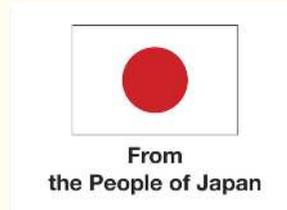


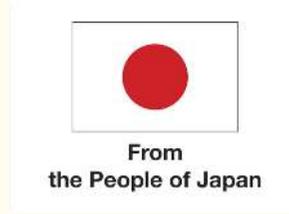
Turkey Local Products Digital Master Report

Anadolu'dakiler



Business to Social Cohesion Project
“Services for Inventory of Local Products”

Turkey Local Products Digital Master Report



“Turkey Local Products Digital Master Report” has been prepared by Kentsel Strateji within the scope of the “Services for Inventory of Local Products” which is carried out within the scope of the “Business to Social Cohesion” Project, in partnership with United Nations Development Program (UNDP) and the Ministry of Industry and Technology (MoIT), Directorate General of Development Agencies (DGDA).

20.09.2022

Content

Purpose of the Report

Scope of the Report

A. Common Purpose of the Digital Platform 06

Expectations of the Project Partners

Basic Framework of the Platform

3 Trends and Principles

3 Themes and Categories

What is the Platform?

What kind of Platform will it be?

What is the coverage area?

When will the platform be available for use?

Who will be the target audience?

Long Term Approach: Circular Design

B. Participatory Preparation Process 12

Four Main Stages, 10 Steps

Roadmap and Local Product Inventory

Product Identification Cards and Event Design for 10 Provinces

Digital Platform Design

Turkey Local Products Identification Cards

10 Steps of the Project

1. Determining Product Selection Criteria

2. Designing ID Cards

3. Classifying Selected Products

4. Producing Thematic Maps

5. Ensuring the Participatory Decision Process

6. Defining the Target Audience

7. Digitizing the Platform

8. Starting the Social Media Engagement Process

9. Streamlining the 81 Provinces Product Inventory Process

10. Providing Data Entry and Platform Usage Training

C. Participatory Decision-Making Process 20

Focus Group Meetings

Inclusive Participation of Development Agencies

Product Selection Process

Content Design of the Platform

Main Message

Why Anadolu'dakiler

Aim of the Platform

Local Product Themes

3C Categories

Interaction

Manifest



Purpose of the Report

Aim of this report is to summarize the process of provided services for “Business to Social Cohesion Project – Services for Inventory of Local Products” with its stages. In addition to the report, suggestions for the social media planning of the project are presented as an appendix.

Scope of the Report

“Services for Inventory of Local Products” is carried out within the scope of the “Business to Social Cohesion” Project, in partnership with United Nations Development Program (UNDP) and the Ministry of Industry and Technology (MoIT), Directorate General of Development Agencies (DGDA).

The aim of the study is described in the ToR as; ‘A mapping study throughout the country will be conducted to take stock of the local products through a classification developed according to their specifications. This inventory will help local producers to commercialize their products and to integrate into the supply chains. In addition to these, the works will be made visible through a web platform.

The purpose of the project is to make ‘local product diversity and richness of the geography we live in’ visible, and the main goal is to ensure that women and disadvantaged groups, especially the young unemployed people are included in the entrepreneurship ecosystem.

This report consists of three parts:

1. Shared Aim of the Digital Platform
2. Participatory Preparation Process
3. Content Design of the Platform

First part describes the shared aim of the project partners UNDP, DGDA, Development Agencies (Firat and DOKA). Opinions about the platform were evaluated by holding participatory meetings conducted by Kentsel Strateji where the views of all project actors were expressed. Considering these thoughts, common goals and platform contents were determined.

In the second part, the steps of the preparation process of the platform are explained. The processes of making product selections, writing product stories, collecting product images, and uploading the content to the website have been completed at this stage.

In the third part, information is given about digital platform contents, 3 main categories (3C’s), mapping of local products, and design of the site.

In the appendix, suggestions for the social media planning of the project are presented.

A

Common Purpose
of the Digital
Platform



Considering the expectations from partners of the project which includes experts from the United Nations Development Program (UNDP), managers and experts from the Directorate General of Development Agencies (DGDA), experts from pilot Development Agencies (Firat and DOKA) and local cooperatives, the shared aim is defined.

Participation and Inclusion

The work should be done in participatory environments and should involve everyone, especially young people, women, and disadvantaged groups.

Locality and Innovation

The authenticity of the local must be discovered and bridges must be built between local and innovation.

Diversity and Unity

Unique products that provide unity in diversity should be made visible.

Sensitivity and Responsibility

An environmentally sensitive and responsible process for future generations should be designed.

Access and Interaction

A system should be designed that enables those who cannot reach the market to reach large markets and interact.



Expectations of the Project Partners

1. Establishing a framework in line with the UN, Sustainable Development Goals and the Ministry of Industry and Technology, development goals.
2. Inventory of distinctive and commercializable products.
3. Regional and local youth employment creation.
4. Making young entrepreneurs a part of the supply chain.
5. Classifying and making visible the distinctive features of products with different themes.
6. Presenting originality of products with stories, photos, and designs.
7. Designing a participatory and interactive platform that is different from existing platforms.
8. Benefiting from national and international entrepreneurship experiences.
9. Incorporating issues such as women's entrepreneurship, cooperative resilience, and refugee compliance into the system.
10. Regional Development Agencies to be active in the process in line with local and regional development goals.



Basic Framework of the Platform

3 Trends and Principles

“3 Trends 3 Principles” approach determines the basic framework for inventory of local products.

3 Trends

- Social Entrepreneurship
- Local and Regional Development
- Digital Marketing

3 Principles

- Bringing Together with the New Generation
- Creating Added Value
- Reaching New Markets

3 Themes and Categories

“3 Themes 3 Categories” approach determines the basic framework of local product classification. The diversity and richness of the local products offered by thousands of years of cultural depth have a strong coverage of the themes of abundance, accumulation and skill.

3 Themes

- Abundance of Soil
- Cultural Accumulation
- Skill of the Hands

3 Categories

- Agricultural Products
- Culinary Heritage
- Handicraft Products



What is the Platform?

It is to reveal innovative entrepreneurship opportunities for entrepreneurs and cooperatives, to support local and regional development by making 'the abundance of crops, the accumulation of our culinary culture, the diversity and artfulness of crafts' visible with stories.

What kind of Platform will it be?

A platform to be used by manufacturers, cooperatives, entrepreneurs, and supply chains, where thematically classified products are made visible with their strong stories.

What is the coverage area?

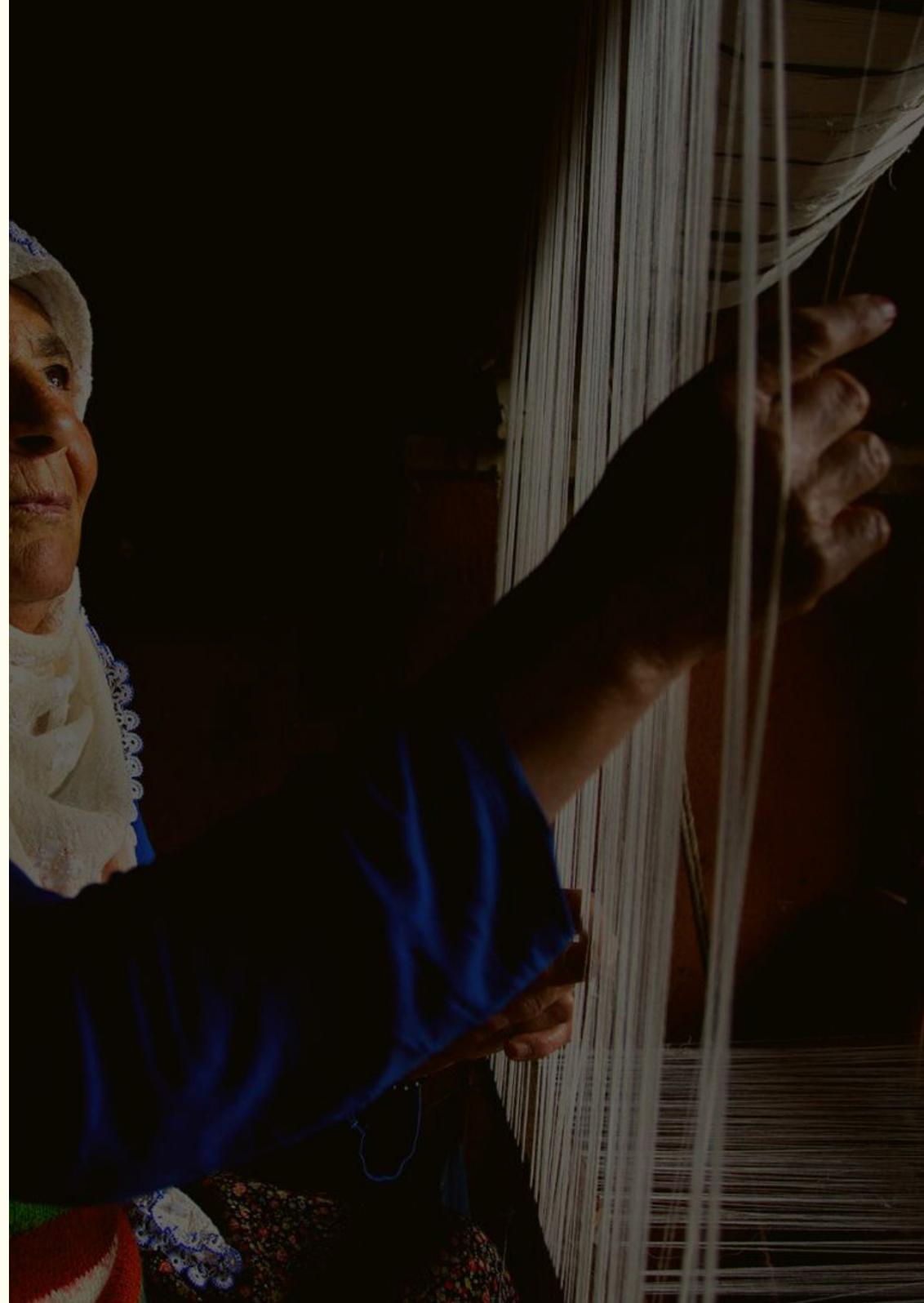
81 provinces of Turkey.

When will the platform be available for use?

It will be put into use in 2022.

Who will be the target audience?

Producers and suppliers who want to take part in the entrepreneurship ecosystem, especially the local entrepreneurs and cooperatives.



Long Term Approach: Circular Design

The project process approach is designed with the steps of discovery, meet, design and marketing. The strategic priorities of discovering, meet, design and marketing should be supported by short, medium, and long-term goals within the framework of the participatory and inclusive basic principle of the platform.

The project will be designed with the "Circular Design Process" approach. The circular design process is a participatory and inclusive approach that considers the effects of global risks, where problems are discussed, and solutions are developed together.

The project process consists of "discovery, meet, design and marketing" steps that consider the components of the project.



1. Discovery

To rediscover the values of Anatolia with the themes of 'abundance, accumulation and skill'. The abundance theme covers agricultural products, the accumulation theme covers culinary heritage, and the skill theme covers handicraft products.



2. Meet

Bringing young entrepreneurs together with producers, distributors and consumers. Developing a social entrepreneurship environment that creates local and regional development. Providing youth, women and disadvantaged groups access to markets and some financial instruments.



3. Design

Designing business models that create social impact. Developing new generation business models in participatory and inclusive environments and designing environmentally sensitive processes and services.



4. Marketing

Marketing next-generation platforms. Transforming experiences into digital product brands with strong content and good visibility and promoting next generation marketing media and tools.

RR

Participatory
Preparation
Process



Four Main Stages, 10 Steps

Within the scope of the project four-stage process was carried out. After the experiences of the two regions (Eastern Black Sea Development Agency and Firat Development Agency regions), all the work the process was designed and the digital platform for 81 cities was prepared.

01. Roadmap and Local Product Inventory

In the first stage, a roadmap and local product inventory study was carried out. In order to create the conceptual and operational framework of the study, the local and regional development-oriented roadmap, taking into account the global and local trends, was prepared after the participatory meetings where the opinions and suggestions of the leading stakeholders who know the sector and the region well were taken.

The local product inventory study was carried out in two stages, covering 81 provinces and 10 cities belonging to two regions. In the first stage, it covered ten provinces affiliated to the Eastern Black Sea Development Agency and Firat Development Agencies.

Identification of local product selection criteria's
Designing product identity cards
Classification of product types

02. Product Identification Cards and Event Design for 10 Provinces

In the second stage, the thematic identity cards of the products covering ten provinces were designed in accordance with the digital platform. Items have been turned into thematic maps. A common digital language format and joint activity program content were prepared for the preparation of identity cards for local products.

Producing thematic maps
Designing participatory process
Defining the target audience

03. Digital Platform Design

In the third stage, a digital platform with local products with commercialization potential and meeting with supply chains was designed. At this stage, local product selections were made in 81 provinces by contacting all development agencies.

The digital platform is designed to make calls for events and programs that support the inclusion of young and women entrepreneurs and cooperatives in the system.

Digitizing the platform

Starting the social media engagement process

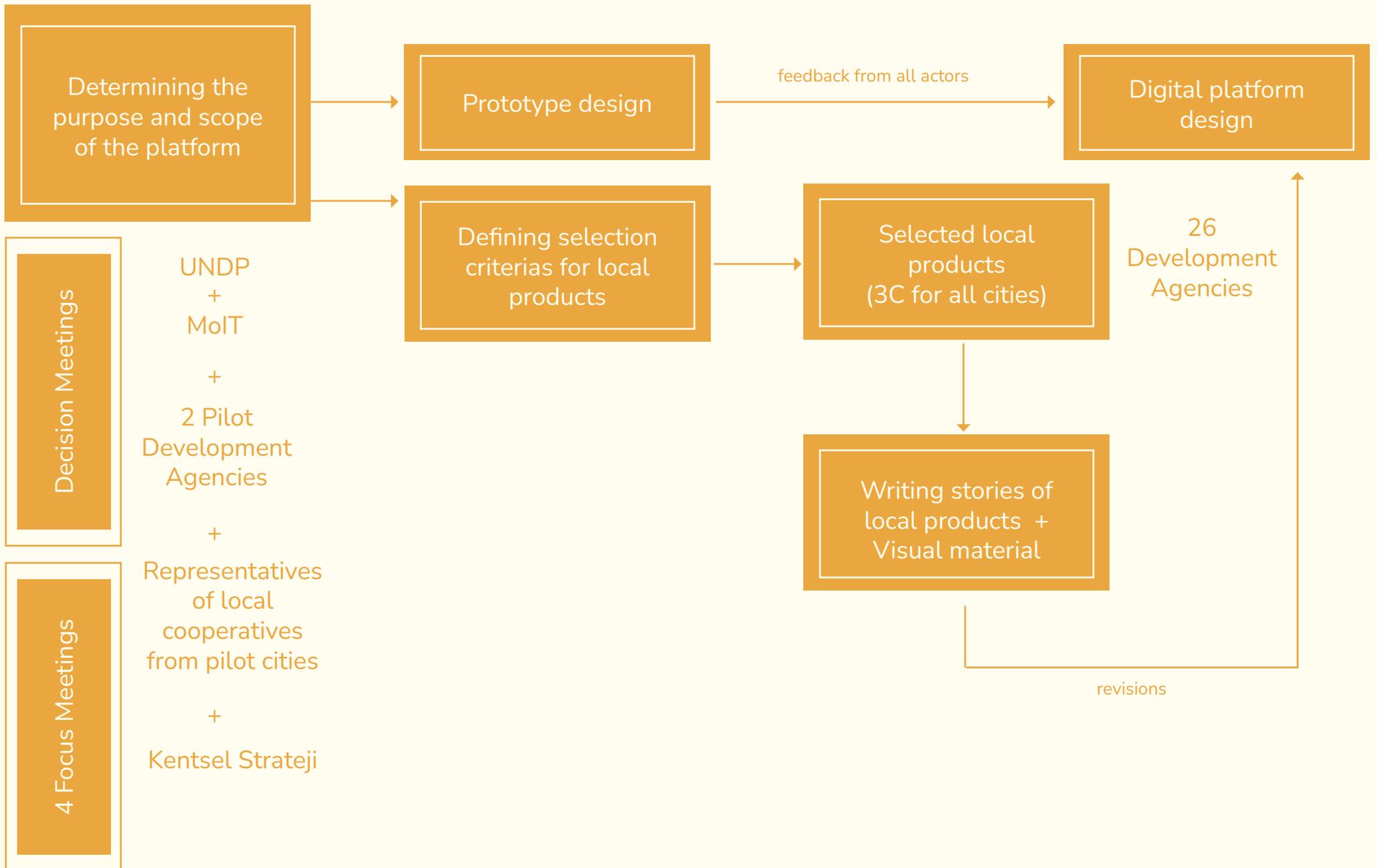
04. Turkey Local Products Identification Cards

In the fourth stage, Turkey Local Products Digital Platform was prepared. In this process, Turkish local product identity cards were designed by the Development Agencies in participatory environments within the common graphic language, and local products of 81 cities were uploaded to the platform.

Streamlining the 81-province inventory process

Data entry and usage training







10 Steps of the Project

1. Determining Product Selection Criteria

Instead of triggering competition between cities, product selection criteria's have been determined to include products that emphasize the geographical continuity of cultures and the cyclicity of local production processes and have the capacity to create commercialization and entrepreneurship.

2. Designing ID Cards

In accordance with the digital platform, identity cards of 30 products in 3C themes were prepared for ten pilot provinces. The visual and story of the product formed the design components of the ID cards.

3. Classifying Selected Products

Product classification: agricultural products of the geography of fertility that emerged with soil and water (Crop), food products formed by cultural accumulation (Culinary), and handicraft products shaped by the skill of the hands (Craft) were made in three categories (3C).

4. Producing Thematic Maps

Graphic elements on ID cards have been transformed into thematic maps. Thematic maps were created according to 3C themes and under the headings of harvesting in the four seasons, exploration with the five senses, seven colors.

5. Ensuring the Participatory Decision Process

Focus meetings were held where representatives from different sectors received suggestions for the digital platform and events were organized to ensure broad participation.

6. Defining the Target Audience

To express the main message of the platform more visually and graphically, the target audience of the digital platform was determined. This will enable to make more effective and strategic posts for the target audience while constructing the social media strategy.

7. Digitizing the Platform

The digital platform, where local products stand out with product identification cards and thematic maps, was designed in a way that includes calls for events and programs for regional and local development, especially for the creation of young and women entrepreneurs.

8. Starting the Social Media Engagement Process

To increase the visibility of the project in social media, suggestions were made for the social media strategy. Social media interactions should be used to raise awareness, especially of local producers and supply chains, in connection with sustainable development goals and local and regional development goals. However, it was aimed to make agriculture, food, and handicrafts attractive by opening periodic and thematic calls.

9. Streamlining the 81 Provinces Product Inventory Process

To design all the local product identity cards of Turkey in participatory environments and to have the same visual quality, the product inventory of 81 provinces was taken, graphics and stories were produced. In this process, Development Agencies were supported.

10. Providing Data Entry and Platform Usage Training

Development Agencies were trained on the use of the digital platform and how to enter data. The production methods of stories and visuals were explained.

Participatory Decision-Making Process

Focus Group Meetings

A “decision board” has been established to guide the preparation process of the Local Products Digital Platform and to ensure that joint decisions are taken. In addition, in the process of preparing the roadmap and inventory, which is the first stage of the project, four “focus meetings” were held where the suggestions and opinions of the public, private and civil sectors were also taken.

Three focus group meetings were held with the Eastern Black Sea Development Agency, Firat Development Agency, and Women’s Cooperatives from Pilot Provinces.

Participants of the meetings

- Institutions and organizations that carry out programs and projects on entrepreneurship
- Local cooperatives with success stories, innovative entrepreneurs.
- Those who develop international and national projects in line with the UN Sustainable Development Goals.
- Civil initiatives that find alternative solutions to social and environmental problems and aim to expand.
- Entrepreneurial project leaders of the social benefit-oriented creative ecosystem.
- Local and regional development program coordinators

In a discussion environment, the opinions, and suggestions of the participants on the platform were taken. In the first phase of the workshop, the content and approach of the project explained, and then discussions held through the online program.

Inclusive Participation of Development Agencies

To ensure the sustainability of the platform and continue its use, Development Agencies are intended to be active users of the project. During the preparation of the platform, meetings were held with the agencies and information was given about the project. In addition, the product selections in the cities covered by the agencies were made by them and they were provided to write the draft product stories.

Product Selection Process

While selecting the products to be included in the platform, five main selection criteria have been determined in line the purpose of the platform.

Geographical Uniqueness

When it's produced in a certain geography (region, city or county), it shows special characteristic features such as aroma, color, odor or nutritional value

Responsible Production

Clean production with traditional and local production methods, techniques, tools, pesticide-free production, local seeds

3C Cycle (Crop, Culinary, Craft)

If the raw material of the product is grown in this region (Abundance of Crops), traditional knowledge in the process of processing the raw material product and methods are used (Accumulation of Culinary), there is a special handmade process in the production of the product (Artfulness of Crafts), which is transferred between cultures.

Stories of the Past

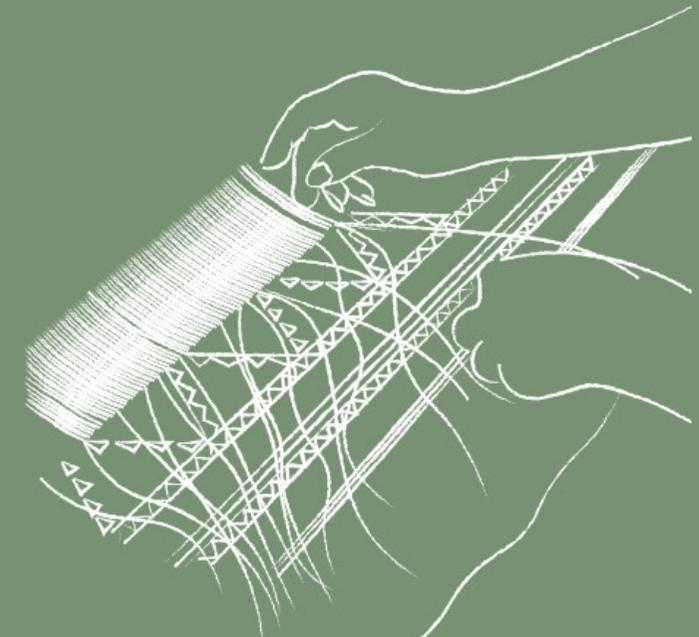
From past to present Anatolian narratives (mythological narratives, epics, Traditions, folk songs, tales, legends, couplets) are inherited information that should not be forgotten.

Local Development Potential

If the product has commercial production capacity and job creation potential that motivates entrepreneurs, if there are remarkable success stories by individuals or institutions, if the production method supports rural development



Content Design of the Platform



Main Message

Rediscover our geography's diversity; 'Abundance of Crops', 'Accumulation of Culinary', 'Artfulness of Crafts'

The platform aims to rediscover the cultural values unique to Anatolia and to support innovative initiatives and cooperatives fed by the locality.

Why Anadolu'dakiler

While today's global problems, especially the climate, food, and energy crisis, pose significant threats to sustainable development, the Platform was established with the foresight that the rediscovery of local solutions in Anatolia will contribute to sustainable development by creating new opportunities.

- Making the unique differences of our local products visible through stories,
- Rediscovering our production culture, which takes its source from nature,
- To support local development and entrepreneurship potential,
- To increase our resilience against climate, food, energy crises.

Keşifler coğrafyası Anadolu'da, toprağın bereketi, mutfak kültürünün birikimi ve ellerin becerisini yeniden keşfetme zamanı!

Coğrafi özgünlükleriyle farklılaşan, doğaya ve insanlara saygıyla üretilen, kadim hikayelerden beslenen, geleneği yaşatan, yeniliğe açılan, yereli kalkandıran üretim kültürümüzü ve yerel ürün çeşitliliğimizi hep birlikte, yeniden keşfederek görünür kılatım.



Neden Anadolu'dakiler?

İklim, gıda ve enerji krizi başta olmak üzere günümüzün küresel sorunları sürdürülebilir kalkınma açısından önemli tehditler oluştururken, Anadolu'daki yerel çözümlerin yeniden keşfedilmesi, yerel kalkınma için fırsatlar yaratacaktır.

Anadolu'dakiler Platformu, coğrafyamıza özgü kültürel değerlerin yeniden keşfedilmesi, yenilikçi girişimler ve kooperatiflerin desteklenmesi yoluyla iklim, gıda, enerji krizlerine karşı dayanıklılığımızı arttırmayı hedeflemektedir.

Aim of the Platform

It is to reveal innovative entrepreneurship opportunities for entrepreneurs and cooperatives, to support local and regional development by making 'the abundance of crops, the accumulation of our culinary culture, the diversity and artfulness of crafts' visible with stories.

Local Product Themes



Uniqueness in Differences

Color, odor, and taste characteristics of same products grown in different geographies differ. This difference in geography creates uniqueness of products.

Respectful Production

Respectful production is a tradition by using natural and local raw materials.

Fueled by Stories

Stories of the past must be passed down between generations. Keeping the Tradition Alive
Our cultural heritage production techniques should be kept alive.

Open to Innovation

When tradition meets design, it offers opportunities for entrepreneurship.

Support to Production

Increasing local production capacity supports rural development.

3C Categories



Abundance of **C**rops

Abundant and colorful agricultural raw materials in all seasons, waiting for the harvest time with soil and water.

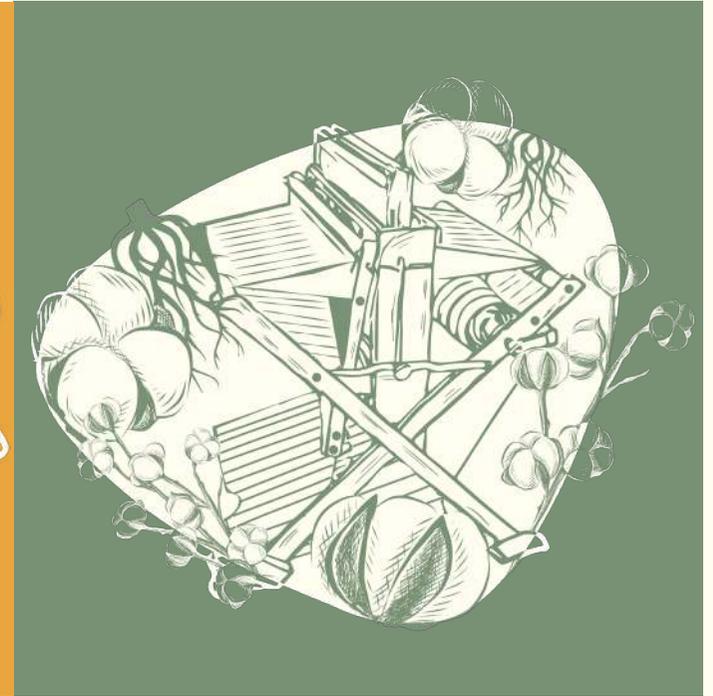
<https://anadoludakiler.org/bereket/>



Accumulation of **C**ulinary

Basic food products with increased nutritional value while waiting in the cellars with the cooking and storage techniques in Anatolian culinary culture.

<https://anadoludakiler.org/birikim/>



Artfulness of **C**rafts

Artisanal products produced by skillful hands with the raw materials of nature and traditional techniques.

<https://anadoludakiler.org/beceri/>

Abundance of Crops

The continuity of our agriculture and food systems is possible with the cyclical and holistic protection of all our ecosystems from seed to soil.

Discover the fertility of the soil to carefully preserve and reproduce what our biological genetic diversity has to offer.

BEREKET Topraktan

Tarım ve gıda sistemlerimizin devamlılığı, bütünden toprağa tüm ekosistemlerimizin döngüsel ve bütüncül olarak korunması ile mümkündür.

Biyolojik gen çeşitliliğimizin sunduklarını özete koruyarak çoğaltmak için toprağın bereketini keşfedin.

BEREKET HARİTASI

Bereketin Renkleri

Çeşitli renk ve dokulara sahip yiyecekleri en doğal halinde tükettiğimizde, yüksek tosluk ve besin değeri sunarlar. Rengini ve aromasını doğadan alan yiyeceklerin insan bedenine faydaları, renklerine göre farklılaşır. Renklerin çeşitliliği besin değerleri kadar, ürün çeşitliliğimizde de göstere:



Hasat Zamanı

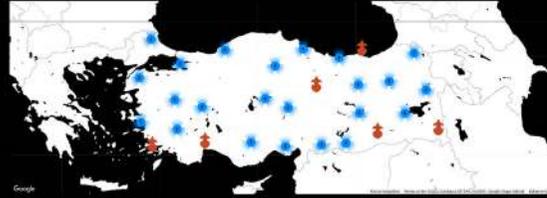
Mevsümlerin değişimi ile hasat edilen ürünler, çeşitliliği, kültürümüzde, yerinde ve mevsiminde tüketilmek yarar. Böylece yılın her zamanında ekonomik olarak desteklenir, en taze ve besleyici ürünler soframızda yerini alır. Mevsiminde tüketilen yiyeceklerin besin değeri yüksektir, insan vücuduna faydaları daha fazladır.



Hasat edilen ürünler, geleneksel saklama teknikleri ile işlenir, bozulmadan saklanırken besin değeri de yükselir. Kentel gıda sistemlerinin sağlıklı işleyebilmesi için, coğrafi ürün çeşitliliğini belirlemesi ve hasat zamanlarında mahsulatın değerlendirilmesinin önemi görüyoruz.

Peki ya sizin topraklarınızın hasat zamanı rengarenk olan bereketli ürünleri neler?

Ürün Örneği Paylaşın



Google

Bereketin Sıfırı

Bereketin Renkleri

Hasat Zamanı



Büyükçekirgeçli Meyve Ağacı

Ağaç

Accumulation of Culinary

In our food culture, we have production and storage techniques, whose natural and traditional tricks such as drying, fermentation and fermentation are hidden in centuries-old experiences.

Discover the flavors that accumulate over time and become valuable as they wait, in kitchens that are resistant to crises.

Artfulness of Crafts

In our culture, we have artisanal products produced using traditional techniques, using only the raw materials offered by nature, without producing waste, with sensitivity towards people and nature, and by skillful hands.

Discover the skills of our masters who have come so far to meet design.

Anadolu'dakiler

MAKROFOTO SERİSİT İZLENİMİ SİCİLİ EKİKLİ HAKKINDA

BİRİKİM Mutfaktan

Erzak kültürümüzde, kurutma, mayalama, fermenteasyon gibi doğal ve geleneksel pişirme noktaları artık tecrübelerle götülen üretim ve saklama tekniklerimiz var.

Kritiklere karşı dayanıklı mutfaklarda zamana bürken, beklentide değerilenen lezzetleri keşfedin.

[BİRİKİM Mutfaktan](#)

Mutfak Trendleri

Beslenmenin sağlığı üzerindeki doğrudan etkisi günümüzde önem kazanıyor. Biyoyakıt sistemlerini destekleyen vejetaryenlik, veganlık, gluteniz, laktosuz, fermente, çakırız beslenme gibi sağlıklı beslenme alternatifleri trend haline geliyor.

Anadolu mutfak kültürünün temelinde, yerinde ve mevsiminde beslenmek, imcece usulü ile üretmek, özel günlerde hikayesi olan yiyecekler pişirmek yemek kültürünü yaşamı kültürü ile bütünleştirmek, yemeğe saygı dayanak üstünde tutmak, ürünün sap, kabuk gibi tüm kısımlarını kullanarak gıda israfı yaşamamak vardır.

Üretim ve Saklama Teknikleri

Mutfak kültürümüzde, yazılların yerli olan üretim ve saklama tekniklerimiz ise gıdanın uzun süre kullanılmasını ve besin değerini kaybetmeden saklanması mümkündür.

Geleneksel tekniklerle üretilen dayanıklı temel gıda ürünlerimiz planlı, koruyucu ve yapay katkıları içeren yiyeceklerle alternatif olarak beslenme alışkanlıklarımızı sağlıklı yönde dönüştürmemize yardımcı olabilirler.

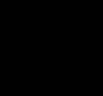
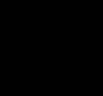
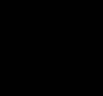
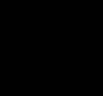
Peki ya sizin mutfaklarınızın yollara meydan okuyan birikim teknikleri neler?

[BİRİKİM Mutfaktan](#)

Google

BİRİKİM Tekniği Mutfak Trendleri

 Kızılörenli Yulaflı Kebab Sivas	 Kırmızı Etli Yulaflı Kebab Tunceli	 Kırmızı Etli Yulaflı Kebab Gaziantep	 Kırmızı Etli Yulaflı Kebab Diyarbakır	 Kırmızı Etli Yulaflı Kebab Hakkâri
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Interaction

Collaborate

You can meet and establish collaborations with cooperatives and entrepreneurs who know the land, carry the cultural heritage of its geography to the present, and have already started to cultivate, cut and sew, transform and store, and weave closely with their innovative ideas and skillful hands.

<https://anadoludakiler.org/bulus/>

Inspirational Stories

Get inspired by the courage and experience of cooperatives and entrepreneurs and be inspired by your story.

<https://anadoludakiler.org/hikayeni-paylas/>

Üreticilerle Buluş

Toprağını tanıyan, coğrafyasının kültürel birikimini bugüne taşıyan, yenilikçi fikirleri ve becerikli elleriyle ekip biçmeye, kesip dikmeye, dönüştürüp saklamaya, ince eleyip sık dokumaya çoktan başlamış olan Bereket, Birikim, Beceri üreten kooperatifler ve girişimciler ile buluşabilir, iş birlikleri kurabilirsiniz.

BULUŞ

Anadolu'dan İlham Veren Hikayeler

Kooperatif ve girişimcilerin cesaret ve deneyimlerinden ilham alın, yerel üretimi desteklemek için siz de hikayenizle ilham verin.

HİKAYENİ PAYLAŞ



Bürüz

'Sürdürülebilir marka' olmanın 'sürdürülebilir gelir' ile desteklenmesi gerektiğine inanarak, Tekirdağ'da atölyesini kuran Bürüz, kadınlara istihdam...



Ortaca Elele

Sezonda tüketilmeyen meyvelerin israfını engellemek ve kişi başı taze meyve ve sebze tüketimini artırmak amacıyla yola çıktılar...



K'ai&Vrosi

'K'AI&VROSI' iki kelime de Lazca ve ikisi de aslında aynı anlamda "iyi" demek. Ancak "K'ai" Arhavi bölgesinin, "Vrosi" ise Ardeşen lazlarının...



Moyy Atölye

Anadolu'nun el zanaatlerinin günümüz ihtiyaçları doğrultusunda yeniden can bulması fikri ile şekillenen Moyy Atölye'de...

Manifest

Sustainable Development Goals set by the United Nations are a universal call to action by 2030 to eradicate poverty, protect our planet and ensure that all people live in peace and prosperity. There are 17 Global Goals in the 2030 Agenda for Sustainable Development, and the common point that connects these goals is 'food'. Problems related to nutrition are evaluated holistically, together with the goals of combating climate change, health, and ecological protection at the global level. The second of these goals, "eliminating hunger", covers fundamental issues related to nutrition such as food security, improving nutrition and promoting sustainable agriculture.

Developed to support economic and social development at the local level, the Anatolian Platform brings up ten priority themes regarding the food crisis the world is facing.

- Local Food System
- From Field to Table
- Circular Food
- Social Gastronomy
- New Generation Farmers
- Cultural Heritage
- Social Entrepreneurship
- Local Stories
- Experience of the Story
- Digital Markets

MANİFESTO

Birleşmiş Milletler tarafından belirlenen Küresel Amaçlar, yoksulluğu ortadan kaldırmak, gezegenimizi korumak ve tüm insanların barış ve refah içinde yaşamasını sağlamak için 2030 yılını hedefleyen evrensel eylem çağrısıdır. 2030 yılı Sürdürülebilir Kalkınma Gündemi'nde 17 Küresel Amaç bulunur ve bu amaçları birbirine bağlayan ortak nokta 'gıda' olarak kabul edilmiştir. Beslenme ile ilgili sorunlar küresel düzeyde iklim değişikliği ile mücadele, sağlık ve ekolojik koruma hedefleri ile birlikte değerlendirilerek, bütüncül olarak ele alınır. Bu amaçlardan ikincisi olan "açlığın ortadan kaldırılması" gıda güvenliği, beslenmenin iyileştirilmesi ve sürdürülebilir tarımın teşvik edilmesi gibi beslenmeye ilişkin temel konuları içerir.

Yerel düzeyde ekonomik ve sosyal kalkınmanın desteklenmesi amacıyla geliştirilen Anadolu'dakiler Platformu, dünyanın karşı karşıya olduğu gıda krizine ilişkin öncelikli temayı gündeme getirmektedir.

✓ Yerel Gıda Sistemi

✓ Tarladan Sofraya

✓ Döngüsel Gıda

✓ Sosyal Gastronomi

✓ Yeni Nesil Çiftçiler

✓ Kültür Mirası

✓ Sosyal Girişimcilik

✓ Yerel Hikayeler

✓ Hikayenin Deneyimi

✓ Dijital Pazarlar

Anadolu'dakiler

01. Local Food System

How can we make our local food systems resilient to crises?

In order for our cities to be resistant to food crises, food production should be encouraged in the rural areas around them, and production with purchase guarantees should be supported. Knowing the harvest times of abundance products is important to support close-range purchases.

02. From Field to Table

How can we shorten the distances from farm to table for local products?

Consumption of the product in close proximity to the geography where it is produced reduces transportation and energy costs and increases the factors of freshness and health. By shortening the distance from the field to the table, on-site and on-time consumption should be supported.

03. Circular Food

Which techniques of Anatolian cuisine should we remember to reduce food waste?

Keep it dry, keep the culinary culture alive. Food culture in Anatolia cannot be separated from the living culture. Food is sacred, not thrown away, not wasted. All parts of

the food such as shell and stem are evaluated. In order to remember the food culture of Anatolian cuisine, we must remember our storage techniques such as drying, salting and fermentation.

04. Social Gastronomy

How can gastronomy play a role in reducing social inequalities?

It should be realized that gastronomy is not only a culture of eating and drinking, but is related to issues such as vital sustainable agricultural production, healthy nutrition, food selection and food waste. Everyone has the right to raise awareness of communities, clean production, local jobs, clean food, access to healthy products.

05. New Generation Farmers

How can we make the platform attractive to the new generation of farmers?

Social, economic, creative and productive digital communities should be established for the new generation of farmers to stay in the countryside and in production. People who are responsible and sensitive about local and clean production will come together and share their experiences, which will support the new generation economies.

^ Yerel Gıda Sistemi

Yerel gıda sistemlerimizi krizlere karşı nasıl dayanıklı hale getirebiliriz?

Kentlerimizin gıda krizlerine karşı dayanıklı olması için yakın çevrelerindeki kırsal bölgelerde, gıda üretimi teşvik edilmeli, alım garantili üretim desteklenmelidir. Bereket ürünlerinin hasat zamanlarını bilmek, yakın mesafeden satın alımların desteklenmesi için önemlidir.

^ Tarladan Sofraya

Yerel ürünlerin tarladan sofraya olan mesafelerini nasıl kısaltabiliriz?

Ürünün, üretildiği coğrafyaya yakın mesafede tüketilmesi, ulaşım ve enerji maliyetlerini düşürür, tazelik ve sağlık faktörlerini artırır. Tarladan sofraya mesafe kısaltılarak, yerinde ve zamanında tüketim desteklenmelidir.

^ Döngüsel Gıda

Gıda israfını azaltmak için Anadolu mutfağının hangi tekniklerini hatırlamalıyız?

Sakla kurut, mutfak kültürünü canlı tut. Anadolu'da yemek kültürü, yaşam kültüründen ayrı tutulmaz. Yiyecek kutsaldır, çöpe atılmaz, israf edilmez. Yiyeceklerin kabuk, sap gibi kısımlarının tamamı değerlendirilir. Anadolu mutfağının erzak kültürünü hatırlamak için kurutma, tuzlama, fermentasyon gibi saklama tekniklerimizi yeniden hatırlamalıyız.

^ Sosyal Gastronomi

Gastronomi, sosyal eşitsizliklerin azaltılması için nasıl rol oynayabilir?

Gastronominin yalnızca yeme içme kültürü olmadığı, yaşamsal sürdürülebilir tarımsal üretim, sağlıklı beslenme, yiyecek seçimi ve gıda israfı gibi konularla bağlantılı olduğu fark edilmelidir. Toplulukları bilinçlendirmek, temiz üretim, yerel iş, temiz gıda, sağlıklı ürünlere erişim herkesin hakkıdır.

^ Yeni Nesil Çiftçiler

Platformu yeni nesil çiftçiler için nasıl cazip hale getirebiliriz?

Yeni nesil çiftçilerin kırsalda ve üretimde kalmaları için sosyal, ekonomik, yaratıcı, üretici dijital topluluklar kurulmalıdır. Yerel ve temiz üretim konusunda sorumlu ve duyarlı olan kişilerin bir araya gelmeleri ve deneyimlerini paylaşmaları, yeni nesil ekonomileri destekleyecektir.

^ Kltr Mirası

Anadolu kltr mirasının unutulmaması iin neler yapabiliriz?

Anadolu kltr mirasını canlı tutmak, geleneksel ve yerel bilginin hatırlanması ve yeni nesil ile buluşturulması ile mümkün olacaktır.

^ Sosyal Girişimcilik

Yerel rnlere ynelik sosyal girişimcilięi nasıl destekleyebiliriz?

Gıda, tarım ve el sanatları sektörlerindeki sorunları çzme, tasarım odaklı dşnerek yeni nesil ihtiyaları grmek, sosyal sorunları çzme ekonomik deęer yaratmak ile mümkün olabilir. Yerel rn çeşitlilięi ve üretim kapasitesini artırmak iin sosyal girişimcilik desteklenmelidir.

^ Yerel Hikayeler

Dijital ierik çağında, yerel rn çeşitlilięini nasıl grnr kılabiliriz?

Gnmzde yeni nesil pazarlamanın tetikleyici gcn hikaye anlatımı oluşturmaktadır. Yerel ve blgesel deęerleri kapsayan ierikleri gçl platformların girişimci ekosistemleri ile buluşması ise kırsal kalkınmayı destekleyecektir.

^ Hikayenin Deneyimi

Yerel rnlerin nasıl daha yaratıcı ve zgn biimlerde deneyimleyebiliriz?

Yaparak ęrenme ve deneyimleme fırsatı sunan turizm yaklaşımları daha fazla tercih edilmektedir. Deneyimlenen hikayeler, ziyaretiler iin unutulmaz deneyimlere dnşmektedir. Platform, yerel üretim mirası konusunda yaptığı bilgilendirmelerle, hikayelerin yerinde deneyimlenmesini teşvik eder.

^ Dijital Pazarlar

Dijital pazarlara erişimi kolaylaştırarak yerel rn pazarını nasıl gçlendirebiliriz?

rnlerin satıř ve pazarlama kanalları yeni nesil yaklaşımlarla dnşmektedir. Yerel

06. Cultural Heritage

What can we do so that the Anatolian cultural heritage is not forgotten?

Keeping the Anatolian cultural heritage alive will be possible by remembering traditional and local knowledge and bringing it together with the new generation.

07. Social Entrepreneurship

How can we support social entrepreneurship for local products?

It is possible to solve the problems in the food, agriculture, and handicraft sectors, to see the new generation needs by thinking design-oriented, and to create economic value while solving social problems. Social entrepreneurship should be supported to increase local product diversity and production capacity.

08. Local Stories

How can we make local product diversity visible in the age of digital content?

Today, storytelling constitutes the triggering power of new generation marketing. The meeting of platforms with strong content covering local and regional values with entrepreneurial ecosystems will support rural development.

09. Experience of the Story

How can we experience local products in more creative and original ways?

Tourism approaches that offer the opportunity to learn and experience by doing are more preferred. Experienced stories turn into unforgettable experiences for visitors. The platform encourages the on-site experience of stories with information on local production heritage.

10. Digital Markets

How can we strengthen the local product market by facilitating access to digital markets?

The sales and marketing channels of the products are transforming with new generation approaches. Local communities' sales and marketing channels should be supported.

Anadolu'dakiler

