



M&M PROFUTURE TRAINING

Mónica Moreno

mmoreno@mmprofuture.com



CHAPTER 2

CREATIVE IDEAS AND BUSINESS PRESENTATIONS

ASSOCIATION EQUAID

THE ANCIENT NOVELTY GRANJA EQUILLET – EQUILLET FARM



WHERE

SITED ON:

La vall d'en Bas – Girona



WHAT IS NEW AND CREATIVE – MARE'S MILK?

- ✓ Research, promotion and expansion of the properties and benefits of mare's milk quality (horse milk)
- ✓ The business motivation is distinguished by a close link between rural environment and health



WORKING METHOD:

Their Goals:

MARE'S MILK

- Enlarge the awareness applied to practice the caring environment and respect for the mares: research
- Find and review scientific literature
- Check and verify the views of consumers to make assessments of the benefits provided
- Seek possible applications of the food related to the dairy products, cosmetics ...



Benefits, advantages and opportunities of this kind of rural business

- Generation of jobs and growth in the rural community
- Contribution to the sustainable development, both social, economic and environmental
- Preservation of the environmental and cultural heritage promotion of the economy
- Conservation of traditional customs and crafts
- Public fidelity
- Profit of the market niche, therefore competition in the short term is little or non-existent

Examples of applications

Their products:

- Equaid complet: mare's milk
- Equaid Plus: nutritional pills
- Equaid activ: mare milt powder evaporated
- Equaid cosmetics: mare milk cosmetics

Who, where can use it?

- Professionals of the cattle sector with health, medical knowledge...
- Rural-areas and branches in the city

SOCIAL NETWORKS

<http://www.equaid.com/en/>

https://www.facebook.com/equaidresearch?_rdr=p

<https://twitter.com/equaidresearch>

<https://www.youtube.com/user/gusagrup>

<http://www.blog.equaid.com/blog>



OLIVERA COOPERATIVE

«The social dimension and the productive economy can go hand in hand»



MAIN GOAL



Combine the production of wines and oils with a social integration project that includes people with disabilities who are actively involved in the whole process

WHERE

SITED ON:

Vallbona de les Monjes – Natural
Park of Collserola (Barcelona)



WORKING METHOD

- Work manually, almost by hand
- They have been also equipping the expertise technology to move according to the style of products they want to develop
- Criteria of organic farming, made smooth and friendly processes and use natural products
- Solidarity with the other farmers, respect nature, say the taste and sanitary quality and seek collaboration with agents



Benefits, advantages and opportunities of this kind of rural business

Generation of employment and growth in the rural community

-Respond to the various economic, social and ecological crises

-Differentiation in the environment, market niche

-Offer new answers to new social problems

-Creation of economic value and at the same time social value

Examples of applications



Who, where can use it?

- Professionals of the agricultural sector, educators, psychologists
- Rural-areas and branches in the city

SOCIAL NETWORKS

<http://www.olivera.org/>

<https://www.facebook.com/cooperativa.l.olivera>

https://twitter.com/olivera_coop

<http://olivera.org/blog/>





**THANKS FOR YOUR
ATTENTION**

CONTACT AND CONNECT

Website and emails:

<http://mmprofuture.com/>

Montserrat Renedo:

mrenedo@mmprofuture.com

Monica Moreno:

mmoreno@mmprofuture.com

Keep up to date:



<https://mmprofuturetrainingen.wordpress.com/>



M&M: <https://www.facebook.com/mmprofuture>

Montserrat Renedo

Mònica Moreno Sanabria



M&M Profuture Training, S.L.

Montserrat Renedo

Monica Moreno





**profuture
training**

Montserrat Renedo

Directora de Desarrollo Empresarial
Director of Business Development

Lleó Fontova, 6
08940, Cornellà de Llobregat
Barcelona

M. +34 697 276 666

T. +34 931 704 822

www.mmprofuture.com



**profuture
training**

Mónica Moreno

Directora Pedagógica
Pedagogical Director

Lleó Fontova, 6
08940, Cornellà de Llobregat
Barcelona

M. +34 697 276 667

T. +34 931 704 822

www.mmprofuture.com