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#DONESIDOMA – VIRTUAL MARKETPLACE

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#DONESIDOMA is a virtual marketplace that connects agricultural producers, family farms, companies and customers.

The online platform has been established to help the local economy, but also citizens to more easily access food produced by local farmers in the context of COVID-19.

Given the new situation caused by the coronavirus pandemic, with restrictions on certain activities and movements, citizens are limited in performing daily activities, including buying food. To provide a solution, the City of Rovinj (Croatia) together with the farm association Agrorovinj launched an online platform to connect producers of food and other products with end-customers in the city of Rovinj called "Tastes of the field - I sapori dei campi".

The virtual marketplace allows an easier and quicker view of the current offer of agricultural products in the area, and enables customers to get to know the farms that offer local home-made products. It represents an opportunity to establish direct contact with producers, and to purchase seasonal agricultural foods, olive oils, wines and other products, and in a very simple way to get fresh and healthy food.

Entering data on offers on the platform is free for producers, and the method of buying and paying for products is the responsibility of sellers and customers.

Application scenario

Online marketplace to promote farmers' local products and connect producers with consumers

Digital technologies

Webpage, online shop (e-commerce), mobile app

Socio-economic impact

- Economic: assistance to local economy, improve position of local producers in the value chain
- Environmental: low input systems, high-value and quality products, resource efficiency
- Social: identity, local consumption, food sovereignty, rural population

More info: <https://www.donesidoma.com/>



Purpose of the application

#DONESIDOMA is a virtual marketplace to connect producers of food, and other products, with end-customers. In the context of the coronavirus pandemic, with restrictions on certain activities and movements, citizens are limited in their daily activities, including buying food. The City of Rovinj (Croatia), together with the farm association Agrorovinj, has launched this online platform, which enables the sale of products of local agricultural producers from the area.

Through this virtual marketplace, it is possible to easily and quickly view the current offer of fresh and local agricultural products in Rovinj and its surrounding area, meet the farmers that offer their products, and through direct contact make purchases of products.

Description of the tool

#DONESIDOMA is an online shop that allows e-commerce from a webpage. All farms in the Register of Agricultural Holdings have the right to register on the online platform. Producers offering agricultural product must be located in the City of Rovinj and have computer and mobile phone devices with internet access.

Displaying products and services on the platform is free for all farmers. It helps local producers and companies by finding alternative channels for digital advertising and promotion of local products and services.

The method of delivery, as well as payment for purchased products, is directly agreed by the buyer and sellers.

Areas of socio-economic impacts

Social	Better communication between agricultural holdings and buyers in the process of ordering and purchasing local products. Enhanced local identity, local consumption, food sovereignty and prevention of rural depopulation.
Economic	Supporting the local economy and selling food produced on farms located in a specific area.
Environmental	Support to low-input systems, high-value and quality products and proximity products and services, and improved resource efficiency.