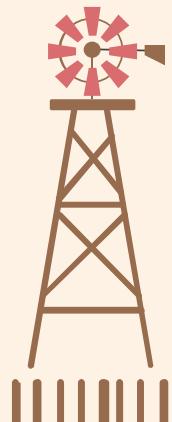
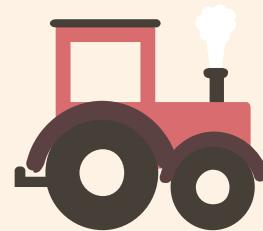


# Terra Rinata

## Community Farm

Presented by  
Caroline Liquit, Ilijana Radakovic, Agnieszka Wrona, Raj Kadam





**Growing Inclusivity,  
Harvesting Sustainability**





# Mission

"Our mission at Terra Rinata is to promote inclusivity, sustainability, and empowerment. We offer educational and employment opportunities for disadvantaged people while promoting sustainability through farming, farm-to-table initiatives, and CSA. Located in neglected lands in Southern Italy, our farm serves as an environment where professional farmers and individuals with disabilities work together for a more sustainable future."

# Our Values



Inclusivity



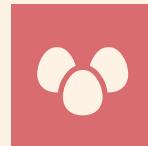
Sustainability



Empowerment



Community



Education



Health



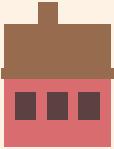
# What can people do at Terra Rinata?



## Activities

- Farming & Agriculture Experience
- Farm Shop & Organic Cafe
- Family-Friendly Farm Tours
- Sustainability Workshops
- Volunteer Opportunities for Teens
- Inclusive Farming Program
- Culinary Classes and Cookbook Sales

**Notes :**  
Corporate Team-Building Retreats



# Competitive Analysis

## Competitors

Italy

UK

Germany

France

Lentamente Societá Cooperativa  
Agricola

The Farm Shop at Daylesford

Prinzessinnengärten

La Ferme du Bec Hellouin

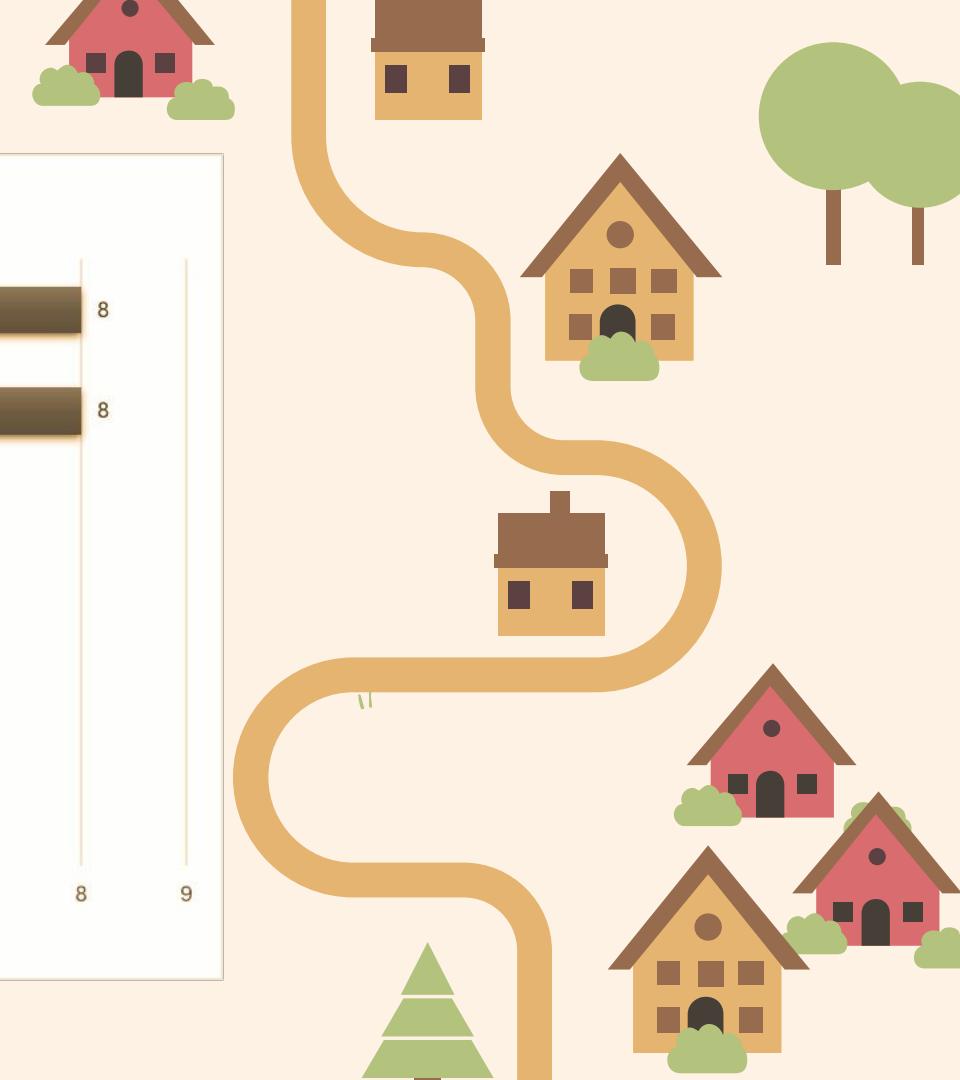
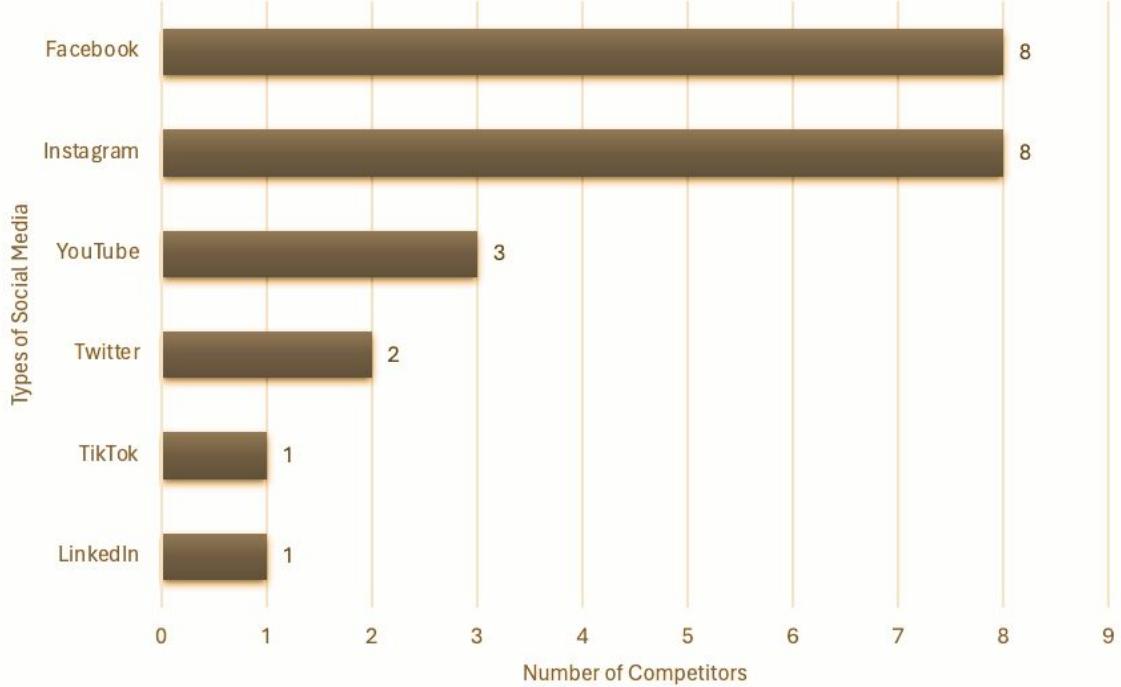
Agricoltura Capodarco

Skelton Grange Environment Centre

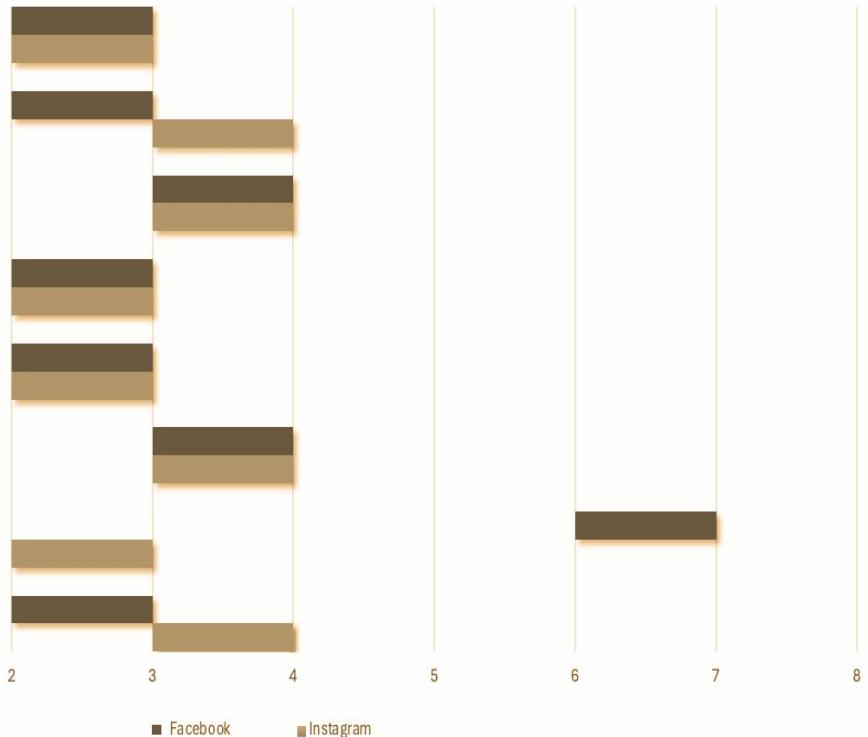
Gut Wulfsdorf

The Community Farm

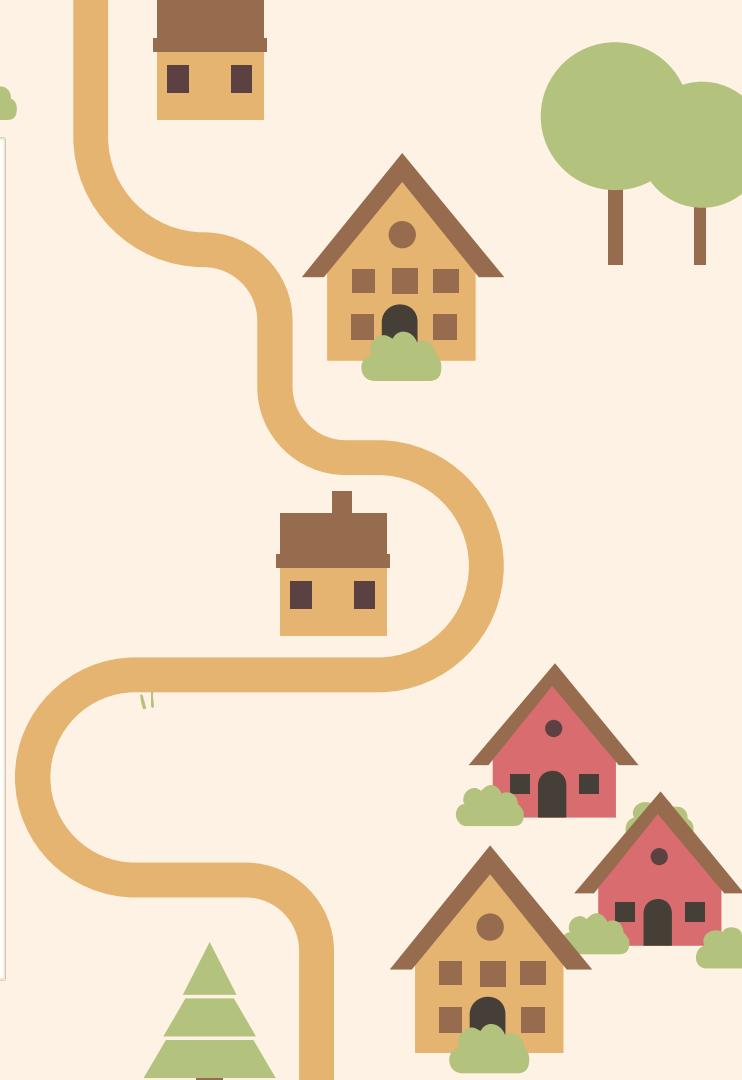
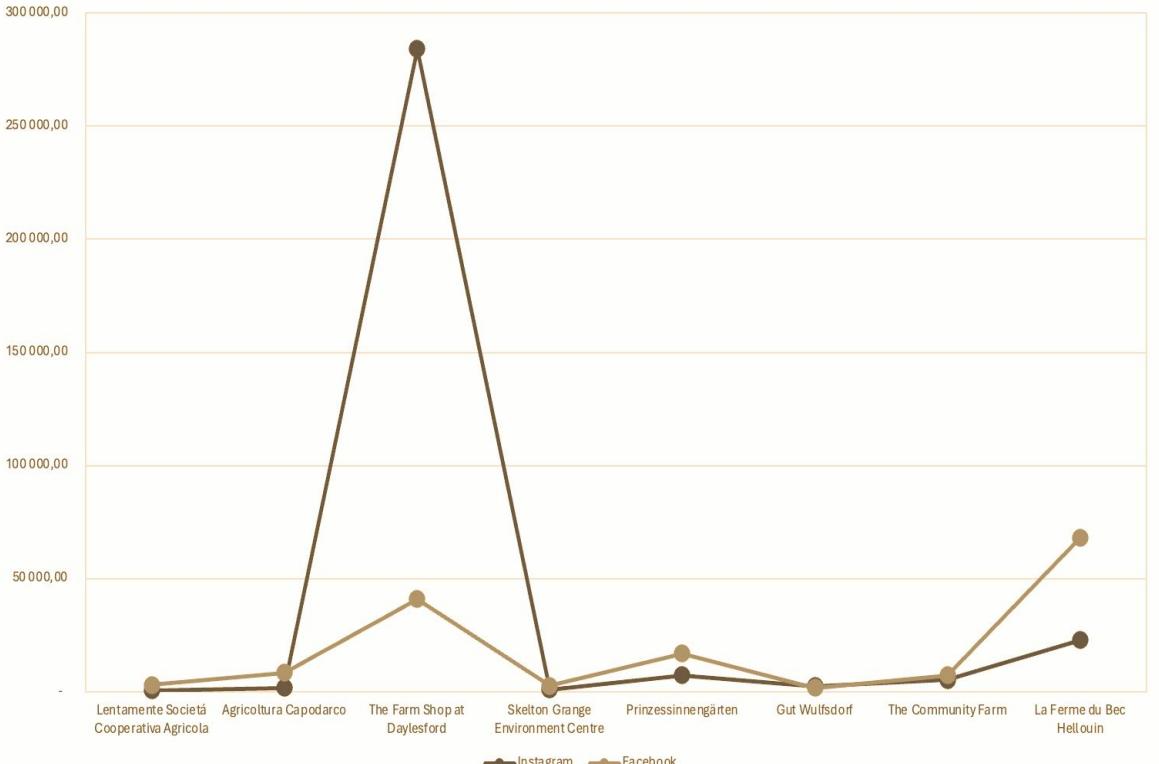
## Social Media used by Competitors

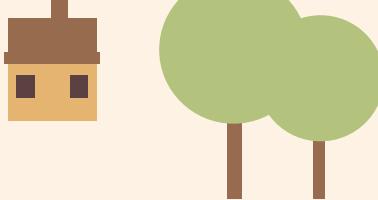


### Frequency of posts published per week [days]

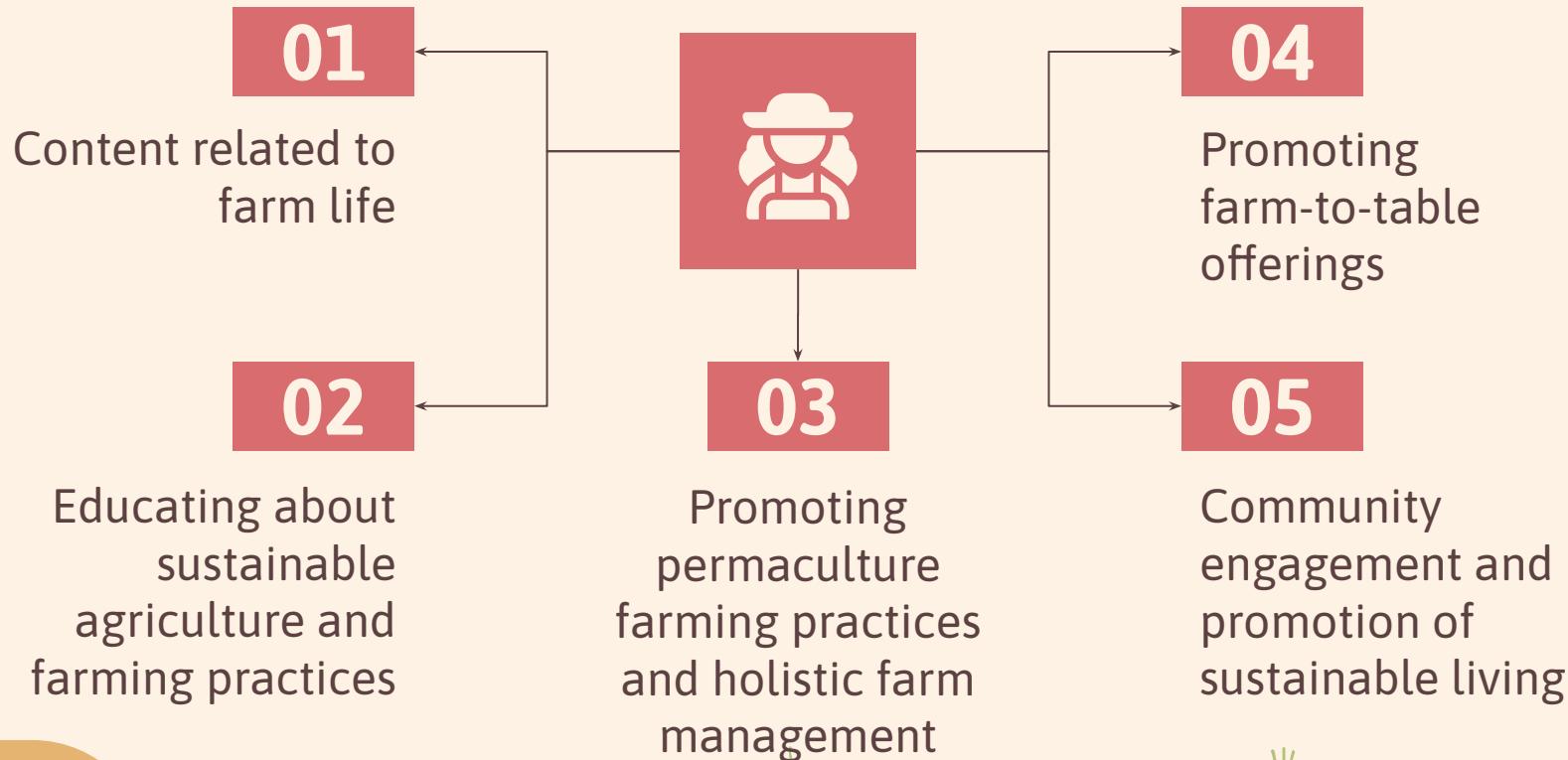


### Number of Followers





# The most popular type of content



# Examples of collaboration



## Local chefs, restaurants or food bloggers

showcasing produce, organizing events, or promoting farm products



## Experts, researchers, educational institutions or agritourism organizations

sharing knowledge and promoting regenerative farming practices



## Activists, educators, schools, or conservation organizations

raise awareness about environmental issues



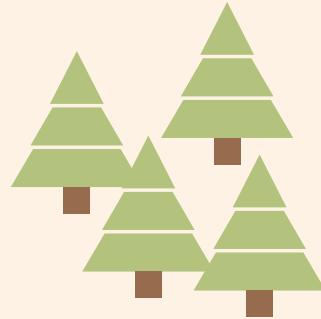
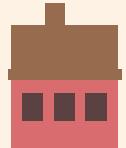
## Urban planners, artists, businesses, or activists

advocate for green urban spaces and sustainable living practices





# Web/Social Listening



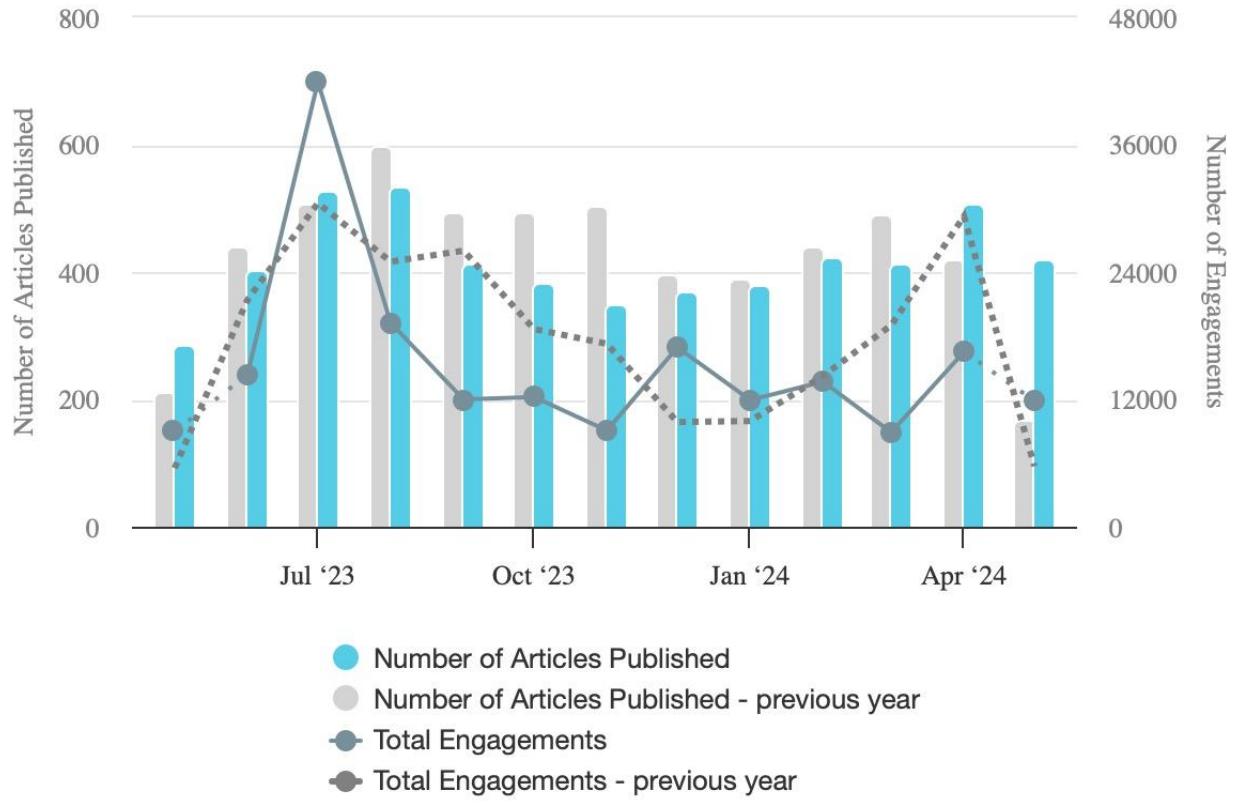
# The most popular hashtags in social media related to community farm

1. #sustainability
2. #farmersmarket
3. #communitysupport
4. #eatgoodfeelgood
5. #seasonalfood
6. #farming
7. #organicfood
8. #farmlife
9. #volunteering
10. #newbeginnings

Tools



# Engagements and content related to community farms over time



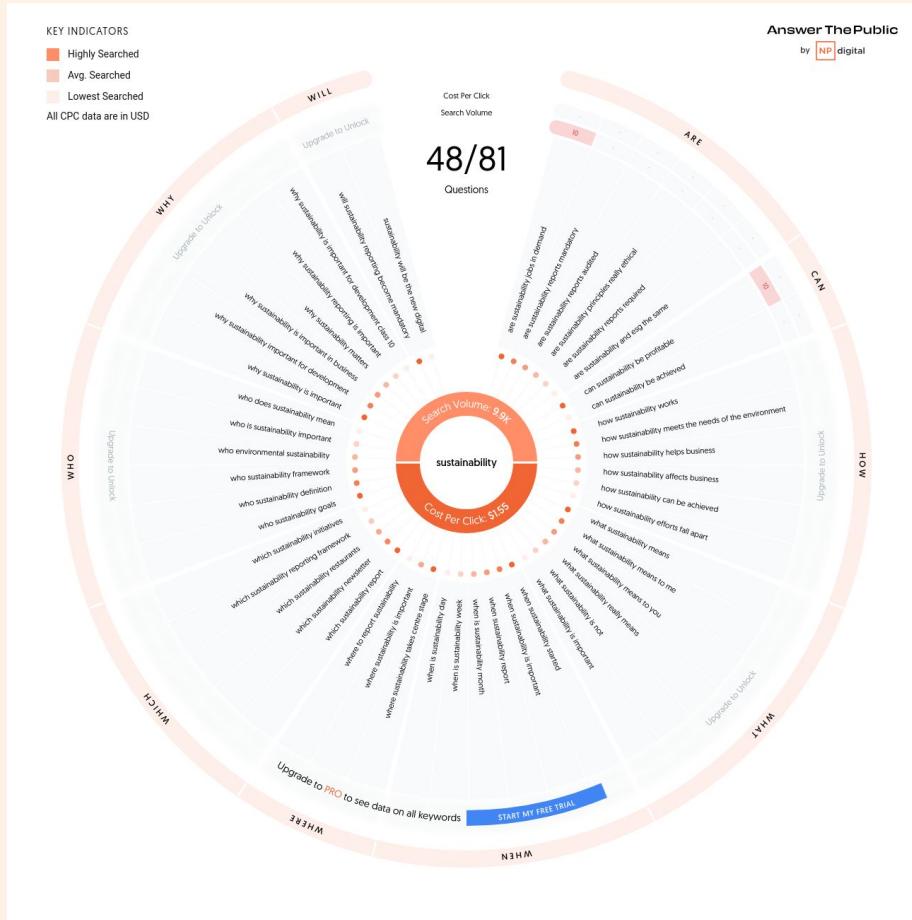
# Keyword: SUSTAINABILITY



Search Volume: 9 900  
Cost Per Click: \$1.55

## Most asked questions:

- How sustainability works
  - How sustainability meets the needs of environment
  - What sustainability means to me
  - When sustainability is important
  - Which sustainability newsletter
  - Why sustainability is important

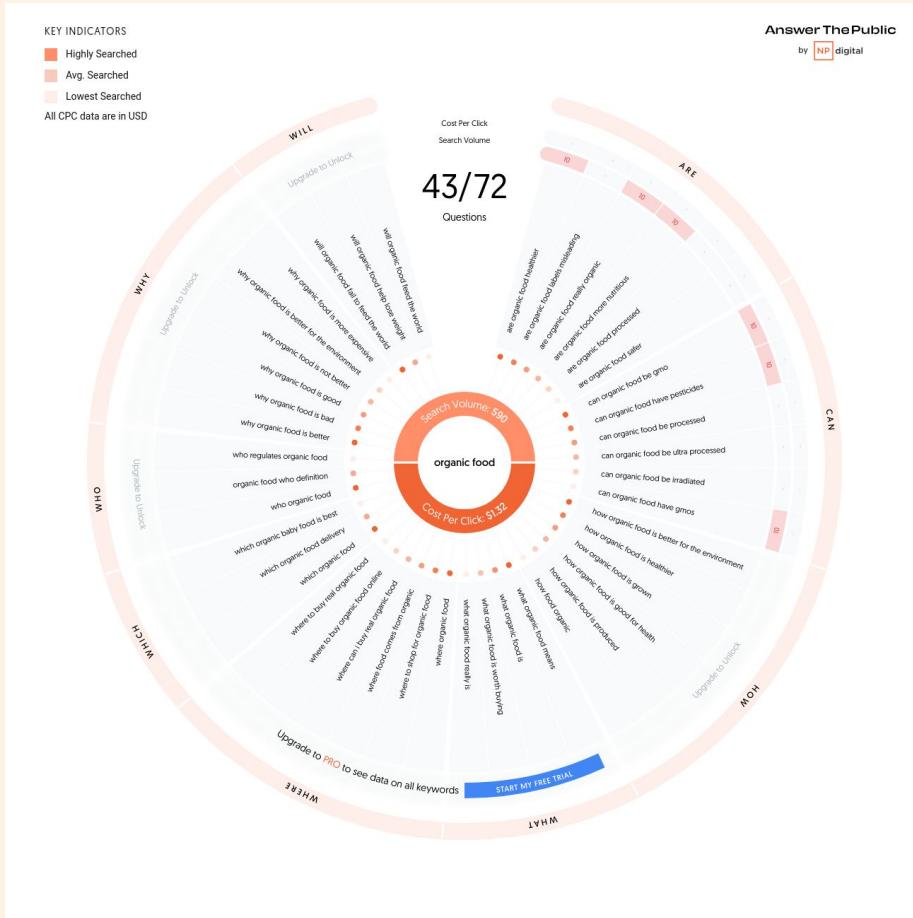


# Keyword: ORGANIC FOOD

Search Volume: 590  
Cost Per Click: \$1.32

## Most asked questions:

- Are organic food healthier
- Can organic food have pesticides
- How organic food is better for the environment
- What organic food means
- Where to shop organic food
- Why organic food is better



# Social Media Objectives

- **Increase Instagram & Facebook followers:** Attract at least 150 new followers on both platforms in the first month, then maintain a steady growth of 30 new followers each following month.
- **Build a strong Facebook community:** Foster engagement by creating content, hosting events, and encouraging discussions. Aim for 150 members in the first month, then grow by around 50 new members each following month.
- **Establish a professional LinkedIn presence:** Target 100 new followers in the first month, then maintain a steady growth of 20 new followers each following month.



# Community Farm Objectives

- **Sell at least 60% of organic products** grown on the farm within the first three months, and maintain a steady growth of 70% sales in the following months
- **Ensure a consistent flow of 25-30 volunteers** per month to support the farm's activities and promote sustainability
- **Attract a minimum of 200 visitors per month**, including families and students, to the farm, promoting education and community engagement through tours, workshops, and events



# Buyer Personas



# LUCA

## CHALLENGES

Finding educational programs and resources that align with his students' interests and curriculum requirements, securing funding for school trips and extracurricular activities.

32 YEARS OLD

TEACHER

NAPLES, ITALY

\$24,000-\$30,000

## GOALS

- Enrich his students' educational experience
- Providing them with opportunities to engage in hands-on learning activities
- Promote sustainability and community engagement.

## INTERESTS

- Outdoor Education
- Experiential Learning
- Community Engagement

## MOTIVATION

Luca is motivated by the desire to inspire his students and instill in them a sense of responsibility towards their community and the environment. He seeks out opportunities that allow his students to connect their classroom learning to real-world issues and experiences

## HOW CAN THE COMMUNITY FARM HELP LUCA?

- Educational Opportunities and Experiential Learning
- Community Engagement
- Curriculum Alignment



## SARAH

### CHALLENGES

Sarah faces challenges in finding affordable eco-friendly options, balancing urban living with sustainability, overcoming consumer habits, managing time constraints, and effectively inspiring others to adopt environmentally conscious behaviors.

28 YEARS OLD

GRAPHIC  
DESIGNER

PALERMO, ITALY

\$33,000-\$40,000

### GOALS

- Sustainable lifestyle
- Eco-conscious habits
- Environmental conservation

### INTERESTS

- Sustainability
- Environmental Awareness
- Community Engagement



### HOW CAN THE COMMUNITY FARM HELP SARAH?

- Access to Affordable Eco-Friendly Options
- Balancing Urban Living with Sustainability

- Education and Support for Sustainable Living

- Community Engagement and Support
- Influence and Advocacy

### MOTIVATION

Sarah is motivated by her belief in the importance of environmental conservation and sustainability, striving to minimize her ecological footprint and inspire others to do the same. She finds purpose in being a proactive agent of change, driven by the conviction that individual actions can make a meaningful difference in creating a greener and more sustainable world.



# EMILY

## CHALLENGES

Navigating limited access to mental health resources and support services in rural areas, overcoming stigma surrounding mental health issues within agricultural

40 YEARS OLD

MENTAL HEALTH  
COUNSELOR

RURAL AREA,  
CALABRIA

\$35,000-\$40,000

## MOTIVATION

Emily is motivated by her passion for improving the well-being of farmers and rural communities. She is driven by the desire to create meaningful connections and support networks, empowering individuals to overcome mental health challenges and fostering sustainable practices for the future.

## GOALS

- Advocate for mental health awareness
- Support in rural agricultural communities
- Collaborate with local stakeholders to develop innovative programs

## INTERESTS

- Sustainable agriculture
- Mental Health Advocacy
- Community Development



## HOW CAN THE COMMUNITY FARM HELP EMILY?

- Education and Mental Health Resources

- Curriculum Integration and Educational Partnerships

- Supportive Network and Community Engagement



## MICHAEL

### CHALLENGES

Michael has to balance caring for Jimmy with his professional work and daily responsibilities. Fighting for the rights and social acceptance of people with disabilities adds to Michael's burden. He also tries to find the best quality products and prepare healthy meals for Jimmy.

38 YEARS OLD

IT SPECIALIST

REGGIO  
CALABRIA, ITALY

\$40,000-\$45,000

### MOTIVATION

As a father, Michael is motivated by his love for son and his desire to ensure that he lives a full and happy life despite his difficulties. He is looking for resources and support to help him give Jimmy the best possible quality of life and integration into the community.

### GOALS

- Find community of parents of children with disabilities to share experiences and get emotional support
- Ensure Jimmy's full participation in social, educational and recreational activities

### INTERESTS

- Rehabilitation medicine
- Community of parents with children with disabilities

### HOW CAN THE COMMUNITY FARM HELP MICHAEL?

- Community Support
- Social Integrity
- High Quality Products and Healthy Meals

# Content Strategy

# May 2024

**KEY:**

- Sustainability
- Local Food
- Inclusion
- Transparency
- Education
- Community

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Facebook & Instagram Community Farm Launch! Permaculture farming		Facebook & Instagram Local produce recipe	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook & Instagram Inclusive farming program		Facebook & Instagram Behind-the-scenes look	Facebook & Instagram Sustainability workshops	Facebook & Instagram Farm-to-table offerings	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook & Instagram Volunteer opportunities	Facebook & Instagram Educational activities	Facebook & Instagram Organic cafe	LinkedIn Corporate retreats		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook & Instagram Community engagement	Facebook & Instagram Farm success stories	Facebook & Instagram Farm shop		LinkedIn Educational activities	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	LinkedIn Volunteer opportunities				Facebook & Instagram Farm mission	



Week	Date	Platform	Time	Content Type	Topic	Content
Week 1	May 1	Facebook & Instagram	10:00	Post	Community Farm Launch!	Celebrate the launch of your community farm!
Week 1	May 1	Facebook & Instagram	12:00	Post	Permaculture Farming & Holistic Management	Benefits of sustainable farming practices
Week 1	May 3	Facebook & Ins	15:00	Post	Local Produce Recipe	Delicious recipe using fresh farm produce
Week 1	May 5	Facebook & Ins	12:00	Post	Inclusive Farming Program	Empowering individuals with learning disabilities
Week 1	May 7	Facebook & Ins	17:00	Post	Behind-the-Scenes Look	Day in the life on the farm
Week 2	May 8	Facebook & Ins	10:00	Post	Sustainability Workshops	Learn sustainable practices and farming techniques
Week 2	May 10	Facebook & Ins	15:00	Post	Farm-to-Table Offerings	Fresh local produce and artisanal goods
Week 2	May 12	Facebook & Ins	12:00	Post	Volunteer Opportunities (Inspire the Next Generation)	Make a difference and inspire future farmers
Week 2	May 14	Facebook & Ins	17:00	Post	Educational Activities & Workshops	Engaging workshops relevant to curriculum
Week 3	May 15	Facebook & Ins	10:00	Video	Organic Cafe & Sustainable Living	Sustainable practices at the farm cafe
Week 3	May 17	LinkedIn	15:00	Video	Corporate Team-Building Retreats	Collaboration and sustainability through retreats
Week 3	May 19	Facebook & Ins	12:00	Video	Community Engagement for Sustainability	Building a sustainable future together
Week 3	May 21	Facebook & Ins	17:00	Post	Farm Success Stories	Positive impact on the community
Week 4	May 22	Facebook & Ins	10:00	Post	Farm Shop	Local produce and artisanal goods available
Week 4	May 24	LinkedIn	15:00	Post	Educational Activities & Workshops	Engaging workshops relevant to curriculum
Week 4	May 26	LinkedIn	12:00	Post	Volunteer Opportunities (Inspire the Next Generation)	Make a difference and inspire future farmers
Week 4	May 31	Facebook & Ins	17:00	Post	Farm Mission & Values	Commitment to inclusivity, sustainability, and empowerment

# Instagram/Facebook



🍓🌿 Are you a jam lover? 🍓✨ Do you know that our strawberry jams are 100% organic, and the strawberries used are the ones our farmers grow daily? 🌱👷 So what are you waiting for?

Find more about our organic jam at “Terra Rinata” Farm Shop 🛒🌿

#organicjam #strawberrylovers #farm 🍓🌿



 Are you passionate about living a green lifestyle?  Join us at Terra Rinata and be a part of our sustainable journey! 

As an eco-conscious individual like you, we know you value environmental conservation and strive to minimize your ecological footprint. At Terra Rinata we're committed to sustainable farming practices, organic produce, and community engagement.

 From farm to table, our organic fruits and vegetables are grown with care and without harmful pesticides or chemicals. With each bite, you're supporting local agriculture and reducing your carbon footprint.

 Together, we can make a difference! Join our farm shares program and receive weekly baskets of fresh, seasonal produce grown right here on our farm. Not only will you enjoy delicious, nutrient-rich foods, but you'll also be supporting sustainable agriculture and investing in the future of our planet.

 Plus, as a member of our community, you'll have access to exclusive events, workshops, and volunteer opportunities. Connect with like-minded individuals, learn new skills, and be a part of something bigger than yourself.

Ready to take the next step towards a greener future?  Sign up for our farm shares program today and start your journey towards sustainable living!

#SustainableLiving #OrganicFarming #FarmShares #CommunityEngagement  
#EcoFriendly



Are you passionate about sustainability, community, and making a positive impact? 🌎🌟 Join us at Terra Rinata Community Farm and become a part of our inclusive family! 🐾🌿

At Terra Rinata, we're not just farming; we're cultivating a community where everyone is welcome. 🌈 Whether you're a seasoned gardener or a newbie to farming, there's a place for you here! 🌿

As a volunteer, you'll have the opportunity to:

- 👉 Get your hands dirty and learn sustainable farming practices
- 🥕 Harvest fresh, organic produce straight from the earth
- ☀️ Connect with individuals who share your passion for the planet
- 🌱 Make a meaningful difference in our local community

Join us in nurturing the land and building connections that knock down boundaries. Together, we are cultivating inclusivity, harvesting sustainability. 🌟

Ready to dig in? Drop us a message to learn more about volunteering opportunities! ❤️ #TerraRinata #CommunityFarm #VolunteerOpportunity #Sustainability #InclusiveCommunity #GreenLiving 🌎🌿





🌱👧👦 Do you know how valuable farming is for children and teenagers?

🌍✨ Here at Terra Rinata, we welcome pupils from Primary and Lower Secondary School to learn about Mother Earth, sustainability, and farming. 📚🌿

What are you waiting for? Visit us with your school. We offer educational activities too! 🏫💧

Feel free to contact us for more information. 📩 #TerraRinata  
#FarmingEducation #Sustainability  
#SchoolVisits 🌱👧👦

Unwind at Terra Rinata Farm with a Cup of Sustainably Sourced Coffee ☕

Nestled amidst our thriving coffee groves, Terra Rinata's inviting coffee shop offers a tranquil escape. Immerse yourself in the fresh air and the invigorating aroma of freshly roasted beans.

We're passionate about sustainable practices. Our ethically sourced coffee beans are carefully cultivated to respect the environment. We roast them in small batches to unlock their full flavor potential, ensuring a delicious cup for every guest.

#### More Than Just Coffee:

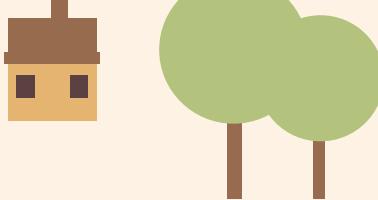
- Community Focus: Terra Rinata is a place to connect with like-minded individuals who value sustainability and quality.
- Supporting Local: Every cup you enjoy directly contributes to the well-being of our farm and our community.

#### Experience the Difference:

Visit Terra Rinata Farm and discover a coffee experience that nourishes both your body and your soul.

#TerraRinata #CoffeeShop #SustainableCoffee #Community





# Sustainability and Organic Products

## Today's Zero Waste Tip:

Buy from sustainable and local sources!



Organic produce is grown without the use of synthetic pesticides, fertilizers or genetic modification, contributing to better health of soil, water and local ecosystems.

Moreover, consumers often note that organic food tastes better and is more nutritious.

When you buy local products, you also reduce your carbon footprint because products don't have to be transported long distances.

Moreover, purchasing directly from farmers ensures that the products are fresh and full of natural nutrients.

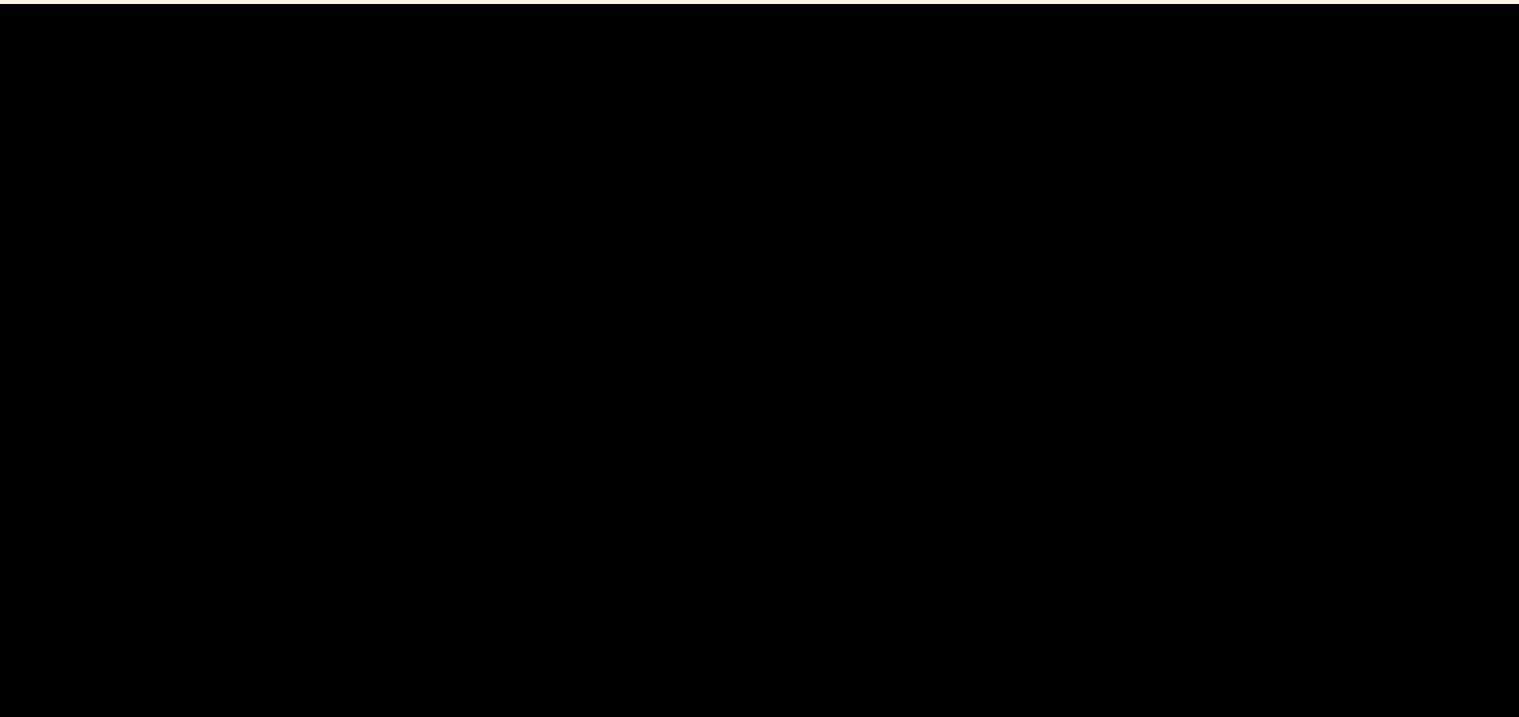
By choosing to shop at Terra Rinata, you are investing not only in your health, but also supporting the local economy and contributing to environmental protection.



Visit our site to educate yourself further about sustainability and organic products.  
#communityfarm #organicfood #sustainability



# Sustainability and Organic Products



# Organic Market





# A story about one of our volunteer

🌿 Introducing Luca! 🌿

At Terra Rinata, inclusivity is at the heart of everything we do. Meet Luca, a valued member of our community who inspires us all with his resilience and spirit. Despite facing physical challenges, Luca brings boundless energy and enthusiasm to our farm every day. His presence reminds us that diversity is our strength, and together, we're creating a more inclusive future. 🌟 #TerraRinata #Inclusivity #Diversity #Inspiration



## Embracing Every Family: Terra Rinata's Commitment to Inclusivity

At Terra Rinata, we believe in the power of community and the strength found in diversity. For families with children with disabilities, navigating everyday life can be very tough. That's why we've made it our mission to create a sanctuary where every family feels welcomed, supported, and celebrated.

From the moment you step onto our farm, you'll sense the warmth and understanding within our community. Our team is dedicated to ensuring that every member of your family, regardless of ability, can fully participate in the joys of farm life. Whether it's adapting tasks to accommodate different needs or providing specialized support, we're here to ensure that everyone can experience the sense of accomplishment that comes from working the land together.

But Terra Rinata is more than just a farm; it's a place where connections are forged and friendships flourish. Here, you'll find a network of families who understand the unique journey you're on and are ready to offer a helping hand or a listening ear whenever you need it most. Through shared experiences and mutual support, we're not just building a community — we're building a family.

So, to all the families out there, know that Terra Rinata is here for you. Whether you're looking for a place to unwind, connect with others who understand, or simply enjoy the beauty of nature, our gates are always open to you. Together, let's cultivate a future where every family feels seen, heard, and valued. ❤️

#TerraRinata #InclusiveCommunity #SupportingFamilies #BuildingConnections





Terra Rinata  
presents

clideo.com

## Discover the Power of Collaboration and Sustainability at Our Farm's Corporate Team-Building Retreats!

Are you looking to foster a stronger sense of teamwork within your corporate team while also promoting sustainability? Look no further than our Farm's Corporate Team-Building Retreats!

At our farm, we believe in the power of nature to bring people together and inspire innovative thinking. Our retreats are designed to offer a unique blend of team-building activities and sustainable practices that will leave your team feeling rejuvenated, connected, and motivated.

### Why Choose Our Farm for Your Next Retreat?

 **Team Collaboration:** Our engaging activities, such as collaborative gardening, farm-to-table cooking challenges, and group sustainability projects, are specifically designed to strengthen communication, trust, and problem-solving skills among team members.

 **Sustainability in Action:** We are committed to promoting sustainable living. Your team will participate in eco-friendly practices, learning about organic farming, waste reduction, and renewable energy sources. These experiences not only foster a deeper appreciation for the environment but also inspire sustainable practices within your organization.

 **Serene Natural Setting:** Escape the hustle and bustle of the office and immerse your team in the tranquility of nature. Our farm provides a peaceful backdrop that encourages relaxation, reflection, and creative thinking.

 **Customized Experiences:** We understand that every team is unique. That's why we offer customizable retreat packages tailored to meet your specific goals and needs. Whether you're looking to boost morale, develop leadership skills, or brainstorm new ideas, we've got you covered.

Join us for a retreat that promises to be more than just a getaway. It's an opportunity to grow, both as individuals and as a cohesive team, while making a positive impact on the planet. 

Ready to transform your team dynamics and embrace sustainability? Contact us today to book your retreat and take the first step towards a more collaborative and eco-conscious future! 

#TeamBuilding #Sustainability #CorporateRetreat #Collaboration #EcoFriendly #LeadershipDevelopment  
#FarmRetreat





Contents missing:

- Disabilities (Caroline)
- Sustainability (Agnieszka)
- LinkedIn: team building retreats for companies (Ilaria)
- Coffee Shop post (Raj)

To do:

Add linkedin

Remove youtube and twitter

Rewrite the goals

Change info buyer personas

Edit Editorial Plan

Parts:

Introduction: Caroline

Competitive Analysis and Web listening: Agnieszka

Objectives: Raj

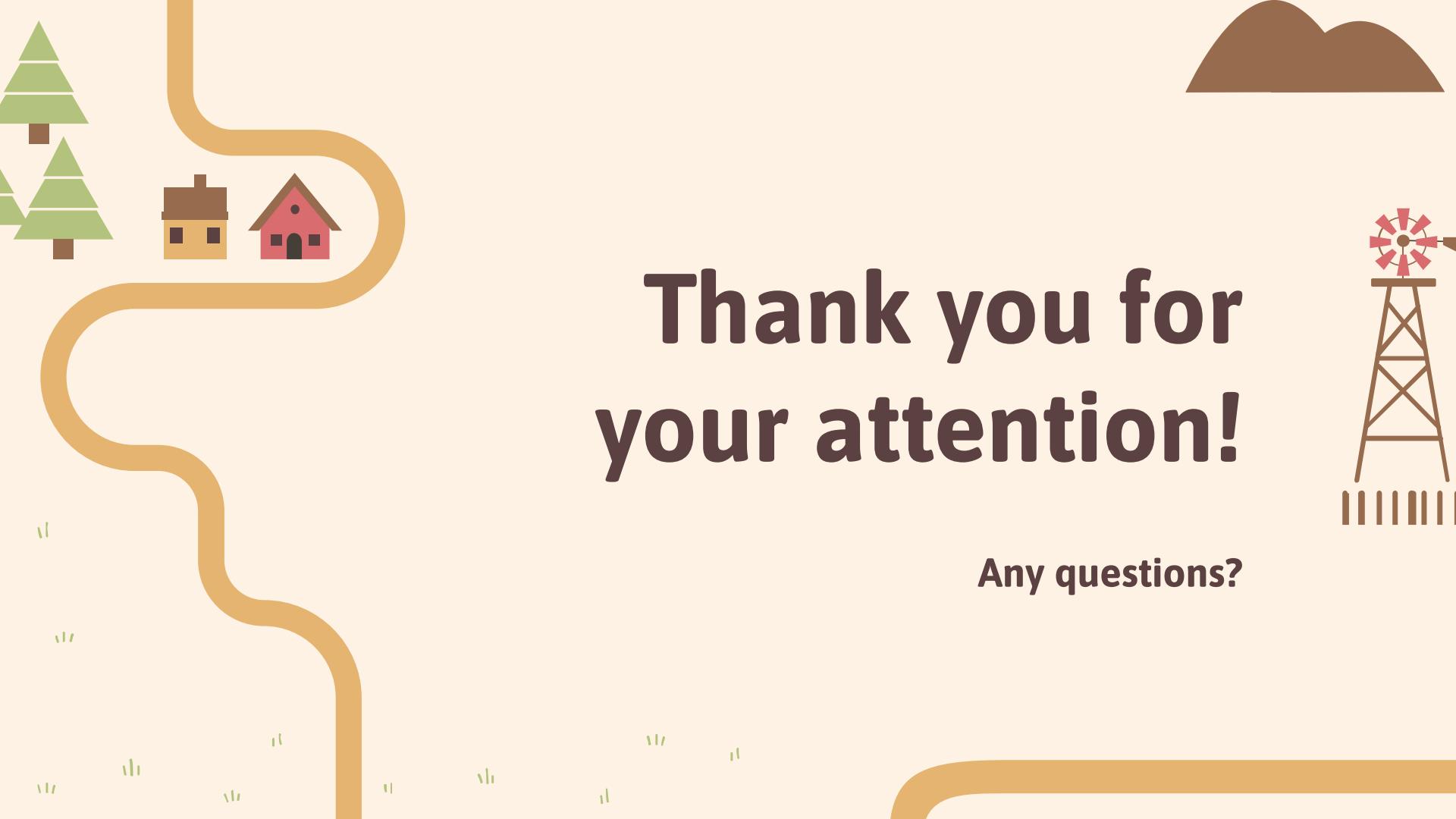
Buyer Personas: Caroline

Editorial Plan: Ilaria

Contents: Ilaria

Deadline: tomorrow noon.

**! Time your selves!**



# Thank you for your attention!

Any questions?

