



## CLLD Cooperation OFFER

### Title of the proposed project (English)

**“iFlavours”**

### Type of project (select as many as you want)

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

### Brief summary of the project idea (max 800 characters)

Scope of the iFlavours transnational CLLD project is to develop a common mobile application for the participating areas that will guide tourists (as well as citizens) to easily locate certified agricultural products (PDO, PGI, TSG, other certifications) when they visit an area and to learn on these products before they buy them.

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

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

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

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

Topic of the project (select up to 10 items)

<input checked="" type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input checked="" type="checkbox"/> New technologies <input type="checkbox"/> Knowledge transfer / education / training activities <input checked="" 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"/> 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  <b>Target groups:</b> <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 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"/> 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 type="checkbox"/> Fisheries and aquaculture <input type="checkbox"/> Fisheries <input type="checkbox"/> Aquaculture  <input type="checkbox"/> Forestry <input checked="" 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 type="checkbox"/> Tourism / Territorial branding	
<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	
<b>Additional keywords: (up to 3)</b>  Certified products, mobile application, tourism	

## 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*

Certified agricultural products are a very important attraction point for tourists when they look for new destinations or when they visit an area. However, tourists today struggle to find integrated information on the certified products that each area offers and struggle to locate the products, finally being satisfied by “bumping” into some of the products in urban markets. This situation decreases the interest on certified products, does not offer decentralized areas the opportunity to attract tourists with one of their few “weapons” along with nature and quietness.

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

Objectives of the project are:

- Increase the demand for and offer of certified products
- Increase touristic flows to decentralized and not highly touristic zones
- Upgrade the promotion of small local enterprises
- Promote the participating areas to product-seekers
- Increase complementary rural income
- Lead to a future integrated EU mobile map for certified products in rural areas.

Target groups:

- Tourists
- Citizens
- Flavors and products seekers

Proposed Action Plan:

- Development of the application
- Collection, development and finalization of information on certified products per area
- Collection of information on enterprises selling the products
- Finalization of agreements with the enterprises (that will secure the continuous offer of products and standard exchange of information with the LAGs on any changes)
- Promotion of the application in all areas and online
- Participation in tourism exhibitions

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

Austria, Cyprus, Italy, Malta, Spain, Portugal, France

### Languages spoken by your LAG staff

English, Greek

## OFFERING LAG

## Contact details

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Region	Thessaly
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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 March 2017.

**Date:** 28/09/2016