



Photo credit: Israeli Ministry of Tourism

## Common Mediterranean Development Programme

### CoMeD Pro

**Priority 1** Promotion of socio-economic development and enhancement of territories

**Measure 1.2** Strengthening economic clusters creating synergies among potentials of the Mediterranean Sea Basin Countries



Project  
funded by the  
**EUROPEAN UNION**



**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

## Project in brief

The Mediterranean Sea Basin has always been a common space characterized by intense exchanges of people, culture, goods and values among its countries. Nowadays, the contribution of typical products such as wine, salt, olive oil, textile and crafts to the economy of rural areas is progressively decreasing due to several problems including population decline, abandonment of agricultural activities and loss of competitiveness of small agro-food and crafts businesses. The current economic and social crisis is stressing the need for coordinated actions which have the potential to improve opportunities for small agricultural industries and local products businesses.

Through the integration of local SMEs into a common touristic trail, **CoMeD Pro** project will seek to generate higher flows of visitors interested in quality agricultural and crafts products enabling at the same time a more stable demand. Additionally CoMeD Pro will assist small entrepreneurs to develop their management and marketing skills as well as to enhance the overall quality of their goods.

## Beneficiary

Generalitat de Catalunya - Department of Agriculture, Livestock, Fisheries, Food and Natural Environment (Spain, Cataluña)

## Partnership

1. GAL Terre Shardana (Italy, Sardegna)
2. Ministry of Tourism (Israel)

## Specific objectives

- To foster the competitiveness of traditional crafts and local product businesses on both shores by integrating them in a transnational touristic trail with common quality standards
- To stimulate the transition of traditional crafts and local products sector towards the fulfilment of higher quality standards

## Expected results

- A transnational touristic trail, to involve around 400 traditional crafts and local product businesses offering the same quality standards, created in Israel, Italy and Spain
- Skills and knowledge of small business managers and workers enhanced
- 1 common framework and 2 sector-oriented business incubation and consolidation programmes developed
- 30 new traditional crafts and local product businesses assisted in their start-up phase
- Competitiveness of small agro-food and crafts businesses reinforced through the implementation of individual support schemes

## Main activities

- Definition of the businesses to be included in the touristic trail by preparing a list of the most important traditional crafts and local products in each concerned areas (Catalonia, Sardegna, Galilee and the Negev desert)
- Definition of quality standards that businesses willing to join the touristic trail have to fulfil
- Touristic trail design and set up
- Creation of a web platform featuring general information about the touristic trail, local data (maps, suggestions for visitors, contact details of businesses, etc.) as well an online shop displaying products and services offered by businesses involved in the trail
- Implementation of specific investment schemes to support selected agro-food and crafts businesses development
- Training seminars for business workers and managers, stakeholders' staff and unemployed people
- Organization of business matching events aimed at triggering cooperation and commercial flows between traditional crafts/local products and complementary businesses

## Target groups

- Small traditional crafts and local product businesses in the concerned areas
- Local, regional or national stakeholders

## Final beneficiaries

- Staff working in small traditional crafts and local product businesses
- Public or private sector-oriented stakeholders
- Unemployed people

## Duration

20 months (December 2013 - August 2015)

## Budget

- Total budget: € 1.530.000
- Programme contribution: € 1.377.000 (90%)
- Project co-financing: € 153.000 (10%)

## Website

Under construction

## Contact person

Ms. Immaculada Malet i Prat

Project coordinator

Generalitat de Catalunya

[immaculada.malet@gencat.cat](mailto:immaculada.malet@gencat.cat)

+34 933 046 700

