



PRESENTATION OF INITIATIVE OF RURAL DEVELOPMENT FOR THE ATLANTIC AREA



OFFER OF DEVELOPMENT OF CROPS AND SUSTAINABLE PRODUCTS IN THE ATLANTIC AREA.

The present offer aspires to be of interest for the entities invited with the aim to appear to the annual European program call Atlantic Area. The above mentioned program has just opened the phase of expressions of interest that ends May 31, 2016 and that allows institutions, groups and centers of academic investigation to present ideas to give transnational answers to territorial shared challenges.

In this concrete case it is a question of approaching the problematic ones of the rural way and of the sector agricultural region covered by this program call to try to articulate a strategy more according to the green growth and really to generate employment.



The promoters:

- Pontevedra Deputation as a public organization providing cooperation to small municipalities
- Silleda City Council and local administration closely linked to the primary sector and promoter of a Local Agrarian Development Center

The Partners:

- Santiago de Compostela University as an organization with a department of Economic Research and Rural Development area.
- Municipality of Lalín
- Municipality of Caldas de Reis

- Polytechnic Institute of Viana do Castelo (Superior School of Business Studies and Higher Agricultural School).
- Valença City Council
- Municipality of Paredes de Coura

Summary

The landscape quality of our territory is being degraded by the state of abandonment of mountain and forest heritage and the negative impact of productive agricultural systems.

Industrialized agriculture does not solve important socio-economic problems such as high unemployment, depopulation, aging of the rural population, indebtedness of producers ... and ecological (pollution of water, generation of greenhouse gases, etc.), which are increasingly accentuate. On the other hand, employment opportunities in rural areas are more limited than in cities being necessary to promote sustainable and innovative strategies in those sectors where the rural area has potential as tourism and the primary sector.

A common challenge to the territory of cooperation is to be able to develop initiatives for economic revitalization of rural areas from a transnational perspective to take advantage of different experiences of the territories and to articulate effective responses to common problems.



In this respect it is proposed to take advantage of the growing culture of a lifestyle based on responsible consumption that prioritizes respect for the environment and sustainable production to generate a transnational rural development initiative. The growing demand for products "from farm to market," "green products" can be an opportunity to solve the current problems of rural development. Different regions of the Atlantic Area have the opportunity to implement a strategy of putting in value crops and products of the Atlantic, of farm products produced in a sustainable and high quality to create opportunities for economic revitalization in areas related to the primary sector.

The project presented is centred on five big lines of action:

- ✓ Training in the agrarian world.
- ✓ Planting crops and new opportunities.
- ✓ Products commercialization.
- ✓ Generation of an Atlantic brand to put in value the singularities and the value of the products of these regions.
- ✓ Awareness of the Atlantic Area public on responsible consumption and healthy lifestyles.



In the first line of action, the main objective is the creation of an agrarian school where students will be trained in teaching strongly linked with the rural (with plots, nurseries and greenhouses, for the experiments). There is claimed that the school has an eminently practical nature and used to the employment of students to form in it. However, it also provides function as an incubator for agricultural enterprises because in rural areas many of the participants have land to implement their business project.

In the training activities it is expected to involve the local and regional governments, universities and companies in the sector which may serve to transfer knowledge to students and entrepreneurs.

In the second line of action, the main objective is to promote the agricultural entrepreneurship in different productive orientations. It has entrepreneurs involved in the project: organic garden projects, conventional plot and garden projects, projects of exploitation of berries and apple cider. There are other productions that have an interest among the consumers and therefore can provide a basis for a new enterprise. In the medium term it is also intended to make the transformation of primary production in order to obtain higher value-added products under food quality as a distinctive sign.



In the third line of action, the main objective is to analyze the location of the marketing channels in the national and international market. For it there will be realized the study of a series of interconnected activities that go from the system of packing, transport, storage, the distribution and sale of the same ones.

There will be realized a study of different aspects of the commercialization inspired by the commercialization in short channels. It will be studied the direct sale on the local market, the sale in specialized shops, the sale to restaurants and processing industry.

The fourth line of action, the main objective is to obtain the recognition of the Atlantic production, creating a own brand that would unite all European countries that take part of the project and that allows to take advantage of the commercial value of the products. This constitutes a fundamental factor at the moment to improve rural livelihoods factors.



In the fifth line of action, the main objective is to sensitize the community through information strategies on the importance of quality of life; develop abilities and skills that promote self-care attitudes and behaviors through the development of healthy life styles consistent with the use of leisure time; create a culture of healthy eating as the linchpin of health care.

The area of application would be the North area of Pontevedra, the Northern region of Portugal and the territory of the French Brittany counting for development with various municipalities and the active participation of academic institutions linked to these spaces.

The proposal would be submitted to the priority 2 of the program of promotion of the efficiency of the resources in specific aim 2.2 of promotion of the green growth, the eco-innovation and the environmental efficiency. For it, the offer would adjust to the aims marked in the Program:

"The principal change that is tried to achieve is to obtain a frame of reinforced cooperation that facilitates greater awareness of eco-innovation and eco-efficiency, promotion companies and environmentally efficient organizations and facilitate to give a better response to the demand by the market, the social and public organizations of products and services friendly with the environment, by supporting the introduction of an effective combination of policies and measures concerning the supply and demand to stimulate research and innovation favorable to the ecological growth".

"As a result of transnational cooperation, the program aims to help manage more effectively investments towards eco-innovation and promote favorable conditions to reduce the intensity of materials, goods and services and waste, promote recycling and improve the durability and the service intensity of goods and services, promoting business cooperation in this field and contribute to the creation of support networks and transnational structures to inform, promote and encourage eco-innovation, eco-efficiency and green growth in the area of the Atlantic area".

In this first phase of presentation of the EOI it is necessary to present a clear idea of the proposed project. The EOI should include a summary of the project and defining its general objective, the transnational challenge addressed, partnership and coherence to answer the challenge, the indicative budget and other basic elements.

If EOI be selected the next step would be to develop a project in detail to present a formal application that could benefit from a 75% co-financing.

The time of implementation would be 36 months from the approval of the nomination submitted to Atlantic Area program.

PROMOTERS:



PARTNERS:



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