



Medeat

TITLE OF PROJECT:
**“ NET OF GASTRONOMIC ROUTES AND
CULTURE OF FLAVOUR”**
COOPERATION PROJECT AXIS 4 – LEADER APPROACH



Katarino (RAZLOG) 22-24th of October 2019



❑ **MAIN OBJECTIVES OF THE PROJECT:**

- **TO DEVELOP ACTIVITIES OF RECIPROCAL INTEREST FOR THE TERRITORIES INVOLVED IN THE COOPERATION IN ORDER TO GIVE RISE TO SYNERGIES AND INTEGRATED INTERVENTIONS WITHIN THE GASTRONOMIC SECTOR;**
- **TO INCREASE THE KNOWLEDGE OF LOCAL TRADITIONS RELATED TO GASTRONOMY AND VALUES LINKED TO RURAL CULTURE THROUGH THE STRENGTHENING OF NETWORKS;**

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OBJECTIVES:

- 1.TO PRESERVE AND TO PROMOTE HISTORY, CULTURE AND LOCAL GASTRONOMY;**
- 2.TO SUPPORT LOCAL IDENTITY THROUGH GASTRONOMY AND ITS CULTURAL REFERENCES;**
- 3.TO ENHANCE GASTRONOMY AND LOCAL PRODUCTS THROUGH EVENTS TO SUPPORT TOURISTIC OFFER;**
- 4.TO IMPROVE SERVICE QUALITY ACCORDING TO THE REQUESTS AND TRENDS OF THE TOURISTIC DEMAND;**
- 5.TO INVOLVE LOCAL POPULATION IN ORDER TO SUPPORT THE IMPORTANCE OF ITS OWN IDENTITY AND OF THE HISTORICAL AND CULTURAL VALUE OF FLAVOURS;**
- 6.TO BENEFIT FROM THE EXPERIENCE OF PAST PROJECTS IN ORDER TO SET UP A LONG-LASTING AND COORDINATED NET.**



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Project ACTIVITIES:

- **STUDY OF THE TERRITORIES FOR THE CREATION OF “ FLAVOUR AND CULTURE ROUTES”;**
- **GUIDES AND PUBLICATIONS ON GASTRONOMY AS WELL AS WINE AND GASTRONOMIC ROUTES, DYNAMIC EXPRESSIONS OF THE LOCAL CULTURE AND TRADITIONS;**
- **INFORMATION ON THE PROJECT AT THE INSTITUTIONS AND THE POPULATION ON THE VALUE OF LOCAL GASTRONOMY, CULTURE AND TRADITIONS AS SUPPORT FOR THEIR DEVELOPMENT;**

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- **EUROPEAN CONFERENCE ON THE
“ GASTRONOMIC CULTURE” (SEMINARS,
LABORATORIES, DISCLOSURES);**
- **ACTIVATION OF A WEB SITE ON
GASTRONOMY AND ITS ROUTES (WINE,
TYPICAL PRODUCTS, ETC,);**
- **PLANNING EVENTS TO PROMOTE THE
ENOLOGICAL AND GASTRONOMIC CULTURE
AND TRADITIONS;**
- **PLANNING OF GUIDED TOURS TO GET
ACQUAINTED WITH NEWSPAPERS AND
SPECIALIZED MAGAZINES ON GASTRONOMY
AND, IN PARTICULAR, ON LOCAL
TRADITIONS.**

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Partner:

- **Number of LAG's: 18**
- **Italian Regions** Number 3 (Calabria-Puglia-Molise)
- **Greek Regions** Number 7 (Kozani-Corfù-Veroia-Creta-Macedonia Centrale-Florina-Ionian Island)
- **Cypriot Departements** Number 1 (Larnaca)
- **Portuguese Region** number 1 (Beja)
- **Involved States** Number 4 (Portugal – Italy – Greece – Cyprus)

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THE GALS INVOLVED IN THE PROJECT

- LAG: Co.G.A.L. Monte Poro Serre Vibonesi (CAL - ITALY)
 - LAG: Sila Greca Basso Jonio Cosentino (CAL - ITALY)
 - LAG: Valle Crati (CAL - ITALY)
 - LAG: Alto Jonio Cosentino (CAL - ITALY)
 - LAG: Savuto (CAL – ITALY)
 - LAG: Terra dei Trulli e del Barento (PUGLIA ITALY)
 - LAG: Innovaplus (MOLISE ITALY)
 - LAG: Larnaca District Development Agency ((CY)
 - LAG: Development Agency of Ionian island S.A (GR)
 - LAG: Imathia Development Agency S.A. (GR)
 - LAG: Development Agency of Lassithi (CRETE)
 - LAG: Heraklion Development Agency (CRETE)
 - LAG: Organization for the Development of Western (Crete)
 - LAG: Development Agency of Kilikis S.A. (CRETE)
 - LAG: Regional Development Agency of Florina (GR)
 - LAG: Zakynthos Local Government Development Agency S.A. (GR)
 - LAG: West Macedonia Development Company (ANKO) S.A. (GR)
 - LAG: ADRACES Beira Baixa – Central Region of Portugal
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- **TOTAL LAG n. 18**



RESULTS:

- **TO DEVELOP LOCAL ENTERPRISE IN THE CONCERNED TERRITORIES THROUGH THE CREATION OF SERVICES AND SYNERGIES ABLE TO IMPROVE COMPETITIVITY AND INCOME RATE;**
- **ADDED VALUE FOR THE CONCERNED TERRITORIES THROUGH THE PROMOTION AND THE ENHANCEMENT OF LOCAL PRODUCTS AND THEIR USE IN TRADITIONAL MENUS TO BE INCLUDED IN THE DISTRIBUTION CHAIN AT NATIONAL AND INTERNATIONAL LEVEL;**



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RESULTS:

- **GROWTH OF LOCAL CRAFT FOR THE CONFECTION OF LOCAL PRODUCTS AND TRADITIONAL ACTIVITIES (WOOD, OSIER, EARTHENWARE, POPULAR ART, ETC.)**
- **INCOME SUPPORT AND CREATION OF NEW JOBS;**
- **TO KEEP LOCAL CULTURE AND GASTRONOMY ALIVE TO STIMULATE ENTERPRISE OPPORTUNITIES IN PARTICULAR AMONG THE YOUNG**



RESULTS:

- Realized the video on "Sustainable consumption and solidarity"
- Realized the video on "Mediterranean Diet"
- Realized the video on "History and culture of food"
- Realized the video on "Education for purchases"
- Food education activities: Collection of comics and school drawings



RESULTS:

- Realized the video on "Milk supply chain at Km 0"
- Realized the video on "From the olive to the table: the oil supply chain"
- Realized the video on "Food education and sustainable consumption"
- Made the comic strip
- Activated gastronomy website and routes
- Realize the Territory Guides
- Study and planning of itineraries



- Participation in the ITB Fair in Berlin
- Conference in Bruxelles



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Fausto Faggioli Territorial Marketing Manager Cell. 335 6110252; e-mail: ff@fattoriefaggioli.it ; lubayonkova@abv.bg



DIFFUSION OF THE RESULTS

On the site www.euroconsulting-geie.net
is situated the specific area that contains all the
information that concern the project of cooperation

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THANKS FOR THE ATTENTION!

LYUBA YONKOVA
**COORDINATOR FOR TRANSNATIONAL
COOPERATION**

Tel. +359 888 775 855; +359 878 444 054;

E-mail: lubayonkova@abv.bg

