



MINISTERO DELLE POLITICHE AGRICOLE  
ALIMENTARI E FORESTALI



# Italian transnational cooperation offers



L'AGRICOLTURA A BENEFICIO DI TUTTI



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# ITALIAN TRANSNATIONAL COOPERATION OFFERS

## LEADER

June 2010

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## **COMMUNITY DEVELOPMENT**

**NAME OF THE LAG:** *GardaValsabbia*

**TITLE OF THE PROJECT:** Intercultural activity on the socio-cultural degradation in depressed rural areas: common problems and possible reactions

### **DESCRIPTION**

Leader areas show common problems related to the degradation of social and cultural aspects. An intercultural exchange among European lags working to support these areas can be a great opportunity to find out about causes and good solutions of this degradation.

The projects aims at producing an intercultural study among leader areas in Europe, supporting a promotion of an awareness raising about this aspect trying to develop common methods and tools that can be used to face this problems with the activation of pilot actions in each partners' area.

### **EXISTING PARTNERSHIP**

To be defined

### **PARTNERS SEARCHED**

No specific features required. It could be interesting to exchange with lags that already experienced at least one leader programme initiative

### **CONTACTS**

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## **COMMUNITY DEVELOPMENT**

**NAME OF THE LAG:** *A.SVI.R. Moligal srl*

**TITLE OF THE PROJECT:** La transumanza d'italia (*transhumance*)

### **DESCRIPTION**

The culture of transhumance characterized for centuries the territory, the history, the social and economic life of south regions of Italy, particularly Abruzzi, Molise and Puglia. Along the "tratturi" ways, that were the routes of "transhumance", there is a large and important heritage, of invaluable historical, archaeological, anthropologic and naturalistic value.

They gave birth to the actual shape of villages, born on major routes, to the rural churches, to the local inns and to the current rural economy. It is thus necessary to valorize and protect them to make it, today like yesterday, a primary resource to the economic, agricultural, environmental and touristic development. The project proposal, aims at proposing again the main event addressed to the animation and realization of the procedures to obtain the acknowledge of "tratturi" and culture of transhumance, world heritage protected by Unesco.

The project proposes:

- to recovery and valorization of historical, cultural, environmental heritage, valorization of agro-pastoral inheritance, of typical production and handicrafts sector, in order to create more occasions of sustainable development
- to recovery and revitalization of main tratturi ways, still usable
- to integrate events related to the culture of transhumance and to valorize the tourist, cultural and commercial features with the aim of creating a new economy
- forming and informing new generations and the public interested.

### **EXISTING PARTNERSHIP:**

Regional Level: Cabinet President Of Abruzzi, Molise, Puglia, Campania and Basilicata. Regional Assessorate of Tourism, Agriculture and Environment.

National Level: President of Republic and of Minister Cabinet, Ministry of Agriculture, Environment and Tourism, Enit.

International Level: Italian Consulates and Embassies, Regions and other European States

### **PARTNERS SEARCHED:**

Italian communities abroad and enterprises

### **CONTACTS**

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## **COMMUNITY DEVELOPMENT**

**NAME OF THE LAG:** *Ternano*

**TITLE OF THE PROJECT:** Youth in Europe - "Innovative entrepreneurship"

### **DESCRIPTION**

The abandonment of rural areas by young people is a growing phenomenon in many rural areas: in many cases after obtaining a degree in a city far from where the young was born does not return to work in territory of origin, producing a "skills drain" from the countryside to the city.

The project aims to achieve a path of learning designed to foster the development of a sense of identity that encourages young people staying in the area and provide better perspectives for quality of life. The objective is to raise awareness in young people to the opportunity to establish a company in traditional occupations but also in more innovative professions, identifying the opportunities offered by rural areas. Essential in the project is the active participation of the younger generations in local development policies and governance. In this sense, the transnational cooperation aims to exchange experiences and share business paths.

The intervention will be divided into the following actions:

- information activities for young people to encourage entrepreneurship through meetings and visits to local businesses
- enlargement of the initiative and awareness of parents and professional associations;
- development of contacts with other schools at the international level
- exchange of experiences through seminars, conferences, training camps
- creation of promotional material to disseminate the achieved results.

### **PARTNERS SEARCHED**

Specific lags not requested

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## CULTURE

**NAME OF THE LAG:** *Ternano*

**TITLE OF THE PROJECT:** Culture, art and tradition "in Europe" - art, culture and traditions as a vehicle for revitalization of rural areas and mutual understanding

### **DESCRIPTION**

The quality of life in rural areas depends not only on the possibility of having a job with an adequate income but also by the ability of residents to live in a stimulating and active environment where there are opportunities to participate to cultural, artistic and linked to tradition events. In this sense, the theatre, music and dance, painting and other art forms have a social function as their performances are important events in rural areas both for those directly involved as artists and for those who take part as spectator.

The action provides opportunities for various arts organizations (theatre, dance, music, classical music, bands, music groups of young people, graphic arts, etc..) or historical associations of the territory to establish contact with similar associations in other Europe lags. The intervention will be divided into the following actions:

- information addressed to associations musical/dance/theatre/graphic arts/local commemoration of history
- development of contacts between different realities at the international level
- first phase of meetings, tests and contacts "virtual" by means of the internet
- events in each lags area where the participating actors will perform in different performance, doing a tour in each lag and organization of a network between areas tourist-oriented musical-cultural-historical reminiscent
- creation of promotional material to disseminate the results.

### **EXISTING PARTNERSHIP**

To be defined

### **PARTNERS SEARCHED**

Specific lags not requested

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## CULTURE

**NAME OF THE LAG:** *Bradánica*

**TITLE OF THE PROJECT:** El Patrimonio Troglodítico

### **DESCRIPTION**

The transnational cooperation project “El Patrimonio Troglodítico” involves different local area where the rural heritage represents a relevant element of cultural and environmental resources.

Using the results of Leader+ development policies will be activated with the aim of promoting an integrated tourist offer based on the territory which is able to propose the rural culture and experience

A sustainable and responsible approach is adopted to create development models finalized to the improvement of quality life of the inhabitants and to increase of visitors.

The project’s aim is to create a territorial identity of touristic and cultural vocation in rural areas, to change the rural culture, habits and customs of rural areas into tourist experiences appealing for the modern tourist.

### **EXISTING PARTNERSHIP**

European area: 12 Spanish LAGs, 2 French LAGs francesi, 1 Italian LAGs, Centre UNESCO of Andalucía, Association Hades (France), Association Vaiven Paraíso (Spain), Parco della Murgia Materana (Italy).

Third Countries: Ministry of Territory and Environment (Algeria), Ministry of the territory, water and environment preserve (Morocco).

### **PARTNERS SEARCHED**

Italian LAG

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## **NATURE/ENVIRONMENT/LAND MANAGEMENT**

**NAME OF THE LAG:** *Ternano*

**TITLE OF THE PROJECT:** European landscapes and environment

### **DESCRIPTION**

The themes of landscape and environment offer new opportunities to both farmers and other entrepreneurs, especially to the ones involved in tourism and environmental activities. The objective of the project is to develop measures through which the various actors involved in the enhancement of the landscape can compare and exchange experiences, involving local people in new ways of sustainable development.

It is expected to build and promote actions that could enhance the territory, the landscape and its productions at regional, national and European level.

The action includes:

- preliminary discussions, advocacy, seminars, conferences, workshops among the various stakeholders involved in the cooperation project
- development of projects aimed at identifying the opportunities offered by conservation of the environment and landscape
- exchange of experience through meetings, seminars, training camps specially geared to young people.

Publications and multimedia products will be realized. the promotion activities will be undertaken through implementation of a promotional campaign and participation in trade fairs at national and / or international level. this action works in synergy with the measures d) 1 and) 2 of LAG Ternano local plan.

### **EXISTING PARTNERSHIP**

To be defined

### **PARTNERS SEARCHED**

Specific LAGs not requested

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## **PRODUCTS (FOOD)**

**NAME OF THE LAG:** *A.SVI.R. Moligal srl*

**TITLE OF THE PROJECT:** Itinera.food

### **DESCRIPTION**

Continuing the experience started with Itinera.com, within Leader+, an integrated system of professional training, aimed at the creation of specific professional figures.

Such figures must be able to operate in little spaces and widespread the tradition of typical regional food. The project consists of theoretical training in class, practical experience and internships in enterprises. "Itinera food" aims at creating new job opportunities for the enclosure in an International circuit with operative, commercial and promotional purposes.

The creation of brands and quality certification is foreseen.

### **EXISTING PARTNERSHIP**

National level: Veneto Region, Molise and Sicily. Other local bodies: Molise Verde S.c., Istituti Alberghieri of Campobasso, Agnone, Jesolo e Messina, Asia onlus (professional training) other professional training, Associations and Consortium of producers, slow food, f.i.c. Italia, Italian Navigation companies, n.a.t. t.o. (to be defined).

International level: C.I.A. of San Francisco, Italian communities abroad, ACCID (France), European lags, National Institutes of culture.

### **CONTACTS**

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## PROMOTION

**NAME OF THE LAG:** *Gal Valle umbra e Sibillini e GAL El Condado de Jaen (Spagna)*

**TITLE OF THE PROJECT:** Calidad Rural: una etiqueta para la calidad territorial

### DESCRIPTION

The project aims at enlarging the network of territories using a European quality brand. Each area that wants to adopt the territorial quality brand becomes owner of it. This label refers to the activities belonging to private and public sector (services, public local, tourism, agro-industry, handicrafts, etc.). and the association "Marca de calidad territorial Europea" has already established common quality standards to evaluate the eligibility of a territory into the brand's criteria .

The brand was registered by UAMi in Alicante.

The project's actions include:

- evaluation of each territorial quality brand
- training of technicians for the brand's management
- supporting new territories in the process of territorial quality
- promoting each area.

### EXISTING PARTNERSHIP

Spanish Network: 16 LAGs

Italian network: 2 LAGs (Valle umbra e Sibillini e GAL tradizione delle Terre Occitane)

Greek Network: 5 LAGs

French Network : 1 Province (Aude)

### PARTNERS SEARCHED

Italian LAGs

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## PROMOTION

**NAME OF THE LAG:** *Meridaunia*

**TITLE OF THE PROJECT:** European country INN

### DESCRIPTION

To provide the rural world with a joint marketing strategy aimed at establishing recognizability on the global market; promoting tourism and typical products through a network of rural inns, representing the rural world in international, national, regional and local markets.

Final results:

- eci certification systems of selected INNs
- international inns in Rome, Stockholm, Bucarest, Bruxelles
- regional INNs in Sweden, Romania, Puglia, Abruzzo, Sardinia, Tuscany
- eci distribution and trade network
- promotional campaign in all partner countries.

### EXISTING PARTNERSHIP

**Italy:** Lag Marsica, Lag Sulcis Iglesiente, Lag Montelinas, Lag Montiferru Barigadu Sinis, Lag Logudoro Goceano, Lag Mare Monti, Lag Start, Lag Arca Abruzzo, Lag Daunofantino Lag Piana Del Tavoliere, Lag Teramano, Lag Meridaunia. Consorzio Gusti del Lazio.

**Romania:** Lag Province Of Suceava;

**Sweden:** Inlandslaget

### PARTNERS SEARCHED

LAGs or other partners with a Leader approach (or similar) in Europe who have the aim to promote rural territory through typical products, food and rural touristic offers.

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## PROMOTION

**NAME OF THE LAG:** *Luoghi del Mito*

**TITLE OF THE PROJECT:** Transnational eno-gastronomic itineraries

### **DESCRIPTION**

Promotion of the Mediterranean diet and consequently of the "made in Italy" is not only for diffusion and promotion of the products but also of a territorial cultural model derived from a marriage between history, culture, archaeology and the natural environment (touristic eno-gastronomical )itineraries linked to food products and moreover in general to a lifestyle.

Each lag area involved in the co-operation project is characterized by its own specialty: wine, extra-virgin olive oil, baked products, bread, pasta and so on. Beside these specialties in the lag areas involved, there are other important territorial products; handicrafts and even the beauties of the historical-cultural landscape.

Also in the northern Europe lag areas there are possible exchanges of goods within the cultural food model of the Mediterranean diet.

The general aim of the project is to promote eno-gastronomic itineraries and products connected to them recognizing the basic task of the rural, food and cultural tradition: to spread the eno-gastronomic culture in the selected target countries, to promote the territory and the productive landscape in its entirety (productive, historical, cultural, environmental excellence) to spread the history of the excellence of production, to guarantee quality to the customer by the exploitation of the origin of denomination, and to arrange events and carry out common communication and marketing strategies.

### **EXISTING PARTNERSHIP**

Italian Lags from Puglia Region: Luoghi Del Mito, Terre Del Primitivo, Alto Salento, Terra Dei Messapi, Terra D'ottranto, Valle Della Cupa, Gargano, Daunofantino, Daunia Rurale, Fior D'ulivi, Ponte Lama, Conca Barese, Terre Di Murgia, Andria-Corato.

### **PARTNERS SEARCHED**

LAGs or other partners with a leader approach (or similar) in Europe from northern Europe (e.g. United Kingdom, Germany and Sweden) that have the aim to promote rural territory through typical products, food and rural touristic offers.

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## TOURISM

**NAME OF THE LAG:** *GAL Soprip*

**TITLE OF THE PROJECT:** *European Pilgrimage Routes*

### **DESCRIPTION**

The project aims at creating an international network whose integrated strategy is the promotion and commercialization of rural areas crossed by Santiago routes and Vie Francigene and other minor itineraries.

In this perspective, coming from previous experiences, the new cooperation strategy will be finalized at a better management of joint project activities which, together with work methodologies and local attitudes, will facilitate the tourist promotion of the territories crossed by such pilgrimages routes and the creation of a network of services and other products.

The objectives to be realized:

- to **increase** the competitiveness and the development opportunities of rural areas characterized by Vie Francigene and Santiago Routes: “European Pilgrimage Routes”
- to **enhance** and consolidate the collaborative and cooperative skills among bodies and territories within the network of “European Pilgrimage Routes” for a steady and structured partnership
- to **innovate** and qualify the network’s services and to promote and commercialize the tourist products “European Pilgrimage Routes” branded
- to **promote** the distinctive quality of the partnership’s territories (eno-gastronomy, traditions, locals, etc.).

The activities:

- Joint Actions: common for all the partners, with project activities upon the following areas: Coordination of project’s partnership according to the management rules for project quality, transfer of know-how and good practices, development of guidelines and common standards, valorization of territorial peculiarities, valorization and development of the product “European Pilgrimage Routes”

- Local Actions (or of itinerary), of specific interest for each partner (or more partners) that will be about awareness and involvement of bodies, operators and local communities, organization and qualification of tourist offer, preparation of promotion material following common standards, arrangement of events and activities of local interest.

Minimum budget per partner 60.000,00 € for coordination costs and Common actions. No maximum and minimum limits for Local actions.

**START ACTIVITIES:** 2nd half of 2010

### **CONTACTS**

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## TOURISM

**NAME OF THE LAG:** *Consorzio Alto Casertano*

**TITLE OF THE PROJECT:** Rediscovery and valorization of "ruralità mediterranea" – Rural Med

### DESCRIPTION

The project "Rediscovery and valorization of Ruralità Mediterranea", hereinafter called "Ruralità Mediterranea", intends to create an integrated and qualified offer in rural Mediterranean territories through valorization and promotion actions regarding rural Mediterranean areas' peculiarities.

General objective of the project is to strengthen, reorganize and promote rural tourism system of lags' areas. Project idea arises from several factors, among which the awareness of several key points of "Ruralità Mediterranea" tourism product, many different receptive offers in rural areas - rich in natural and cultural aspects - and often still unknown to mass tourism and an attention toward new quality eno-gastronomy and valorization of antique rural traditions. Characterized by a spontaneous growth, the market related to this kind of tourism product is strongly influenced by tour operator standard approach, who privilege mass product offers, followed by travel agencies. Not even carriers have a proactive role. It is then difficult for consumers to choose what they want and to find what they need. Ruralità Mediterranea project proposes a new approach, adopting a high quality commercial approach, market oriented and with immediate practical consequences. This approach is inspired by the following complementary priorities:

- activation of new tourism fluxes
- improvement of standard tourism product.

### EXISTING PARTNERSHIP

Campania Lags, Sicilia Lags, Calabria Lags, 4 Greek Lags

### PARTNERS SEARCHED

All the countries that overlooking around the Mediterranean basin

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## TOURISM

**NAME OF THE LAG:** *Montefeltro*

**TITLE OF THE PROJECT:** Rural tourism and new media

### **DESCRIPTION**

The project aims at creating, thanks to a cooperation among partners, a low cost system adopting new forms of communication as websites, blogs, forum, communities.

Targets:

- creating a transnational editorial team with specific skills
- identifying communication forms in order to promote rural territories for tourists
- detailed guidelines for marketing solutions as to the promotion of the proposal in question and to specific companies.

### **EXISTING PARTNERSHIP**

Montefeltro, Marche Lags

### **PARTNERS SEARCHED**

European LAGs

### **CONTACTS**

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## **TOURISM**

**NAME OF THE LAG:** *Partenio*

**TITLE OF THE PROJECT:** The villages of tradition

### **DESCRIPTION**

The villages of tradition are the result of a program for the appreciation and promotion of urban centers inserted in rural contexts.

These urban centers, the villages, have important patrimonial value and are characterized by rich cultural attributes. Among its objectives the villages of tradition aims to contribute to the improvement of the quality of life of local rural communities of the villages and to promote the historic, cultural and environmental patrimonies and products of the region, motivating local communities to take part in the actions that promote the region's sustainable development.

The villages of tradition acts in different fields such as: services; professional formation and capacity building; promotion of job creation and equal opportunities; promotion of rural development and agricultural production; promotion of rural tourism; appreciation and use of rural properties; support to small businesses; promotion and dissemination of new communication technologies; appreciation and promotion of handicrafts and the promotion of studies and research in the social, economic, environment and tourism fields.

The program has created a receptive network of the villages of tradition, which includes accommodation availability, cultural and gastronomic attractions in these urban historical centers. The network gives preference to the services and products that maintain local traditions and works to make uniform the selection and classification criteria of the villages and services involved. It also coordinates the efforts and funds to promote the tourism packages and services of the villages of tradition, being more effective in reaching potential and former visitors.

### **EXISTING PARTNERSHIP**

Campania Lags, Portugal Lags

### **PARTNERS SEARCHED**

All the countries

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L'AGRICOLTURA A BENEFICIO DI TUTTI**

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**Ministero delle politiche agricole alimentari e forestali**

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