Soap from whey and synergy nets

Euromontana conference
“How to support mountain innovative entrepreneurship?”
7th November 2013, Brussels
European Economic and Social Committee, Employeurs group
Rural Economic platform

- 2011 – 2013
- From 4 realities to a synergy net
Sheep Handmade diversification

- Awareness activities of our reality
- Added value products from wastes
- Coordination of synergies
More than create, consolidate

- Employees: 1 (coordination and I+D)
- Awareness Turnover

![Graph showing turnover from January to December with years 2011, 2012, and 2013 and their turnover in euros.]

**Similar turnover expected from soap (in totals)**
From I+D to handmade activities

- Soap, wool & natural tints
Biodiversity awareness
Shepherd for a day
Our achievements

• 2013 Awareness Turnover (22.000€).
• 2013 Consolidate a net of synergies.
• 2012 Being one of Basque Country Tourism Top Experiences.
• 2012 win HAZI rural development challenge with the soap from whey.
• 2011 win GBE-NER Entrepreneurship challenge with the cheese school.
How we see the future?

• With happiness
• With a lot of work and surprises
• With modest incomes stabilized
• Looking for private or public financial strategies that allow us doing active research in our specific rural area (our farm wastes whey and wool) with appropriate technologies.
The challenges we face

• We have to control 6 pathogens in order to use whey as a rude material for natural cosmetics.

• We have to look for new shear techniques orientated to a posterior handmade production.
We would like Public Policy...

- Strength “Km 0” trade rules.
- Open/Orientate the possibility of doing research projects on added valued products from wastes directly from the producers, not only from I+D+I “Oficial” Centers.
- Make and effort to coordinate Tourism Destinations in no traditional areas.
Thank you for your attention

• Any questions?
• Do you think this model is replicable?

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