



effecorta

FILIERA CORTA E PRODOTTI ALLA SPINA

*Our experience
for a new way to consume*

The business idea, base elements

- No packaging – 250 bulk foods
- Local products – we know personally 120 producers
- Good products - Quality and effectiveness
- Right amount – no quantity imposition
- Increasing sensitivity on waste themes

The company

- Effecorta is a cooperative of people that made an investment from 2008
- Effecorta is not only a shop but the last part of the local producer's process and the front end for consumer's feed back (like a co-producer)
- Common vision with the territory. A context already prepared to change (waste door to door, milk, etc.)

90% of products are inside of 70 km,
our original map:
we made a simple circle around our store



photos best than words:
60 fall containers



60 basket containers



60 spilling containers









No plastic shoppers



we produce directly some products



One of our local producer



some characteristics

- Company self-sufficient on the market
- "We play to effecorta" says one of our customer. We are working to pass from curiosity to routine
- More than 500 requests for reproductions from all over Italy.
- Need to work on communication and consumer education.

numbers

- In three years, 36000 bottles sold
21500 retrieved (60%). We started with
30% of bottles recovered in 2009
- Recovered nearly 500kg of plastic,
about 4300 euro saved
- 30000 Small bags of cotton sold, zero
plastic bags or similar

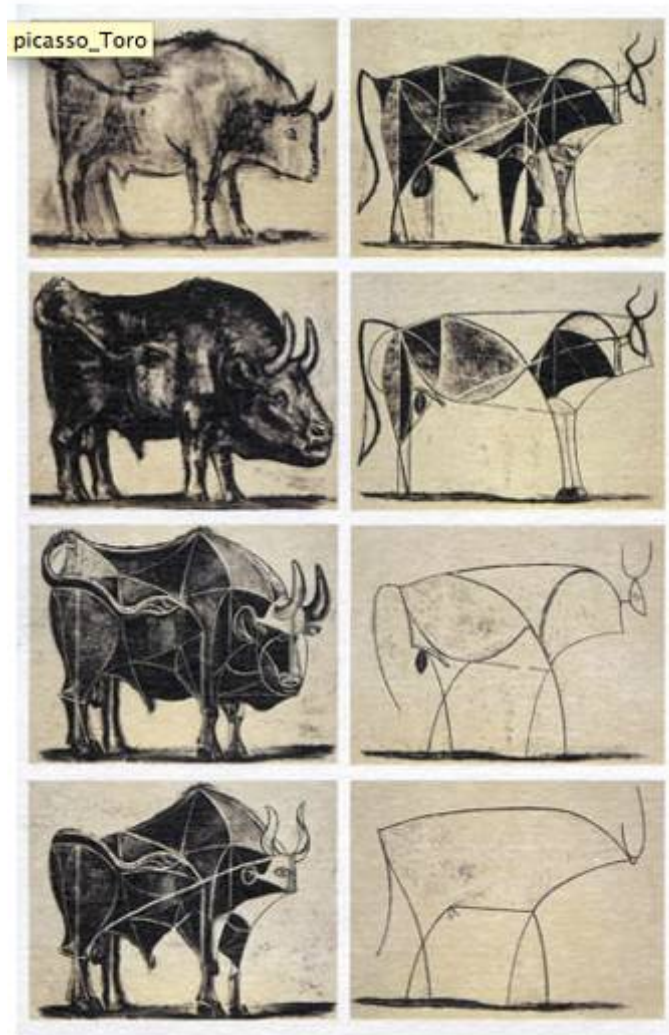
Effecorta network

- 3 points in Italy open in 3 years:
Capannori (2009), Ferrara (2010), Milan (2013)
- Know how to enable local producers and communicate effectively
- Possibility of a European network.
Request from France, Germany, Romania, Spain

What we need to develop

- Specific laws for bulk foods
- Investment for local start up farm
- “Green Education” for children in schools
- Credit and bank guarantees for companies

lightness is the way



www.effecorta.it

Thanks for attention

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