



CLLD Cooperation OFFER

Title of the proposed project

Po.R.Co. "RURALMED" – Potenziamento della Rete di Cooperazione "Ruralità Mediterranea"
(Po.R.Co. "RURALMED" – Strengthening of the "Mediterranean Rurality" Cooperation Network)

Type of project

- Cross-border cooperation
 With other MSs (no shared border)

Brief summary of the project idea

The project continues the trend begun with the two previous LEADER Programmes: thanks to the transnational cooperation project "Rediscovery and Enhancement of Mediterranean Rurality", which laid the first bases for the creation of an integrated tourist offer, that interacted with the inter-territorial cooperation project "Network of Mediterranean rural districts", the Mediterranean Rurality platform was created, for the management of the homonymous Quality Mark of the enterprises of the rural Mediterranean territories.

Through the subsequent projects "Mediterranean Rurality - Typical products - R.A.M.S.E.S. - Network of Market Areas for the Development of Sustainable Economy "(LAG Eloro lead partner) and "Mediterranean Rurality - Tourism - R.A.D.A.M.E.S. - Network of Agri-environmental Areas and Districts for Tourist Movement, Hiking and Leisure", a network of enterprises has been created to enhance the typical products and the tourism offer of the cooperating LAG areas and the strengthening of the policies for agri-food and regional tourism supply chains.

Now, we want to optimise the investment made during the previous programming periods using the acquired credibility, strengthening and enlarging the complex of strategically planned interventions and capitalising what has already been created and ready for use.

This project aimed at strengthening the joint offer of quality agri-food with the connected tourist routes pursues a collective approach to the strategies of valorisation and the verification of innovative forms of collaboration, laying the foundations for the enhancement of the territorial resources and of an integrated offer of typical products and material and immaterial cultural heritage, identity and peculiar to the marginal territories, in order to favour their economic development from a tourism point of view and with a view to maximum sustainability.

Through this action, the development of integrated valorisation strategies will be pursued and reinforced in order to generate an agri-food of excellence and sustainable tourism offer, integrated and diversified, conceived as an *unicum* able to reflect the specificities of the rural territory and local heritage of material and immaterial resources, which are part of it (cultural, gastronomic, environmental, etc.).

The enhancement of rural tourist circuits (products / services) will always be based on a market-oriented approach, to compete in ever-growing markets, and therefore increasingly more aggressive; and focused on strengthening a "critical mass", to overcome the weak points given by the small size of often marginal territories, therefore not very "visible" on the markets, enhancing their strengths.

In particular, a series of promotional tools and initiatives aimed directly and specifically at enhancing

the territory with the direct involvement of local operators will be strengthened and reinforced. And this through the implementation of interventions aimed at strengthening the improvement of products / services quality standards and promoting their knowledge on the market. From an operational point of view, this means reinforcing and spreading a more appropriate quality system ("Mediterranean Rurality" quality mark and the connected protection system), confirming its use by producers who, often, don't recognise their determinant impact on the market.

Looking for partner located in the following types of areas

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|---|---|---|
| <input checked="" type="checkbox"/> National / Regional borders <input checked="" type="checkbox"/> Inland <input checked="" type="checkbox"/> Island <input checked="" type="checkbox"/> Lakes and rivers <input checked="" type="checkbox"/> Coastal <input checked="" type="checkbox"/> Mountainous | <input checked="" type="checkbox"/> Rural <input checked="" type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input type="checkbox"/> Small town <input type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood | <input checked="" type="checkbox"/> Isolated / remote <input checked="" type="checkbox"/> Sea basin <input checked="" type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic |
|---|---|---|

Topic of the project

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|---|--|
| <input checked="" type="checkbox"/> Tourism // Territorial branding <input checked="" type="checkbox"/> Local products <input checked="" type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Basic services <input checked="" type="checkbox"/> Economic diversification | <input checked="" type="checkbox"/> Culture and Cultural heritage <input type="checkbox"/> Local energy production / renewable energies <input checked="" type="checkbox"/> Territory development <input type="checkbox"/> Autres : |
| Additional keywords: (up to 3) | |

Objective

Initial position / background / local context of the proposed project

The interventions envisaged by the project are based on the analysis of the context in the concerned sectors (agriculture, agri-food and tourism), a context based on a small size entrepreneurship and too often characterised by the pulverisation of enterprises, which has repercussions in the difficulty to realise efficient production chains and economies of scale, as well as limited resources to invest in processes that produce added value, and on a tourism offer that is not sufficiently coordinated, without a common territorial strategy. Thus, among the most urgent needs for development we mention the enhancement of identity tourist itineraries structuring, but also the creation of new itineraries, able to be placed on the web and to make accessible to tourists the intrinsic qualitative offer of the territory in all its most identifying components, proposed under a single territorial brand.

Proposed objectives / target group and activities

Objectives: strengthening of the Mediterranean Rurality cooperation network that connects entrepreneurial structures and professionalism of the LAG areas by promoting collaboration and reducing the fragmentation of the agri-food and tourism sectors at the local level. Thanks to the cooperation activities, the members of the network will be able to operate in a logic that overcomes the limits of the single territories and aggregates the offer of identity products which guarantee quality, full traceability and food security within a structured and enhanced network with the offer of a common identity, a local cultural heritage linked to these productions, which helps to tell the story, the knowledge, the know-how, the activities, the cultural and environmental dynamics that have contributed to their characterisation and, in some cases, to their "uniqueness".

Target groups:

Groups of "small operators", consisting of MSMEs "micro, small and medium-sized enterprises" (enterprises operating, individually or in association, in agriculture and forestry, processing and marketing of agri-food and forestry products, rural tourism and promotion of trades and craft activities services, etc.), or by natural persons not engaged in an economic activity at the time of the request for funding.

Activities:

- Animation of the companies operating in the area;
- Update of the selection and cataloguing of the companies present in the territory and of the companies interested in participating in the network;
- Activation of models and sharing on the territory;
- Strengthening of the network, database and enterprises information desk;
- Strengthening of the quality system of the Mediterranean Rurality Mark.
- Updating and functional upgrading of the web portal for the dissemination and promotion of the network;
- Promotion and communication actions aimed at accompanying the strengthening of the network.

All activities will be oriented towards the principles of sustainability, promotion of innovation, and will include measures to prevent gender and discrimination.

Country and /or kind of partner you are looking for

In addition to the whole "Eloro" District (consisting of the territory of the Municipalities of Avola, Noto, Pachino, Portopalo di Capo Passero, Rosolini; all falling within area D), we are interested in geographical areas of the potential LAG partners (Sicilians, Italians and foreigners), which are characterised by an interesting offer of typical agri-food products, possibly typified (that is, those that benefit from recognised quality brands), but also of tourist-cultural and environmental emergencies related to these products.

Languages spoken by your LAG staff

English, French, Spanish, Portuguese.

Offering LAG

Contact details

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| Member State | Italy |
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This Cooperation Offer is valid until

The Eloro LAG is still waiting for the publication of the Call for cooperation projects by the LEADER Programme's Managing Authority in Sicily. Thus, our cooperation offer is depending on the bureaucratic timing of publication, not yet clear so far, which will be taken by our regional MA.

Date: 19/04/2019