

AgroPreneur

Mediterranean Agriculture Entrepreneurship Network



ENI CBC MED
Overarching Objective – Thematic Objective -
Priority
Impact (Overall objective)

Strengthen and support Euro-mediterranean Networks, Clusters, Consortia and Value Chains in traditional sectors (Agro-food)

Program Expected Results: Increased number of MSMEs participating in EUROMED enterprises alliances



Relevance/situation analysis

- Low added value for agro-food producers
- Lack of diversification and innovation
- Lack of distribution and commercialization channels
- Lack of skills, capacities, competencies and know-how of the farmers

Geographical regions covered:

Egypt – Sharqia

Tunisia – Sfax

Spain – Catalonia

Greece – Ilia

Morocco – Sais

Italy – Sardinia

Jordan – Dead Sea Area, Aghwar

Outcomes (Specific objective)

More self-confident farmers able to develop their own business.

Outputs (expected results)

1. Skilled farmers able to produce better products (through training, consultancy services= program outputs)
2. Skilled farmers able to commercialize their products (through training, consultancy services, international business events, new joint brands= program outputs)
3. National institutional representatives available to support local farmers of the MED area (through training = program outputs)

Activities

Output 1- Skilled farmers able to produce better products

1.1 Development of common guidelines, ex. Irrigation methods, substitution of pesticides, supply chain management

1.2 Training of Trainers based on developed guidelines

1.3 Implementation of a technical assistance program in each partner country on production (water efficiency, reduce the use of chemicals, land use efficiency and energy efficiency and technical innovation)

1.4 Exchange of best practices among farmers of the project countries

1.5 Pilot projects through sub-grants to selected farmers (Competitive selection) to implement and test the introduced innovations

Activities

Output 2 Skilled farmers able to commercialize their products

- 2.1 Development of common guidelines, ex. Environmental friendly packaging, use of e-commerce channels
- 2.2 Training of Trainers based on developed guidelines
- 2.3 Training activities such as entrepreneurship, marketing, communication, intellectual property rights, e-commerce, etc.
- 2.4 Creation of n.7 national consortia (one in each partner country) with the aim of concentrating the offer, promote and sell the products at national level
- 2.5 Creation of a joint cross-border network with the aim to promote the products under a unique joint brand
- 2.6 Participation in local (national consortia) and international (cross-border network) exhibitions

Activities

Output 3 National institutional representatives available to support local farmers of the MED area

3.1 Training of national institutional representatives

3.2 Exchange of good practices through study visits between institutions from EU and MPCs

3.3 Pilot projects on a national level through policy actions (ease of admin procedures such as reduction of taxes or reduction on the cost of water use and financial subsidies and facilitation of land ownership)

3.4 Pilot projects on an international level through the creation of a commercial corridors for specific products in order to facilitate the selling activities (reduce trade barriers and achieve better selling conditions)

Potential partners

Lead partner: Federation of Egyptian Chambers of Commerce - FEDCOC *Project title*

P1: Confederation of Egyptian European Business Associations - Egypt

P2: Chamber of Agriculture of Fes Meknes - Morocco

P3: Chamber of Commerce, Industry and Services of Fes Meknes – Morocco

P4: Jordan Europe Business Association - Jordan

P5: Association of Agriculture - Jordan

P6: Centre d'affaires de Sfax – Tunisia

P7: Chamber of Commerce of Sfax - Tunisia

P8: Union of Farmers of Catalonia – Spain

P9: Barcelona Chamber of Commerce – Spain

P10: ASCAME - Spain

P11: Chamber of Commerce of Ilia – Greece

P12: Association of Agricultural Producers of Ilia region- Greece

P13: Regional Government of Sardinia – Agency of Agriculture – Italy

P14: Farmers Association COLDIRETTI - Italy

Associated Partners

- AS1: Ministry of Agriculture – Morocco
- AS2: Ministry of Agriculture - Jordan
- AS3: Ministry of Agriculture – Egypt
- AS4: Ministry of Agriculture - Tunisia
- AS5: Ministry of Agriculture - Spain
- AS6: Ministry of Agriculture – Greece
- AS7: Ministry of Agriculture - Italy
- AS8: Region of Western Greece – Greece

Target groups

- Chambers of Commerce
- NGOs
- Public institutions
- Agricultural Associations
- Farmers Associations

Final beneficiaries

Small scale Farmers located in Egypt – Sharqia, Tunisia – Sfax, Spain – Catalonia, Greece – Ilia, Morocco – Sais, Italy – Sardinia, Jordan – Dead Sea Area, Aghwar

Provisional budget

6 million EUR

Working Group

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