

PROJECT OBJECTIVES:

The main objective of the Project is to encourage and support entrepreneurship in the primary sector at the mountainous and remote areas of Pindos. The specific objectives of the Project are:

- The sensitization and the active participation of local social capacity to the provision of information and to the motivation of the target group, as well as to the holistic approach of organic farming and animal breeding, healthy nutrition and protection of the environment.
- The strengthening of local structures and services in regards to their capacities to provide integrated support for the set up and operation of agricultural entrepreneurial units.
- The support of the people living at the mountainous and remote areas in order to establish and operate three integrated pilot organic farms.

REPRESENTATIVE ACTIVITIES OF THE PROJECT

- Mobilisation and sensitization of the central and local agents and the social partners in the five Prefectures (Grevena, Trikala, Kastoria, Karditsa, Ioannina) on the concepts of sustainable development, hygiene and safety of consumers and producers and balanced growth of areas.
- Dissemination of information and awareness raising at the population of Pindos highlands on the possibilities and prospective for the development of business initiatives in the sector of organic and quality products.

INNOVATION

The innovation of the proposed project is its own objective, namely the design and implementation of an integrated plan of coordinated activities that will encourage and support the population of mountainous areas of Pindos to develop entrepreneurial activity in the primary sector and in particular in the production of qualified and certified agricultural products.



Grevena>Trikala>Kastoria>Karditsa>Ioannina

Transnational cooperation - exchange of "know-how"

equality of opportunities for men and women

priority to young people

BASIC AIMS OF TRANSNATIONAL PROJECT:

The transnational partnership of the Project aims to the exchange of experiences and to the dissemination of good practices, tools and know how, in particular in the following topics that the Project will elaborate:

- Ways to approach and motivate special-isolated population groups and methods to enhance entrepreneurship at groups that undergo difficulties in accessing information and employment.
- Creation and operation of an informal interveners' body (community agents, community facilitators).
- Design of training models and educational packages suitable to meet the particular needs of the target group.
- Systems of organising informative and supporting structures for the development of entrepreneurial activity from the target group.
- Upgrading of local capacities to confront the needs of special groups.
- Integration of the principles of environmental protection, quality of products, employment of special population groups (social and environmental responsibility) to entrepreneurial practice.



- Establishment of permanent supporting structures that will have access to the target group and the capability to collect, manage and circulate the essential information regarding the development of business activities in the particular sector.
- Elaboration of specialized studies in the fields of agricultural economics and entrepreneurship and production of relevant specialized editions (guide to the quality characteristics of agricultural products)
- Creation of pilot entrepreneurial activities (integrated organic agriculture and animal breeding farms) from the beneficiaries of the target group.
- Training of both farmers and supporting structures' personnel.
- Specialised agriculture workshops.
- Transnational cooperation for the exchange of expertise - experiences and the dissemination of good practices in the field of entrepreneurship and agricultural economy.

EQUAL OPPORTUNITIES

The Project is addressed in equal terms to all the inhabitants and gender equality is horizontally integrated without any particular reference - distinction to sex or age. In respect to the methodology of implementation, the Development Partnership will give priority to the participation of youth and women.

