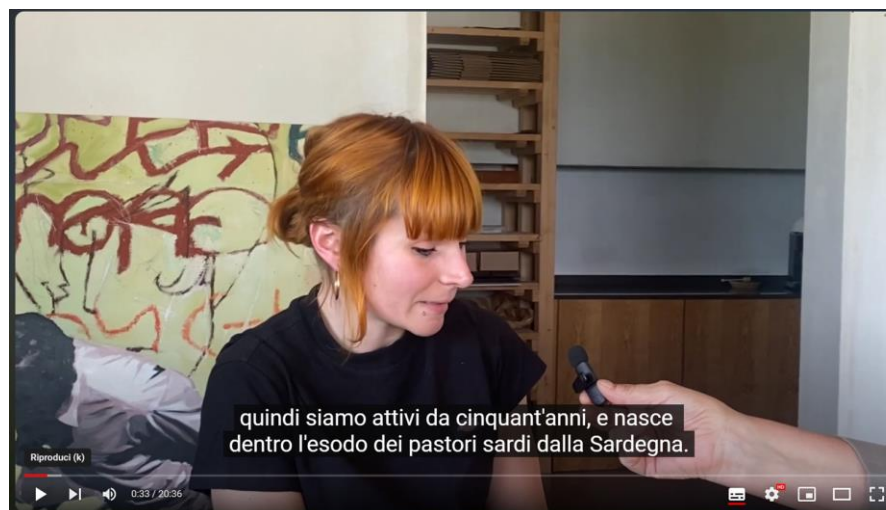
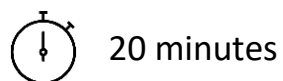


CAU SPADA  
**SHORT SUPPLY  
CHAIN  
BETWEEN  
INNOVATION  
AND TRADITION**

ENGLISH



[GO TO THE VIDEO](#)



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# ● Videos/3

The third case study is related to the experience of La saponaria, a benefit company with a conscious laboratory

They told us how they have formed partnerships and created local sustainable farming projects with small growers and farms that take care of our planet and supply them with the precious raw materials that make their recipes so special for the artisanal production of natural cosmetics!





## Videos/3

They also spoke about their new laboratory that is more energy efficient and powered exclusively by green energy from 100% renewable sources. Here they use energy-saving technologies and have created a circular production system capable of minimizing processing waste: their laboratory is designed to consume as little as possible and to produce very little waste material.



The video has been done and kindly allowed to use it by Marche Region and it is available also at

<https://www.instagram.com/regionemarchelavfor/reel/C50x777sDx-/>

[GO TO THE VIDEO](#)



24 minutes



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# External Insights

## [World Bank:](#)

In this site you can find all the information about worldbank program and project concerning their activities and opportunities

LINK: <https://www.worldbank.org/en/home>

## [CAU e SPADA](#)

Here you can better know this company and see how it works e its products

LINK: <https://www.cauespada.it/>

## [La Saponaria](#)

This is the part of Saponaria's site where they explain their policy anda values.

LINK: <https://www.lasaponaria.it/sostenibilita>





# External Insights

## [Precision Farming in Brazil](#)

By using satellite imagery, GPS, and data analytics, farmers are able to optimize the use of inputs such as water, fertilizers, and pesticides, leading to increased productivity and reduced environmental impact. Precision agriculture, also known as precision farming, is a modern approach to farming that utilizes technology to optimize the use of inputs such as fertilizers, chemicals, and water. It involves the use of various technologies such as satellite images, GPS, informatics, sensors, and climate, agronomic, and edaphic information to tailor the allocation of inputs according to the specific needs of crops and soil types. This approach aims to reduce risks, increase efficiency, and improve productivity in agricultural

production. In Brazil, precision agriculture has been recognized as a key factor contributing to the systematic increases in agricultural productivity.

[LINK:https://documents.worldbank.org/pt/publication/documents-reports/documentdetail/323181468019779385/brazil-agricultural-technology-development-project](https://documents.worldbank.org/pt/publication/documents-reports/documentdetail/323181468019779385/brazil-agricultural-technology-development-project)



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# External Insights

## [Smart Irrigation in South Africa](#)

South Africa has implemented smart irrigation systems in its agricultural sector to improve water management. These systems use sensors and data analysis to optimize water usage, leading to water savings and increased crop yields.

**LINK:** <https://www.mdpi.com/2077-0472/11/12/1222>

## [Climate Smart agriculture](#)

The agri-food system is a major contributor to greenhouse gas emissions and highly vulnerable to climate change. In the context of rapid global population growth, climate smart agriculture can help meet the growing demand for food, while decarbonizing the food system and making it more resilient to climate change.

**LINK:** <https://thedocs.worldbank.org/en/doc/1a163904ccb86646bf2e5d3d6f427f3d-0090012023/original/WB-CSA-FA-web.pdf>



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