



CLLD Cooperation OFFER

Title of the proposed project (English)

“AKTES - Transnational Coastal Quality Pact”

Type of project (select as many as you want)

| Cooperation within the MS | Transnational cooperation | Sea basin cooperation |
|--|--|---|
| <input type="checkbox"/> Across regions <input type="checkbox"/> Within the same region | <input checked="" type="checkbox"/> Cross-border cooperation <input checked="" type="checkbox"/> With other MSs (no shared border) <input type="checkbox"/> Non EU countries | <input checked="" type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic |

Brief summary of the project idea (max 800 characters)

Scope of the AKTES transnational cooperation project is to develop and operate a transnational quality pact for the coastal participating areas so as to unite their enterprises and their tourism products under a common strategy on quality of services and products offered, and, as a result to improve their tourism products, increase the tourism demand and visitors' satisfaction, and lead to a 12-month tourism period, thus to more rural income and work places in the participating coastal areas.

Looking for partner located in the following types of areas (select as many items as you want)

| | | |
|---|---|---|
| <input type="checkbox"/> National / Regional borders <input type="checkbox"/> Inland <input checked="" type="checkbox"/> Island <input type="checkbox"/> Lakes and rivers <input checked="" type="checkbox"/> Coastal <input type="checkbox"/> Mountainous | <input type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input type="checkbox"/> Small town <input type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood | <input checked="" type="checkbox"/> Isolated / remote <input checked="" type="checkbox"/> Sea basin <input checked="" type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic |
|---|---|---|

Looking for partner located in areas with the following assets (select as many items as you want)

| | | |
|---|--|---|
| <input type="checkbox"/> High Nature Value <input type="checkbox"/> Cropland <input type="checkbox"/> Pasture | <input type="checkbox"/> Forest <input type="checkbox"/> Non-productive land <input type="checkbox"/> Industry | <input type="checkbox"/> Presence of relevant cultural sites <input type="checkbox"/> Mineral extraction <input type="checkbox"/> Protected areas |
|---|--|---|

Topic of the project (select up to 10 items)

| | |
|--|--|
| <input type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input type="checkbox"/> New technologies <input type="checkbox"/> Knowledge transfer / education / training activities <input type="checkbox"/> Broadband / Internet / ICT <input type="checkbox"/> Culture and Cultural heritage | <input type="checkbox"/> Built environment <input type="checkbox"/> Village, harbour renewal <input type="checkbox"/> Public / community spaces / green areas <input type="checkbox"/> Energy efficiency, retro fitting buildings <input type="checkbox"/> Reconversion brownfield areas <input type="checkbox"/> Rural infrastructures |
| <input type="checkbox"/> Agriculture & Farming <input type="checkbox"/> Small farms <input type="checkbox"/> Semi-subsistence farming <input type="checkbox"/> Organic farming <input type="checkbox"/> Livestock <input type="checkbox"/> Animal welfare <input type="checkbox"/> Young farmers <input type="checkbox"/> Urban farming <input checked="" type="checkbox"/> Fisheries and aquaculture <input checked="" type="checkbox"/> Fisheries <input type="checkbox"/> Aquaculture <input type="checkbox"/> Forestry <input type="checkbox"/> Food & Drink <input checked="" type="checkbox"/> Marketing <input type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input checked="" type="checkbox"/> Tourism / Territorial branding | <input type="checkbox"/> Social inclusion / Public services <input type="checkbox"/> Integrated service delivery <input type="checkbox"/> Social services <input type="checkbox"/> Transport & Mobility <input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Anti-discrimination <input type="checkbox"/> Social enterprises <input type="checkbox"/> Employment / job creation <input type="checkbox"/> Access to labour market <input type="checkbox"/> Work-private life reconciliation <input type="checkbox"/> Self-employment <input type="checkbox"/> Upskilling Target groups: <input type="checkbox"/> Youth <input type="checkbox"/> Women <input type="checkbox"/> Long term unemployed <input type="checkbox"/> Homeless <input type="checkbox"/> Elderly <input type="checkbox"/> Migrants <input checked="" type="checkbox"/> Fishermen <input type="checkbox"/> Marginalised communities e.g. Roma <input type="checkbox"/> People with disabilities <input type="checkbox"/> Ex-offenders <input checked="" type="checkbox"/> Others |
| <input type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Climate change mitigation / adaptation <input type="checkbox"/> Local energy production / renewable energies <input type="checkbox"/> Circular economy / bio, green economy | |
| <input type="checkbox"/> Governance <input type="checkbox"/> Community development <input type="checkbox"/> Rural Urban linkages | |
| Additional keywords: (up to 3) Alternative tourism, quality services, common strategy | |

OBJECTIVE

Initial position / background / local context of the proposed project (max 800 characters)

The starting situation or local context in which the projects is going to operate

Coastal areas are lagging significantly behind regarding quality issues. This fact leads to low tourism demand, and to low quality tourism products. Each area does not have the capacity to deal with this issue itself due to lack of integrated know-how and experience, but many areas together can join forces and develop a common high quality product that will be also commonly marketed and sold. Low quality means also low supplementary income for local fishermen and other producers who base their quality of life on the supplementary income from tourism.

Proposed objectives / target group and activities (max 800 characters)

Scope of the transnational cooperation is the development of a common strategy based on local experiences (exchange of experience) and the exploitation of each area's identity and potential for a common goal to increase tourism flows and mitigate seasonality.

Proposed Action Plan:

- Business Plan for the operation of the transnational coastal quality pact AKTES and Internal Operation Regulation to secure its viability and serve its vision and mission
- Legal establishment of the transnational organization
- Conducting common quality specifications: a) for services, b) for products
- Design of the AKTES quality logo and production of 20.000 stickers
- Design of the AKTES certificate and production of 2.000 wall tablets for the participating enterprises
- Quality control programming and certificate assignment procedures
- Development and operation of common website of the participating areas
- Design of 5 transnational thematic itineraries and production of 5.000 maps
- Design of 15 transnational thematic tourism packages and production of 15.000 booklets
- Development of social media accounts (Facebook, Twitter, Instagram)
- Design and production of promotion brochure
- Agreements with regional and national travel agencies to promote the tourism packages and advertising on web tourism magazines and sites

Country and /or kind of partner you are looking for (ALL EU in case the interest is on any EU country)

Cyprus, Italy, Malta, Spain, Portugal, France

Languages spoken by your LAG staff

English, Greek

OFFERING LAG

Contact details

| | |
|--------------|--|
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This Cooperation Offer is valid until

This is a mandatory field! Please provide a date after which the cooperation offer will not be valid anymore.

This cooperation offer is valid until the 31th of March 2017

Date: 28/09/2016