

# MeDInno @ pitching session

## Innovation & Competitiveness

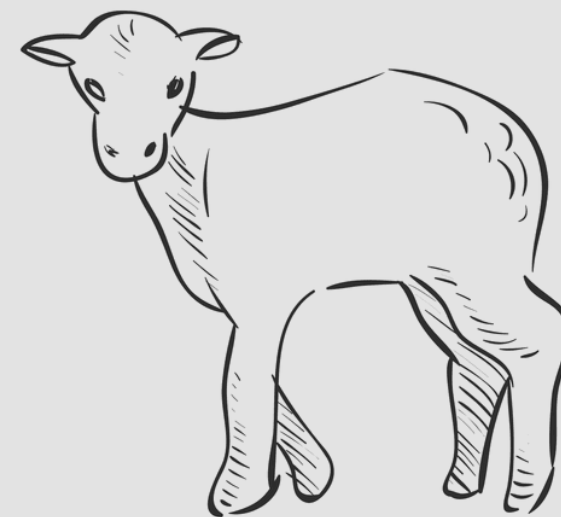
Capitalisation workshop 2022  
Towards the Greece-Italy 2021-2027 Programming  
Bari 19<sup>th</sup> October 2022

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**Greece-Italy**  
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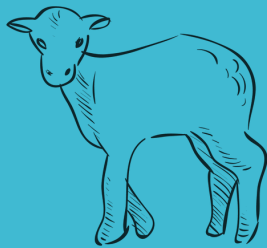
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# The project at a glance



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## THE IDEA

Development of a joint mechanism between the two regions - **Epirus & Apulia** - that will allow **exchange and transfer of knowledge** for the support of the **ruminant farming and agri-food micro & small enterprises** through the development of innovative processes and products based in local dairy tradition of the Programme area, ensuring at the same time **a high stakeholders involvement**: Producers, producer groups, processors, purchasers, exporters, certification agencies and research and development agencies etc.

## The partnership

A multilevel partnership scheme involving regional authorities

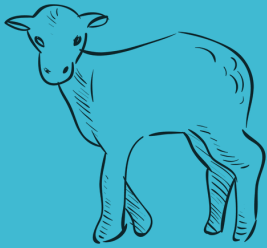
**Region of Epirus and Union of Provinces of Puglia,**  
farmers' organizations

**Association of Transhumance Stockbreeders of Epirus, Confederation for Italian Farmers of Bari)** and

Chambers of Commerce

**Chamber of Commerce of Foggia and Greek-Italian Chamber of Commerce of Thessaloniki** with a wide territorial impact.

# The project activities



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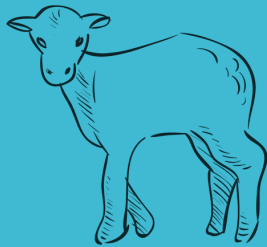
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- **Market mapping to identify consumer profiles** in the sectors of cheese products and sheep and goat meat products with the aim of their wider penetration in the international market.
- **Exchange of good practices with the transfer of know-how** from Italy that has 19 Protected Geographical Indication cheeses, the most in Europe.
- **Joint regional branding development** for cheese products.
- **Realization of 42 workshops and training seminars in Greece and Italy**, where more than **800 breeders, professionals, workers and students** of the agri-food and catering industries were trained.
- **Organization of thematic events in Ioannina, Metsovo, Preveza and Thessaloniki, Taranto, Bari and Foggia** in the context of which more than **400 representatives** of agencies, agri-food and tourism entrepreneurs, as well as journalists tasted the products of Epirus through modern culinary approaches.
- **Creation of a model producers' market** in the Region of Epirus, together with **a portable creamery** for training and demonstration purposes.

# *The project added value*



- **The cooperation of a wide range of organizations and institutions in the agri-food sector** in order an integrated and multilevel approach to be achieved in all project implementation phases
- **The active engagement of stakeholders and other interested parties at local and regional level** such as producers, producer groups, processors, purchasers, exporters, certification agencies and research and development agencies etc. since the beginning of the project.
- The creation of sustainable and ready-to use and reusable deliverables.
- The wide promotion of the project through various communication activities in and beyond the programme area.

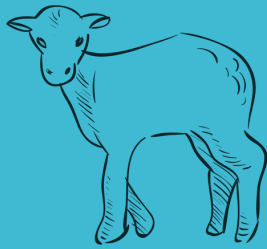
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# Ready to use outputs



- Studies analyzing in depth the current situation and the market needs in the sector
- Products branding toolkit
- Training programs and material for trainers and trainees in fields relevant to cheese and dairy products production, promotion and quality control which are available in three languages: English, Greek and Italian
- Degustation menus and recipes based on local cheese and meat products with particular focus on ruminant and transhumance farming products of Epirus and Apulia
- Study, analysis and presentation of the recipe for Stracchino di Capra in Apulia Region
- A model producers' market in the Region of Epirus, together with a portable creamery for training and demonstration purposes

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Thank you!!!

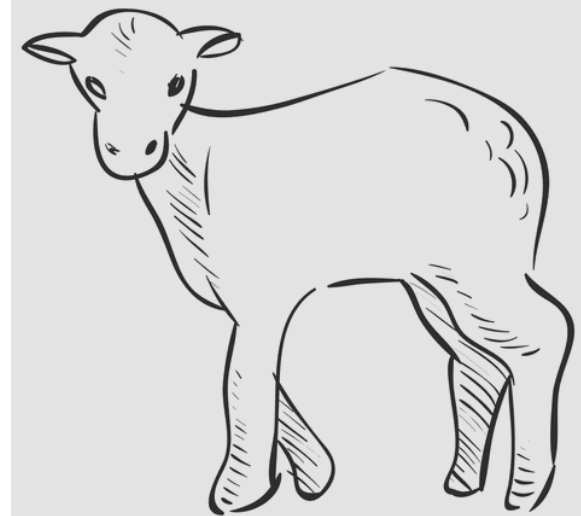
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