

# General objective

Strengthening the capacity and giving voice to Civil Society Organisations in Balkans and Turkey with particular reference at environment, agriculture, rural development and food sectors:

Diffuse an agricultural model based on traditional food that is good for the environment, good for the health and taste, good for the social and economical development.

# The territories involved

- ▣ ALBANIA
- ▣ BULGARIA
- ▣ BOSNIA-HERZEGOVINA
- ▣ CROAZIA
- ▣ FORMER YUGOSLAV REPUBLIC OF MACEDONIA
- ▣ ROMANIA
- ▣ TURKEY

# ESSEDRA project: territory of intervention



# The partnership

- VIS Albania
- OKUSI Hercegovinu
- Association of Slow Food Convivia in Bulgaria
- Udruga Kinookus (Croazia)
- Slou Fud Bitola (Macedonia)
- Fundatia ADEPT Transilvania (Romania)
- Mutfak Dostlari Dernegi – MDD (Turkey)

# The partnership

- ★ Slow Food International (Project leader)
- ★ European Forum on Nature Conservation and Pastoralism (UK)

They will not work in the territory of intervention but they will support you in carry out your activities in each region involved.

# The partnership:

## SLOW FOOD

Slow Food will support you:

- ★ as project leader for the overall management of the project
- ★ for training/capacity building in agro-biodiversity conservation
- ★ for field research and the grassroots projects realisation

# The partnership: EFNCP

European Forum on Nature Conservation and Pastoralism will support you:

- ★ Desk research realisation
- ★ Training/capacity building in advocacy
- ★ Advocacy activities

# The partnership: Udruga Kinookus

Udruga Kinookus will support you for the communication activities and project's results dissemination at international level



# Logic of intervention -

Individuate specific needs in agriculture for traditional food valorisation in West Balkans and Turkey

- **desk research** on relevant law and policy processes in each country
- **field research** on endangered food and agricultural products



- Advocacy** to influence public policies on agriculture, rural development and food sector
- Grassroots projects** to preserve endangered food and products (Ark of taste and Presidia)



## Raising awareness

- versus decisions makers to promote a sustainable rural development model
- versus citizens to aware them about the impact of their daily food choices on environment and policy processes

# Framework contract

4 years funding from the European Commission:

- ★ First six months: inception phase
- ★ June 2013- November 2014: first project phase (already obtained funding);
- ★ December 2015 – November 2016 second project phase (funding to be defined in negotiation with the European Commission)

# INCEPTION PHASE

## *Objective:*

Define and share with the EC and the relevant stakeholder at local and international level a detailed implementation plan

## *Outputs:*

- ★ Detailed work plan
- ★ Inception report

# Inception phase

In 6 months (December 2012- May 2013) we have to do:

- ★ Collect all the necessary information from partners to develop a detailed work programme
- ★ Define and mobilise stakeholders in each regions involved
- ★ Implementation of project management structure
- ★ Discussion of the work programme with the EC
- ★ Define research and analysis activities themes

## First project period:

June 2013- November 2014

3 main project components:

1. CSOs reinforcements and network strengthening
2. Policy formulation and implementation
3. Raising awareness

# CSOs REINFORCEMENTS AND NETWORK STRENGTHENING

## ACTIVITIES:

- ✓ Capacity building (on advocacy and on grassroots projects realisation)
- ✓ Desk research on relevant legislation and policy processes
- ✓ Field research on endangered food and agricultural products
- ✓ Stakeholders involvement and consultation

# CSOs REINFORCEMENTS AND NETWORK STRENGTHENING

## EXPECTED RESULTS:

- ✓ Improved capacity of partners' staff
- ✓ Improved recognition of CSOs role by institutions and citizens

## OUTPUTS:

- ✓ Study on relevant legislation and policy processes in the involved regions
- ✓ Inventory of Western Balkans and Turkey food and agricultural products endangered

# POLICY FORMULATION AND IMPLEMENTATION

## ACTIVITIES:

- ✓ Advocate the role of small-scale farmers in biodiversity protection
- ✓ Promotion of concrete models and action to preserve biodiversity
- ✓ Exchange of best practices and knowledge at multiregional level (Terra Madre Balkans)



# POLICY FORMULATION AND IMPLEMENTATION

## EXPECTED RESULTS

- ✓ Capacity of the network to influence policy formulation processes
- ✓ Improved dialogue with stakeholders

## OUTPUTS:

- ✓ Policy papers, recommendations and answers to public consultations
- ✓ Terra Madre Balkans and other events organised

# RAISING AWARENESS

## ACTIVITIES:

- ✓ Constant communication to wider public
- ✓ Organisation of workshops and educational activities
- ✓ Campaign on responsible consumption

# RAISING AWARENESS

## EXPECTED RESULTS

- ✓ Citizens aware on their role in environment preservation
- ✓ Improved citizens participation in Civil Society dialogue

## OUTPUTS:

- ✓ Information and communication materials
- ✓ Local events
- ✓ Communication campaign
- ✓ Project web-site and newsletter

## Second contract period:

Dicember 2014 – November 2016

The same project components:

1. CSOs reinforcements and network strengthening
2. Policy formulation and implementation
3. Raising awareness

## Second contract period:

November 2015 – October 2017

The work programme will be defined on the basis of the results obtained during the first project period in negotiation with the EC.

### EXPECTED RESULTS

The network is established and autonomous

# The next steps

## Inception phase:

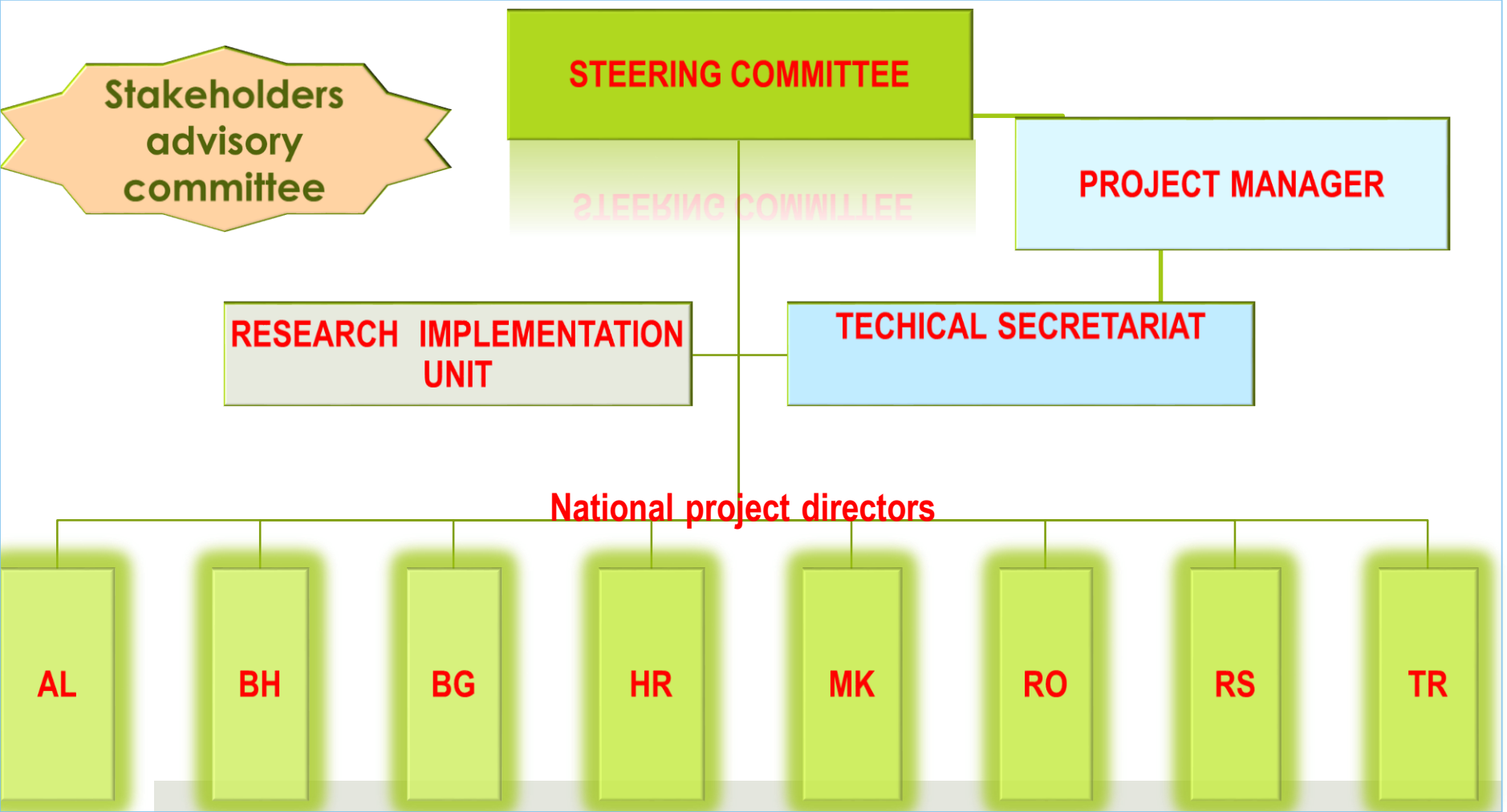
- ▣ Establishment of the governance project structure and procedures
- ▣ Identification of needs and constraints in each country
- ▣ Individuation of stakeholders at local and international level
- ▣ Definition of a project communication plan and tools
- ▣ Framework cooperation within stakeholders
- ▣ Fine-tuning research hypotheses

**OUTPUT: DETAILED WORK PLAN (INCEPTION REPORT)**

# What we must decide today

- ★ Management structure: who will participate in project governing bodies
- ★ Desk research themes
- ★ Communication plan
- ▣ Sharing management procedures: administrative and visibility rules, financial and activities monitoring instruments (project quality manual)

# MANAGEMENT STRUCTURE





# STEERING COMMITTEE

- ★ Ensure project management and coordination among different partners
- ★ Provide strategic direction and guidance

It is composed by one member from each partner: National project directors plus one member from Slow Food and one member from EFNCP, they will meet six-monthly

Whenever necessary SC meetings will be opened to relevant stakeholders (Stakeholders advisory committee)

# TECHNICAL SECRETARIAT

- ★ Ensure the proper and timely functioning of the Steering committee
- ★ Guarantee the compliance of visibility and administrative rules of funding program
- ★ Support the Research implementation unit

It is coordinate by the Project manager and it is composed by one administrative/support staff from each partner

# PROJECT MANAGER

- ★ Ensure the proper and timely functioning of the Steering committee
- ★ Guarantee the compliance of visibility and administrative rules of funding program
- ★ Support the Research implementation unit

It is coordinated by the Project manager and it is composed by one administrative/support staff from each partner

# RESEARCH IMPLEMENTATION UNIT

It is in charge of the research realisation.

It is coordinate by EFNCP and composed by 1 desk research responsible (EFNCP), un field research responsible (Slow Food), 1 representative for each partner that is in charge to develop research activities in each country according to the methodology defined by the research responsible.

# NATIONAL PROJECT DIRECTORS

Are appointed by the partners and are responsible for the monitoring and implementation of the project in their countries

They will be supported and refer to the project manager

# RESEARCH THEMES

Desk research, in order to guarantee the necessary background information and support the network with a scientific basis for an effective advocacy activity. It must underline the specific needs of the territory and it must individuate the current relevant policy processes.

We want to advocate for a new agricultural model based on tradition that is good for the environment, good for the health and taste and good for producers.

We must demonstrate that the options and model proposed could face the individuated needs.

# DESK RESEARCH THEMES

Research hypothesis:

small scale farmers situation – weakness, strengthens, needs and constraints – specific relevant legislation (such as DENOMINAZIONE DI ORIGINE, AZIONI A SUPPORTO DEI PICCOLI AGRICOLTORI , ECC....)

# FIELD RESEARCH

Research hypothesis:

Mappatura

Arca

Eccc...