



Rete Rurale
Nazionale
2007.2013



Cooperazione *tra aree rurali*



Cooperation day

Transnational project
“Rediscovery and valorization of the Mediterranean rurality II”

Alto Casertano LAG (I)

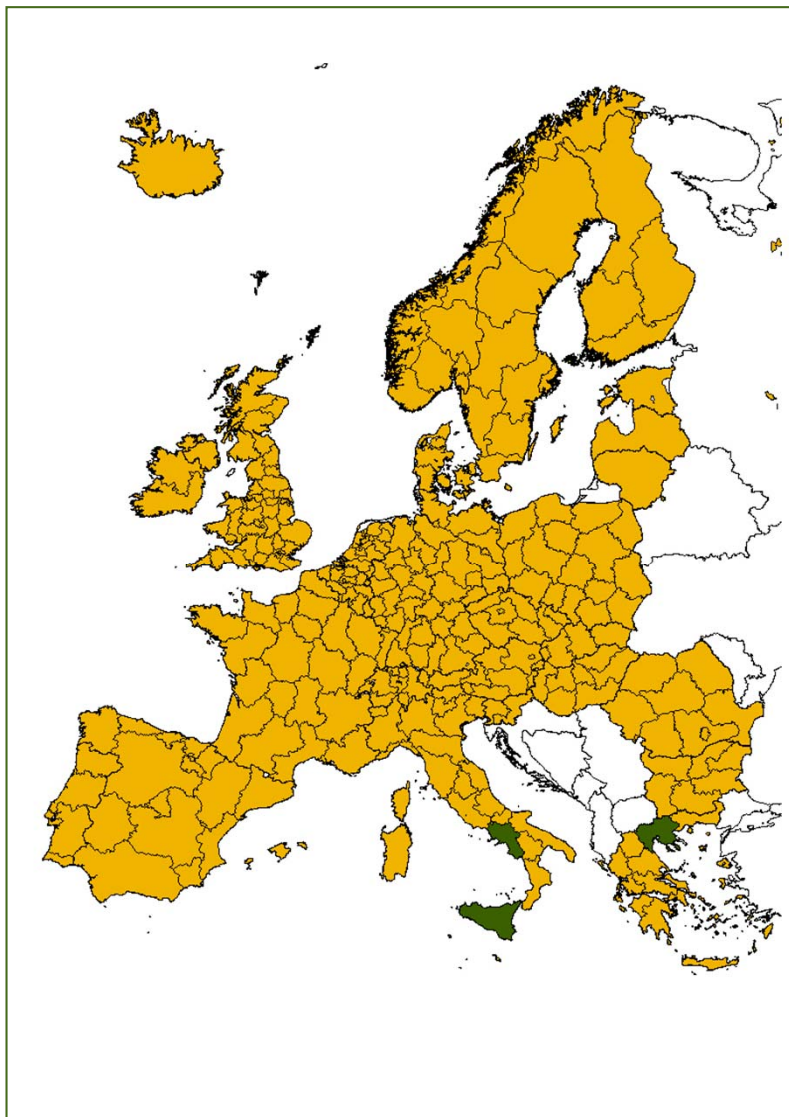
Pietro Andrea Cappella

Roma, 20th June 2011





Who are we?



- 13 Local Action Groups (LAG) from Campania, under the lead of the LAG 'Alto Casertano'.
- Preliminary agreements with LAGs from Sicily, Calabria and Greece

What is our cooperation need?

TO AGGREGATE, QUALIFY, ORGANIZE, COMMUNICATE AND PROMOTE the rural tourism offer (Tourism – Agrifood – Culture) with the aim of increasing profitability for rural operators.

This means:

- ❖ **Increasing “critical mass”** in terms of participants and areas of reference
- ❖ **Strengthening the degree of connection** between subjects involved and LAGs
- ❖ **Improving entrepreneurs business training**
- ❖ **Strengthening the capacity of the supply to respond to market demand**

What do we want to do?

To continue on the journey of the project started within the Leader + Programme (2000-2006) that involved 23 LAGs and 3 Managing Authorities, for a total value of around 4 million euros and which, on turn, paved the path for another initiative carried out within the same program, the cooperation project "Network of Mediterranean Rural Districts" (GAL involved: all Sicilian LAGs, overall value around 1,4 million euros)

Whom to cooperate with?

THE PARTNER

- ❖ **Already involved**: All Campanian LAGs
(LAG 'Alto Casertano', LAG 'Alto Tammaro', LAG 'Casacustra', LAG 'Cilento Rigeneratio', LAG 'Colline Salernitane', LAG 'Cilsi', LAG 'Irpinia', LAG 'I sentieri del buon vivere', LAG 'Partenio', LAG 'Serinese solofrana', LAG 'Taburno', LAG 'Titerno', LAG 'Vallo di Diano')
- ❖ **Participation currently under discussion**: 10/15 Sicilian LAGs and 5/10 Calabrian LAGs and LAGs of other Italian Regions
- ❖ **Searched for**: All the LAGs located in the Mediterranean basin

Where are we?

The project is already operative.

At present:

- ❖ A WEB PORTAL ACTIVE SINCE 2008 www.ruralitamediterranea.com
- ❖ THE QUALITY MARK OF MEDITERRANEAN RURALITY REGISTERED AND THE QUALITY SYSTEM ACTIVE SINCE 2008
- ❖ OVER 1500 COMPANIES ALREADY INVOLVED AND, AMONG THEM, 500 ALREADY MEMBERS OF THE MARK SINCE 2008
- ❖ 3 CATALOGS IN 3 LANGUAGES AND THE GUIDE TO RM EDITED AND DISTRIBUTED BY THE TOURING CLUB TOUR OPERATORS
- ❖ PRESTIGIOUS PARTNERS, SUCH AS THE ITALIAN TOURING CLUB
- ❖ MAPPING OF THE RESOURCES AND TOURIST SERVICES PRESENT IN THE AREAS OF REFERENCE CARRIED OUT AND REQUIRED METHODOLOGY IMPLEMENTED
- ❖ TARGETED COMMUNICATION CAMPAIGN CARRIED OUT



Which resources ?

Estimated budget for each LAG involved: **from 150,000 to 200,000 €**

Why cooperate with us?

**BECAUSE UNITY IS STRENGTH AND ALL OF YOU CAN
GIVE A VALUABLE CONTRIBUTION TO REACHING A
CRITICAL MASS SUFFICIENT TO ACHIEVE EXCELLENT
PROJECT RESULTS AND ECONOMIES OF SCALE**



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