Sharing information among market actors & farmers for improving efficiency of local economies (Mitigating the asymmetry of information)

Empowering and motivating people by using various “tips”
Raising intrinsic (internal) motivation for continuous activities implementation (Self-determination Theory)

- Three psychological needs to motivate people-
  - Autonomy: People need to feel in control of their own behaviors and goals
  - Competence: People need to gain mastery of tasks and learn different skills
  - Relatedness: People need to experience a sense of belonging and attachment to other people