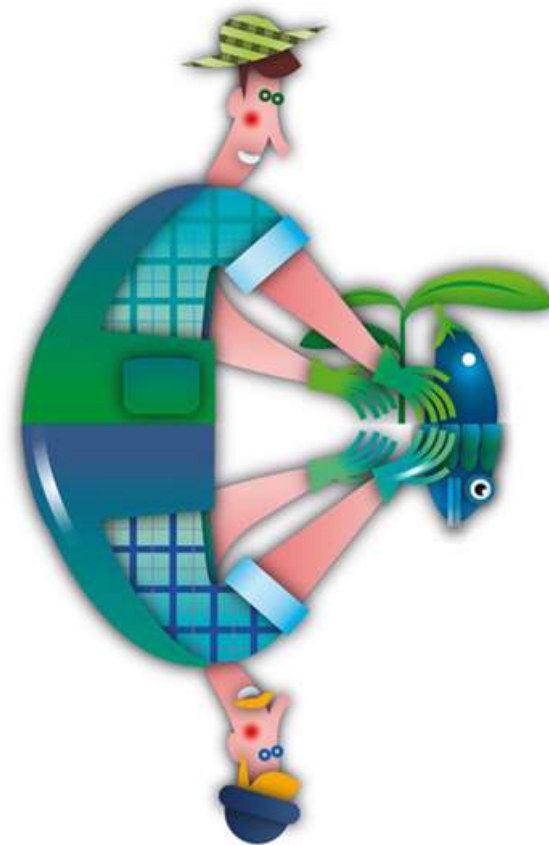


TRANSNATIONAL SEMINAR

Implementing CLLD across the European Structural Investment Funds

Edinburgh, 9-10 December 2015



NADIA DI LIDDO

MANAGER ABOUT PROMOTION AND COMMUNICATION ACTIVITIES OF LAG PONTE LAMA

WHERE?

In Europe it is estimated 30% of FLAGs were in some way connected with LAGs.

In Italy we have 43 FLAGs and 192 LAGs, of which 59 LAGs are in the same territory in which there is a FLAG.



We are in Puglia, South of Italy, and in our territory we have a specific overlapping of LAG and FLAG, LAG Ponte Lama e FLAG Terre di Mare

LAG Ponte Lama is a local action group that has a territory fully on the sea, without internal areas.

Probably this aspect has **facilitated** the partnership and sharing of necessity between the two primary production sectors: Agriculture and Fishery.

But told «in a low voice», much depends on the people who are around the same table, they have to confront in a constructive way, that is:

- To clarify immediately the needs of own stakeholders
- To find the way for a common growth
- To ensure the balance among beneficiaries, professional associations, Local Authorities and so on of the two productive primary sectors

We can gain an advantage on the other territories by this partnership, because this one open up opportunities to bring out the characteristics and requirements of both sectors, always!

And now I'm explaining how...

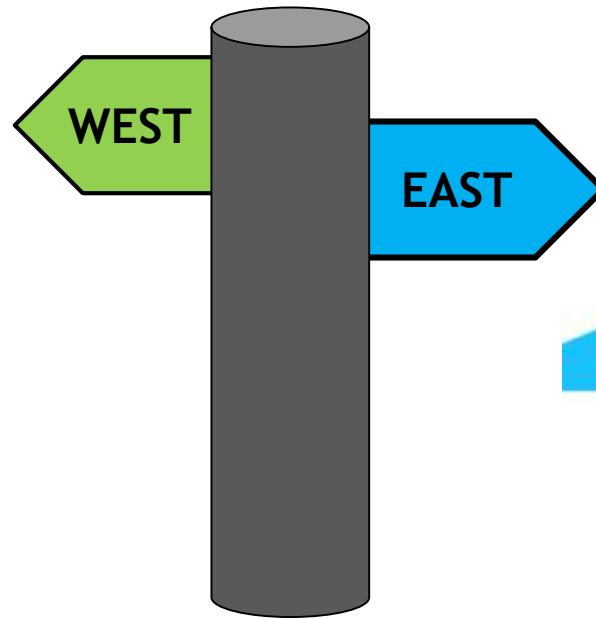
OUR MANAGING AUTHORITY

- ▶ The Puglia Region aims to promote the action of the Partnership and dialogue among Local Authorities, Public Institutions and private enterprise, promoting active participation in the development strategy - CLLD. This development strategy will concern the Agriculture, the Economic and Social system of the overall RURAL and COASTAL AREAS.
- ▶ During the 2007-2013 programming, the LEADER approach has been implemented in the same area in which there are both LAGs and FLAGs, which together have created complementary activities and those activities were financed from both funds EAFRD and EFF.
- ▶ Because this was a positive experience, to ensure greater effectiveness for future development strategies, our Managing Authority has decided to implement the CLLD with the joint support of the two funds EAFRD and EMFF.
- ▶ **Measure No.19 of the Rural Development Plan (RDP) of the Puglia Region, which would be choosing multi-fund approach**

TWO STRUCTURES – TWO DIFFERENT STRATEGY?



GAL
PONCE LAMA



OUR STRATEGIES COMPARED

- To increase the value of the local agrifood resources
- To upgrade the quality of life in rural area, through the provision of services to the population with special attention to disadvantaged groups
- To support the integrated development of the territory, through the continued involvement of all stakeholders
- To get stronger the role of farmers in the food chain

- To increase the value of the local fishery resources
- To upgrade the integration of the fishery sector with the local socio-economic fabric
- To develop the synergies between Public and private actors, in order to promote sustainable socio-economic local development
- To get stronger the role of fishers in the food chain, to increase of the fishery sector competitiveness

TO GET STRONGER THE ROLE OF FARMERS IN THE FOOD CHAIN

SOME EXPERIENCES OF THE LAG PONTE LAMA: PROMOTION AND SELLING



Thanks to support of the LAG Ponte Lama, in 2012, a group of 26 farmers have constituted the most important Producers Organization (PO) in Puglia

OUR PRODUCTS BECAME MASTER PIECE!



OUR PRODUCTS BECAME TOURISM!



OUR PRODUCTS BECOME SOCIAL AND PLAY EDUCATION!



OUR PRODUCT BECAME CULTURE!





TO GET STRONGER THE ROLE OF FISHERS IN THE FOOD CHAIN

SOME EXPERIENCES OF THE LAG PONTE LAMA: PROMOTION AND SELLING



OUR FISHERY BECOME A MASTER PIECE!



OUR FISHERY BECOME SOCIAL AND PLAY EDUCATION!



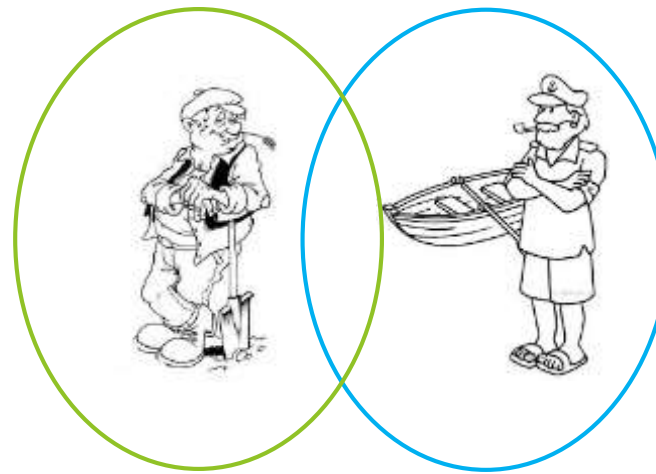
OUR FISHERY BECOME TOURISM!



OUR FISHERY BECOME CULTURE!



WHAT TOGETHER?



Since October 2014, LAG Ponte Lama and FLAG Terre di Mare have strated **to share, to compare** our ideas, **to build** together the present and the future of our territory!

The two different structures have begun to work together:

- In the implementation of plan meeting among stakeholders to discuss about the future **2014-2020 Strategy**
- To put in touch the different Project of the two structures, in particular way by cooperation Projects
- To give birth to our brand and our operating format, to be repeated inside and outside our territory
- To put in touch horizontal and vertical way: the Territory - the Agricultural - the Fishery

CONCERTATIVE MEETING



Dalla **TERRA** al **MARE**

Esperienze innovative e prospettive
per l'interazione di GAL costieri e GAC

VENERDÌ 10 OTTOBRE 2014

Museo Diocesano (nei pressi della cattedrale)
Largo San Donato, 5
Bisceglie, Puglia



INCONTRO DI APPROFONDIMENTO

Venerdì 12 dicembre 2014 - ore 16.30

Centrale Ortofrutticola di Bisceglie – Corso Garibaldi, 21

L'applicazione della nuova PAC per le aziende agricole

La nuova regolamentazione sulle Organizzazioni di Produttori

Il Programma di Sviluppo Rurale 2014 - 2020

L'applicazione del plurifondo fra Feamp e Feasr



LAG PONTE LAMA AND FLAG TERRE DI MARE

BECAME PARTNER IN OUR COOPERATION PROJECTS: AXIS IV TO COMPARE



- 1. To give dignity to the production aspect, making Product Culture and Territory Culture**
- 2. To get many more opportunities to bring out the two primary sectors of production of our Territory: Fishery and Agriculture**
- 3. To bring our producers closer to market needs**
- 4. To complete and to close the cycle of the promotion with the directly possibility of selling the agricultural and fishery products**
- 5. To integrate agricultural and fishery products in trade**

DISTRETTO AGROALIMENTARE DI QUALITÀ TERRE FEDERICIANE - FILIERA DEI PRODOTTI DI PUGLIA E BASILICATA (LAG PONTE LAMA HEAD PARTNER)

THE AGREEMENT WITH
ETHICAL PURCHASING
GROUPS

OUTLET

THE AGREEMENT WITH
LOCAL CATERING



CONSTITUTED NETWORK OF ENTERPRISES
TRADE PLATFORM

- Agricultural and fishery products Integrated trade
- Directly possibility of selling the agricultural and fishery products

AGREEMENT WITH PUBLIC CATERING
(SCHOOL AND HOSPITAL REFECTORY)

MARKETS FROM LAND
TO THE SEA

FROM LAND TO SEA MARKET: JOURNEY THROUGH THE AUTHENTIC EXCELLENCE OF THE TERRITORY



To give birth to our brand
and our operating format

OUR PRODUCERS TOGETHER



LOCAL AUTHENTIC HANDICRAFT



FOR OUR CHILDREN: PLAY AND EDUCATIONAL ACTIVITIES



**TASTE WORKSHOPS:
MAKING PRODUCT CULTURE**



DOING TOURISM THROUGH AGRICULTURE AND FISHERY

**MERCATO
DALLA TERRA AL MARE**
Viaggio tra le eccellenze autentiche dei territori

Venerdì 10 e sabato 11 luglio
ore 19:00 - 24.00
Porto di Bisceglie - Via Nazario Sauro

GAL
PONCE LAMA

Degustazione e vendita dei
prodotti dell'agricoltura, della
pesca e dell'artigianato.



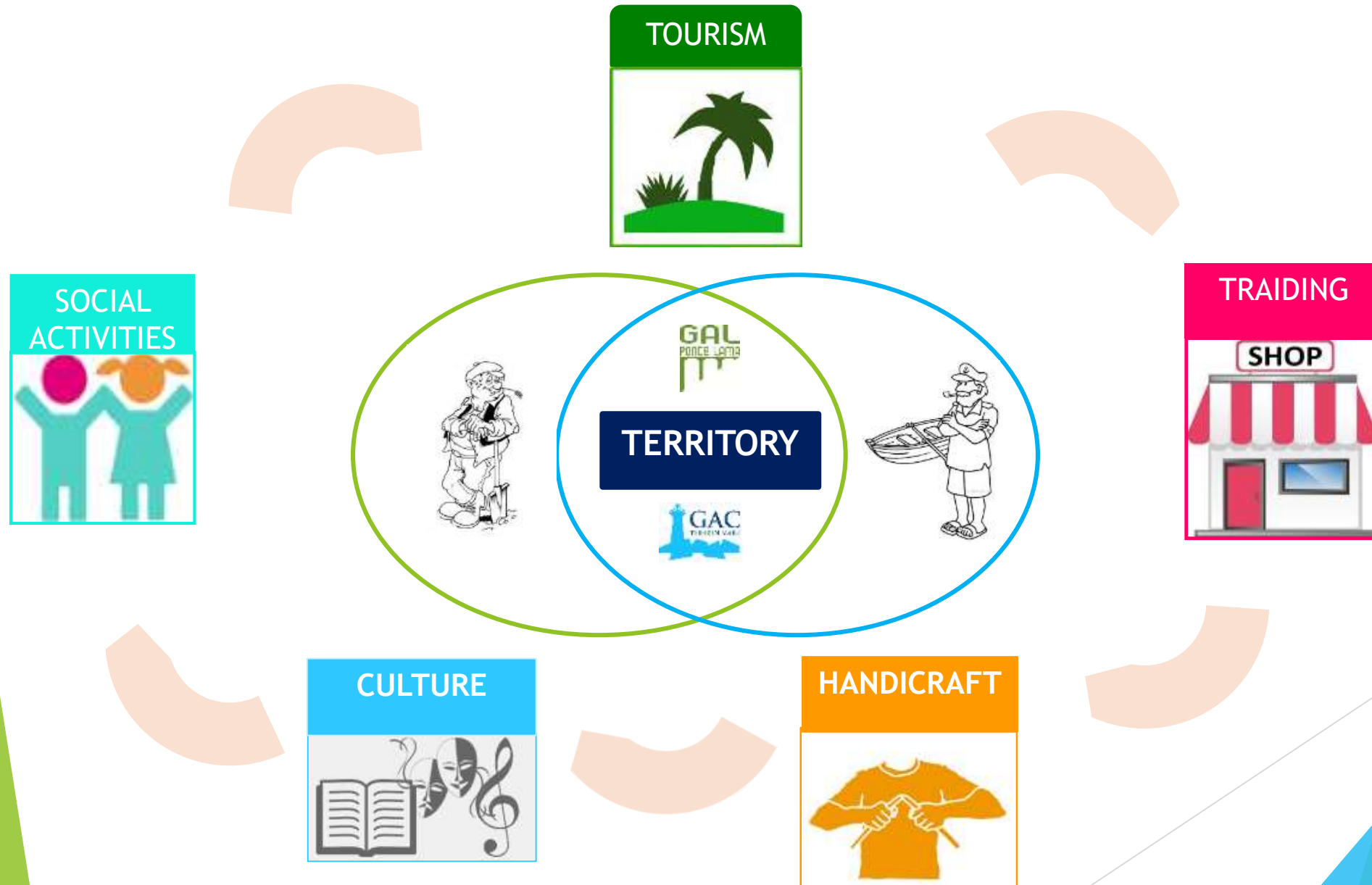
**LABORATORI
DEL GUSTO
2015**
*il pescato locale
nella tradizione culinaria
di Bisceglie, Giovinazzo e Molfetta.*

BISCEGLIE 11 LUGLIO
Zona porto ore 20:00

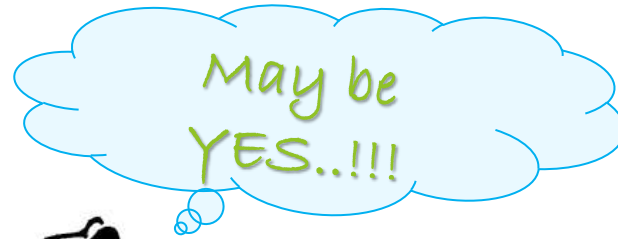
GAC
GIRO DI MARE



HORIZONTAL AND VERTICAL LINKAGES BETWEEN FISHING AND OTHER SECTOR, SUCH AS TOURISM, TRADING, HANDICRAFT, CULTURE AND SOCIAL ACTIVITIES



TWO STRUCTURES — A UNIQUE STRATEGY?



WHY TOGETHER?

1. The interaction between funds in the implementation of the operational phases of each strategy allowed to bring out Fishery whenever we talked about Agriculture and vice versa.

So, in this first year of partnership the impact of the two primary production sectors has multiplied.

At the middle of all there is the unique territory, that is the driving force of local development and therefore:

- Our territory should be listened
- Our territory should be interpreted
- Our territory should be promoted in an integrated manner

WHY TOGETHER?

The partnership between the LAG Ponte Lama and the FLAG Terre di Mare have a specific premise: the unique sectoral approach is no longer sufficient to remove the limits for the competitiveness of our Territory.

By this model of GOVERNANCE, the LAG Ponte Lama and the FLAG Terre di Mare are experiencing a systemic approach at our Territory. In according to this experience, the results reached are multiplied, just because it is provided the possibility of contact among the different economic and productive sectors.

So Agriculture, Fishery, Handicraft, Social activities, Trading of local products and Tourism have become the matrix for a unique development plan.

We have spoken the same language and we have communicated a message with unique “guest star”: OUR TERRITORY, probably anticipating the times of the new programming for 2014-2020.



*A special thanks
to the **ENRD** for this and all opportunities received,
to the **FARNET** for the active support given to the
GAC Terre di Mare,
to our **Managing Authority in Puglia**, that believes in
multi-found approach
and all of you for your attention!*

See you soon «together» for the new Programming 2014-2020!

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www.galpontelama.it



www.gacterredimare.net