

The innovator



Ines Dundović

Region

· Križ, Zagreb County (Croatia)

Sector

· Agriculture: vegetable cultivation, vegetable processing, organic food, local partnerships



Features of my innovator journey

- > Idea of producing healthy, organic food.
- > Idea of locally grown food to be available to the local people.
- > Making traditional products to preserve our grandmothers' knowledge.
- > Partnerships and networking within local community.
- > Persistence in pursuing my ideas in spite of many obstacles.
- > Introducing changes at the local level – awareness about the locally grown food, responsibility of/for local producers.

Innovation from 3 perspectives



01

Economic

- Encouraging local food production.
- Contribution to the diversity of local economy.
- Creating new jobs in the local community.

02

Environmental

- Producing healthy and local food, we help to maintain a healthy environment.
- Promoting a healthy lifestyle.
- Increasing awareness of fresh, local food.
- Less transportation and shorter storage contributing to a smaller ecological footprint.

03

Social

- Encouraging local cooperation and partnership.
- Connecting farmers with institutions.
- Connecting farmers with each other.
- Changing views on women in rural areas to become more equal.
- Preservation of knowledge about traditional products while introducing innovation.

Barriers

> The distrust in my abilities to run a business that I have experienced privately, in the local community and beyond has taught me that it is crucial to persevere.

In time, acknowledgement will come with honest work and persistence.

> Distrust towards the knowledge and abilities of rural women.

> Traditionalist worldview.



“The greatest desire and motive in my work is to change the consciousness of the local community to overcome traditional thinking.”