

Speed Date Italy – France

**LAG Sulcis Iglesiente**  
**Capoterra e Campidano di**  
**Cagliari - Sardinia**  
CREA - PB  
Rome, 15<sup>th</sup> of December 2017

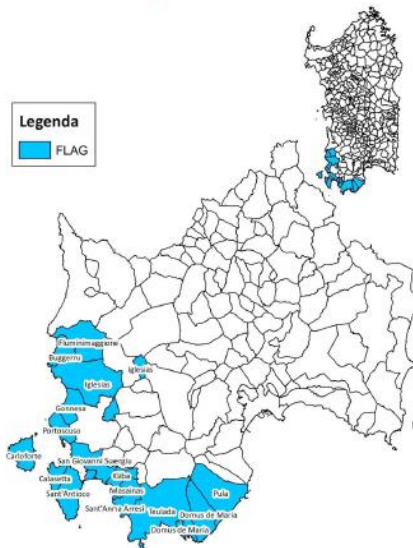
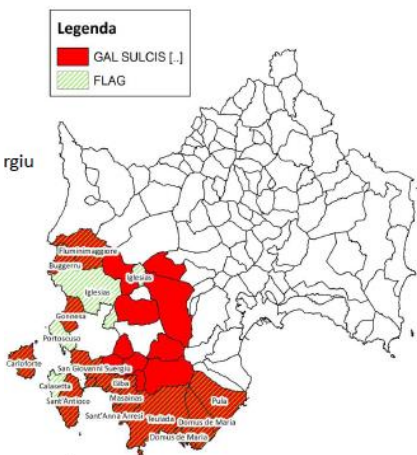


## Description of the territory



GAL Sulcis Iglesiasiente

FLAG Sardegna Sud Occidentale



The LAG Sulcis Iglesiasiente Capoterra and Campidano di Cagliari operates in the southwestern part of Sardinia and its main objective is the promotion, improvement and support of economical, social and employment development factors. It consists of 122 members, 25 public and 97 private.

The area is characterized by an extensive coastal strip rich in suggestive and varied landscapes and some mountainous reliefs, of modest altitude, It includes 22 municipalities, with a total area of 1,705.24 Km2 with a population of 77,561 inhabitants:

Since 2016 the LAG Sulcis is also the FLAG Sardegna Sud Occidentale, with 13 municipalities.

## Description of the strategy

The strategy intends to build a relational system capable of generating economies of scale and attracting flows of people and income, with a view to **economic and environmental sustainability**.

The PdA of the LAG develops two **areas**:

1. Development and innovation of local supply chains and production systems (agrifood, artisanal and manufacturing systems and fish production)

- **Key action: High - quality supply chains**
- **Key actions for cooperation: Reducing the distance - Short supply chain between land and sea**

2. Quality of life, quality of hospitality, and quality of a conscious and experienced use and enjoyment of the territory

- **Key action: Sustainable rural district**
- **Key actions for cooperation: Memory and web TV to tell our territories**

**Key action (transversal actions) with other funds:**

- **European Maritime and Fisheries Fund (EMFF)**
- **European Regional Development Fund (FESR)**
- **European Social Found (ESF)**

## Project.1: Memory and web TV to tell our territories

This project goes in continuity with the Youth and Rural Development realized in Rural Development Programme 2007/2013.

The **general objective** of the project is to rediscover, safeguard and enhance the skills and knowledge associated with the territories by building a network of knowledge of rural areas with the active involvement of producers and new generations through the use of innovative educational techniques through the new information and communication technologies.

The system action consists in the **involvement of the schools of the project partner territories at a local, national and international level** in order to establish a school network where people could compare, exchange with other rural realities but also promote their territories and their own culture.

## Project.1: Memory and web TV to tell our territories

- A1:** Creation of an expression of interest to select the schools involved (the target audience is children between 11 and 13 years old)
- A2:** Constitution of the coordination table of the project composed of LAG leader and LAGs partners referents (according to modalities chosen by each partner)
- A3:** Realization of an international meeting for the choice of the project's guiding theme (object of the video),
  - (the LAG Sulcis, in line with its Plan, proposes environmental sustainability, typical production chains (eg Oil and wine) and local languages)
- A4:** Selection of experts who create a format of activities for the realization of photos, videos, stories, interviews in local languages and take care of the creation of a shared web channel for contents produced by all partners
- A5:** Creation of an international event to share and present the formats to be used and the web channel
- A6:** Implementation of activities by children in each local area
- A7:** Implementation of laboratories among experts and young people for the construction of an intercultural newsletter
- A8:** Implementation of an international event for the presentation of the works

## Project 2: Reducing the distance: Short supply chain between land and sea

The project wants to **create a market format** that promotes and enhances the traditional productions of the land and the sea with their traditional crafts in the territories of the project's partners.

**The strategic objective** is to promote the products and the excellence of the territories, passing through the knowledge of our rural and coastal areas.

The project is **a multi-fund project** because, aiming at the creation of a short supply chain project for land and sea products, it will also be promoted with the funding from the EMFF 2014/2020 of the FLAG of South-Western Sardinia and other European FLAGs.

## Project 2: Reducing the distance: Short supply chain between land and sea

**A1:** Establishment of a **coordination group** consisting of representatives of the LAGs partners (invitation to submit an expression of interest)

**A2:** Definition, drafting and adoption of a **Charter of producer commitments and consumer protection** shared at European level

**A3:** Creation of an **international calendar of local events**,

- Realization of a market with both agricultural and fish productions.

- Activities aimed at promoting the territories (eg typical menus, discount agreements on sites of natural and cultural interest..)

**A4:** **Transversal communication campaign** for the promotion of local events, territories and actions.

## Contact details

*Name of the LAG. Sulcis Iglesiente Capoterra e Campidano di Cagliari*

*Address: via Aldo Moro, Masainas*

*E-mail address: gal.sulcisiglesiente@tiscali.it; n.piras@galsulcisiglesiente.it*

*Phone number: 0781 697025*

*Skype: nicoletta.piras*

*Contact person for cooperation: Laura Carta*

*E-mail address: infogalsulcisiglesiente@gmail.com*

*Phone number: 0781 697025*

*Skype: laura.carta*



# My LAG in pictures

