



# MARAKANDA

**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

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Programme  
funded by the  
**EUROPEAN UNION**



**REGIONE AUTONOMA DELLA SARDEGNA**

## Project in brief

The Mediterranean area has a rich history of city markets which have for many centuries acted as focal points for social, commercial and cultural activities. Markets represent an important part of the Mediterranean heritage and are still catalysts for local development. However, the traditional functions of markets are currently being eroded raising concern over their future viability. **MARAKANDA** aims at preserving typical Mediterranean markets through the setting-up of a cross-border cluster to promote the integration of high quality agro-food/handicraft production chains and improve governance processes among private and public actors in city markets.

## Beneficiary

Municipality of Florence (Italy, Toscana)

## Partnership

1. Municipality of Genoa (Italy, Liguria)
2. Local Authorities Union of Xanthi District (Greece, Anatoliki Makedonia - Thraki)
3. Municipality of Limassol (Cyprus)
4. University of Genoa - Research Centre in Town Planning and Ecological Engineering (Italy, Liguria)
5. Municipal Institute of Markets of Barcelona (Spain, Cataluña)
6. PLURAL - European Study Centre (Italy, Liguria)
7. Municipality of Favara (Italy, Sicilia)
8. National Research Centre (Egypt)
9. Souk El Tayeb (Lebanon)

## Specific objectives

- To upgrade competencies and capacities of public officers and small entrepreneurs operating in city markets through the exchange of good practices
- To achieve, share and enhance common quality standards for the efficient management of historic city markets
- To cluster micro and small enterprises of high quality agro-food and artistic handicraft sectors operating in city markets in order to foster their internationalisation

## Expected results

- Networked local authorities and stakeholders sharing experience and best practices in matter of historic city markets
- Development and strengthening of the knowledge, skills as well as policy capacity of target groups by transferring know-how
- Identification of new models of public markets economically sustainable leading to the improvement of local policies, through the experimentation of pilot projects
- Enhancement of the capacities of professionals participating in training activities
- Stimulating transfer of know-how among SMEs and support them in networking, partnering and promoting their products and services at local and international level
- Promotion of the integration of productive chains strategies at Mediterranean level with focus on high quality agro-food and handicraft products

## Target groups

- Local authorities
- Markets
- Chambers of commerce

## Final beneficiaries

- Local food producers and sellers
- Handicraft micro and small enterprises

## Duration

36 months

## Budget

- Total budget: € 1.355.000
- Programme contribution: € 1.219.500 (90%)
- Project co-financing: € 135.500 (10%)

## Contact person

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