

ANEXO III. Resumen del Formulario de Candidatura aprobado del proyecto MedSNAIL (en inglés)

Asistencia técnica Proyecto MedSNAIL

Ref.: AT_MEDSNAIL_2020

Main information

Title	Sustainable Networks for Agro-food Innovation Leading in the Mediterranean
Acronym	MedSNAIL
Applicant	Federación Andaluza de Municipios y Provincias
Duration (months)	36
Thematic Objectives	A.1 - Business and SMEs development (Promote economic and social development)
Priority	A.1.2 - Strengthen and support networks, clusters, consortia and value-chains
EU Partners/Countries	3
MPC Partners/Countries	4
International Organizations	0
Associated partners	0
Geographic coverage	Spain, Italy, Lebanon, Palestine, Tunisia, Malta, Jordan

Logical Framework

Programme Overarching objective		Programme Priority		
A.1 - Business and SMEs development (Promote economic and social development)		A.1.2 - Strengthen and support networks, clusters, consortia and value-chains		
Project general and specific objectives				
General objective		Specific objective(s)		
The general objective shall contribute to the Programme strategy (relevant i.e. Overarching objective).		What does the project want to achieve in relation to the addressed Programme Priority? The project must consider at least one specific objective. The maximum number of specific objectives is three.		
Fostering socially and environmentally sustainable development of agro-food SMEs by valorising traditional Euro-Mediterranean products according to a “slow” approach and short-chain principles		Structuring and testing consultancy, support and training services to be provided to local actors (agro-food SMEs, public authorities) in order to raise awareness on the SLOW principles and define new pathways for a sustainable and durable development, beyond major economic trends Promoting clustering of traditional products/producers, through a common approach to selected products in the cooperation area, thus increasing their visibility and diffusion in domestic and Euro-Mediterranean markets and triggering rural development while preserving local heritage and identity		
Priority, expected results and indicators				
Priority	Expected results	Expected results indicators	Programme target	Project target
A.1.2 - Strengthen and support networks, clusters, consortia and value-chains	1.2.1	1.2.1.A	90.0	30.0

Results and outputs indicators

Expected result(s)	Project outputs	WP	Output indicator(s)	Programme target values* *See Annex 2 of the JOP	Project target value Once indicated the Programme outputs indicator(s), quantify the project target values
1.2.1	<u>MedSNAIL Legacy</u>	<u>WP3</u>	<u>1.2.1.3.c</u>	<u>120.0</u>	<u>30.0</u>
	<u>Sustainable food value chain pilot projects</u>	<u>WP4</u>	<u>1.2.1.1.a</u>	<u>120.0</u>	<u>90.0</u>
	<u>Slow-hubs for quality consultancy services to SMEs</u>	<u>WP4</u>	<u>1.2.1.1.a</u>	<u>120.0</u>	<u>30.0</u>
	<u>Marketing and promotion tools</u>	<u>WP4</u>	<u>1.2.1.3.c</u>	<u>120.0</u>	<u>30.0</u>
	<u>Sustainable food value chain pilot projects</u>	<u>WP4</u>	<u>1.2.1.3.c</u>	<u>120.0</u>	<u>30.0</u>
	<u>New memberships of Terra Madre network</u>	<u>WP4</u>	<u>1.2.1.2.b</u>	<u>120.0</u>	<u>30.0</u>

Outputs overview

WPs	Semester					
	I	II	III	IV	V	VI
WP1						
1.1. Technical Manual on reporting and financial procedures						
1.2. Quality and risk management strategy						
1.3. Monitoring and evaluation plan						
1.4. Project Management meetings						
1.5. Progress reports						
1.6. Monitoring & Evaluation Reports						
WP2						
2.1. Communication plan						
2.2. Local Events						
2.3. Final Event						
2.4. Communication pack						
2.5. Awareness Campaign on responsible consumption						
2.6. External Events						
2.7. Capitalization plan						
2.8. Capitalization seminars						
WP3						
Agro biodiversity study						
MedSNAIL geodatabase & open online platform						
MedSNAIL strategic framework						
Training courses on MedSNAIL approach						
MedSNAIL Alliance						
MedSNAIL Legacy						
WP4						
Sustainable food value chain pilot projects						
Marketing and promotion tools						
New memberships of Terra Madre network						
Slow-hubs for quality consultancy services to SMEs						

Work packages description

Type of WP	Project management		
WP Nr	WP Title		
1	Management		
WP coordinator: Applicant			
Involved partners: PP1, PP2, PP3, PP4, PP5, PP6			
Description of key management tools:			
Describe the coordination methodology and the monitoring and evaluation arrangements, and in particular: <ul style="list-style-type: none"> • Structure, responsibilities and procedures for the day-to-day management and coordination; • Internal organization within the partnership and decision making system; • Role of each member of the partnership; • Reporting and evaluation procedures focusing on selected results and outputs indicators. 			
The management structure will include: <p>-3 key figures appointed by the LP: a Project Coordinator (PC), responsible for overall project organization, implementation and financial management and for ensuring regular exchange of information among PPs; a Financial Manager, in charge of financial and administrative issues, and a Communication Manager, responsible for publicity, dissemination and capitalisation (see WP2)</p> <p>-Steering Committee – SC (formed by 1 representative per PP, chaired by the LP); it will guide project implementation by taking major decisions; evaluate project progress (review work plans and reports, identify/assess potential risks, approve changes/corrective actions); manage financial/organizational aspects; evaluate quality/relevance of outputs. 6 biannual SC meetings are foreseen; during the 1st one, the SC will approve its rules of procedure (including decision-making and risk management). SC will take decisions by simple majority vote, and approve any changes of project contents or deadlines</p> <p>-Technical Board – TB (formed by 1 representative per PP, chaired by the PC), responsible for technical coordination, will define monitoring and quality assessment procedures, analyse project progress, assess communication actions and propose corrective measures to be submitted to the SC. TB meetings will be combined with SC meetings to optimize travel costs</p> <p>FAMP will be supported in its role as WP leader by each PP, who will have to: identify a person in charge of administrative & financial issues, one in charge of communication, and an external auditor for the certification of expenditures; provide administrative & financial documents upon LP's request; contribute to the preparation of key management tools (Technical Manual on reporting and financial procedures, Quality and risk management strategy, Monitoring & evaluation plan, online file-sharing system, etc.). Besides periodical meetings, PPs will constantly keep in touch via e-mail and tele-conferences.</p>			
Output 1.1	Output title	Target value	Semester of delivery
	1.1. Technical Manual on reporting and financial procedures	1.0	I
	Output description		
	The Manual will define the procedures for the project technical and financial reporting (including accounting, reporting, internal control, procurement and relationship with external auditors), with the purpose to support the PPs' reporting activities and ensure their harmonization and compliance with the Programme rules. It will include templates of Progress reports.		
Activity 1.1.1	Activity title	Starting Month	Ending Month
	A. 1.1.1. Elaborating the Technical Manual on reporting and financial procedures	1	3

	Activity description The preparation of the Manual is a task of the LP, which will prepare a draft and submit it to the SC for approval. PPs will have the opportunity to propose amendments and integrations to the draft before approval.		
Output 1.2	Output title 1.2. Quality and risk management strategy	Target value 1.0	Semester of delivery I
	Output description The quality and risk management strategy will identify the main potential sources of variation in project activities, assess them by their probability and level of impact, and define mitigation procedures and possible corrective actions (i.e. budget control procedures to tackle financial progress delays).		
Activity 1.2.1	Activity title A 1.2.1. Drafting the Quality and risk management strategy	Starting Month 1	Ending Month 3
	Activity description The activity of quality and risk management concerns the definition and avoidance of risks, and the definition of quality standards for WP and outputs. It is a task of the Technical Board, which will assess, monitor and periodically reassess risks and quality levels in each WP, and propose the corrective actions that will be approved by the Steering Committee.		
Output 1.3	Output title 1.3. Monitoring and evaluation plan	Target value 1.0	Semester of delivery I
	Output description The plan will describe the system set up by the project to monitor and evaluate activities related to project management, implementation and communication. It will detail procedures, targets and indicators, and include forms/checklists and other tools to be used for monitoring & evaluation, i.e. the templates of the Monitoring & Evaluation report and of the evaluation questionnaires to be filled in by the participants in project meetings.		
Activity 1.3.1	Activity title A 1.3.1. Drafting the Monitoring and Evaluation plan	Starting Month 1	Ending Month 3
	Activity description The preparation of the Monitoring and Evaluation Plan is a task of the LP, which will prepare a draft and submit it to the SC for approval. PPs will have the opportunity to propose amendments and integrations to the draft before approval. The activity will include the set-up of the project monitoring system (monitoring protocol, responsibilities, indicators and targets) and tools (i.e. an online file sharing system allowing for easy sharing and updating of documents and reports).		
Output 1.4	Output title 1.4. Project Management meetings	Target value 6.0	Semester of delivery I, II, III, IV, V, VI
	Output description The output includes the Kick Off Meeting, the meetings of the Steering Committee and those of the Technical Board, all aimed at ensuring effective coordination, and at guaranteeing the appropriate involvement and responsibility of all partners in the implementation of project activities. The Kick Off Meeting will be held at M2, and other 5 biannual meetings are foreseen (coupling SC and TB to optimize travel costs), which will be either hosted by PPs or held online, if necessary.		
Activity 1.4.1	Activity title A. 1.4.1. Kick Off Meeting	Starting Month 1	Ending Month 2
	Activity description The Kick Off Meeting will represent the opening of the project and involve all PPs. The activity		

	includes: the organization by FAMP of the meeting and of a related press conference; the preparation by PPs of press releases to publicize the event; the drafting by FAMP of a short report of the meeting, including the decisions taken, the composition of the project management structure and the names and contacts of the partners' contact persons in charge of project activities.		
Activity 1.4.2	Activity title A.1.4.2. Steering Committee meetings	Starting Month 2	Ending Month 36
	Activity description The activity includes the organization and implementation of 6 Steering Committee meetings, which will serve to keep track of the technical, administrative & financial progress of the project, to highlight any problems encountered by PPs, and to take decisions on possible variations in the project contents, actions and timetable. SC meetings will be combined with TB meetings (A 1.4.2) to optimize travel costs. LP will be in charge of preparing minutes of each meeting.		
Activity 1.4.3	Activity title A.1.4.3. Technical Board meetings	Starting Month 2	Ending Month 36
	Activity description The activity includes the organization and implementation of 6 Technical Board meetings, which will serve to monitor and assess the progress and quality of project activities and outputs, to highlight any problems encountered by PPs, and to identify possible variations in the project contents, actions and timetable. TB meetings will be combined with SC meetings (A 1.4.1) to optimize travel costs. PC will be in charge of preparing minutes of each meeting.		
Output 1.5	Output title 1.5. Progress reports	Target value 6.0	Semester of delivery I, II, III, IV, V, VI
	Output description Progress reports, drafted by the Project Coordinator in collaboration with the Financial Manager, will include: 1) Biannual progress reports, containing essential information to track the progress of project activities; 2) Yearly Expenditure Verification Reports; 3) Final report, summarizing the technical, administrative and financial implementation of the projects, the criticalities encountered, the variations and corrective actions introduced, etc., in view of the project closure.		
Activity 1.5.1	Activity title A. 1.5.1. Day-to-day management	Starting Month 1	Ending Month 36
	Activity description The activity, performed by the Project Coordinator with the collaboration of the Financial Manager, includes: set-up of an online file sharing tool and of a PP contact database; internal communication, mainly via e-mail and tele/videoconferences, aimed at ensuring partners' coordination, problem solving and timely delivery of technical, administrative and financial documents; management of administrative-technical aspects; management of project finances; performing of project closure activities.		
Activity 1.5.2	Activity title A. 1.5.2. Preparation of progress reports	Starting Month 4	Ending Month 36
	Activity description A.1.5.2 includes the preparation of 5 biannual Progress Reports, 3 yearly Expenditure Verification Reports, and 1 Final Report. The activity is a task of the LP, but each partner will have to prepare and submit to the LP periodical internal reports and all the documentation required on the activities performed and the related expenditures incurred. The LP will coordinate the preparation and submission of the progress reports and of the payment claims to the MA and transfer funds to partners.		
Output 1.6	Output title 1.6. Monitoring & Evaluation Reports	Target value 6.0	Semester of delivery I, II, III, IV, V, VI
	Output description Periodic reports produced on a six-monthly basis by the Project Coordinator according to the		

	procedures and template provided within the Monitoring & Evaluation Plan (O1.3). They describe the results of the monitoring & evaluation activities, as well as the adjustments measures to be put in place if needed.		
Activity 1.6.1	Activity title A.1.6.1. Preparation of Monitoring & Evaluation Reports	Starting Month 4	Ending Month 36
	Activity description Monitoring and internal evaluation are entrusted to the Lead Partner (supported by all partners), who defines responsibilities and ensures that activities are properly planned and recorded. During SC meetings, the Project Coordinator collects all information needed to assess the progress of each activity against the original planning (in terms of timeframe, resources and budget), and prepares the Monitoring & Evaluation reports.		

Type of WP	Project Communication
WP Nr	WP Title
2	Communication
WP coordinator: Applicant	
Involved partners: Applicant, PP1, PP2, PP3, PP4, PP5, PP6	
Description of key communication tools:	
Include a detailed description of your information and communication plan. A capitalization plan may also be planned as output.	
Project communication, dissemination and capitalization will rely on the following tools:	
<ul style="list-style-type: none"> - Communication Plan - International meetings (Kick Off, final conference) - Local Events - Press releases for each meeting/event - Printed devices (leaflet, poster, brochure) - Digital devices (newsletter, website, social media accounts) - Online file-sharing tool (see A1.3.1) - Participation in external events for networking and dissemination - Capitalization Plan - Technical capitalization seminars targeting difference audiences (private and public sector) 	
Drafting the Communication Plan will be the first task of the Communication Manager. The plan will define the project communication strategy, with the following objectives:	
<ol style="list-style-type: none"> 1) Raising awareness on the project principles and topics (local food communities, sustainable rural development, fair agro-food production, etc.) and on the advantages of the “slow” approach 2) Disseminating knowledge, findings and results achieved by the project 3) Fostering behavioural change towards responsible food production (and consumption) 	
The Plan will also:	
<ul style="list-style-type: none"> - detail communication activities, assigning tasks & responsibilities - identify target groups (farmers, producers’ associations, public authorities in charge of rural development, NGOs and civil society organizations, etc.) and explain how communication activities will be tailored accordingly - establish indicators to monitor the effectiveness and impact of communication activities (number of participants in project events, of appearances in media, of visitors to project website, of recipients of project newsletter, etc.) and the corresponding targets - include templates and guidelines for communication activities. 	

The CM, appointed by the LP, will ensure the coordinated implementation of the Communication Plan, in compliance with the Programme communication rules. All partners will provide contents for information materials, perform local-level communication activities, and report

Output 2.1	Output title 2.1. Communication plan	Target value 1.0	Semester of delivery I
	Output description The Communication plan details the objectives, target groups, key messages, activities/tools, time plan, budget, and evaluation of the project communication activities. Includes a set of indicators for the monitoring & evaluation of communication actions (see WP1), as well as a mailing list of project communication recipients, including media representatives, provided by PPs and updated throughout the project duration.		
Target group	Who will use the main outputs delivered in this work package? Project partners		
Target group involvement	How you will involve the target groups (and other stakeholders)? All partners will collaborate with the Communication Manager, defining the Communication Plan. All partners will exploit the contents of the Communication plan for their communication activities.		
Activity 2.1.1	Activity title A 2.1.1. Drafting the communication plan	Starting Month 2	Ending Month 7
	Activity description The Communication Manager (CM) will produce a draft Communication Plan (including a template of the target contacts' mailing list) and share it with the PPs, who will have the opportunity to propose amendments and integrations and will provide the contacts of target groups at local level. The final version of the plan, assembled by the CM, will be then approved by all partners.		
Output 2.2	Output title 2.2. Local Events	Target value 6.0	Semester of delivery VI
	Output description The Output will include one public conference to be held in each target region at the end of the project, during the Capitalization seminars (O2.9), with the purpose to disseminate project results and outputs to the wider public and pave the way for their future development, transferability and exploitation.		
Target group	Who will use the main outputs delivered in this work package? Wider public in participating regions, local administrations, associations, and media.		
Target group involvement	How you will involve the target groups (and other stakeholders)? Invitation of selected local stakeholders, advertisements in local media and via social networks.		
Activity 2.2.1	Activity title A 2.2.1. Implementation of Local Events	Starting Month 31	Ending Month 34
	Activity description The activity includes the organization of the events by each PP and the preparation of press releases in English, French and Arabic to publicize them. It also includes the preparation by each hosting partner of a synthetic report, including a list of participants, the agenda of the event and the achieved results.		
Output 2.3	Output title 2.3. Final Event	Target value 1.0	Semester of delivery VI
	Output description		

	The MedSNAIL final conference will be held in Seville, organized by FAMP, and will represent the main project dissemination event. The conference will be adequately publicized through the website, social networks, press releases (targeted to international and national-level media) and given further visibility through the partners' own channels and through the last issue of the project newsletter.		
Target group	Who will use the main outputs delivered in this work package? EU institutions, international & national media and institutions, other pertinent EU projects		
Target group involvement	How you will involve the target groups (and other stakeholders)? Invitation of selected stakeholders, advertisements/press releases on international & national media		
Activity 2.3.1	Activity title A.2.3.1. Implementation of the final event	Starting Month 33	Ending Month 36
	Activity description The activity includes the organization and advertise of the event, as well as the preparation of the proceedings of the conference - a synthetic report and the materials presented by speakers, which will be collected by the Communication Manager and made available for download on the project website.		
Output 2.4	Output title 2.4. Communication pack	Target value 1.0	Semester of delivery I, II, III, IV, V, VI
	Output description The output includes both traditional and web-based communication materials: the printed MedSNAIL leaflet, poster and final brochure, the digital project newsletter, as well as the periodic updates of the project website and social media. All these materials will be made available for download on the project website.		
Target group	Who will use the main outputs delivered in this work package? PPs, public administrations, rural enterprises & communities, rural business associations, media		
Target group involvement	How you will involve the target groups (and other stakeholders)? Newsletter dissemination, leaflet distribution during local events, social media campaign		
Activity 2.4.1	Activity title A.2.4.1. Production of MedSNAIL leaflet, poster and final brochure	Starting Month 1	Ending Month 36
	Activity description The activity includes the design (by the CM, in English and French), contents customization by PPs, translation in Arabic and printing of: a leaflet with a short portrait of the project, to be released at the beginning of the project and handed out during project events; an A3 poster with information on the project, to be placed at the PPs' premises; 3) a final brochure summarizing in a non-technical language the main results, lessons learnt and recommendations.		
Activity 2.4.2	Activity title A. 2.4.2. Preparation of MedSNAIL newsletter	Starting Month 5	Ending Month 35
	Activity description The activity includes the design and production by the CM of 6 issues of a biannual digital newsletter (in English - translation in Arabic can be foreseen). All partners will contribute to its contents, which will include updates on project activities as well as information on publications and initiatives relevant to the project topics. The newsletter will be uploaded on the project website and sent to a mailing list of at least 300 contacts identified by the PPs (see O2.1).		
Activity 2.4.3	Activity title A.2.4.3. Web-based communication	Starting Month 1	Ending Month 36
	Activity description The activity includes regular updates of the project website provided by the Programme, creation and management of the project social media accounts (Facebook, Twitter, YouTube...), participation in the Programme's web-based communication. The CM will be in charge of the activity, however all partners will give their contribution, providing contents for the website and social networks.		

Output 2.5	Output title 2.5.Awareness Campaign on responsible consumption	Target value 1.0	Semester of delivery II, VI
	Output description National campaigns tailored to the different national contexts will be implemented to raise awareness among citizens on the influence of their daily food choices on biodiversity conservation and socio-economic development of their region. Local food products and the pilot agro-food chains will be promoted among local consumers. The campaign will include workshops and educational activities that will take place during local events (O2.3).		
Target group	Who will use the main outputs delivered in this work package? Wider public, schools, rural communities		
Target group involvement	How you will involve the target groups (and other stakeholders)? Workshops & educational activities during local events, information campaign		
Activity 2.5.1	Activity title A.2.5.1. Organisation of workshops and educational activities during local events	Starting Month 7	Ending Month 36
	Activity description Each partner hosting a local event (O2.3) will also organize, with support by Slow Food, an “open day” during which all citizens interested in the issues of food, sustainability and rural development will have the opportunity to get information on the project themes, and to be involved in educational activities.		
Activity 2.5.2	Activity title A. 2.5.2 - Information campaign on responsible consumption	Starting Month 7	Ending Month 36
	Activity description MedSNAIL will implement an information campaign targeting schools and large public, also adopting and adapting to local contexts some of Slow Food tools, such as: - Ark of taste campaign - booklet & awareness activities on local products at risk of extinction; - Taste Educational Kit for schools - On line & printed diffusion - "When you shop use your head" booklet		
Output 2.6	Output title 2.6. External Events	Target value 6.0	Semester of delivery II, III, IV, V, VI
	Output description Participation of PPs in External Events (including the Programme clustering & networking activities) is foreseen, in order to enrich the exchange of information and expertise, reinforce the Mediterranean-level network, and foster transferring and capitalization of results. These events (i.e. the EU Agricultural Outlook conference) will be carefully selected by the Consortium so as to maximize project visibility, whilst establishing synergies with other projects/initiatives in the same domain.		
Target group	Who will use the main outputs delivered in this work package? PPs, international policy-makers, international rural development actors, pertinent EU projects		
Target group involvement	How you will involve the target groups (and other stakeholders)? Presentation of the project and/or distribution of project leaflet in external events, networking		
Activity 2.6.1	Activity title A 2.6.1. Participation in External Events	Starting Month 7	Ending Month 36
	Activity description Each partner is expected to participate in at least 2 external events (including the Programme clustering & networking activities), prepare a short report of each event and submit it to the CM, attaching the event agenda. The CM will collect these reports and use them to track and evaluate the		

	communication activities performed during the project.		
Output 2.7	Output title 2.7. Capitalization plan	Target value 1.0	Semester of delivery IV
	Output description The Plan will aim at valorizing the MedSNAIL experience (synthesized in the MedSNAIL Legacy document – see WP3) and will therefore: identify aims and target groups of the capitalization activity; describe the capitalization actions to be undertaken, the related tools and how they will be maintained after the end of the project; provide details on O2.9 - Technical capitalization seminars (procedures for the participants selection and invitation, seminars' structure and topics, etc.).		
Target group	Who will use the main outputs delivered in this work package? PPs, public and private rural development actors in participating regions and beyond.		
Target group involvement	How you will involve the target groups (and other stakeholders)? Capitalization plan jointly drafted by PPs/uploaded on project website/presented in final conference.		
Activity 2.7.1	Activity title A 2.7.1. Drafting the Capitalization Plan	Starting Month 19	Ending Month 24
	Activity description The activity is a task of the CM, in close collaboration with the Project Coordinator.		
Output 2.8	Output title 2.8. Capitalization seminars	Target value 12.0	Semester of delivery VI
	Output description In order to foster the replication and transfer of the MedSNAIL experience, and the mainstreaming of the process in the rural development policies of target regions (and beyond), the project foresees 2 kinds of capitalization seminars, one targeting farmers and agro-business associations, and one addressed to public authorities at all levels. Each seminar will include an extensive presentation of the project, together with thematic, site-specific sessions held by experts.		
Target group	Who will use the main outputs delivered in this work package? Rural entrepreneurs, agro-business associations, PA in charge of rural development policies		
Target group involvement	How you will involve the target groups (and other stakeholders)? Selected stakeholders will be invited to the seminars and informed on project results/opportunities		
Activity 2.8.1	Activity title 2.8.1. Technical capitalization seminar addressed at farmers and agri-business associations	Starting Month 25	Ending Month 36
	Activity description Each partner will organize a seminar in its region, involving farmers and agri-business associations, with the purpose to transfer the project methodology and results, the lessons learnt and all information that could be relevant for the replication of the experience. Contribution of experts (also external) on specific themes will integrate the seminars' contents.		
Activity 2.8.2	Activity title 2.8.2. Technical capitalization seminar addressed at public authorities	Starting Month 25	Ending Month 36
	Activity description Each partner will organize a seminar in its region, involving public authorities (municipalities, regional authorities, Ministries, public agencies in charge of rural development), with the purpose to transfer the project methodology and results, and all information that could be relevant for their mainstreaming in public policies on rural development. Contribution of experts (also external) on specific themes will integrate the seminars' contents.		

Type of WP	Project Implementation
WP Nr	WP Title
3	Agro-food alliance
WP coordinator: PP4	
Involved partners: Applicant, PP1, PP2, PP3, PP4, PP5, PP6	
Contribution to the selected Programme Expected result(s) 1.2.1	
Description of tasks and role of each partner	
Describe precisely the objective of the WP explaining contents and methodology to be implemented, as well as how partners will be involved in its development, highlighting their role and interactions within the other content-related WP.	
<p>WP3 aims at building the common cross-border framework needed for coordinating and harmonizing the implementation of WP4 pilot projects, namely:</p> <ul style="list-style-type: none"> - the MedSNAIL methodology, inspired to the Slow Food approach, aimed at saving/valorising local agro-food products (varieties, breeds, processed food products...), strongly linked to local communities and territories, in order to preserve agro-biodiversity and intangible cultural heritage, empower local farmers and trigger a more socially and environmentally sustainable rural development - a shared knowledge base on agro-biodiversity, built according to an harmonized procedure combining field surveys and desk analysis - a community of local leaders, homogeneously trained on project principles and able to train, in turn, local producers, and to provide them with tailored business support services - a multi-level agro-food business alliance, projected on the Mediterranean scene, aimed at preserving Mediterranean agro-food heritage <p>WP3 will also aim at drawing project conclusions, identifying and valorising those elements/processes that can be transferred in other Mediterranean regions/countries, in order to disseminate the project approach to rural development.</p> <p>WP implementation will be:</p> <ul style="list-style-type: none"> - built on prior experiences for agro-biodiversity enhancement and local agro-food business sustainable development, that will be collected, analysed and incorporated in the project, thus avoiding duplications and developing synergies and cross-fertilization. - based on continuous transfer of knowledge, skills and tools within the partnership and to target groups, which will be enabled to use and further develop the project strategy and results also after the end of EC funding. <p>The WP Leader is SFAX, however each partner will carry out WP activities in its region and contribute to the construction of the common framework, according to their specific expertise and field of action (research, local actors mobilization, policy making, etc.).</p>	
Final beneficiaries	Who will benefit from this WP? How? Partner organizations and local key actors, who will benefit from training activities and become part of a Mediterranean-level network for the sustainable enhancement of typical agro-food productions.

	Output title	Target value	Semester of delivery
Output 3.1	Agro biodiversity study	1.0 number	I, II
	Output description The Output is a field research on the status of agro-biodiversity in target regions with a special focus on traditional agro-food products. The research will be carried out on the basis of Slow Food's "Ark of Taste" experience and model, which catalogues small-scale quality productions belonging to the culture, history and traditions of a specific territory. Mapping can include actors and activities related to rural tourism, if relevant. It will be presented in the second project meeting at M10.		
Target group	Who will use the main outputs delivered in this work package?		

	PAs, NGOs, business and research organizations, will use O.3.1 for study & development purposes		
Target group involvement	How you will involve the target groups (and other stakeholders)? Through WP2 communication and awareness rising activities & engagement activities as planned in WP3		
Activity 3.1.1	Activity title A.3.1.1. Joint definition and internal dissemination of the WP activities' methodology	Starting Month 2	Ending Month 3
	Activity description The activity foresees the joint preparation and detailed description of the methodology to implement the WP activities. Slow Food will take the lead of the activity, which will benefit from the contribution of AUB and all PPs. The activity is particularly important and will develop at a strategic level, allowing all the PPs to align to the project objectives and approach and fostering the cross border exchanges. Slow Food will introduce a preliminary methodology during the Kick Off meeting.		
Activity 3.1.2	Activity title A.3.1.2. Desk review on studies and projects on MedSNAIL topics already carried out in target regions	Starting Month 3	Ending Month 9
	Activity description The first phase of the mapping will be carried out through desk activities aimed at analysing the target contexts, with particular reference to needs, demands, policies and programmes available in the fields of agri business, sustainable agriculture and food security.		
Activity 3.1.3	Activity title A.3.1.3. Field interviews with local rural communities and public authorities	Starting Month 5	Ending Month 9
	Activity description The second step will deepen the knowledge of the target regions and of areas/producers/products suitable to enter the process as target beneficiaries through field interviews. Those will mainly be addressed at rural communities of producers and at public administrators in order to collect both site specific information and more general, regional data.		
Activity 3.1.4	Activity title A.3.1.4. Selection of communities, producers, products and structures able to enter the market	Starting Month 5	Ending Month 9
	Activity description Once the knowledge base is set, the last phase of the analysis will concern the selection of the target beneficiaries with which MedSNAIL will test and develop the pilot activities.		
Output 3.2	Output title MedSNAIL geodatabase & open online platform	Target value 1.0 number	Semester of delivery III, VI
	Output description The output releases an open online platform containing, as a GIS database, all the data of the "Agro biodiversity census" (Output 3.1). The platform will thus give free access to the map of smallholder farm producers, products, rural communities, agri-business, other food chain actors and rural tourism actors. It will serve for internal purposes and for providing a clear framework of the target regions after the end of the project life.		
Target group	Who will use the main outputs delivered in this work package? PAs, business support organizations, NGOs promoting biodiversity&food security, farmers associations		

Target group involvement	How you will involve the target groups (and other stakeholders)? The Output will be based on Output 3.1, thus no further involvement of target groups is needed for its development.		
Activity 3.2.1	Activity title A.3.2.1. Developing the database and creating the open platform	Starting Month 13	Ending Month 36
	Activity description A first version of the platform and database will be released at the end of Month 24, containing all the information of the “Agro biodiversity census” (Output 3.1). The second release will be updated to the end of the project, in order to map and characterize to the latest situation also the consortium to be set up through the WP4 pilot activities.		
Output 3.3	Output title MedSNAIL strategic framework	Target value 1.0 number	Semester of delivery II
	Output description The output will be based on the existing situation analysis (Agro-biodiversity study – Output 3.1) and on the evaluation of the most promising solutions for enhancing the sustainable development of agro-food value chains in the target area. The output provides a specific food chain development model as a reference framework for further implementing and transferring project approach/results beyond the project life, and for advancing knowledge and skills of beneficiaries.		
Target group	Who will use the main outputs delivered in this work package? PPs & local institutions, business support organizations for further implementation of the model.		
Target group involvement	How you will involve the target groups (and other stakeholders)? The output will be developed on an internal base, by PPs.		
Activity 3.3.1	Activity title A.3.3.1. Drafting the MedSNAIL strategy	Starting Month 7	Ending Month 9
	Activity description The strategy will be elaborated with the participation of all PPs through remote collaboration and will be presented at the transnational meeting to be held in Bierut during month 9.		
Output 3.4	Output title Training courses on MedSNAIL approach	Target value 2.0 number	Semester of delivery II, III
	Output description The objective is to instruct PPs and LLs to set and share a Slow Food-inspired approach at local level under the assumption that, if they are protagonists in the process, then the project can have longer term impacts and ensure high economic and social sustainability. Slow Food will present its grassroots initiatives (Presidia, Earth Markets and Chef alliances), which, properly adapted to the specific social and economic contexts, will serve as models for MedSNAIL pilot projects.		
Target group	Who will use the main outputs delivered in this work package? Business support organizations, public administrations, project partners.		
Target group involvement	How you will involve the target groups (and other stakeholders)? PPs will directly identify and engage local leaders and organizations responsible for the SLOW hubs.		
Activity 3.4.1	Activity title A.3.4.1. Workshop on sustainable rural development initiatives and models	Starting Month 7	Ending Month 9
	Activity description The first type of intensive workshop (Workshop 1) is addressed to project partners. During the course Slow Food models will be presented and how to identify local stakeholders (and local leaders) will be explained. AUB will organize the workshop, with the contribution of Slow Food. All PPs will participate. The workshop will be held in Beirut (LB) during month 10.		
Activity 3.4.2	Activity title	Starting Month	Ending Month

	A.3.4.2. Selection of local leaders	10	12
	Activity description Local Leaders (LLs) are key stakeholders that will be responsible for the consultancy services (Slow HUBS) needed for implementing MedSNAIL pilot activities during the project life and further replicating it in target regions after the end of the project. Through a preliminary stakeholder mapping and direct consultations (colloquia, interviews), PPs will directly engage LLs. Delegates from business support organizations, research centres and NGOs can be designated as LLs.		
Activity 3.4.3	Activity title A.3.4.3. Workshops aiming at setting the consultancy services (n.2)	Starting Month 10	Ending Month 16
	Activity description The second intensive workshop (Workshop 2) will be addressed at LLs and PPs delegates (responsible for the Slow HUBS) and will be aimed at giving instructions for setting the consultancy services. The course will consist in two meetings, the first one will be held on a local base during month 13 and the second during month 16 in Sfax (TN). AUB organizes the workshops, with the contribution of Slow Food, all PPs participate in the organizations and send delegates or local leaders.		
Output 3.5	Output title MedSNAIL Alliance	Target value 1.0 number	Semester of delivery V, VI
	Output description MedSNAIL alliance will be ratified at the end of the project among the consortia realized in WP4 and the institutional stakeholders engaged. The objective is to intensify business linkages between MSMEs, with Universities/training centres and different scales' authorities, to sustain and promote "good", "clean" and "fair" food, as well as the knowledge base on sustainable agri-food chain and its potentialities for market development and intensification both at national and cross-border level.		
Target group	Who will use the main outputs delivered in this work package? Business support organizations, public administrations (PAs), MSMEs, MedSNAIL consortia		
Target group involvement	How you will involve the target groups (and other stakeholders)? Target Groups are engaged in previous WP activities and by PPs, holding specific coordination functions.		
Activity 3.5.1	Activity title A.3.5.1. Establishment of the Mediterranean-level network	Starting Month 28	Ending Month 36
	Activity description The alliance is intended to be a first step for the structuring of a wider alliance involving also Slow Food International. The alliance will be ratified during the final conference in Seville (ES).		
Output 3.6	Output title MedSNAIL Legacy	Target value 1.0 number	Semester of delivery V, VI
	Output description This is a final document summarizing results achieved and lessons learnt, suitable for being used as a main output for updating the project methodology in view of its replicability and capitalization. Indeed it will be used during the capitalization seminars (O.2.9).		
Target group	Who will use the main outputs delivered in this work package? PPs, programme area's MSMEs, business support organizations & PAs interested in the project results.		
Target group involvement	How you will involve the target groups (and other stakeholders)? The output will be developed through the participation of PPs. Other mentioned Target Groups will use it.		
Activity 3.6.1	Activity title	Starting Month	Ending Month

	A.3.6.1. Assessing the project results and defining the actions to be carried out for capitalization	28	34
	Activity description The activity will be coordinated by AUB. During the transnational meeting to be held at month 28 in Gozo (MT) the partnership will agree on the methodology for assessing the project results and for defining the activities to be carried out after the end of project life. All PPs will contribute to the output drafting. The document will be presented during the final conference.		

Type of WP	Project Implementation
WP Nr	WP Title
4	Market-driven initiatives
WP coordinator: PP1	
Involved partners: Applicant, PP1, PP2, PP3, PP4, PP5, PP6	
Contribution to the selected Programme Expected result(s) 1.2.1	
Description of tasks and role of each partner	
<p>Describe precisely the objective of the WP. explaining contents and methodology to be implemented, as well as how partners will be involved in its development, highlighting their role and interactions within the other content-related WP.</p> <p>The WP constitutes the implementation of MedSNAIL strategic framework (O.3.3) in local contexts. All PPs take part in the activities according to their specific expertise and to the methodology set and the skills acquired in WP3. The objective is to create Euro-Mediterranean business networks in the agro-food sector by valorising agro-value chains from the local base. The implementation of market-driven pilot initiatives aims to be coherent with Slow Food methodology and models in order to set the necessary conditions to enable SEMCs' businesses to enter the Slow Food international network and take advantage of its expertise. The process consists in:</p> <ul style="list-style-type: none"> - identifying varieties, breeds or products rooted in the tradition of a community, which can be sustainably farmed and processed by the same community - identifying producers, local rural communities and other food chain actors willing and able to engage in sustainable productions - making beneficiaries and stakeholders aware about agro-biodiversity in the region - shortening food value chains and increasing resilience. <p>By taking part in the pilot projects, the engaged MSMEs will:</p> <ol style="list-style-type: none"> a) receive technical assistance and training from PPs with an international expertise; b) get the opportunity to become part of the Slow Food Presidia producers' platform, interact with producers in other regions of the world, chefs, retailers, experts (agronomists, veterinarians, etc.), universities, journalists, policy makers and consumers; c) get their progress towards socio-economic and environmental sustainability monitored; d) get international visibility through events (such as Terra Madre), make their products known to chefs (through the Chefs Alliance initiative) and foster direct retail (through Farmers' Markets). <p>Hence, implementation experiences in the target region can serve as models to national and local public authorities to scale up and out.</p>	
Final beneficiaries	<p>Who will benefit from this WP? How? Target groups include:</p> <ul style="list-style-type: none"> - MSMEs, small producers, restaurateurs, chefs, business support organizations in the agro-food sector as potential beneficiaries; - Local public authorities whose participation will help to provide justification of the project need and make sure that MedSNAIL strategic framework is acknowledged and inserted into long term policies and/or programmes;

	- NGOs (local and international) whose scope covers environmental protection, sustainable development, sustainable tourism.
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Output 4.1	Output title Sustainable food value chain pilot projects	Target value 6.0 number	Semester of delivery II, III, IV, V, VI
	Output description Pilot projects will aim at valorising and enhancing specific local food productions, improving the related value chain and encouraging the adoption of sustainable business models and marketing initiatives; therefore, they will be designed on the model of Slow Food Presidia, e.g. small networks of producers involved in the production of a specific food that respects the good-clean-&-fair criterion. At least half of them will realistically achieve Slow Food certification as Presidia.		
Target group	Who will use the main outputs delivered in this work package? MSMEs, small producers		
Target group involvement	How you will involve the target groups (and other stakeholders)? Through field visit, raising awareness activities, the support, mediation & engagement of local partners, Project's local leaders and NGOs		
Activity 4.1.1	Activity title A.4.1.1. Technical field visits	Starting Month 7	Ending Month 18
	Activity description Based on the outcomes of A3.1.4, Slow Food and PPs will carry out technical field visits aimed at identifying the communities connected with the selected products, the smallholder farm producers, the needs for improvement in terms of value chain structure, quality, safety, marketing, market access, and entrepreneurial skills. The methodology developed in WP3 (O.3.1, O.3.3, O.3.4) will serve as a basis for this activity.		
Activity 4.1.2	Activity title A.4.1.2. Selecting pilot groups of producers & defining action plans for value chains valorisation	Starting Month 10	Ending Month 30
	Activity description Out of the mapping developed in WP3 (O.3.1) and of the field activities (A.4.1.1) this activity will be pivotal in order to select the group of target producers suitable to take part in the pilot projects development. The activity will also select and engage the local working groups in the definition of the local strategy to be followed for promoting value chain improvements (MedSNAIL strategy scale- down).		
Activity 4.1.3	Activity title A.4.1.3. Technical assistance targeting the identified needs	Starting Month 13	Ending Month 30
	Activity description PPs and LLs will perform technical assistance and training, through a multi-pronged approach aimed to improve the quality of products and the sustainability of production chains, sharpen the producers' capacities, develop eco-compatible packaging. This is done through capacity building, assessment of value chains' environmental sustainability (Life Cycle Inventory), creation of market linkages and new equipment. LLs will get a learning-on-the-job experience on Slow-hubs' consultancy services.		
Activity 4.1.4	Activity title A.4.1.4. Providing equipments targeting the identified needs	Starting Month 13	Ending Month 36
	Activity description		

	The project foresees the purchase of equipment for supporting agro-food production (such as small-scale processing plants, greenhouses, etc.) when the engaged MSMEs ask for this form of support. The activity begins from the second project year, because it goes along with the collection and assessment of the needs for agro-food value chain improvement.		
Activity 4.1.5	Activity title A.4.1.5. Participative production protocols definition and producers engagement	Starting Month 19	Ending Month 30
	Activity description Grassroots communities, technical specialists, academics, NGOs and other relevant stakeholders will constitute a collective working group who will jointly set the objectives of the pilot projects and define and take ownership of production protocols for selected products. Specific support will be given for drafting the protocol, providing guidelines for each type of production and simple questionnaires for collecting the necessary information.		
Activity 4.1.6	Activity title A.4.1.6. Creation of the producers' consortia	Starting Month 28	Ending Month 36
	Activity description Producers are guided to associate in business consortia, with the purpose to: participate in a common activity or pooling their resources for achieving a common goal; create resilient networks; share best practices and take advantage of synergies. This activity requires the active participation of PPs, LLs and business support organizations in order to support MSMEs in the process of adopting business solutions.		
Output 4.2	Output title Marketing and promotion tools	Target value 13.0 number	Semester of delivery VI
	Output description O.4.2 will be developed starting from the second year of the project, once the action framework is already established. Tools to be implemented include: 6 farmers' markets (of which at least 3 Slow Food Earth Markets), 6 narrative labels for as many target products, 1 Euro-Mediterranean Chef Alliance. Setting the tools will also require the involvement of a larger number of target groups, including also local authorities (i.e. municipalities for farmers' markets), restaurateurs, chefs, etc.		
Target group	Who will use the main outputs delivered in this work package? Local public authorities, small producers, MSMEs, restaurateurs, chefs, ...		
Target group involvement	How you will involve the target groups (and other stakeholders)? Engaged through mapping (WP3) and communication (WP2), they are encouraged to take action in WP4.		
Activity 4.2.1	Activity title A.4.2.1. Organization of Farmers' Markets in local contexts	Starting Month 16	Ending Month 36
	Activity description 6 Farmers' Markets will be created within engaged communities to establish new places for local food producers, where they do not have to compete with large distribution chains. A management committee will be responsible for selecting the producers – ensuring that they follow the MedSNAIL approach – and for promoting the market. At least 3 of these markets are expected to achieve the Slow Food certification as Earth Markets during the project.		
Activity 4.2.2	Activity title A.4.2.2. Development of an Euro-Mediterranean "Chef Alliance	Starting Month 19	Ending Month 36
	Activity description The activity will develop during the last year of the project and will aim at enlarging the Slow Food Chef alliance network, currently connecting over 700 chefs around the world who are committed to defending biodiversity, traditional gastronomy and local cultures by using and promoting products		

	from Ark of Taste, Presidia projects and local food communities. The activity has a clear promotional business value, impacting at local and cross-border level.		
Activity 4.2.3	Activity title A.4.2.3. Realization of narrative labels	Starting Month 16	Ending Month 36
	Activity description A number of targeted products will be the subject of narrative labels, which, along with the information required by law, provide precise information on the producers, their companies, the plant varieties or animal breeds used, cultivation techniques, breeding and processing, animal welfare, and areas of origin. Such labels aim at allowing the consumer to understand if a food is produced in a way that respects the environment or social justice.		
Output 4.3	Output title New memberships of Terra Madre network	Target value 60.0 number	Semester of delivery IV
	Output description Selected MedSNAIL target groups (especially MSMEs) will be included in the broader program of Terra Madre, an international network of food-related stakeholders (food producers, chefs, academics, NGOs, representatives of local communities, etc.) working together to establish a system of good, clean and fair food from the grassroots level. The output is delivered with selected MSMEs' participation in Terra Madre biannual event in Turin (IT) in 2020.		
Target group	Who will use the main outputs delivered in this work package? MSMEs and consortia in the process of being established.		
Target group involvement	How you will involve the target groups (and other stakeholders)? Target groups are engaged in previous WP activities and in contact with the WP coordinator, local Project Partners and Local leaders		
Activity 4.3.1	Activity title A.4.3.1. Participation to Terra Madre	Starting Month 16	Ending Month 21
	Activity description By participating in Terra Madre event, TGs will take part in a major global gathering of food communities aiming to foster discussion and introduce innovative concepts in the field of food, gastronomy, globalization, and economics. MSMEs involved in MedSNAIL will take advantage of an international knowledge and effective business solutions, that, adapted to local contexts and different regions, tackle similar problems all over the globe and allow natural resources to be preserved, not depleted.		
Output 4.4	Output title Slow-hubs for quality consultancy services to SMEs	Target value 6.0 number	Semester of delivery VI
	Output description Slow-hubs launched in each partner region will be permanent networks/clusters of stakeholders to consolidate the food communities and guarantee a proactive participation even after the end of the project. Their coordinated action will contribute to create new initiatives and policies at the regional and cross-border level and reach the critical mass that is necessary for the start-up and capitalisation of significant economic growth.		
Target group	Who will use the main outputs delivered in this work package? Business support organizations, NGOs, PPs, Research centers.		
Target group involvement	How you will involve the target groups (and other stakeholders)? They will be identified and involved already during the WP3, through PPs direct call.		
Activity 4.4.1	Activity title A.4.4.1. Establishing agro-business consultancy services in target regions	Starting Month 21	Ending Month 36
	Activity description Slow-hubs will perform consultancy activities addressed at local stakeholders, producers and		



MSMEs during and after the project life. The activity duration includes the time necessary for the actual setting of the consultancy services (identification and preparation of the location...). On the contrary the responsible working group is identified during A.3.4.2 and the design of the consultancy service is achieved during the capacity building activity A.3.4.3 and A.4.1.3.