

Overall objectives	Specific objectives	Necessary actions to reach the objectives	Expected results at the end of the actions	Quantitative indicators of result
<p>To implement sustainable development policies of productions and of agro-food SMEs distribution system in Mediterranean countries through the creation of short chain clusters capable to guarantee the increase of Agricultural income, l'internazionalizzazione, products quality certificate, the improvement of Mediterranean diet and its quality control along the chain that, from the production, lead to institutional and family catering .</p>	<ul style="list-style-type: none"> <li>- To create clusters of food-agrarian chains in all countries that are involved in the partnership from the producer to the consumer,</li> <li>- to make operative new kind of products distributions, nationwide and world-wide, that are capable of guaranteeing quality, certification of origin and safety, the environmental sustainability of productions;</li> <li>- to adapt and improve national legislations in matter of support and vigilance of agro-food productions;</li> <li>- to elaborate, validate and carry out standards and/or recommendations common to countries involved in the project to implement sustainable development policies in institutional catering</li> <li>- to support both the short chains of production and, to other products, the internationalization efforts of firms and in particular of PMEs;</li> <li>- to adopt sustainable development plans according with national public authorities able to territorial planning, economic development, environment protection and healthcare;;</li> <li>- to raise sector operators and populations awareness of Mediterranean diet, also through the certificate of origin and quality of products and through the involvement of large retailers and institutional catering industries.</li> </ul>	<ul style="list-style-type: none"> <li>-to elaborate new national territorial plans of sector</li> <li>- Forum/Fairs and Mediterranean Conference in Genoa, with the participation of institutional decision-makers, ministries of the partner countries, associations of the sector (production and marketing), chambers of commerce, vigilance institutes, health authorities and other relevant organizations.</li> <li>-to elaborate standards for agricultural sustainable development in respect of Mediterranean diet characteristics , according to short chain approach, with particular attention to final consume in institutional catering</li> <li>- transnational actions of exchange / training and creation of agreements of productive and commercial cooperation;</li> <li>- Creation of nationwide clusters(CBEA approach), with subscription of agreements of transnational cooperation for transfer of technology and marketing channels;</li> <li>-only and transnationale communication plan (web) for the Mediterranean diet.</li> </ul>	<ul style="list-style-type: none"> <li>- new territorial plans of rural areas approved by competent national authorities and their implementation started;</li> <li>- new regulations approved in support of SMEs, of the internationalization, of the short chains of production and to encourage new technologies in this sector;</li> <li>- Formative activities concluded;</li> <li>- Forum/faires conferences realized, with conference proceedings</li> <li>- operative clusters in all partner countries ;</li> <li>- undersigned agreements of transnational cooperation and they started in operative terms;</li> <li>- Completed the communication plan for the diffusion of Mediterranean diet;</li> <li>- Applied new technologies in some productive sector, models management and marketing, with increase of productivity</li> </ul>	<ul style="list-style-type: none"> <li>- Number and typology of participants at the transnational conference;</li> <li>- Number of rural development plans elaborated;</li> <li>- Number of rural development plans adopted;</li> <li>- Number of rural development plans started;</li> <li>- Number of clusters activated (for countries) and number of enterprises involved (SMEs) according to concept of "localised agrifood systems" (SYAL) and <i>Cluster-Based Economic Approach (CBEA)</i>;</li> <li>- Number of participants at the training actions;</li> <li>- Number of transnational agreements undersigned;</li> <li>- Number of institutes, organisms, users etc... that are involved in the awareness campaign to Mediterranean diet ;</li> <li>- Number of institutional catering industries involved in the carrying out of new quality standards in keeping with the Mediterranean diet.</li> <li>- cost/contact of the campaign ;</li> <li>- amount of funds potentially induced by new regulations or approved local plans;</li> </ul>