



CLLD Cooperation OFFER

Title of the proposed project (English)

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| QUALITY PRODUCTS IN THE MEDITERRANEAN BASIN |
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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)

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| <p>The project aims to differentiate and promote agri-food products of differentiated quality protected by Protected Designations of Origin (PDO) or Protected Geographical Indications (PGI). Our Region of the Northeast of the Region of Murcia, has four Protected Denominations of Origin of consolidated prestige. Two of these denominations of origin are around the wine (we counted in the region with two of the three existing in the Region of Murcia), and they are the D.O.P. Wines of Jumilla, and D.O.P. Wines of Yecla. The other Denominations of Origin are around the pear Ercolini, D.O.P. Pera de Jumilla, and the rest around cheeses and cheese to wine, D.O.P. Cheese from Murcia and Cheese to Wine.</p> |
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Looking for partner located in the following types of areas (select as many items as you want)

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|--|---|--|
| <input type="checkbox"/> National / Regional borders | <input checked="" type="checkbox"/> Rural | <input type="checkbox"/> Isolated / remote |
| <input type="checkbox"/> Inland | <input type="checkbox"/> Peri-Urban | <input type="checkbox"/> Sea basin |
| <input type="checkbox"/> Island | <input type="checkbox"/> Urban | <input type="checkbox"/> Mediterranean |
| <input type="checkbox"/> Lakes and rivers | <input type="checkbox"/> Small town | <input type="checkbox"/> Baltic |
| <input type="checkbox"/> Coastal | <input type="checkbox"/> Historic centre | <input type="checkbox"/> North Sea |
| <input 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)*

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| <input 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 checked="" type="checkbox"/> Industry | <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 checked="" 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 <ul style="list-style-type: none"> <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 <ul style="list-style-type: none"> <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 <ul style="list-style-type: none"> <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: <ul style="list-style-type: none"> <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 type="checkbox"/> Others |
| <input type="checkbox"/> Agriculture & Farming <ul style="list-style-type: none"> <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 <ul style="list-style-type: none"> <input type="checkbox"/> Fisheries <input type="checkbox"/> Aquaculture <input type="checkbox"/> Forestry <input checked="" type="checkbox"/> Food & Drink <input 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 | |
| Additional keywords: (up to 3) | |

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

Project in the beginning phase. The objectives and budget must be agreed between all participants.

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

- The main objective is to differentiate, promote and disseminate their qualities as products of indigenous quality in the Mediterranean Basin, mainly covered by Denominations of Origin or Protected Geographical Indications.
- To do this, we want to promote these products among the general population and professionals in the sector, in fairs, attendance at congresses, workshops and conferences, including advertising in written or audiovisual media.
- We also consider important the exchange of experiences and knowledge among actors in the sector.

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

- GALs belonging, preferably, to countries in the Mediterranean arc. (Spain, Portugal, France, Italy, Slovenia, Croatia, Greece, Cyprus, Malta).
- Managing entities of PDOs, PGIs, or similar entities.
- Producers and marketers of this type of products.

Languages spoken by your LAG staff

Spanish, English, French

OFFERING LAG

Contact details

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|---------------------|---|
| Member State | Spain |
| Region | Región de Murcia |
| LAG name | A.D.C. Nordeste Región de Murcia |
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| LAG Address | Avenida Pablo Picasso, 103 – bajo E-30510 Yecla (Murcia) - Spain |

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.

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| December 2017 |
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Date: Yecla, January 10, 2017