

**Action124 "Cooperation for development of new products, processes and technologies in the agricultural and food industries, as well as in forestry"**



Lead Partner: **CRESM - Research centre  
Social and economic for the South**

Project title: **G.A.I.A. -Innovative tool  
for economic efficiency of wine companies**

Scientific Director:  
**Francesca Varia - [varia@inea.it](mailto:varia@inea.it)**

Website: [www.siciliaprogettogaia.it](http://www.siciliaprogettogaia.it)  
Contacts: [progettogaia@cresm.it](mailto:progettogaia@cresm.it)



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# G.A.I.A. - Innovative tool for economic efficiency of Winemaking businesses

## Partner dell'ATS Sicilia Progetto GAIA



- ✓ CRESM - Centre for economic and Social Research  
to the South (Lead Institution)
- ✓ INEA - National Institute of agricultural economics
- ✓ IRVOS - Regional Institute for Sicilian Wines and oils  
District Wine consortium of Western Sicily
- ✓ Colomba Bianca S.C.A.R.L Cellars.
- ✓ Foraci Srl Cellars
- ✓ Social Fiumefreddo Cellar Soc. coop. Agri
- ✓ Social Paolini Cellar Soc.Coop. Agri
- ✓ Kaggera Agricultural Cooperative Society
- ✓ Agricultural enterprise Mauro Gaspare



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The software for business management of farm businesses



G.A.I.A. (<http://www.gaia.inea.it>) is business accounting software developed by INEA for users of the agricultural Accountancy Data Network (RICA), agricultural entrepreneurs, freelancers, professional organizations of agricultural categories and the world of agricultural education and training. G.A.I.A. is a software allowing the detection, determination and analysis of costs and revenues in Agricultural businesses. For this reason, it is a useful tool to keep under control the company, ensuring its malfunctions and waste, improving the profitability of the company and of individual activities.



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## Main project Idea

G.A.I.A. software (<http://www.gaia.inea.it>) is the most suited tool to value and improve the economic performance and accounting of the agricultural businesses, as well as to compare the level of competitiveness of different productive realities.

Primary producers may benefit without any transaction cost of the development of a technological innovation which is at the same time both of product (services associated with the use of GAIA) and process of (the introduction and adaptation of its functionality using in the enterprise additional and innovative web compared to the existing INEA software ).

All this in the name of technical knowledge, economic, management and scientific exchange between the members of the ATS and the operators of the wine supply chain (business network).



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## Projects



1A: Preliminary actions and methodological support

1 B: the use of GAIA software and data feedback

2: Technological experimental actions

3A: Coordination and project management



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## 1.A Preliminary actions and methodological support

### > Identifying and resolution of enterprise problems/needs

- Studies and analyses by statistics and bibliographic sources
- Collection of reports and suggestions during meetings and seminars
- Elaboration and giving of self-assessment cards for farms business-Development of the "Report businesses needs"

### > Consolidation of the Knowledge and methodologies relating to businesses case studies

- Identification of the main businesses types present in the territory (eg. farms that give grapes to the social cellars, processing companies, companies with diversified activities, organic farms, etc.)

- Construction of the cooperation network (businesses, project partners, consumers, GAS, associations, institutions, etc.)

- Design of agro-business services

### > Analysis of technical specifications of GAIA and WAIA software

### > Definition of protocols for business data processing and spatial data, in compliance with privacy standards



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## 1.B Use of GAIA software and data feedback

- **Training and technical assistance to transfer GAIA to Farm business**
  - Training Days
  - Software Transfer GAIA and accounting methodology
  - Online and telephone Support
  - Data Collection and businesses
  - Discussion Forum
- **Drafting of exemplified guidelines, vademecums and manuals of use, with "farmer friendly" approach**
- **Collection, management and analysis of digital GAIA archives**



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## 2 Technological Experimental

- 2.1 economic analysis module
  - 2.2 data integration module
- SIAN/Income revenue authority
- 2.3 Sales module 2.3 in supply chain
  - 2.4 traceability and safety module

### G.A.I.A. - Innovative tool for economic efficiency of winemaking businesses



**G.A.I.A.** (<http://www.gaia.inea.it>) offers the chance to work with a high level of robotics and detail to structural data logging, technicians and accounting of farm business (inventories and double-entry ledger including awards, national and community aid, economic indices, cultivation accounts, budgets, etc.).

**WAIA** is the temporary name of the web application interfacing with GAIA-INEA and implements the **experimental** modules provided by the project.





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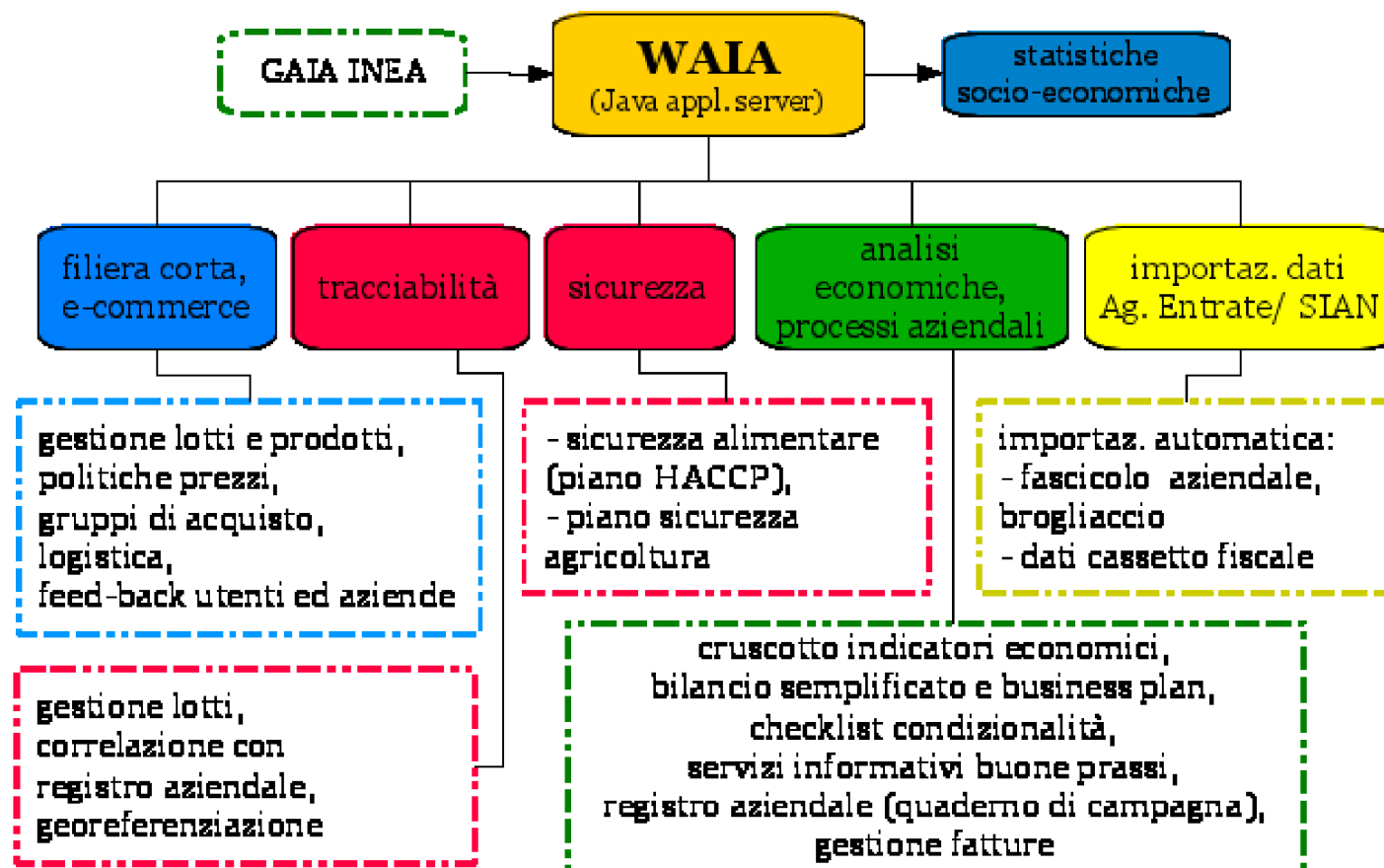


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## Technological experimental data actions

Example of WAIA application for internal traceability (correlation products < – > cadastral parcels production and operations business register)

demo version:

[www.siciliaprogettogaia.it/waia](http://www.siciliaprogettogaia.it/waia)



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## WAIA: key Principles and strong points

- ~Economic Development Impact of supply chain for the local area; ~ Assisted data management (type as little as possible!);
- ~ (Self) traceability and (Self) control (transparency);
  - eg. Campaign notebook/corporate registry and documentation of production phases; correlation products <-> cadastral parcels; HACCP plan; workplace safety plan; ~ Trust-bond customers-manufacturer, company visits, feedback on the assessments on products and services (producer-consumer slogan: "your warranty are you yourselves!");
- ~ Network of self-protection against products counterfeiting;
- ~ Interactions with buying groups, complementaries with farmers ' markets and Friend Campaign, new sales models (e.g. guidance prices suggested by responsible operators); ~ Creation of Network/Chain "from below", based on real needs;
- ~Business Visibility, public information, integration with social networks);
- ~Modularity, expandability (e.g. logistics management and cold chain, precision farming)



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## Expected outcomes from the project

- Improvement of economic performance and competitiveness of wine and food companies
- Optimization of organizational and managerial aspects of food and wine companies.
- Enhancement of human capital through the acquisition of new technical and entrepreneurial skills.
- Facilitation of business technical management
- Simplification in procedures for tax administration and management of food safety and on the job.
- Rationalization of business processes in the name of environmental sustainability.
- Implementation of new business processes





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**Table 1 - Effectiveness of transfer actions of innovation (to October 31, 2013)**

<b>Number of businesses that have introduced innovation</b>	26
<b>Number of stakeholders in the project:</b>	315
-Individual farms business	300
- Associated farms business	6
- Farms business providing for goods or services	1
-Processing and marketing businesses	1
-Public Entities operating in the field of research and pre-competitive research	2
-Non-profit Associations	1
-Public services for agricultural development	4
-Self-assessment sheets for the identification of businesses needs/ issues	90



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**Table 2 - Effectiveness of transfer actions of innovation (to October 31, 2013)**

<b>Number of technological products</b> (Experimental application modules) (Demo: <a href="http://siciliaprogettogaia.it/waia">siciliaprogettogaia.it/waia</a> )	4
<b>Number of training days</b>	15
<b>Number of products for the promotion and dissemination project:</b>	
-Press conferences	1
-Web Sites	1
-Seminars	4
-Participating in seminars and conferences	~100
- Reports Campaigns	3
-Other communication actions (Vinitaly 2013, Blue Sea Land 2013)	2



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## Work Group

**Scientific Responsible:** Francesca Varia (INEA)

**Coordinators:** Alessandro La Grassa (CRESM), Domenico Rubino (CRESM)

**Experts and consultants:** Lorenzo Barbera (CRESM), Catia Giacalone (CRESM), Ida Agosta (INEA), Barbara Bimbati (INEA), Giovanna Chentrens (INEA), Orlando Cimino (INEA), Teresa Cirivello (INEA), Giovambattista Ficani (INEA), Antonio Giampaolo (INEA), Giovanni Dara Guccione (INEA), Alessandro Monteleone (INEA), Davide Longhitano (INEA), Silvio Palma (INEA), Gabriella Ricciardi (INEA), Alfonso Scardera (INEA), Francesco Spatafora (INEA), Caterina Bruscia (IRVOS), Michelangelo De Vita (Cantine Colomba Bianca), Giovanni Di Dia (Cantine Foraci), Gaetano Blunda (Cantina Sociale Fiumefreddo), Giovanvito Genna (Cantina Sociale Paolini), Franco Maiorana (Kaggera Soc. Coop. Agr.)

**Administrative Manager:** Giuseppe Internicola (CRESM)

**Responsible for software development staff:** Gaspare Gucciardi (CRESM)

**Software developers:** Andrea Caruso, Francesco Distefano, Giuseppe Milazzo



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Thanks for your attention...



## References

- ✓ <http://www.siciliaprogettogaia.it> - [progettogaia@creasm.it](mailto:progettogaia@creasm.it)
- ✓ Scientific Responsible:  
Francesca Varia - [varia@inea.it](mailto:varia@inea.it)
- ✓ Experimental application links "WAIA":  
<http://www.siciliaprogettogaia.it/waia>

For more information: 0924 69000  
(CRESM Gibellina)



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