

“INNOVATIVE GOOD PRACTICES IN THE SECTOR OF AGRI – FOOD AND TOURISM”

**TITLE: The contribution of LEADER Local Programmes
to the promotion of innovative actions and initiatives
in rural areas**

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Thessaloniki, October 5 2017

I. Brief presentation of (ANETH)

(1)

1. SHAREHOLDERS

- Regional Authority of Central Macedonia & Regional Development Fund of Central Macedonia
- Local Authorities (Municipalities, Regional Union of Municipalities of Central Macedonia, Municipal Enterprises)
- Agricultural and Fishing Cooperatives and Unions
- Collective agencies representing social or economic interests

The majority of the shares belong to Local Authorities.

2. AIM OF THE COMPANY

The **Aim** of the Company is to contribute towards an integrated development of the Prefecture of Thessaloniki and the broader region of Central Macedonia through mobilizing indigenous developmental potential.

I. Brief presentation of (ANETH)

(2)

3. FUNDAMENTAL PRIORITIES AND ACTION AXES

- Developmental Planning of rural areas of the Prefecture of Thessaloniki and the broader region of Central Macedonia
- Promotion and management of integrated programmes for the development of the area
- Undertaking initiatives concerning issues of conservation and management of the natural environment and cultural heritage
- Supporting Local Authority Agencies and decentralized state administration in their developmental role
- Providing information and technical support to agencies and residents of rural areas
- Supporting and further training the human resources of the region and facilitation of its inclusion in the labour market.

II. LEADER Approach – Innovation

- Innovation is one of the seven key features of LEADER.
- Agri food sector and Tourism (priority sectors for HIGHER) have been advantageous intervention fields of LEADER (also synergy between the two sectors).

ANETH has been the Local Action Group (LAG) for the implementation of LEADER Local Programmes in the Prefecture of Thessaloniki since 1992 (4 Programming Period).

The company has also been selected (13-12-2016) to act as LAG for two CLLD / LEADER Programmes in rural areas of the Regional Unit of Thessaloniki in the current Programming Period 2014 – 2020.

III. Innovative Initiatives and Actions in the frame of LEADER Local Programmes in former Programming Periods (1)

1. Local Quality Agreements and Entrepreneurial Networks in Rural Areas of Thessaloniki

A. What is it about

- Local Quality Agreements (aiming at guaranteeing the quality of both products and services, which in turn will promote local identity and the product itself and will secure the sustainability of investments) have been created in the frame of LEADER+ Local Programme helping to solve problems such as:
 - Poor quality of the services rendered due to lack of certification systems
 - Lack of organization and adequate infrastructure
 - Lack of the appropriate tools to promote products and services provided

III. Innovative Initiatives and Actions in the frame of LEADER Local Programmes in former Programming Periods (2)

B. Anticipated results

- Business turnover enhancement through quality improvement and attraction of consumers in situ.
- Reduction of business operational costs through the implementation of collective practices regarding product promotion and marketing, rationalization of supply chain and introduction of new organization and administration methods.
- Development of new, sustainable enterprises.
- Promotion of innovation as a means of enhancing competitiveness of business.
- Increase in youth employment & improvement of women's entrepreneurship.
- Strengthening of the role of culture agents as a means of both promoting natural resources and cultural heritage and expanding entrepreneurial activities.

III. Innovative Initiatives and Actions in the frame of LEADER Local Programmes in former Programming Periods (3)

C. Actions that have been realised

- Certification of services rendered.
- In common Organization, Promotion and Marketing.
- Creation of an integrated gastronomy and alternative tourism “product” of high quality (typical gastronomy of the area using locally produced ingredients).

III. 3. Creation, expansion and modernisation of model unit of milk products (KEFIR “YGEIA”) (LEADER+, LEADER Approach – Axis 4) (1)

- KEFIR “YGEIA” - What is kefir?

Kefir is a natural probiotic milk product, which is traditionally used for centuries in the areas of Caucasus. It can be produced from any type of milk by adding fresh grains of kefir, for a specific time, causing fermentation.

Kefir has high nutritional value, is easily digested by the body, and is rich in

- Calcium,
- Magnesium,
- Phosphorus and
- high value biological proteins'

III. 3. Creation, expansion and modernisation of model unit of milk products (KEFIR “YGEIA”) (LEADER+, LEADER Approach – Axis 4) (2)

- KEFIR “YGEIA” - Aim of the kefir “YGEIA”

The aim of the company is:

to produce probiotic fermented products of top quality and high nutritional value free from any kind of preservatives, food colouring and flavours or any other kind of additives, with the use of traditional techniques.

Aiming at creating a unique portfolio of products, today the company produces :

- kefir-drink (2007),
- kefir in yogurt form (2011) and
- ginger-kefir, in refreshment form(2012)

III. 3. Creation, expansion and modernisation of model unit of milk products (KEFIR “YGEIA”) (LEADER+, LEADER Approach – Axis 4) (3)

- KEFIR “YGEIA” - Kefir drink

Kefir is a bioactive, delicious and refreshing traditional drink, which is :

- ✓ suitable for those who have intolerance for milk and lactose
- ✓ an ideal food supplement
 - - detoxifying the body
 - - reinforcing the immune system
 - - increasing metabolism.

(4)



III. 4. Modernization and expansion of existing plant for processing, packaging and marketing eggs

- The investment project concerned the modernization and extension of an existing plant for processing, pack – aging and marketing eggs.
- It involved creating a candling section, in particular the installation of a completely automated candling centre with a capacity of up to 30,000 eggs per hour, with an egg feeding system, control sensors of the production process, egg positioning – orientation system and 4 production and standardization – packaging lines.
- The creation of the candling centre has helped cover a part of the increasing demand for candling needs with benefits for both farmers of the region and consumers.



III. 5. Blue Crab, Crustacean – Fish and Shellfish Company (Fishery Local Programme 2007 – 2013) (1)

A. Why Crabs?

- Very tasteful sea food.
- Abundant quantities all over the year.
- Destruction of mussels, cuttlefish, fishermen nets.
- High interest of the local Chinese workers as food.

III. 5. Blue Crab, Crustacean – Fish and Shellfish Company (Fishery Local Programme 2007 – 2013) (2)

B. Blue Crab, Crustacean – Fish and Shellfish Company

Company aim:

Valorization of the local fishing products

Targets:

- Usage of the Blue Crab, a former destructive invader of our marine ecosystem.
- Added value products.
- New markets – clients – Chinese markets
- Similar species promotion (mussels, cuttlefish, sea cucumber)
- Area and fishermen revenue improvement.



Blue Crab pc
Crustacean – Fish
& Shellfish Company
Chalastra –Thessaloniki, 57 300 Greece

Blue crabs
(*Callinectes sapidus*)

- Alive
- Deep frozen
- Steamed
- Cooked



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Shellfish Company
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III. 6. Ktima Perek – Women Traditional Bakery creations (LEADER) (1)

The PEREK – WOMAN TRADITIONAL BAKERY CREATIONS model unit was the result of the intention to create a state of the art unit for the production of bakery items. The unit welcomes visitors and has premises for the display and sale of its products, as well as a room for catering.

It offers a restaurant, café, exhibition space and reception rooms for hosting events; a venue created with dedication that uses original tastes and smells for an authentic village experience!

Ingredients at Perek are grown in its garden or by local producers, prepared on its premises and then cooked in the restaurant's wood stove.

Perek Estate is a multi-purpose venue where the emphasis is strongly on tradition!

PEREK works with a selected network of outlets for biological products throughout Thessaloniki; it also undertakes catering for social occasions to order.



III. 6. Ktima Perek – Women Traditional Bakery creations (LEADER) (3)

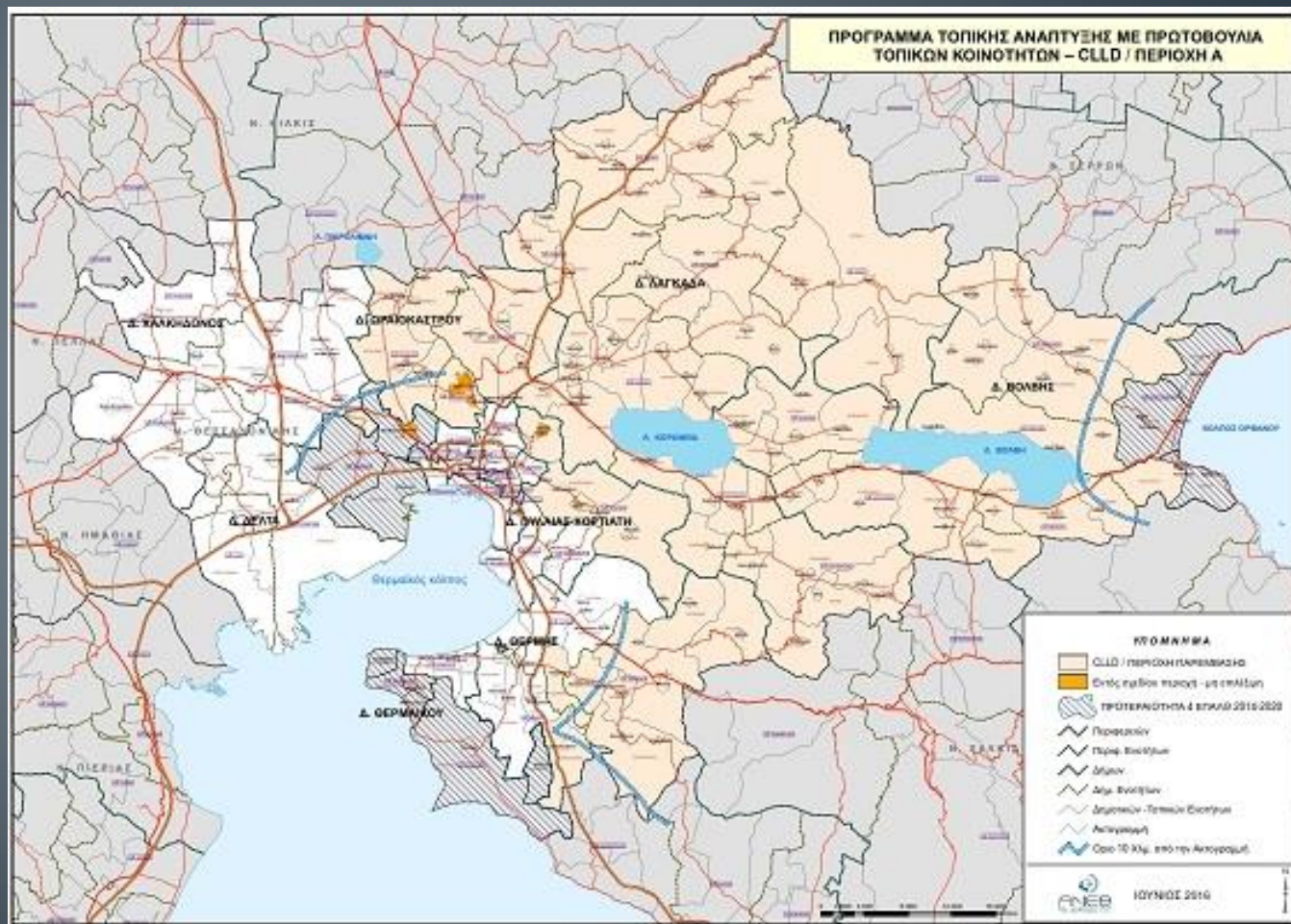
Remark:

Open to visitors farms were initially established through LEADER. Two years ago this type of farms were institutionalized in Greece as “multifunctional farms” and are eligible in the frame the of the LEADER / CLLD Local Programmes.

IV. CLLD / LEADER (Programming Period 2014 - 2020) (1)

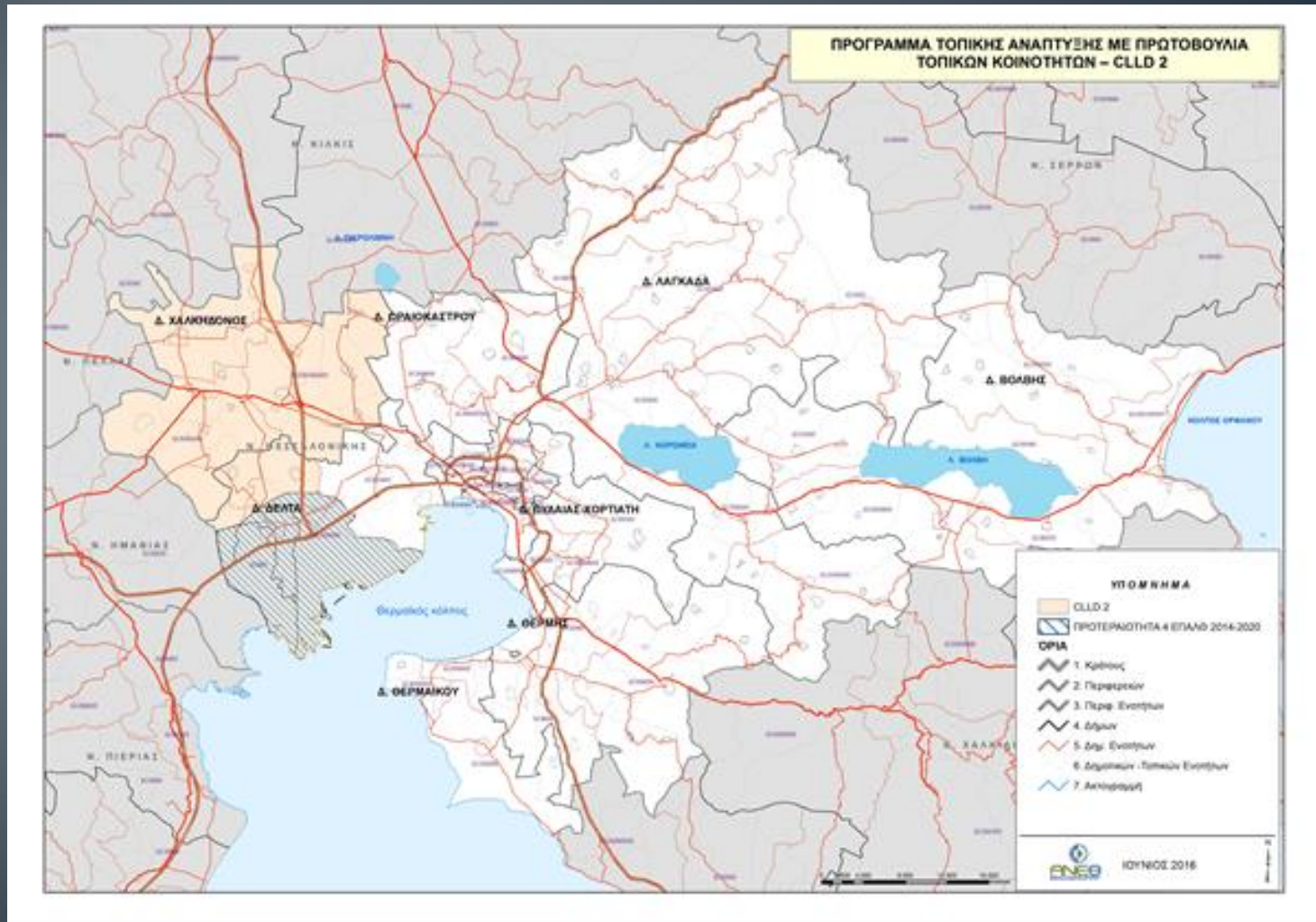
- 47 CLLD Programmes have been approved until now in Greece (31 multi funded / EAFRD – EMFF)
- 8 CLLD Programmes have been approved in the Region of Central Macedonia (4 of them multifunded) with a total public expenditure 60.350.000€.
- 2 multi funded Programmes have been approved for the rural area of Thessaloniki Regional Unit, with a total public expenditure 17.700.000€.
- To the EAFRD and EMFF funds also additive ESF Funds from Operational Programme of Central Macedonia 2014 – 2020 have been foreseen.

IV. CLLD / LEADER (Programming Period 2014 - 2020) (2)



IV. CLLD / LEADER (Programming Period 2014 - 2020)

(3)



IV. CLLD / LEADER (Programming Period 2014 - 2020)

(4)

- Why implementing multifunded CLLD?
 - The range of objectives and priorities concerning the strategy and content of Programmes made it absolutely necessary – not just advisable – to implement multifunded CLLD.
 - The coordination which can be achieved at local level by implementing multifunded CLLD:
 - facilitates the achievement of an overall, cohesive planning by agents with permanent active presence in the area, as well as knowledge of the local potential,
 - can decisively improve the synergy and eventually the effectiveness of interventions of different Funds,
 - can lead to achieving multiplier effects by liaising actions of different Funds; these actions add value to one another reciprocally.

IV. CLLD / LEADER (Programming Period 2014 - 2020) (5)

Main characteristics of the approved Local Development Strategies

- Enforcement of the competitive entrepreneurship of the areas.
- Functional interconnection of the local agri food sector with tourism sector aiming at achieving multiplied results and creation of new jobs.

To achieve this the following actions / initiatives are to be taken:

- facilitating the establishment of units which will combine the production of local products with the provision of tourist services.
- engaging potential investors to promote local products within their businesses as well as to participate in the existing Local Quality Agreements.

IV. CLLD / LEADER (Programming Period 2014 - 2020) (6)

- printing brochures which will promote local products and will be available for distribution in tourist units in the intervention area.
- strengthening networking actions of businesses in the two sectors.
- initiating actions which will encourage and consult entrepreneurs and investors of the Local Leader Programmes as far as the importance of networking is concerned (exploiting funds coming from the ESF through the Regional Operational Programme 2014-2020).
- Innovation, incorporation of the environmental dimension and networking will be the main priorities for the selection process of investments to be subventioned.