



Unione Europea



Repubblica Italiana



Regione Umbria



ASSE LEADER



Associazione GAL
Ternano

Fondo Europeo Agricolo per lo Sviluppo Rurale: *L'Europa investe nelle zone rurali*

LOCAL ACTION GROUP “G.A.L. TERNANO” REGION UMBRIA - ITALY

– EXTRACT FROM LOCAL DEVELOPMENT PLAN 2007-2013 – TRANSNATIONAL COOPERATION

Action b) - Transnational cooperation (between the territories of different Member States and with territories in third countries)

Title: Innovation and synergy between the local Ternano - Narnese - Amerino and other EU territories

In a perspective of cooperation between LAGs in different European territories, LAG Ternano wants to contribute to the implementation of strategies for development.

Transnational cooperation is for the Gal Ternano a crucial opportunity to overcome the local dimension, starting relationships and exchanges with other European rural areas. The objective of cooperation is to open the territory to the outside world, to share the difficulties encountered in the processes of development and seek possible solutions to common problems. The LAG, in particular, aims to enable projects of transnational cooperation to promote the skills of rural tourism and enhance the area in all its components, from landscapes to typical products of the territory Ternano and more generally of the Umbria Region.

Actions:

b1) Project PROAGRITOUR

b2) European Landscapes and environment

b3) YOUTH “IN” EUROPE – “Innovative entrepreneurship”

b4) CULTURE, ART AND TRADITION "IN" EUROPE - Art, culture and traditions as a vehicle for revitalization of rural areas and mutual understanding



Action b)1 Project PROAGRITOUR

The objective of the project PROAGRITOUR Cooperation between Local Action Groups of the three countries (Greece, Czech Republic, Italy) is to implement the activities of promotion and use of the mark in order to stimulate the uptake by companies in the territory. The mark was registered at European level (No 006034995/05-06-08, CLASS 35,41,43) and may be issued to all businesses operating in rural tourism (eg, country houses and B & B), farm , restaurants, producers of organic and typical products and traditional festivals. The criteria for the release of the brand will contribute to the strengthening and promotion of the identity of each area involved. The objective of cooperation is the use and dissemination of the mark ProAgriTour through which the local production system will be able to apply high standards of quality, stepping up business in a short optical chain, the sustainable use of local resources and develop a greater environmental awareness.

A further objective of cooperation is the enhancement of the areas involved through common methods of marketing products, services and territories.

The activities carried out will be as follows:

- Develop information materials concerning the trademark "PROAGRITOUR"
- Development of materials for information and training network ProAgriTour international and local stakeholders.
- Information and training to companies that want to join the brand "PROAGRITOUR" procedures of inspection and assessment of compliance with the criteria for the issuance of the mark. These activities will be carried out through seminars / workshops.
- Information and training to local stakeholders about the marketing activities for the dissemination and exploitation of the "PROAGRITOUR". These activities will be carried out through seminars / workshops.
- Development of control procedures on the criteria for issuing the mark.
- Activities of Inspection and Certification of Companies / Institutions who intend to use the trademark "PROAGRITOUR".
- Creation of a transnational network of institutions and enterprises certified "PROAGRITOUR".
- Creating a special touristic package for enterprises and institutions certified by "PROAGRITOUR"



Action b)2 European Landscapes and environment

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.

Will be realized publications and multimedia products. The promotion activities will be undertaken through implementation of a promotional campaign and. This action works in synergy with the measures d) 1 and) 2 of LAG Ternano Local Plan.

Action b)3 YOUTH “IN” EUROPE – “Innovative entrepreneurship”

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 stay in the area and provide better perspectives for quality of life. The goal 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 aim 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.



Action b)4. CULTURE, ART AND TRADITION "IN" EUROPE - Art, culture and traditions as a vehicle for revitalization of rural areas and mutual understanding

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 theater, 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 (theater, 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 GAL Europe.

The intervention will be divided into the following actions:

- information addressed to associations musical / dance / theater / 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;
- building of events in each LAGs area where the participating actors will perform in different performance, doing a tour in each LAG;
- Organization of a network between areas tourist-oriented musical-cultural-historical reminiscent;
- Creation of promotional material to disseminate the results.

ADDRESS:

Associazione GAL Ternano
Largo Don Minzoni, 4
05100 TERNI
E-mail: info@galternano.it
Tel/Fax: +39 0744 432683
Internet: www.galternano.it

Contact person: Paolo Pennazzi

Position of Region Umbria in Italy

