



Application No [ ]  
Date of submission [ ]  
MIS Code [ ]  
*(to be filled in by the JTS)*

## APPLICATION FORM

# EUROPEAN TERRITORIAL COOPERATION PROGRAMME GREECE - ITALY 2007-2013

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Damaged application forms will be deemed ineligible**

### CALL FOR STRATEGIC PROJECT PROPOSALS

Form to be filled in and returned to the following address:

**Joint Technical Secretariat  
ETCP "GREECE – ITALY 2007 – 2013"  
Balkan Center, Building D, Elevator 2, 3rd floor  
9th Km Thessaloniki - Thermi Road  
570 01, Thessaloniki, Greece**

Project title **Valorization of Traditional Food Products for Competiveness and Innovation of Italian and Greek SMEs**

Project acronym **FOODING**

**SECTION A - PROJECT IDENTIFICATION**

**Project title**

Valorization of Traditional Food Products for Competitiveness and Innovation of Italian and Greek SMEs

**Project acronym**

FOODING

**Project duration**

**Start**

1/1/2014

**End**

31/12/2015

**Total Months**

24

**Priority Axis**

1. Strengthening competitiveness and innovation

**Specific Objective**

1.1. Strengthening interaction between research/innovation institutions, SMEs and public authorities

### **Brief Description of the Project**

#### **Background, objectives, partnership, main activities and expected outputs, added value**

The maximum total number of characters is 3000

(please do not exceed 1000 characters in each box)

*Number of characters*

*2935*

The project arises from the emerging problem that there is a simplification of diets causing a decreasing of food-diversity in spite of a great number of available traditional products having high nutritional value. This problem needs an integrated approach – as the sustainable Mediterranean Diet is-among agriculture, food industry, food quality, nutrition and health because it has numerous consequences on social, economic and cultural conditions of local communities.

The objective is to strengthen the competitiveness of SMEs through innovation transfer for the valorization of traditional products within Mediterranean sustainable diets (fruit and vegetables, food grain, oil and legumes).

FOODING proposal is guided by Apulia Region because of its experience on the establishment of a territorial collective mark “Prodotti di Puglia” to valorize typical products of the region. Chamber of Commerce (CC) of Bari, Region of Ionian Islands, Apulia Region, Ionian University, InnovaPuglia,

and CC of Corfu are developing the projects INTRA and CETA to enhance sustainable tourism. CCBari is developing NOBLE IDEAS project to start-up innovative ideas favouring the merging between young researchers and enterprises.

MAIB and TEI Ionian have a long experience on improving food-security and safety of fruit and vegetables. The partnership includes the CC of Bari and Achaia that are important service-centre for SMEs . CCBari has experiences on innovation transfer and on startup incubators, the Provinces of Foggia and Taranto that are the link with local territories. Regions of Ionian Islands, of Epirus and of Western Greece are conducive to achieve project objectives. The partnership is well-balanced in terms of types and geographic distribution.

The strategy of the project is to valorize and promote traditional products through Innovation Technologies (ITs) that can improve the quantity or the quality of food products bringing out or preserve their healthy characteristics

during the primary production or the industrial process.

The project foresees the identification and the transfer of innovation in a basket of traditional products of Mediterranean sustainable diets (WP4) selected for their nutraceutical, nutritional and organoleptic properties (WP3). Technology Startup Incubators favor a continuous innovation development that can contribute to create the start-up of new young enterprises or to improve the competitiveness of existing ones. It will be realized by the cooperation among young innovators, SMEs, research institutions, employment and training centers. The innovative products of the basket will be valorized using tools such as the virtual mall (WP5) and the creation of 4 Showrooms of Food Experience (WP6). A strategic agenda (A5.2) will suggest actions such as the implementation of Italian and Greek territorial collective marks aimed at valorize these products within EU Programme 2014-20

**Partner Information**

Partner No	Partner Institution (Full Name)	Country	NUTS III	Legal Status
LP (P1)	APULIA REGION - Department of Agriculture	ITALY	Province of Bari	public
P2	Mediterranean Agronomic Institute of Bari	ITALY	Province of Bari	governed by public law
P3	Province of Foggia	ITALY	Province of Foggia	public
P4	Province of Taranto	ITALY	Province of Taranto	public
P5	Bari Chamber of Commerce Industry Craft and Agriculture	ITALY	Province of Bari	public
P6	REGION OF IONIAN ISLANDS	GREECE	Kerkyra/Corfu	public
P7	Technological Educational Institute of Ionian Islands	GREECE	Kefallinia/Cephalonia	public
P8	CHAMBER OF COMMERCE OF ACHAIA	GREECE	Prefecture of Achaia	governed by public law
P9	Region of Epirus	GREECE	Prefecture of Ioannina	Public
P10	REGION OF WESTERN GREECE	GREECE	Prefecture of Achaia	public

### Budget Per Partner

Project Partner No	Country	Eligible Programme area				Total (3) = (1) + (2)
		ERDF (1)	%	National Co-financing (2)	%	
LP (P1)	ITALY	585.060,00 €	75	195.020,00 €	25	780.080,00 €
P2	ITALY	735.577,50 €	75	245.192,50 €	25	980.770,00 €
P3	ITALY	134.066,25 €	75	44.688,75 €	25	178.755,00 €
P4	ITALY	129.423,75 €	75	43.141,25 €	25	172.565,00 €
P5	ITALY	336.082,50 €	75	112.027,50 €	25	448.110,00 €
P6	GREECE	262.500,00 €	75	87.500,00 €	25	350.000,00 €
P7	GREECE	187.500,00 €	75	62.500,00 €	25	250.000,00 €
P8	GREECE	75.000,00 €	75	25.000,00 €	25	100.000,00 €
P9	GREECE	450.000,00 €	75	150.000,00 €	25	600.000,00 €
P10	GREECE	375.000,00 €	75	125.000,00 €	25	500.000,00 €
<b>TOTALS</b>		<b>3.270.210,00 €</b>	<b>75</b>	<b>1.090.070,00 €</b>	<b>25</b>	<b>4.360.280,00 €</b>

### Budget & Partners per country

Country	Number of partners	ERDF	National Co-Financing	Total
GREECE	5	1.350.000,00 €	450.000,00 €	1.800.000,00 €
ITALY	5	1.920.210,00 €	640.070,00 €	2.560.280,00 €
<b>TOTALS</b>	<b>10</b>	<b>3.270.210,00 €</b>	<b>1.090.070,00 €</b>	<b>4.360.280,00 €</b>

### Project Budget

ERDF	3.270.210,00 €
National co-financing	1.090.070,00 €
<b>Total Budget</b>	<b>4.360.280,00 €</b>

Project title

Valorization of Traditional Food Products for Competiveness and Innovation of Italian and Greek SMEs

**Project Budget**

<b>ERDF</b>	3.270.210,00-€
<b>National co-financing</b>	1.090.070,00-€
<b>Total Budget</b>	4.360.280,00-€

**Lead Partner Confirmation**

By signing the Application Form the Lead Partner hereby confirms that

- the project has not neither will receive any other EU funding (except for the funding indicated in this Application form) during the whole duration of its implementation.
- the project is in line with the relevant EU and national legislation and policies of the countries involved.
- all partners in the partnership receiving funding from the programme are eligible bodies as defined in the programme
- all partners described in Section C of the Application Form are committed to taking part in the projects' activities
- the information is accurate and true to the best knowledge of the Lead Partner

The project budget and costs are in line with the limits set in the Call for proposals

Signature of the Lead Partner		Official Stamp of the Lead Partner's Institution if available	
Name of the signatory	Gabriele Papa Pagliardini		
Title of the signatory	Director		
Lead Partner's Institution	APULIA REGION - Department of Agriculture		
Date of signature	06/05/2013		

## SECTION B - DETAILED DESCRIPTION

### B.1 PROJECT IDENTIFICATION

#### Brief History of the Project

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box)

Number of characters 1570

FOODING project arises from the strategic choice of MAIB and Apulia Region to extend the affirmative experiences on typical and traditional foods and on the establishment of a collective community mark called "Products of Puglia", in order to valorize traditional products and improve competitiveness of SMEs. These experiences can be extended including the valorization of nutraceutical, nutritional and organoleptic characteristics of traditional food products and combining traditions, local cultures and environment with innovation. It allows to increase the competitiveness of SMEs, and favours the employment in the agro-food sector that consists of a great number of SMEs and a wide agro-biodiversity heritage in both the regions.

Causing the common situation of Apulia and Greece on the economic relevance of agro-food sector and SMEs, on the long-lasting heritage of typical and traditional products, the project idea was quickly shared

by public and private Greek institutions as well as Chambers of Commerce, Regions and Universities.

Project partners contributed in the preparation of the project proposal and the definition of the project activities through a continuous exchange and collaboration by phone calls, e-mail and meetings in Corfu. Apulia Region as LP kept relationships with all partners; the application form was reviewed by all partners in order to capitalize the previous experiences linked with the project proposal and to tailor the proposal on actual needs and on social, cultural and geographical features of the involved territories.

#### Background of the project (problems/target groups/challenges to be addressed)

The maximum total number of characters is 4500

(please do not exceed 1500 characters in each box)

Number of characters 3016

Project target groups are represented by agro-food SMEs of Apulia and involved Greek regions (Ionian Islands, Epirus and Western Greece), especially those who produce traditional/typical products in need to increase their competitiveness, as well as young people with innovative ideas. The latter can play a central role in the dialogue and exchange on research and innovation with enterprises of agro-food sector with the support of public institutions. In the target territories, young innovators need to be supported in an effective way to facilitate the development of innovative ideas and the increasing of competitiveness of SMEs.

The agricultural R&D spending in Italy and in Greece is between 0,6% and 0,7% of GTI. Moreover, Greek and Italian SMEs share similar problems: - the small dimension of farms and enterprises; - the low innovation capacity; - the low level of capital invested to apply research results; the inability to meet consumers'needs; - the difficult dialogue

between researchers and enterprises. These problems make it hard for enterprises to be really competitive in a global market that imposes low costs but also highly innovative products. As consequence there is a clear decrease of employment in the agricultural sector: Apulian employed decreased of 8,9% from 2008 to 2010 (Source ISTAT), while in Greece the number decrease in 2011, in correspondence to economic crises.

The agro-food sector, especially typical and traditional compartment, has a great potential that could create new perspectives and opportunities for the growth of the whole agro-food sector and for the creation of new employment. In Italy there are 243 typical food products (PDO, PGI, etc..) of which 16 in Apulia, equal to the 6% of Italian amount, and more than 4,500 traditional products, around 200 in Apulia. in Greece, typical food products are 96 and traditional products are around 600.

On the other hand, it is necessary to register the overall

simplification of diets and the use of nutrient-poor diets (refined carbohydrates and fats-rich) due to changed way of life of people and directly connected with higher rate of diabetes, obesity and heart diseases in developed countries. These new styles of live caused a decreasing of food-diversity in terms of limited number of energy-rich foods, impoverishment of flavors, tastes, nutritional quality and loose of traditional foods and local cultural heritage.

Thus, the challenge of the project is to define and promote healthy, nutritional and nutraceutical properties of typical and traditional food products by the use of technological innovation, meeting the demands and needs of European consumers that always stronger require quality food products with origin indication. Technological innovation can improve the quantity or the quality of food products bringing out or preserve their healthy characteristics during the primary production or the industrial process. It causes a positive impact on the environment and increase the employment.

### Objectives of the Project

The maximum number of characters is 2000  
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*Number of characters* 1725

The overall objective is to strengthen the competitiveness of SMEs through innovation transfer for the valorization and the recovery of typical and traditional products (fruit and vegetables, food grain, oil and legumes) within Mediterranean sustainable diets.

Sub-objectives are:

- identification of agro-food biodiversity and traditional food within Mediterranean Sustainable Diets (WP3). Involved territories have high number of traditional food products with healthy and organoleptic properties that should be better analysed and promoted.
- identification and innovation transfer in typical, traditional and local agro-food chain (WP4). Innovative technologies can improve the quantity or the quality of food products bringing out or preserve their healthy characteristics during the primary production or the industrial process. It can make local SMEs more competitive.
- valorization of traditional food products within Mediterranean Sustainable Diets (WP 5). traditional food products

and their nutritional, nutraceutical and organoleptic characteristics will be valorized through a virtual mall and a Customer Relationship Management.

- improving connections between SMEs producing traditional food products and tourism (WP6). Traditional food products are strictly linked with natural resources and cultural heritage of involved territories; these factors can be valorized by strengthening the tourism chain from farm to hospitality sector.
- strategies and politics establishment to valorize Italian and Greek territorial marks on traditional food within Mediterranean Sustainable Diets (WP 5). This objective aims at identifying actions and measures that should be developed within European Programme 2014-20.

### Expected Outputs (tangible and visible results or products relating to project activities)

The maximum total number of characters is 2000  
(please do not exceed 1000 characters in each box)

*Number of characters* 1999

FOODING project will establish 1 cross-border basket of traditional products within Mediterranean sustainable diets characterized on nutraceutical, nutritional and healthy aspects (antimicrobial, antioxidant activity); characterized products and their properties will be described in a booklet.

To identify food innovation 1 sharing data-base of innovation technologies will be realized and 8 road tour with food-sector operators and innovators will be organized by Italian Provinces and Greek Regions; 1 portal for stakeholders of traditional agro-food chain (marketplace on the innovation) will be realized (SMEs involved in R&D). 2 Technology Startup Incubators will be created or strengthened in Apulia and in Greece to select and support 30 young innovation actions in realization of innovative entrepreneurial projects in traditional food sector to increase competitiveness.

The project will provide 4 Showrooms of Food Experience (1 in Apulia, 3 in Greece) including taste laboratories, for the

valorization of products and the connection with touristic sector. 12 thematic workshops with food chain operators, 6 show cooking and 6 brainstorming meetings to define strategy for promoting traditional food sector in tourism. 20 business agreements will be signed between farms and touristic SMEs to strengthen relation between traditional food operators and touristic SMEs and to favor the short food chain. 1 sharing market-plan and 1 CRM will be realized (Customer Relationship Management) to valorize the basket of products at local and international level. 1 virtual mall will be implemented to improve the knowledge on healthy properties of traditional products (actions for internationalization). 1 shared strategic agenda with specific actions on the development of Italian and Greek territorial collective marks will be drawn up to valorize traditional products within EU Programme 2014-20. 1 guideline for traceability and certification of products included in territorial marks will be drawn up



**Expected Results (direct and immediate effects resulting from the project)**

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box)

*Number of characters* 1967

The final result of the project is to increase innovation of SMEs operating in the sector of traditional food products favouring the increasing of the 20% of the traditional products market sales. Target groups are Apulian and Greek SMEs operating in the sector of traditional food products, innovators, research centers, public administrations. Main results that will be achieved by activities of the project are:

- Improving knowledge of consumers on healthy (antimicrobial, antioxidant activity), nutritional, nutraceutical and organoleptic properties of traditional food products that are part of the Mediterranean Sustainable Diet (almost 60 products characterized and included in the cross-border basket on traditional food products within Mediterranean sustainable diets, 2 equipped laboratories);
- Favouring innovation transfer to SMEs (4 Technology Startup Incubators; a marketplace on the innovation; 8 road tour to inform and collect innovation in traditional products ; 8 local events

on innovation in food sector addressed to youth with food-sector operators and innovators). The project favor the meeting between 40SMEs and research centers, innovators, entrepreneurial and training centers. It supports the startup of 60 new innovation actions capitalizing the experience of the project Noble Ideas where young innovators' ideas are selected and promoted;

- Increasing the role and cooperation between public institutions on valorization of traditional food products within Mediterranean sustainable diets (n. 1 strategic agenda to carry out the new European Programme 2014-20 and 1 Greek-Italian territorial mark);
- Strengthening relationship among actors of traditional agro-food chain and stakeholders operators of touristic sector (4 showrooms of Food Experience, 12 thematic workshops and conversations with food chain operators, 6 show cooking, 4 brainstorming meetings) and at least 20 business agreements between farms and touristic SMEs

## B.2 METHODOLOGICAL APPROACH

### Project Methodology

The maximum total number of characters is 3000  
(please do not exceed 1000 characters in each box)

*Number of characters* 2718

The methodology of FOODING proposal aims at increasing the competitiveness of SMEs that operate in the sector of traditional food products focusing on their healthy properties. The strengthening of relationships between SMEs, research institutions - involving innovators, training centers and employment centers - is necessary to achieve the objective of the project. For this purpose, the structure of the project foresees the identification and the transfer of innovation in a basket of traditional food products of Mediterranean sustainable diets (WP4) selected for their nutraceutical and/or nutritional properties (WP3). Technology Startup Incubators favour a continuous innovation development that can contribute to create the start-up of new young enterprises or to improve the competitiveness of existing ones. It will be realized by the cooperation among young innovators, SMEs, research institutions, employment and training centers within "ideas laboratories". The innovative products

of the basket will be valorized using tools such as the virtual mall (WP5) and the creation of 4 Showrooms of Food Experience (WP6). A virtual mall, i.e. an internet site that mimics a department store, makes visitors enable to access a variety of products and to contact producers. It aims at valorizing products and improving the knowledge of them and of their characteristics.

Showrooms are places that allow to know qualitative characteristics of products, product and process innovation and enterprises that produce traditional food. Showrooms favour the binding of business agreements, therefore showrooms are not only showcases of products, but will involve visitors in a multisensorial path realized with the support of suitable technologies such as special materials having a touch-functions, interactive floors, videos, touch screen to spread lights, sounds, perfumes and colors. Moreover, taste laboratories will be organized with educational purpose.

In the same time, traditional food products will be connected with local territories and with touristic sector through actions such as the setting up of show cooking (A6.2) targeted to tourists and to food chain operators in order to favour the knowledge and the use of local and traditional products in the touristic sector by the short food chain.

The establishment of a strategic agenda (A5.4) to suggest actions for the valorization of traditional food products within European Programme 2014-2020 will guarantee the sustainability of the project. The strategic agenda entails the involvement of public authorities and of actors of the food chain in the implementation of Italian and Greek territorial collective marks aimed at valorize these products.

### Roles - Tasks of Partners

The maximum total number of characters is 2000  
(please do not exceed 1000 characters in each box)

*Number of characters* 1835

The division of project activities and tasks has been done bearing in mind competences, partner's mission and, consequently, their needs of reinforcing their own resources asset with the support of complementary skills and competences of other PPs.

All Public Administrations select traditional products and organize road tour to collect available innovation and SMEs' requests in terms of new technologies, thanks their direct contact with local territories. They work to create/enforce Greek and Italian collective marks, to define strategic lines within European Programme 2014-2020 and to establish Showrooms for Food Experience in order to valorize traditional products and strength territorial link. Greek Regions realize also workshops for operators and decision makers, the technological startup incubator (1 per region). The Region of Western Greece and CCBari organize meeting to favour business agreements between farms and touristic SMEs.

The 2 research institutions (Technological Educational Institute of Ionian Islands –TEI and MAIB) go on the characterization on nutraceutical, nutritional and healthy aspects of traditional products and they support other partners in the establishment of technological startup incubators. Moreover, MAIB will establish a panel room with 10 workstations. TEI realizes the market plan, that is shared by the strategic technical committee.

The Chamber of Commerce of Bari work to connect SMEs – that are the beneficiaries of the project - with stakeholders, so it realizes informative portal, the virtual mall, the CRM and it establishes collaborative networks between farms and touristic SMEs.

The Chamber of Commerce of Achaia organizes 3 events on innovation addressed to youth. Lastly, in the management WP, the LP guides the activities and each PP provides its own contribution.

**Work Packages / Actions**

WP/ Action Code	WP/ Action Title	Start	End	Cost
<b>WP 1</b>	<b>Management &amp; Coordination</b>	<b>01/01/2014</b>	<b>31/12/2015</b>	<b>628.917,00 €</b>
Action 1.1	Preparation Activities	22/03/2013	17/05/2013	57.520,00 €
Action 1.2	Management and coordination	01/01/2014	31/12/2015	500.617,00 €
Action 1.3	Steering Committee	01/01/2014	30/06/2015	24.660,00 €
Action 1.4	External audit	01/03/2014	31/12/2015	46.120,00 €
Action 1.5	Title			0,00 €
<b>WP 2</b>	<b>Information &amp; Publicity</b>	<b>1/02/2014</b>	<b>31/12/2015</b>	<b>452.938,00 €</b>
Action 2.1	Producing a detailed communication plan	01/02/2014	31/05/2014	21.150,00 €
Action 2.2	Setting up and managing the project website	01/02/2014	31/12/2015	39.800,00 €
Action 2.3	Organization of workshops for operators and decisio	01/10/2014	31/12/2015	102.910,00 €
Action 2.4	Promoting innovation in traditional food	01/10/2014	31/12/2015	130.028,00 €
Action 2.5	Producing communication materials	01/02/2014	31/12/2015	159.050,00 €
<b>WP 3</b>	<b>IDENTIFICATION OF AGRO-FOOD RESOURCES DIVERSITY AND TRADITIONAL</b>	<b>01/01/2014</b>	<b>31/03/2015</b>	<b>750.850,00 €</b>
Action 3.1	Recognition of typical, traditional and local agro-fo	01/01/2014	30/06/2014	43.750,00 €
Action 3.2	Market analysis on consumers' needs on healthy foo	01/01/2014	30/06/2014	75.300,00 €
Action 3.3	Selection of a cross-border basket of traditional pro	01/07/2014	31/12/2014	556.300,00 €
Action 3.4	Design logo and drawing up guidelines on traditiona	01/10/2014	31/03/2015	75.500,00 €
Action 3.5	Title			0,00 €
<b>WP 4</b>	<b>IDENTIFICATION AND TRANSFER OF INNOVATION IN TYPICAL, TRADITIONAL</b>	<b>01/01/2014</b>	<b>31/12/2015</b>	<b>909.650,00 €</b>
Action 4.1	Systematic collection of innovation technologies rel	01/01/2014	30/06/2014	63.800,00 €
Action 4.2	Execution of an Innovation Road Tour	01/04/2014	30/09/2014	59.100,00 €
Action 4.3	Creation of a communication tool for stakeholders c	01/04/2014	30/09/2014	88.800,00 €
Action 4.4	Creation or strengthening of Technology Startup In	01/04/2014	31/12/2015	657.800,00 €
Action 4.5	Fund your idea meetings	01/07/2015	31/12/2015	40.150,00 €
<b>WP 5</b>	<b>VALORIZATION OF TRADITIONAL FOOD PRODUCTS WITHIN MEDITERRANEAN</b>	<b>01/09/2014</b>	<b>31/12/2015</b>	<b>354.290,00 €</b>
Action 5.1	Establishment of a strategic technical committee	01/10/2014	31/12/2015	190.340,00 €
Action 5.2	Setting up a strategic agenda to valorize typical and	01/04/2015	30/09/2015	25.800,00 €
Action 5.3	Setting up a sharing market-plan to valorize the ba	01/09/2014	31/12/2014	16.500,00 €
Action 5.4	Creation of a virtual mall to show healthy and nutrit	01/09/2014	31/03/2015	64.450,00 €
Action 5.5	Development of a CRM (Customer Relationship Mar	01/09/2014	31/03/2015	87.200,00 €
<b>WP 6</b>	<b>IMPROVING CONNECTIONS BETWEEN SME PRODUCING TRADITIONAL PRODUCTS AND</b>	<b>01/04/2014</b>	<b>31/12/2015</b>	<b>1.263.635,00 €</b>
Action 6.1	Design and implementation of Showrooms of Food	01/04/2014	30/12/2014	1.133.880,00 €
Action 6.2	Implementation of pilot actions to valorize typical, t	01/01/2015	31/12/2015	106.785,00 €
Action 6.3	Establishment of business agreements	01/04/2015	31/12/2015	23.000,00 €
Action 6.4	Title			0,00 €
Action 6.5	Title			0,00 €

**Deliverables**

Action No	Deliv. No	Deliverable Title	Partner No	Partner's Contribution to Deliverable
1.1	1.1.1	N. 1 Project proposal	LP	Support the drafting and the delivery of the proposal
1.1	1.1.2	N. 1 Project proposal	P2	MAIB has provided the drafting and the delivery of the proposal and the coordination of partners
1.1	1.1.3	N. 1 Project proposal	P3	Support the drafting and the delivery of the proposal
1.1	1.1.4	N. 1 Project proposal	P4	Support the drafting and the delivery of the proposal
1.1	1.1.5	N. 1 Project proposal	P5	Support the drafting and the delivery of the proposal
1.1	1.1.6	N. 1 Project proposal	P6	Support the drafting and the delivery of the proposal
1.1	1.1.7	N. 1 Project proposal	P7	Support the drafting and the delivery of the proposal
1.1	1.1.8	N. 1 Project proposal	P8	Support the drafting and the delivery of the proposal
1.1	1.1.9	N. 1 Project proposal	P9	Support the drafting and the delivery of the proposal
1.1	1.1.10	N. 1 Project proposal	P10	Support the drafting and the delivery of the proposal
1.2	1.2.1	N. 8 project coordination meetings	LP	Organization of kick-off meeting and of 3 coordination meetings; participation in other 4 meetings; Coordination and elaboration of
1.2	1.2.2	N. 8 project coordination meetings	P2	participation in 8 meetings; partner contribution to the progress report
1.2	1.2.3	N. 8 project coordination meetings	P3	participation in 8 meetings; partner contribution to the progress report
1.2	1.2.4	N. 8 project coordination meetings	P4	participation in 8 meetings; partner contribution to the progress report
1.2	1.2.5	N. 8 project coordination meetings	P5	participation in 8 meetings; partner contribution to the progress report
1.2	1.2.6	N. 8 project coordination meetings	P6	Organization of 1 final meeting and participation in other 7 meetings; partner contribution to the progress report
1.2	1.2.7	N. 8 project coordination meetings	P7	participation in 8 meetings; partner contribution to the progress report
1.2	1.2.8	N. 8 project coordination meetings	P8	participation in 8 meetings; partner contribution to the progress report
1.2	1.2.9	N. 8 project coordination meetings	P9	Organization of 2 coordination meetings and participation in other 6 meetings; partner contribution to the progress report
1.2	1.2.10	N. 8 project coordination meetings	P10	Organization of 1 coordination meeting and participation in other 7 meetings; partner contribution to the progress report
1.3	1.3.1	n. 3 reports of Steering Committee meetings	LP	Organization of 1 SC and participation at other 2 SC
1.3	1.3.2	n. 3 reports of Steering Committee meetings	P2	Participation at 3 SC
1.3	1.3.3	n. 3 reports of Steering Committee meetings	P3	Participation at 3 SC
1.3	1.3.4	n. 3 reports of Steering Committee meetings	P4	Participation at 3 SC
1.3	1.3.5	n. 3 reports of Steering Committee meetings	P5	Participation at 3 SC
1.3	1.3.6	n. 3 reports of Steering Committee meetings	P6	Organization of 1 SC and participation at other 2 SC
1.3	1.3.7	n. 3 reports of Steering Committee meetings	P7	Participation at 3 SC

1.3	1.3.8	n. 3 reports of Steering Committee meetings	P8	Participation at 3 SC
1.3	1.3.9	n. 3 reports of Steering Committee meetings	P9	Organization of 1 SC and participation at other 2 SC
1.3	1.3.10	n. 3 reports of Steering Committee meetings	P10	Participation at 3 SC
1.4	1.4.1	n. 8 audit report/partner	LP	OrgaCollection of partners' contribution. Drafting and submitting the 3-monthly auditing reports
1.4	1.4.2	n. 8 audit report/partner	P2	Drafting and sending to the LP the auditing reports
1.4	1.4.3	n. 8 audit report/partner	P3	Drafting and sending to the LP the auditing reports
1.4	1.4.4	n. 8 audit report/partner	P4	Drafting and sending to the LP the auditing reports
1.4	1.4.5	n. 8 audit report/partner	P5	Drafting and sending to the LP the auditing reports
2.1	2.1.1	n. 1 communication plan realized	P3	Drawing up the communication plan
2.2	2.2.1	n. 1 web-site realized and implemented	P9	Design, setting up, managing and implementation of the project web-site
2.3	2.3.1	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	LP	Participation at 6 workshops, 3 in Apulia and 3 in Greece
2.3	2.3.2	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P2	Participation at 6 workshops, 3 in Apulia and 3 in Greece
2.3	2.3.3	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P3	Organization of 1 workshop in Foggia and participation at other 5
2.3	2.3.4	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P4	Organization of 2 workshops, 1 in Taranto and 1 in Salento and participation at other 4
2.3	2.3.5	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P5	Participation at 6 workshops, 3 in Apulia and 3 in Greece
2.3	2.3.6	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P6	Organization of 1 workshop in the Region of Ionian Islands and participation at other 5
2.3	2.3.7	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P7	Participation at 6 workshops, 3 in Apulia and 3 in Greece
2.3	2.3.8	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P8	Participation at 6 workshops, 3 in Apulia and 3 in Greece
2.3	2.3.9	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P9	Organization of 1 workshop in the Region of Epirus and participation at other 5
2.3	2.3.10	n. 6 workshops (3 in Greece and 3 in Italy)target to operators and	P10	Organization of 1 workshop in the Region of Western Greece and participation at other 5
2.4	2.4.1	n. 8 local events on innovation in food sector (3 in Greece and 5 in	P5	Organization of 5 events addressed to youth (1 for each province) involving training centers
2.4	2.4.2	n. 8 local events on innovation in food sector (3 in Greece and 5 in	P8	Organization of 3 events addressed to youth (1 for each region) involving training centers
2.4	2.4.3	Participation at thematic international events	P7	Participation to conferences such as these organized by the American Society of Microbiologists, the Federation of European
2.5	2.5.1	Communication materials realized (1000 brochures, 5 posters, 1	P2	drafting and printing a booklet including at least 60 technical sheets. delivering the booklet to project partners
2.5	2.5.2	Communication materials realized (1000 brochures, 5 posters, 1	P3	n. 1 logo and graphic design of the project defined; 1 brochure per 1000 copies designed, printed and delivered to partners;
2.5	2.5.3	Communication materials realized (1000 brochures, 5 posters, 1	P4	Drafting and printing 1000 copies of 1 publication on the innovation on traditional products
2.5	2.5.4	Communication materials realized (1000 brochures, 5 posters, 1	P10	Organization of DVD contents (at least 3 short videos) and duplication of 1000 copies
3.1	3.1.1	n. 1 list of Italian and Greek typical, traditional and local agro-	P3	desk research on Apulian typical, traditional and local agro-food products
3.1	3.1.2	n. 1 list of Italian and Greek typical, traditional and local agro-	P6	desk research on Greek typical, traditional and local agro-food products

3.2	3.2.1	n. 2 reports of market analysis	P2	Market analysis of Apulian consumers'needs on healthy food and on the use of traditional foods
3.2	3.2.2	n. 2 reports of market analysis	P7	Market analysis of Greek consumers'needs on healthy food and on the use of traditional foods
3.3	3.3.1	n. 1 report on n. 60 characterized products to include in the cross-	P2	Select 30 Apulian traditional products to include in the basket;execution of microbiological and chemical analysis on
3.3	3.3.2	n. 1 report on n. 60 characterized products to include in the cross-	P7	Selection of 30 Greek traditional food products to include in the cross-border basket; execution of microbiological and chemical
3.4	3.4.1	n. 1 logo for traditional products	P2	Definition of a logo to identify the basket of traditional products
3.4	3.4.2	1 guideline for traceability of traditional food products and	P2	Collaboration Drawing up guidelines
3.4	3.4.3	1 guideline for traceability of traditional food products and	P10	Coordination Drawing up guidelines
4.1	4.1.1	n. 1 sharing data-base of innovation technologies realized (at least 50	P2	Setting up implementation a data-base of innovation technologies realized
4.1	4.1.2	n. 1 sharing data-base of innovation technologies realized (at least 50	P9	Desk research on innovation applicable to traditional food products and data-base implementation
4.2	4.2.1	n. 8 road tour to inform and collect innovation in traditional products (5	P4	Organization of 5 road tours in the region (1/province)
4.2	4.2.2	n. 8 road tour to inform and collect innovation in traditional products (5	P9	Organization of 3 road tours in the Greek regions
4.3	4.3.1	n. 1 information portal on Italian and Greek traditional products to	P5	Setting up and implementation of the information portal
4.3	4.3.2	n. 1 information portal on Italian and Greek traditional products to	P10	Implementation of the information portal
4.4	4.4.1	n. 4 Technology Startup Incubators created or strengthened to select	P2	Strengthening of the existing Technology Startup Incubator; drawing up and publication of a call for selection of at least 30
4.4	4.4.2	n. 4 Technology Startup Incubators created or strengthened to select	P5	Sharing and dissemination of the call for selection of young innovators; Selection of the best innovation within the incubator
4.4	4.4.3	n. 4 Technology Startup Incubators created or strengthened to select	P6	Setting up Technology Startup Incubator with 10 workstations;sharing and dissemination of call for selection of
4.4	4.4.4	n. 4 Technology Startup Incubators created or strengthened to select	P9	Setting up Technology Startup Incubator with 10 workstations;sharing and dissemination of call for selection of
4.4	4.4.5	n. 4 Technology Startup Incubators created or strengthened to select	P10	Setting up Technology Startup Incubator with 10 workstations;sharing and dissemination of call for selection of
4.5	4.5.1	meetings (1 in Apulia and 3 in Greece) between innovators and	P2	Organization 1 meeting between innovators and financial agencies
4.5	4.5.2	meetings (1 in Apulia and 3 in Greece) between innovators and	P6	Organization 1 meeting between innovators and financial agencies
4.5	4.5.3	meetings (1 in Apulia and 3 in Greece) between innovators and	P9	Organization 1 meeting between innovators and financial agencies
4.5	4.5.4	meetings (1 in Apulia and 3 in Greece) between innovators and	P10	Organization 1 meeting between innovators and financial agencies
5.1	5.1.1	Strategic technical committee establishment	LP	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.2	Strategic technical committee establishment	P2	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.3	Strategic technical committee establishment	P3	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.4	Strategic technical committee establishment	P4	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.5	Strategic technical committee establishment	P5	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.6	Strategic technical committee establishment	P6	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.7	Strategic technical committee establishment	P7	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;

5.1	5.1.8	Strategic technical committee establishment	P8	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.9	Strategic technical committee establishment	P9	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.1	5.1.10	Strategic technical committee establishment	P10	Appointment 1 expert to share and evaluate the strategic agenda, the market plan and guidelines on traceability;
5.2	5.2.1	n. 1 shared strategic agenda and action/measures to valorize	LP	Drawing up the strategic agenda
5.3	5.3.1	n. 1 market plan realized	P7	Drawing up a market plan
5.4	5.4.1	n. 1 virtual mall realized	P5	Design, setting up and implementation of a virtual mall
5.5	5.5.1	a CRM realized	P5	ting up the CRM and implementation
6.1	6.1.1	Showrooms of Food Experience designed and implemented (1 in	LP	Design a model of showroom and an Apulian showroom to establish multisensorial areas (degustation room; taste,
6.1	6.1.2	Showrooms of Food Experience designed and implemented (1 in	P6	Design a showroom in the region to establish multisensorial areas (degustation room; taste, evocative, touch areas);
6.1	6.1.3	Showrooms of Food Experience designed and implemented (1 in	P9	Design a showroom in the region to establish multisensorial areas (degustation room; taste, evocative, touch areas); equipment of
6.1	6.1.4	Showrooms of Food Experience designed and implemented (1 in	P10	Design a showroom in the region to establish multisensorial areas (degustation room; taste, evocative, touch areas); equipment of
6.2	6.2.1	Pilot actions to valorize typical, traditional and local food products	LP	Organization of 6 show cooking events for food and touristic operators
6.2	6.2.2	Pilot actions to valorize typical, traditional and local food products	P3	Organization of 6 local thematic workshops in the region on traditional products; design and printing of 1000 depliant on the
6.2	6.2.3	Pilot actions to valorize typical, traditional and local food products	P5	Organization of 3 brainstorming meetings in the region between food and tourism operators to define
6.2	6.2.4	Pilot actions to valorize typical, traditional and local food products	P6	Organization of: -2 thematic workshops on traditional products; -2 show cooking for food/touristic operators; -1 brainstorming
6.2	6.2.5	Pilot actions to valorize typical, traditional and local food products	P9	Organization of: -2 thematic workshops on traditional products; -2 show cooking for food/touristic operators; -1 brainstorming
6.2	6.2.6	Pilot actions to valorize typical, traditional and local food products	P10	Organization of: -2 thematic workshops on traditional products; -2 show cooking for food/touristic operators; -1 brainstorming
6.3	6.3.1	At least 20 business agreements established (10 in Italy and 10 in	P5	Drawing up business agreements between farm and actors of touristic sector; Organization of 3 meetings to establish and sign
6.3	6.3.2	At least 20 business agreements established (10 in Italy and 10 in	P10	Support in drawing up business agreements; Organization of 3 meetings in the involved regions to establish and sign at least 10

**Location of Activities** (Description of the area targeted by the project, location of partners and activities, showing the geographical scope of the longer term effects (results and impacts)

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box)

Number of characters 1998

Target areas are:

- the whole territory of Apulia region (ensured by Apulia Region, Chamber of Commerce of Bari, MAIB, Provinces of Taranto and Foggia). Local focus, workshops and events on innovation will involve the Provinces Taranto and Foggia that will interest other provinces of the region, and Chamber of Commerce of Bari that will involve other Apulian chambers, in order to allow the participation of local SMEs, innovators and stakeholders. A Showroom of Food Experience and a panel room will be realized in the region. A Technology Startup Incubator will be strengthened in Bari, capitalizing results of other projects.
- the region of Ionian Islands, especially Corfu which is the second largest of the Ionian Islands. It is represented by the Region and the Technological Educational Institute.
- the region of Western Greece occupies the northwestern part of Peloponnese and consists the western gate of Greece to Europe. It is represented by the Region and the Chamber of Commerce of

Achaia.

-The region of Epirus is in northwestern Greece and is represented by Region.

3 Showrooms of Food Experience (1/region) will be realized; as for Apulia, local focus and events on innovation and workshops will be realized in all involved regions. 3 Technology Startup Incubators will be created in the three regions. These actions will be performed with a shared approach, achieving a wide territorial representativeness and spreading of results. Involved SMEs of all target areas present similar problems, so the implementation of same activities, the continuous dialogue of the 2 shores of the Adriatic sea and the carrying out of joint actions will bring to a joint growth. Long-term results will affect the 4 areas that need to increase the income of food-chain operators. Project results aim at attracting young innovators, encourage the network with touristic and hospitality sectors, creating new jobs in related activities, preserving the environment, safeguarding the agro-food culture



### B.3 MANAGEMENT

#### Lead Partner and Partners Competence (Experience, Structure, Personnel, Resources, etc.)

The maximum total number of characters is 3000

(please do not exceed 1000 characters in each box)

Number of characters 2992

Apulia Region is the Lead Partner of the proposal because of its experience in valorisation of traditional and typical products and development of a community collective mark with territorial identification "Prodotti di Puglia". The Department of Policies Area for Rural Development consists of 164 staff and more than 10 consultants. The Mediterranean Agronomic Institute of Bari (MAIB) has a long experience on improving shelf life, security and safety of fruit and vegetable products as well as a valuable experience on typical products in close collaboration with the Apulia region (products of Puglia). MAIB consists of about 50 staff and 80 consultants and holds an advanced laboratory for the analysis of typical products and for phytosanitary controls. Actually MAIB guides and/or participates in n. 120 ongoing projects and n. 4 international networks on agronomic issues. TEI has been working with native products of plant origin for the last five years and has announced the results of

this research in international meetings (American Society for Microbiology, FEMS). It believes that one of the strong points that Greece has is the richness and variety of alimentary resources.

The 2 Chambers of Commerce have a strong experience related to enterprises and their needs. Particularly, the Chamber of Achaia has 12 person staff most of which are holding University Degrees and post graduate degrees. It has It has participated successfully in various national and international projects and programs in fields like supporting SME's , regional and local development, innovation, unemployment treatment, tourism sector. The Chamber which is very active on organizing events or workshops in its own Halls in Patras and Aeghion , has also available all necessary resources and can use them for promoting FOODING actions and can play a crucial role in making contact with the local producers and spreading the information about the project.

The Chamber of Commerce of Bari promotes the

development of its associates and operating in synergy with various chambers and with other local actors. The chamber has more than 15 year experience in the management of EU cooperation programs and participates in several international projects (for ex. Noble Ideas, CETA, ISCI, Innovoil) to supports its associated and to favour the innovation transfer of enterprises and the startup of young innovators. It consists in n. 203 people and it has created a special Agency called A.I.C.A.I. specialized in the EU cooperation and in the promotion of the local system abroad. The special Agency A.I.C.A.I. has n. 12 experts. Finally the region of Ionian Islands, Epirus and Western Greece and the Province of Taranto and Foggia are local institutions responsible for European agricultural policies, which is one of the most important source of funding through the local development plans. Both regions have as a strategic priority the development and the valorisation of traditional and typical products

**Project Management & Coordination (structures, decision making procedures, internal communication, etc)**

The maximum total number of characters is 2000  
(please do not exceed 1000 characters in each box)

*Number of characters* 1866

The management structure is set up to ensure the effective coordination of the project and the achievement of the project results through a continuous monitoring of activities and the optimization of the involved skills. This structure consists of a Project Management Staff (A1.1), a Project Coordination Unit (A1.1) and an External Audit (A1.3).

The PMS is composed by a project manager and a financial manager; the PCU includes PMS and 2 responsible persons for each partner. Project Coordinator (PC) is responsible for the project overall organization and successful implementation; Financial Manager (FM) is responsible for accounts, financial reporting, eligibility of the incurred expenditures.

The PCU's meetings will be held coincident with the project meetings. 8 project meetings are scheduled including the kick-off meeting, the final meeting and 6 intermediate meetings that will be held alternately in Bari and in Greece. PCU will improve links among WPs and ensure their smooth

interactions. Minutes will be drawn up. Relationships between Italian and Greek partners shall be maintained via website, e-mail, phone calls and meetings of the PCU. The Steering Committee (A1.3) will be composed of decision makers. SC will be composed of the PM and 1 decision-maker per partner. The SC will provide guidance on the overall direction of the project activities and help obtaining strategic inputs from the high political level. Two SC meetings are scheduled: the first one will be held coincident with the kick-off meeting and will provide strategic political inputs to plan the project activities, the second one will contribute to the sustainability of project's results. Minutes will be drawn up for each meeting by the hosting partner.

External audits will be realized to guarantee the partnership on the financial adequacy of activities carried out.

#### B.4 INFORMATION AND PUBLICITY

##### Information and Publicity measures- external communication of project outputs, results etc.

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box)

*Number of characters* 1845

The activity 2.1 foresees the drawing up of a communication plan by an expert in communication issues to guarantee the coherence of the whole communication aspects, in compliance with Reg. CE 1828/2006 and subsequent modifications and supplements. The project will thus develop a Communication Strategy (CS) to disseminate its main actions and results and will be implemented within WP2. It will include the identification and the study of target groups as well as tailor-made messages, suitable tools and coherent with the related budget.

Brochures and posters will be designed and printed at the beginning and during the project to be distributed in public events, as well as the booklet on characteristic of Apulian and Greek traditional food products. Action 2.3 foresees the realization of 6 local workshops target to operators and decision makers in order to disseminate objectives and results of the project. Moreover, two events on innovation of traditional food products will be held in

Greece and in Apulia; here innovations that will be developed in the start-up incubator will be shown.

At the end of the project n. 1 publication on the innovation in traditional products and 1 DVD on main results of the project will be realized.

The website will run since the first month of the project, updated throughout its entire duration and will present the most important project achievements. It will be linked with partners websites, with the information portal to connect actors of food chain (A4.3) as well as with the virtual mall (A5.4). Finally, the communication strategy will be coordinated with all activities that represent a form of communication to different targets (for ex. designing a logo for cross-border traditional products – A3.4, implementation of Showrooms of Food Experience and of degustation laboratories(A6.1).

#### B.5 MATURITY OF THE PROJECT

##### Preparatory activities, administrative activities undertaken etc.

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box)

*Number of characters* 1329

FOODING project do not need any license, building permits or any other approval and/or technical documentation for its launch. In fact, no purchase of infrastructure is foreseen but Showrooms of Experiences, panel rooms and Technology Startup Incubators will be realized in existing structures already identified. The highly specialized and experienced partners already developed some studies and implemented many activities. The experience "Products of Puglia" developed by the Lead Partner and MAIB allows to strengthen regulatory frame for the valorization of traditional products and to enforce relationships between public administrations and SMEs. MAIB has conducted many studies for the introduction of technical innovations in agro-food production processes

(such as description sheets of cultivars, guidelines on crops, protocols for diagnosis of viral and fungal pathogens, technical specifications for agro-food chain, preservation and multiplication of typical varieties in health) as well as the technical assistance for farmers and advisory services. Many of the developed activities have been also transferred to Mediterranean and European Countries. The Chamber of Commerce of Bari developed important international projects with Greek partners concerning innovation in agro-food sector and extra-hotel tourism.

## B.6 SUSTAINABILITY OF RESULTS

### Sustainability of results and follow-up actions

The maximum total number of characters is 1000

(please do not exceed 1000 characters in each box)

*Number of characters* 996

Innovation transfer to SMEs, promotion of young innovative ideas and startup of new SMEs will be guaranteed by Chambers of Commerce of Bari and Greek regions through Technology Startup Incubators that will involve actors of traditional agro-food chain, research and entrepreneurial centers. The working of the 4 Showrooms of Food Experience will be ensured by Apulia Region and Greek region interested in valorizing and promoting traditional products and local territories. After the end of project activities, financial sustainability of Showrooms and Incubators will be ensured by the payment of fees. A political long-term sustainability of cooperation between public institutions on valorization of traditional products will be guaranteed by the realization of a Strategic Agenda aimed at valorizing Italian and Greek collective marks within EU Programme 2014-20. The link between farms and tourist SMEs will be guaranteed by the establishment of business agreements to favour the short food chain

## B.7 CROSS-BORDER COOPERATION & ADDED VALUE

### Intensity of Cross-Border Cooperation

Please describe in which ways shall the partners co-operate (min two of the following four: joint development, joint implementation, joint staffing, joint financing) as well as the added value that will be accomplished through this co-operation

Joint Development

Joint implementation

Joint staffing

Joint Financing

### Cross-Border cooperation and capitalization

The maximum total number of characters is 1000

*Number of characters* 997

The most important projects in synergy with FOODING are: PRODOTTI DI PUGLIA (realized by Apulia Region and MAIB) and INTRA-Interreg IT-GR (realized by Apulia Region and MAIB, Region of Ionian Islands). The first project aims at valorizing typical food products of Apulia Region through a territorial collective mark. INTRA intends to strengthen services for the transfer of technical-scientific innovations from research institutions to SMEs to foster the development of traditional agro-food products consistent with market demands.

NOBLE IDEAS (SEE) aims at favoring the enhancement and the promotion of research results through the creation of a start-up incubator to select and promote young innovators' ideas. APP4INNO (SEE) aims at establishing and promoting new approaches and tools for the strengthening of primary sector's competitiveness and innovation. Chamber of Commerce of Bari is coordinating the CETA project to realize a telematic market on additional to extra-hotel tourism.

## B.8 COMPATIBILITY WITH EU AND NATIONAL POLICIES

### Consistency of the project with EU horizontal policies

#### Equal opportunities

Please state if the project will :

have its main focus on equal opportunities

be positive in terms of equal opportunities

be neutral in terms of equal opportunities

#### Sustainable Development

Please state if the project will :

it mainly focuses on Sustainable Development

be positive in terms of Sustainable Development

be neutral in terms of Sustainable Development

#### Environmental Impact (Please fill in the environmental indicators in Section F)

Please state if the project will :

it mainly focuses on Environment

be positive in terms of Environment

be neutral in terms of Environment

**Open Market**

Please state if the project will :

- it mainly focuses on fair competition / open market
- be positive in terms of fair competition / open market
- be neutral in terms of fair competition / open market

**Other EU, National, Regional and Local Policies (please specify)**

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box)

*Number of characters* 1330

The presence of numerous traditional food products in Italy and in Greece is a key factor for the maintenance of SMEs' socio-economic conditions and of environment in rural areas. It is in accordance with the Lisbon strategy for employment and growth and the Goteborg strategy for sustainable development. The project is in line with the thematic objectives of the Common Strategic Framework and, with more detail, with the six specific priorities of new CAP 2014-2020. In fact, the project favors the innovation transfer to farms and agro-food industries increasing their competitiveness, promotes the creation of trade agreements among actors of the chain of traditional food products, improves food processes favoring the use of technologies that respect the environment but also traditions and cultural heritage.

At regional level, the proposal corresponds to priorities of Apulian and Greek Rural Development Plan 2007-2013. Moreover, Apulia Region has since long aimed at valorising typical products by registering a European mark (Prodotti di Puglia - DGR n. 960 of 09/06/2009) that guarantee the origin and the high quality of products. This is a significant path since both the New Common Agricultural Policy 2014-2020 and the corresponding funding instruments (EAFRD) are aimed at supporting quality of products.