Twenty-first century is characterized by unemployment, poverty, humanitarian disasters, environment degradation, depletion of natural resources and economic growth disparities between regions. The right direction seems to be the innovative activity, especially in terms of ecology. Some economic subjects choose the change of trade, whereas others look for new recipients of their offers and emphasize the need of gradual development and business expansion through diversification phenomenon.

Notable are the activities of Italian agricultural farms from the Veneto region, which together with diversification implement "Km ZERO" assumptions. Its main purpose is to convince local subjects involved in the entire chain of economic activity, taking into consideration process of procurement, processing, marketing and consumption, for collective activity. Therefore, they actively support each other and greatly contribute to environment protection.

XXI століття характеризується безробіттям, бідою, гуманітарними катастрофами, деградацією середовища, виникнення натуральних засобів та корисних копалин, а також диспропорцією господарчого зростання між конкретними регіонами. Правильним напрямком діяльності повинна стати інноваційна діяльність зокрема в сфері екології. Суб'єкти господарювання наважаються на різноманітні рішення. Одні приймають рішення міняють напрямок діяльності інші шукають інших клієнтів для своєї пропозиції, а також ставлять на розвиток діапазону своєї пропозиції через диверсифікацію.

Головними уваги є дії італійських сільськогосподарських господарств з регіону Венето, котрі разом з диверсифікацією своєї діяльності, реалізують створення ініціатив "Km ZERO". Їх головною метою є переконання до спільної активності місцевих суб'єктів які беруть участь у всьому ланцюжку господарської діяльності, беручи до уваги процес закупівлі, переробки, продажу також споживання. Дякуючи цьому підтримують себе взаємно, цим самим сприяють захисту навколишнього середовища.

Key words: (eco) innovation, diversification, "Km ZERO", institutional surrounding, development

Introduction
Nowadays, economic subjects struggle with various knotty problems. Perpetually changing customers' demands or violently attacking competition force on the enterprises — willing to survive one competitive market - being cautious, active and at the same time innovative.

Beside the economic growth there is a requirement of the implementation of diverse modifications to the economic and social sphere, XXI century is also predominantly characterized by the phenomena of unemployment, poverty, dreadful humanitarian disasters, or considerable inequalities in the development level among the countries highly
and poorly developed [12]. In order to avoid such situation, the introduction, obedience of the cardinal rules and realization of the assumptions of the sustainable development.

The sustainable development means «the process aiming at achievement of development aspirations of the present generation, enabling realization of the same lofty aspirations by future generations». The vision, presented in the definition above, includes human population, the world of animals and plants, ecosystems, Earth natural resources: water, air, energetic resources. Moreover, it treats in an integrated way the most significant challenges faced by the world, such as fight against poverty, gender inequality, fight for human rights and human safety, equal access to education, healthcare, intercultural dialogue. [13]

The assumptions of sustainable development are based on three deciding factors - economic, environmental and social. To be more precise, its aims concern: [13]

1. economic growth and even share of benefits. The activity direction is the achievement of responsible, long-term growth which will be the result of the contribution of all nations and societies, however, this achievement requires integrated attitude towards modern, mutually co-related economic systems.

2. protection of environment and natural resources. In order to sustain environment heritage and natural resources for the future generations it is necessary to elaborate comprehensive, economic solutions which may reduce the use of resources, cease environment contamination and save natural ecosystems.

3. social development. In the entire world people struggle for jobs, food, education, energy, healthcare, water and sanitary systems. Answering those needs, the international society has to make a genuine effort not to affect the richness of cultural and social diversity and to ensure the instruments for forming own future by societies.

According to above challenges, the most relevant and accurate direction of the activities seems to be the innovative activity, aimed at ecology. Economic subjects decide on various, optimal solutions. Some of them emphasize the need of, so called, trade change, seek for different recipients of their offers and underline the need of sustainable development and expansion of the own offer range through diversification phenomenon.

The objectives of the ecological innovations, also called ecoinnovations which cover economic-environment-social aspects of sustainable development. In fact, innovation means the change of the consumption and production patterns as well as expansion of technology, products and services, limiting negative influence on the environment. Business and innovations create together sustainable, realistic solutions which properly use valuable resources and reduce dramatic effects of the economy on environment.

In the modern reality, the search for sustainable development constitutes the fundamental issue, stressing the promotion, support and spread of effective cooperation between environment, agriculture, tourism and culture. Furthermore, the prominent role is assigned to activities and agriculture influence effectiveness, natural environment protection and exploitation of natural resources in the countryside areas, development of the relations between human and environment, agriculture and tourism, entrepreneurs and consumers, village and city, in the world.

Accurate direction appears to be «Km ZERO» initiative which strive towards promotion of cooperation between local economic subjects. Its major assumption is the conviction
to common activity of the subjects engaged in the entire chain of economic activity, including the process of procurement, processing, marketing and consumption. This type of activities facilitate diminution of the distribution costs and negative influence on natural environment.

The aim of the present discourse is the presentation of good practises in terms of agriculture farms realization of the «Km ZERO» initiative assumptions as ecoinnovations and as an answer for the challenges of XXI century, on the example of Italian region of Veneto, which can be used in other regions of the world.

1. Characteristics of Italian region Veneto [10]

The noteworthy and elaboration seems to be the case of Italian region Veneto, known as Veneto Venice. It is an administrative region in north-east Italy. Its area reaches 18377 km² and lies between Alps, Dolomites and Adriatic Sea with the capital city in Venice. Other interesting places of the area are: Verona, Padova, Vicenza, Bibione and Mestre. Through the region flow two rivers: Pad and Adyga. The region borders with Austria, Friuli, Giulia Venice, Emilia Romania, Lombardy and Trentino Alto Adige. North part of the region comprises of Alps and Dolomites, where among peaks beautiful valleys are situated. In the area of the region there is Pad Lowland divided into two parts: high and low lowland. The lower lowland because of richness in water became extremely significant place for the crops.

For the economy of the region: tobacco, hemp, rice, white beets and fruit crops are the most vital. The production of wines is on the highest level in the country. Veneto Region belongs to wine leaders in the country- takes the 3rd place. Worth purchase are wines, such as Bardolino or Soave.

Region offers many interesting tourist attractions in terms of culture, history and leisure. There are also many seaside resorts, mountain towns and breath taking views by the Gerda Lake.

![Structure of agricultural area of Veneto](image)

**Figure 1. Structure of agricultural area in Veneto**
Source: own elaboration on the basis of materials acquired while I study visit of the local leaders from podlaskie voivodeship — Podlaskie Routes of Cultural Heritage within the project «GREEN HORIZONS» — Podlaskie Routes of Cultural Heritage directed at professional reorientation in the village area, realized by BFKK.

It should be indicated that from the economic point of view, Vento region is one of the most important regions in Italy. It produces 10% of GDP. Despite economic internationalization, agriculture constitutes significant indicator of economic situation of Vento. For 800 000 ha of crops the considerable amount proclaim grains, soya, white beets and half products of energetic fuels. 25% of the entire crops constitute fodders predominantly for dairy cows, 9% constitute grapevines. Veneto is the first in Italy, in terms of production of wines and wine products. In Veneto economy structure 60% are services, 37% — industry and 3% agriculture. GDP value of Veneto value in the sector embrace: industry plants — 4%, eggs — 3%, florists — 1%, other productions — 13%, grain — 14%, wine products — 10%, vegetables — 11%, meat — 29%, milk — 8%, fruit — 4% and fodder — 3%.

On an international scale, Vento region in 2000-2012 imported more than exported. The value of imported goods was over 3.000 mln EUR, and export from the amount of 2.085 mln EUR in 2000 increased to 4.821 mln EUR in 2012. In fact, the level of import in the same year reached the value of 5.572 mln EUR. In 2009 both indicators were characterized by the decrease but a year later those values started to grow up again.

Agriculture in Veneto is more and more globalized. That is why, agriculture products and processed food are exported, however, more often products are imported to the region rather than exported. Within 10 years, trade exchange with Poland increased to 100 mln EUR. Product export of Vento is 60 — 80 mln EUR.

Main products of Vento area are crops of corn, endive (radicchio), potatoes, melon, asparagus, lettuce, tomatoes, green beans, aubergine and others. In the region all institutions connected with agriculture are against genetically modified food which destroys local production and changes the identity of the place.

In the area of Vento it is possible to notice crops of fruits such as apples, pears, peach or kiwi. The trade exchange of vegetables and fruits presents the plus balance — more export than import. They are also logistic centres helping the south region in the export of products. Significant seems also promotion of those regional products and culinary traditions. Thus, it promotes — by public announcements- names of suppliers who purchase at least 30% of regional products, in general, within a year. The supplier has a right to use special award with an emblem of the region on it. Product supplies of the regional origin should by appropriately documented by the invoices. Those enterprises are then covered by special promotion of the Vento region.

On the power of this right it was planned that the Regulation will be passed on use of the trade mark and programme of tax decrease. In 2010 the amendment of the act¹ has been introduced according to „Km ZERO” initiative, supported through:

• Quality promotion of the improvement of agriculture production, assure the customers with price clarity and suitable information about the place of origin and specification;

¹ Norme per orientare e sostenere il consumo dei prodotti agricoli a chilometri zero.
• assure of the accuracy with the rules connected with product presentation and signage of fresh and processed agriculture products by the use of adequate control procedure, using technological tools to protect consumer;
  • Increase of «Km ZERO» agriculture food consumption;
  • Encouragement to use «Km ZERO» agriculture food by public catering services operators;
  • Foster of increased direct sell of «Km ZERO» agriculture food by manufacturers;
  • Support of the use of «Km ZERO» agriculture products by subjects active on the gastronomy services market.

According to the amendment, agri-food products preserved for human consumption are covered by the following categories:
  • High quality products — means products enumerated in art 2, paragraph 3 a), b) regional act from 12 December 2003 titled: New rules concerning intervention in agriculture;
  • Traditional products — means products enumerated in art. 8 of the decree with the power of an act from 30 April 1998 no 173 Rules concerning reduction of production costs and structural strengthening of agriculture industries, in accordance with art. 55 point 14 and 15 of the Act from 27 December 1997;
  • Seasonal products — means products offered for sell and supply fresh to customer or for meals preparation in restaurants, under one condition that the sell or supply to businesses occurs in the periods typical for agriculture areas;
  • Verified products of ecological balance — when during production and distribution of which the supply of greenhouse gas emission has been limited in comparison to other products available on the market.

Veneto region is characterized by certified, high quality products which are constantly promoted and that is why, known worldwide. Among them, it is possible to distinguish: 8 types of cheese, 5 kinds of fruit, 2 sorts of olive oil, 10 types of vegetables, 2 types of cold meat and other products such as honey from Dolomites and 2 types of rice.

Moreover, the region is also distinguished by highly and constantly developing agriculture tourism, which lately has increased to 730%. Particularly, the number of foreigners visiting the region sharply raised. This situation may be assigned to the elaboration of so called wine routes which connect the abilities to rest, relax, sightsee, taste and purchase wine products. To be more accurate, the whole enterprise is based on the idea: «beautiful views, fine wines, tasty food, friendly neighbourhood, attractive leisure».

2. «Km ZERO» initiative of the Italian region Veneto and ecoinnovative solutions of agriculture farms

Global challenge force on all subjects functioning in the economy being cautious and flexible in relations to changes occurring on the market. Generally, there is a need to be innovative. The issue concerns both production, service enterprises but also agriculture farm. In case of agriculture, for the innovative activities we can include activities such as:
  • Renovation of the monuments for tourism;
  • Extension of the activities of agriculture businesses;
• Access to fresh air, consumption of healthy food free from preservatives and other artificial substances, physical activity and ability to relax for the citizens of crowded cities which positively effect on people health condition;
• 'Didactics household and close intercourse with the nature which convince people to care about the environment.

«Km ZERO» initiative seems to be worth mention, since it aims at promotion of cooperation of local economic subjects and respect of ecological aspects. It gathers stakeholders — subjects engaged in the entire chain — connected with production, transformation, sell, turnover and consumption processes. [7]

The term «Zero kilometre» was borrowed from the Protocol from Kioto where it was postulated to introduce the change of lifestyle bearing in mind environment protection against hazards caused by climate changes. The idea of the initiative states that by eating complex meals comprised of foreign products which may negatively influence the climate. It is proven by the fact that in order to bring the product lots of fuel were used and carbon dioxide was emitted. That is why, the limit of imported products by the use of local resources effect positively the environment quality. Reduction of the distance means help for the environment, agriculture region promotion reduction product prices. [6]

The assumption of «Km ZERO» project is the conviction of local economic subjects from the region e.g. coffee shops, cooks and shop assistants for offering the potential customers products and half products, such as fruit, milk, cheese, meat, eggs, wine and sugar deriving from the particular area. [8]

«Km ZERO» initiative aims at shortening distance among the contractors. Therefore, the possibility to protect environment, promote regional heritage of food and lowering costs of activity and prices. Lower production costs, promotion of local products mean development of local entrepreneurs. On the global scale natural environment is less charged by lesser emission of CO2 by vehicles transporting the products. [8]

The project is implemented by Veneto Coldiretti — member of Coldiretti. It is Italian organization, comprised of 18 regional associations, 98 provincial federations, 765 local offices, 9 812 peripheral organizations. The institution, on the local scale, consolidates more than 568 000 households. Its main objective is the assure of the business chances for the development of agriculture within the frames of full integration of agriculture and social interests of the country. The programme is divided into two projects: Green Company — directed at competitive development of agricultural enterprises and Amica Campagna — aimed at dialogue building between producers and consumers during globalization time. [6]

It should be emphasized that assumptions of «Km ZERO» initiative in Vento, function in the chain of restaurant owners who are obliged to serve so called «zero kilometres menu» and their meals should be prepared from products coming from neighbouring villages. Moreover, regulations of the territorial government addressed to local institutions, such as schools, nurseries, hospitals and special care places, as well as menu of catering companies, convincing for abiding priority criteria indicated in the proposed by law popular initiative, supported by Coldiretti, that is offering dishes produced from local products and semi-finished products. [6]

Reacting for the challenges of XXI century, economic subjects decide on various solutions. Some of them underline the need of trade change, search for different recipients...
of their own offer, as well as emphasize the development and expansion of the range of own offer through diversification.

Diversification of enterprise activity means taking decisions on production in economic unit (household, enterprise) new, different from basic production, products or services. Agro touristic activities in the agriculture household serve as an illustrious example. Beside plant or animal production, with its possible completion, the farmer can serve the services such as: providing accommodation, food, horse riding, sleigh rides, bonfires, strolling paths with guides, participation of children in the field works etc. Activities diversification aims at increase of the income of farming families through the use of possessed resources both human and material. We can distinguish convergent and conglomerate diversifications. Convergent diversification means the basic material base (household) and additional activities use possessed in its resources, there is a close correlation of all activities with the base (e.g. agro touristic services can be provided with the use of possessed house, vehicles, horses etc.). There is no such correlations in conglomerate diversification. The illustrious example here are big concerns which e.g. produce cars, computers, ships etc. (e.g. Hyundai, Volvo, Statoil). Only management of the business is shared. [1]

Diversification aspect of economic activity is present not only in the industry but also agriculture. The second frame defines diversification as gainful activity of the agriculture households realized beside its basic agriculture production activity, as various means of possessing additional incomes by farmers with the use of all available household and area resources. [14]

Diversification is one of the vital development strategies of individual agriculture households. Its importance concerns the fact that it deploys demand development confines and crates effective economic method reducing negative outcomes of market uncertainty.

GLOBALIZATION AND MASS MARKETS

**Consumer:**
- trust and attitude towards consumption changes
- knows the quality of the product and wants to consume the best products
- is eager to provide services for him/her
- changes lifestyle and ways of relaxing

**Agriculture enterprise:**
- wishes to shorten economic process chain
- emphasizes the direct contact with the customer
- bases own activity on the organizational models

*Figure 2. Diversification determinants of the agricultural households in Veneto region*
*Source: own elaboration on the basis of the speech by Diego Gallo – Etifor, Dipartimento Teritorio e Sistemi Agro – Forestali, Università di Padova, L’AGRICOLTURA VENETA TRA DIVERSIFICAZIONE, TOURISMO E QUALIFICAZIONE DELLE PRODUZIONI.*

Analysing the case of Veneto region it seems legitimate to state that diversification is the effect of reorganization of a particular enterprise. As determinants of economic subjects diversification few factors have been indicated, dividing them into consumer’s and producer’s side- in this case agricultural company. [15] (see figure 2)
In order to meet the effects of global processes and continuously changing recipients expectations, agricultural households decided on the need of change. In the result in the offer pendulum appeared so called green services underlining the need of a direct contact with the customer. That is why, agricultural household were established offering catering services and accommodation. The most interesting is the fact that at the beginning gastronomy was the most popular, but nowadays the demand for accommodation in the agricultural households is significantly higher than catering activities. [11]

Noteworthy in this case is agriculture market in Monselice, which is the first in Padova region and first in Italy — agricultural market. The most significant aim of functioning of this place is enabling farmers for direct sell own products. Market activity is based on four major rules: [11]

1. The manufacturers directly sells own products to customers.
2. On the market premises only farmers from the Padova region can stay.
3. Products are fresh, picked the same day early in the morning at the day when they are sold. They are not stored in the freezers.
4. All the packages are recyclable.

Bearing in mind economic subjects development, there were norms and requirements defined concerning production on little scale which are led by household. It has been assumed that annually within the production process the manufacturer can process 30 pigs, 2000 rabbits or poultry, 2000kg of marmalades or canned food, 300kg of bread and 1500kg of olive oil. The central issue is the fact that pigs — opposite to animals intended for the production of white meat are slaughter in butcher’s and afterwards households can process the received meat for the defined, final products.

Products have to be transferred in suitable vehicles and packages assuring adequate temperature. [11]

Farmer in order to diversify own agricultural activity through sell of produced products in own household is obliged to attend 15 hours training and use given course book of good practices, according to which the economic activity should be realized. [11]

Products offered by the enterprise should be marked by PPR symbol which means the product has been produced in an original way and can be safely consumed. [11]

Fairs and markets known as agricultural markets are situated close to big cities. Approximately 80% of markets are organized every 15 days or once a month. It has been examined that 40% of agricultural enterprises only once a week attend such an event. The reason for such phenomenon may be the backlog of works in the household, in a result of which the farmer does not have a chance to ordain more time on the sell own products or services on the markets. In this case, of vital importance seems to be the chance of active participation in conduction of the activity by other family members - wife or children which can also activate unemployed members of the household. [11]

The interesting example of diversification, according to second model are milk machines. They offer fresh, natural milk and are located on the premises of particular household or in the cities. [9]

The idea of this type of agricultural tourism that is wine routes is the possibility to provide tourists with the ability to sightsee and get to know nominal values of the landscape, know better the household involved in the processes of production, degustation and purchase. The region’s combativeness is tourist attraction, alluring tourist for a given
region. What is more, wine routes are very well signed, full of information about the accommodation places, gastronomy and cultural places worth seeing. [9]

Directions of diversification of agricultural enterprises, described above, seem to be a kind of effect of changing lifestyles. Human beings are exhausted with everyday life both professional and family, that is why, they desire to relax in peace and in a quiet place, being able to try tasty, natural and healthy food. [9]

3. Institutional surrounding and members of KmZero Veneto — chosen examples

It seems to be necessary to present several good practices of agricultural household diversification. The case of «Fattoria Alle origini» (Elaborated on the basis of: http://www.fattoriaalleorigini.it/, 07.12.2013) is an illustrious example of the household which deals with biological breed and own products sold on the premises and in biological shops. According to «Km ZERO» initiative assumptions it manages the trade chain from the producer to consumer. Within its activity frame the household is based on the idea of ecological agriculture, lead to respect of environment, health protection of human entities and animals. It breeds the cattle of Italian and French breeds and abides rules on natural animals growth. Diet of pigs consists of 100% ecological food. The household alone produces all elements of nutritional ration for animals or buy it from local farmers, except vitamins and biological minerals added to fodders.

Cultivating the land, Fattoria Alle origini uses methods of ecological production within the Regulation UE 2092/91 with the main assumption that production of healthy food, free from chemical synthesis remains and minimization of the negative effects on the natural environment.

Therefore, plant cultivation is based on the ecological rules, namely:
• Does not use pesticides, herbicides and artificial chemical fertilizers;
• Does not use genetically modified plants;
• Maintains adequate soil fertility;
• Increases biodiversity of agricultural ecosystem;
• Uses natural ways to eliminate and protect against pests.

Breeding cattle is realized according to the Regulation WE no 1804/99 concerning ecological animals production. Therefore, the natural growth rhythm of animals is maintained, by avoiding any types of growth hormones. For the production of fodders for animals, bone meals and GM plants are not used, that is why animals are feed 100% ecological food. Moreover, animals are kept in ventilated places with an access to natural light.

The enterprise produces high quality organic meat. In order to obtain the highest quality products, it manages and controls all production phases, from cultivation to the phase of consumption by customer. The quality of produced meat depends on several factors which have an influence on all production stages, starting with the breeding, through the treatment technique and finishing with the storage of ready- made products.

According to sanitary-veterinary requirements on maturation of meat, half-carcasses are left for the rest in controlled environment, for at least 10-15 days after the slaughter. The aims of such an activity is the assurance of accurate and gradual meat maturation process which improves crispness and taste of the meat. What is more, the meat is stored in controlled temperature (no higher than 5–6 Centigrade) and maximum hygiene conditions. The method of packaging in Fattoria Alle origini is based on packaging to
A protection atmosphere, it guarantees durability without product manipulation and adding preservatives.

The enterprise possesses many certificates. All agricultural-animals production systems are based on the Union’s Regulation for the ecological agriculture, according to Regulation EWG 2092/91, Regulation WE nr 1804/99 with later alternations.

Fattoria Alle origini is a member of AIAB (Italian Association of Ecological Agriculture). The controlling organ ICEA\(^2\) (The Institute of Certification and Environment Ethics) approves of all production processes of the company.

In 2002 the enterprise received also certificates UNI EN ISO 9001:2001 (Quality Management System) and ISO 14001:1996 (Environment Management System). According to the data base* SINCERT, Fattoria Alle origini is an only one animal household in Italy which possesses integrated management system directed by international norms.

Abiding assumptions of «Km ZERO» initiative one of the aims of Fattoria Alle origini is promotion and support of the development of own business and other households which work with passion and respect for nature. According to the politics, Fattoria Alle origini choses only those suppliers who are able to offer high quality organic products. Moreover, it deals with distribution of the meat from the cattle of own production as well as pigs and poultry derived from little certified households.

By controlling all stages of processing, packaging, labelling and identification, the company provides services for wide range of contractors. They include organic shops on the territory of entire Italy, organic butchers, high class restaurants and school canteens.

The offers range includes customer service centre which provides technical help in terms of meat properties and its technical specification for restaurant owners, retailers and final consumers. It guarantees extensive range of information on material support and promotion — posters with own logo, information brochures or catalogue cards. Furthermore, one of the agents visits retailers points regularly in north part of Italy and gathers observations, comments and detailed conclusions.

It has been shown that fruitful future of diversified agricultural enterprises, willing to meet constantly changing requirements and customers’ expectations has to emphasize landscape, environment and traditional values of the region. The important issue is also offering the products and services typical of the particular region where it functions. What is most important, the main hero, who can provide this type of services is the farmer. [9]

Another, interesting tourist enterprise is BIO-OVO w Villa Estense (Padova). To be more specific, it is an ecological agritourist and breeding enterprise, dealing with production of eggs. Moreover, in the households there are solar panels which have been installed to produce energy for the needs of the business. What is more, it happens that when more energy is produced from the panels then the energy is sold to energy company.

Other, worth mention enterprise is BIOGAS (Lendinara — Pincara), dealing with production of fruit, grain and pigs breed, where the owner invested in the installation of the renowned energy for biomass of animal origin.

\(^2\)ICEA is one of the nine organs, authorized by Italian Agriculture Ministry for control of ecological production according to UE regulations. (decree no 9173 z 23.07.02).
It should be underlined that within the frame of own activity the farmer is not alone. Veneto Agriculture constitutes the network of diverse subjects and institutions which offer the farmers great range of support.

On the area of Veneto functions Veneto Agriculture. It is an organization which aims at «promotion and implementation of the projects for modernization of agriculture structures, protect of agrarian –forest terrains, improvement of the usage of agricultural areas and development of aquaculture and fishery with special care given to conduction of researches and experiments the agrarian, forestry and agri-food sectors as well as market support». (Regional Law 35/97 — art.2)

Veneto Agriculture promotes innovations in terms of technology and products in sectors where it operates through the spread of knowledge on farming and organization of events connected with it. Despite directed activities on innovation, Veneto Agriculture stresses the need of care of national and regional heritage. It recons that nursing of the monuments and values of the region landscapes contribute to further socio-economic growth.

Moreover, it offers professional services on the valorisation and marketing of products which are the speciality of the region, promotes and organizes issuance of quality certificates for food products.

Seeking the development of Veneto region, it advertise the rational use of environment resources and applied researches, experiments, informative and vocational trainings and pay particular attention to protect of biological diversity through the management of green schools, nature reserves and national woods in the region.

Table 1

<table>
<thead>
<tr>
<th>Subjects:</th>
<th>Functions and type of influence:</th>
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<tbody>
<tr>
<td>· Regional agriculture organizations</td>
<td>· Informative and representative services</td>
</tr>
<tr>
<td>· Local activity groups</td>
<td>· Development support</td>
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<tr>
<td>· Department of Agriculture, Forestry and Veterinary</td>
<td>· Supervision</td>
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<tr>
<td>· Agencies and research institutes</td>
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<td>· Regional Agriculture Enterprise</td>
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<td>· Offices</td>
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<td>· Chamber of Commerce</td>
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<td>· Associations of breeders and producers</td>
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<td>· Vocational schools</td>
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<td>· Counselling organs</td>
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<td>· Trade companies</td>
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Source: own elaboration on the basis of materials gathered while the 1st study visit of the local leaders from podlaskie voivodeship — Podlaskie Routes of Cultural Heritage within the project «GREEN HORIZONS» — Podlaskie Routes of Cultural Heritage directed at professional reorientation in the village area», realized by BFKK.
With adequate advertising and implementation of the innovative activity it is connected with suitably functioning institutional surrounding. It includes the range of ingredients of multiplied activity character, which for innovative enterprise seems to be external source of information, technology and counselling. In overall, the surrounding comprises of institutions and organizations which deal with support and mediation in the innovation field. They involve government and regional institutions as well as non-governmental institutions and organizations, such as entrepreneurship support and innovation centres, technological parks and incubators, technological centres, counselling and trainings centres, information offices etc. Other element of the institutional innovative are regional organizations, including entrepreneurship incubators, technology transfer centres, improvement centres and special economic zones.

What is more, some of the services are offered by various institutions. Some of them are available free, whereas the costs of others have to be covered by the farmer himself. Even though, many services supporting farmers activities are financed from European Union funds. (see table 1)

We cannot describe Veneto Agricolture without mentioning Corte Benedettina (Legnaro — Padua — Italy) [5, 10]

It is public regional company offering own support for agriculture, forestry and agrifood sectors in Vento region. The key subject of their activity is the conduction of the researches and experiments, economic analysis, protection of the nature and environment, care for the high level of education, conduction of trainings and spread of the information concerning agricultural systems.

The headquarter of Corte Benedettina is in the previous religious, economic and cultural centre of the Veneto region, refurbished from European Union funds. Careful renovation restored the impression of splendour visible in the original version of the building.

In Corte Benedettina various conferences and meetings are held, touching upon the subjects of agriculture, forestry and agri-food industries. There are organized approximately 90 conferences and training annually, both on the place and through e-learning platform with more than 6000 participants. The effect of which is around 100 publications-books, informative brochures, CDs and DVDs.

Worth adding is the fact that employees of Veneto Agricolture dealing with organization and conduction of the trainings and conferences operate in quality management system ISO 9001.

Information on enterprise are available for interested recipients by the use of the Internet website, social networks, books, subject bulletins and informative brochures.

Main topic area of organized meetings concern predominantly agriculture, natural environment, economic condition, diversification, bioenergy, zoo technique, environment management or herb health care.

**Conclusion**

To sum up, one of the main assumptions of „Km ZERO“ initiative is the convincement of local economic subjects from Vento region — inter alia — coffee shops, chefs and vendors — for offering potential customers, products and semi-finished products, such as fruit, cheese, milk, eggs, wine and sugar deriving from the particular region. [8] (see figure 3)
Interesting fact is that this type of households have statutory obligation to prepare meals according to clearly defined percentage partitions:

- 50% of own production products,
- 35% from Km ZERO agricultural enterprises,
- and only 15% of products bought on the market e.g. salt, flour, coffee.

![Diagram of «KmZERO» Products](http://www.prodotti-a-km-zero.it/ricerca-per-prodotto/)

The idea of „Km ZERO“ in Italy is extremely popular and constitutes good example of elimination of the absurd of production processes e.g. the product manufactured in the village is processed thousand kilometres away from the production place, and then return to production place. The excuse for undertaking the action was observation that agricultural world in Italy decays. The reason was simple: if the value of agricultural product is 100% then 17% of this value stays with the farmer. That is why, shortening of the supply chain seems to be the most accurate. Current model is respected by retailers and producers. «Km ZERO» model means effort and common pain in order to support local economic subjects and at the same time local socio-economic development. The initiative assumes leaving the network of global distribution. Therefore, except households support which operate among the defined field, it will outcome in a fruitful cooperation and development of particular enterprises. Equally important in terms of „Km ZERO“ initiative is minimization of negative influence on natural environment.

Products distribution channels from the region can be diverse. Agricultural enterprises can sell own products to agents or agricultural markets. They have a possibility to delegate part of the source for procession to external company, then they receive the product, the other part can be sold directly. The entire chain of the production value has to be controlled, consumer needs to gain information about the procession of the material in order to obtain final product.

In overall, «Km ZERO» model indicates practical solutions of agriculture diversification for tourism. It assumes cooperation of Italian local governments, non-government organizations, training institutions, farmers and entrepreneurs who seriously wish for the development of own products and services in their place of origin and creation of the network increasing tourist traffic in the countryside area. The advantages of the use of this model allowed for the concentration of the considerable amount of the stakeholders (companies, individuals, institutions) elaborating shared development directions. Belonging to «Km ZERO» system, which is accompanied by the accreditation system and guarantee...
of the products quality, trainings raising qualifications of producers and service providers as well as mutual promotion of particular points bring the advantages for the entire local community. The primary idea of omitting trade agents resulted in the development of production and services in the place of farmers’ origin and attractive network increasing tourist traffic in the village areas.

«Km ZERO» initiative is implemented by the service companies, hotel networks, trade companies and agriculture enterprises and aims at promotion of crafts, local products and tourist services. It influences the employment growth on the agricultural areas and allows for the minimization of the natural environment pollution.

Innovations beside modern technologies are the new activities direction, everything what is new, different from the present. That is why, the valorisation of the monuments, landscapes, appreciation of the village charms, monuments, healthy ecological food can also be perceived as innovative direction in the diversification of the agricultural households. This type of activity is perfectly inscribed in the customers’ preferences who wish to slow down, stop chasing after career and money. In result, Vento region is characterized by intensive growth in agricultural tourism which recently increased in 730%. Worth adding is the fact that the number of foreign tourist visiting the region, significantly increased.

It can be observed that realizing the innovative agricultural activity, including charms of living in the village, close to nature and taking into consideration modern customers. The chance of increasing procurements, production and necessity to employ workers appears. Therefore the level of unemployment in the region drops and this results in socio-economic development with the necessity to look after natural environment.

The above considerations are closely related to aims of sustainable development, since ecoinnovations emphasize the least natural environment degradation with the strong will to meet market and society requirements. Ecoinnovations ensure the economic subjects with the chance of development and this encourage other entities to similar activity and this consequently contribute to the development of the region, on a local, regional or even national scale. As mentioned earlier, establishing new businesses and the expansion of the existing ones is the chance of creation new work places.

The goal of research is to offer a range of analog and electronic goods cartographic and geodetic production areas for the needs of tourist services, to justify their relevance and purpose of the travel market; develop a correlation diagram goods cartographic production and the type of tourist services; conclude a model of territorial (regional) distribution of situation and demand for goods cartographic and geodetic production in the tourism economy of Ukraine.

The method of research – development and conclusion of the intse dent matrix and correlation schemes most popular products on the market of tourist services in the organization and implementation of tourist trips are: tourism circuits, plans, maps and atlases, satellite navigation maps for software tourist navigators, digital surveying instruments at construction and planning of recreational areas and facilities service sector, aerospace materials and remote sensing surveys are necessary to ensure the routing of adventure tourism, geoportals and GIS and database (GIS and database) required in outer laying cruise tourism and travel.

Submitted author goods classification scheme cartographic and geodetic production for the tourism industry of Ukraine.

Results of articles can be introduced to monitor the situation of the market cartographic and geodetic products sector tourism industry, which has territorial binding, which is determined Accept cartographic modeling in software environments MapInfo.