



Transnational Cooperation Project: “Rediscovery and Enhancement of the Mediterranean Rurality II” –

THE LEAD MANAGER LAG

The Alto Casertano LAG works with LEADER since 1992. The realization of the Local Development Plan (LDP) Alto Casertano *Giardino di Terra di Lavoro*, which involves 48 municipalities in the Province of Caserta (Campania) and that includes the Transnational Cooperation Project "Rediscovery and Enhancement of the Mediterranean Rurality II". This project had, as transnational Partner, the Greek Pieriki LAG but, given the serious and complex financial crisis, it today cannot participate to the Project.

PARTNER LAGs

Campania, Calabria and Sicilia LAGs

THE PROJECT IDEA

The "**Rediscovery and Enhancement of the Mediterranean Rurality II**" is the continuation of a project successfully realized by 23 LAGs (in Campania, Sicily and Greece) in the program 2000/2006 with the aim of the creation of an integrated tourist offer, of otherwise marginal countries to promote the economic development in a sustainable way. The project realized in the last programming has generated, in addition to a network of contacts, several tools and products that are the basis for the realization of other tasks. The Partner of the new project will therefore use:

- the methodology and the tools of collecting data concerning the main resources and the main tourist services of the LAG areas;
- the Mediterranean Rurality Brand, subject to a first promotion through a communication campaign;
- the system / quality brand of the Mediterranean Rurality that has a membership base of about n. 300 companies;
- the multilingual portal web, www.ruralitamediterranea.com with over 50 pages, thousands of pages, tens of thousands of hits in 4 months;
- the lay-out of commercial catalogs, guides and *below-the-line* materials with the possibility to insert packages for the different involved countries;
- a network of business contacts : the link of the Italian Touring Club (TCI) a non profit organization engaged for over a century in the field of tourism, culture and environment; the realization of international events, in Paris, Bruxelles and Rome; the organization of educational tour in the LAGs countries for journalists and industry professionals; workshops in the major Italian cities.

Through the new project, we aim to optimize the investment, to use the credibility and experience acquired and to exploit the effects of what is already created and ready for the use.

THE COMMON ACTION IN THE NEW PROJECT

Currently, the common action of the cooperation project has four areas of activities:

I. Realization of a marketing plan including a database of classification and continually updated of information about specific products and services of the areas that may become “possible testimonial” of the



project.

II. Management of the Brand (existing and active) of the Mediterranean Rurality.

III. Update, management and maintenance of existing portal web.

IV. Updating and implementing the Communication and Promotion Plan to consolidate the brand towards the final consumer and to promote the identity of the countries (realization of catalogs, a new advertising campaign, creation of a press office, realization of events for the activation of network / trade agreements).

BUDGET

The project has a budget of about 1 million of euros on the part of Italian Partners LAGs.

FEE AND BENEFITS FOR TRANSNATIONAL PARTNER LAGs

The **minimum** fee for transnational partners is 10,000 euros.

This fee gives to transnational partners the opportunity to:

- **limit the times and start-up costs** compared with a ready **usage of immediately operational tools** to increase the visibility of their territories in the rural tourism market;
- **give to local operators an immediate feedback.**

This fee includes the start up costs (disponibility of tools and methodologies, portal, layout, etc.) but does not include the realization of the specific activities on the transnational country (for ex. Collecting data to insert on the portal; costs of printing and distribution; application of the brand; reporting of the brand in own country) and the participation to a specific activities of communication and promotion. The realization of these activities depends on the budget of each transnational Partner, more than the minimum fee.

For further information please contact us

Best Regards

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The Coordinator of the Project

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