



Intermediate Report

Information Measures relating to the Common Agricultural Policy Programme

LaC Med

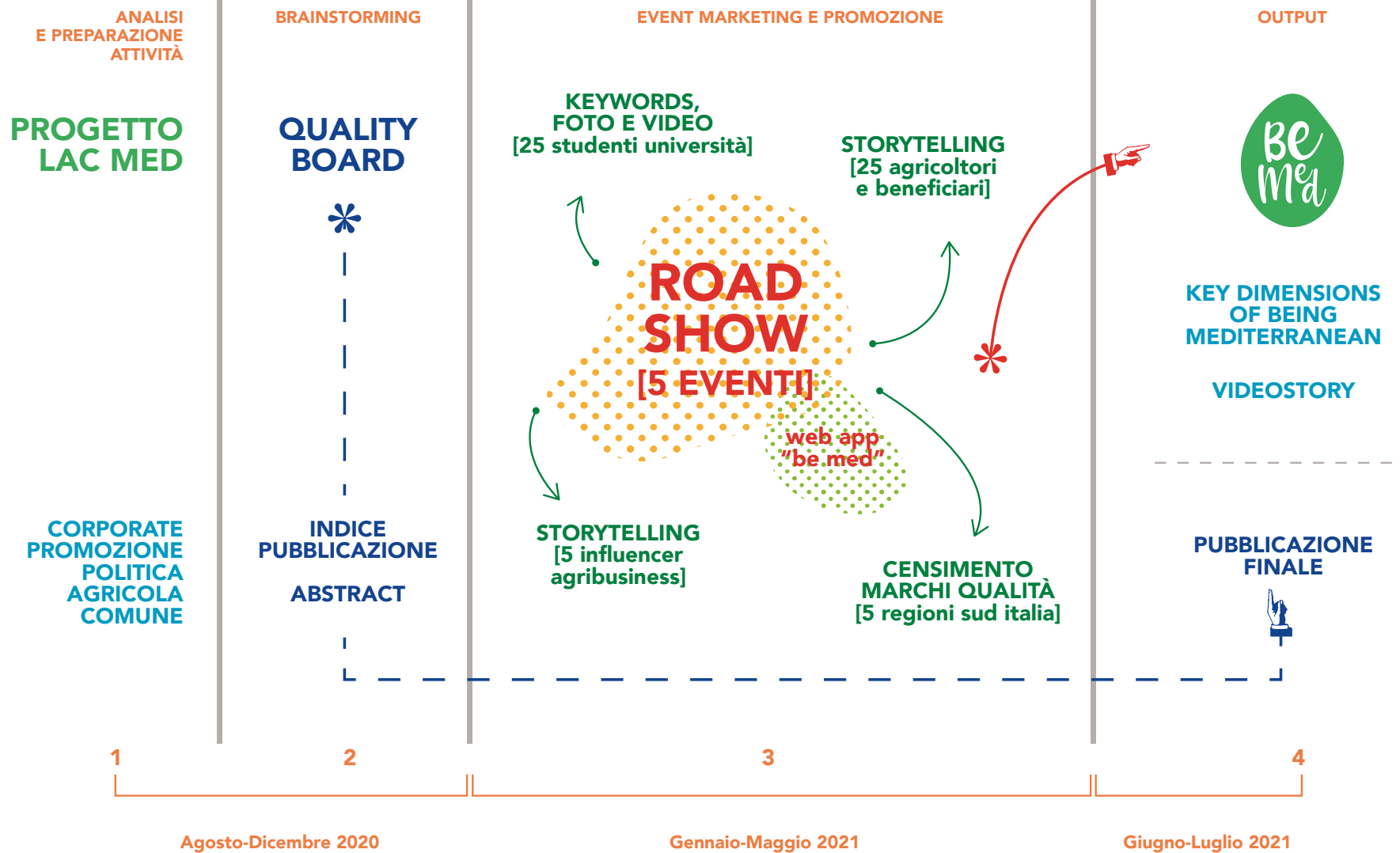
Intermediate Report

Information Measures relating to the Common Agricultural Policy Programme





Road Map



Introduction

Some of the rural areas in the Mediterranean seem to underestimate this aspiration and suffer from natural and demographic handicaps caused by the lack of awareness of the economic potential of this aspect of the cultural identity of the Mediterranean.

"Be Mediterranean" means involving a range of skills,

knowledge, rituals, symbols and traditions concerning cultures, landscapes, lifestyles and ways of operating in many European regions.

The main objective of the project will therefore be to increase knowledge of the "be Mediterranean" on the basis of "feeling the Mediterranean" by exploiting the common

agricultural policies, using tools of traditional narratives linked to typical information practices, but also not traditional and innovative, such as web and social networks.

General goal

At this particular time, we are witnessing a strong gap between citizens and the European institutions, especially in Italy: supranational movements, populist movements and political instrumentalization of daily events and events undermine the perception of the achievements and the importance of the European Union for the regions. There is also an unsatisfactory impact on the communication of European bodies and local governments, which do not sufficiently promote the disse-

mination of content, the possibilities and the results achieved through the European commitment on individual territories.

The main objective of the draft integrated and cross-medial information and communication project 'Lac Med' is therefore to build, on the basis of the communication of EU agricultural policies, a unitary and comprehensive narrative of all the experience of value that can be attributed directly and indirectly to the context of Mediterranean agricultural

production, using the experience and strength of a network, such as that of the Publiemme group, which has the possibility of activating a number of touch points to launch a new narrative of European agricultural policies, the importance of cohesion policies, the results achieved by the beneficiaries and the many positive spill-over effects on the territories.

Specific objectives

1. Strengthen the knowledge of the Common Agricultural Policy in young students from its link with the Mediterranean, combining traditional and innovative communication tools, as an opportunity for smart economic growth of remote rural areas.
2. Promoting “feeling Mediterranean” by targeting young farmers around which to build a recognisable, integrated and innovative brand.
3. To create a conversational community in the Mediterranean that involves, first and foremost, the universities which are members of the project and that are successful users, local communities, businesses and public administrations to promote new opportunities for dialogue on the common agricultural policy.



ACTIVITY	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
Activity 1.1 - Project Management					MS1							
Activity 1.2 - Project Quality Management						D.1.1						D.1.2
Activity 2.1 - Dissemination & Communication		MS2				D.2.3						
Activity 2.2 - Project video and interviews						D.2.1						
Activity 2.3 - Event marketing												
Activity 2.4 - Making brand "Be Mediterranean"										D.2.		
Activity 2.4 - Creation of Observatory											D.2.4	
Activity 2.4 - EU Institutions and stakeholders dissemination												

WP 1.1

PROJECT MANAGEMENT

Proper coordination and synchronisation of activities will be important for the success of the project, necessary for the creation of the synergies that will leverage foreseen activities to gain maximum impact. For this reason, a dedicated activity within this WP has been defined, and considered the central axis during the project execution. It includes activities like conducting team meetings, preparing status reports, resolving conflicts through conflict resolution mechanisms, and providing supervision.

Main tasks:

- Organisation and conduction of project meetings and tracking project progress.
- Monitor the financial management of resources
- Management of the decision-making process and conflicts resolution

Milestone

Mid-term project reporting

Project Meetings and Quality Management Board Meetings executed

WP 1.2

PROJECT QUALITY MANAGEMENT

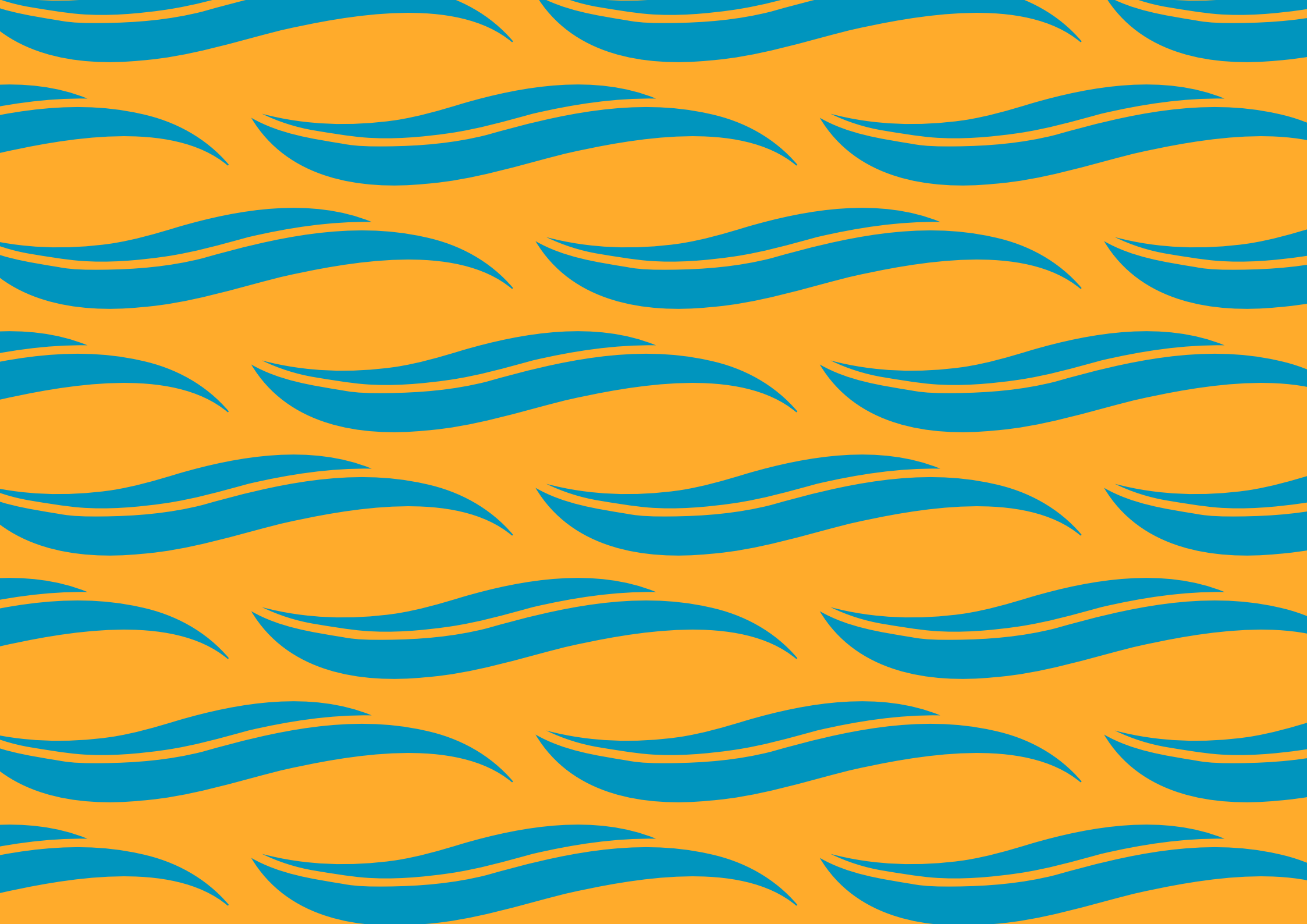
On November 18th 2020 the Quality Management Board of LaC MED was appointed

Two meetings were held, virtually, on:

1. November 26th 2020
2. December 18th 2020

Deliverables

Intermediate project's report



Quality Management Board

The QMB's members cover 3 regions of the Mediterranean area in Italy (Calabria, Campania and Sicilia) and 5 Universities



Campania



Sicilia



Quality Management Board

The Quality Board ensures the quality of project management. It is composed of University professors and researchers. The Quality Board has the task of monitoring the correct execution of the project activities and validating the scientific structure of the information and communication activities of the LaC Med project.

<https://www.lacmed.it/en/project/>



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Economia, Società e Sviluppo Sostenibile dell'area del Mediterraneo Economy, Society and Development of Mediterranean area

Short call for contribution

The aim of the publication is to offer an alternative and innovative narrative of the Mediterranean area, in relation to the dynamics of local socio-economic development, urban and territorial development policies and the local levelling of global challenges, including the fight against climate change. , the achievement of the sustainable development goals (Agenda 2030), in particular in the regions of Southern Italy. Any references to the role of European policies (and in particular to the Common Agricultural Policy) will be very welcome. Recommended topics include, but are not limited to the following keywords:

L'obiettivo della pubblicazione è offrire una narrazione alternativa e innovativa dell'area del Mediterraneo, relativamente alle dinamiche di sviluppo socioeconomico locale, alle politiche di sviluppo urbano e territoriale ed alla declinazione a livello locale delle sfide globali, tra cui la lotta al cambiamento climatico, il raggiungimento degli obiettivi di sviluppo sostenibile (*Agenda 2030*), in particolare nelle regioni del Mezzogiorno d'Italia. Eventuali richiami sul ruolo delle politiche europee (ed in particolare alla *Politica Agricola Comune*) saranno molto graditi. Gli argomenti consigliati includono, ma non sono limitati alle seguenti parole chiave:

Keywords

Sustainable Development
Green Deal and circular economy
Slow tourism
International trading
Protected areas and biodiversity
Agri-food specialization
Urban regeneration
Welfare
Technological and social innovation
Territorial marketing

Confirmed contributions (in progress)

1. Agricoltura è paesaggio, (Massimo ZUPI)
2. Valore e Territorio: un'ipotesi mediterranea,
(Maria COLURCIO, Angela CARIDA')
3. E su tutto vinse l'ulivo. Quando gli dei preferirono Atena a Poseidone,
(Donata CHIRICO')
4. Un Mediterraneo naturalmente sviluppato, (Roberto GUARINO)

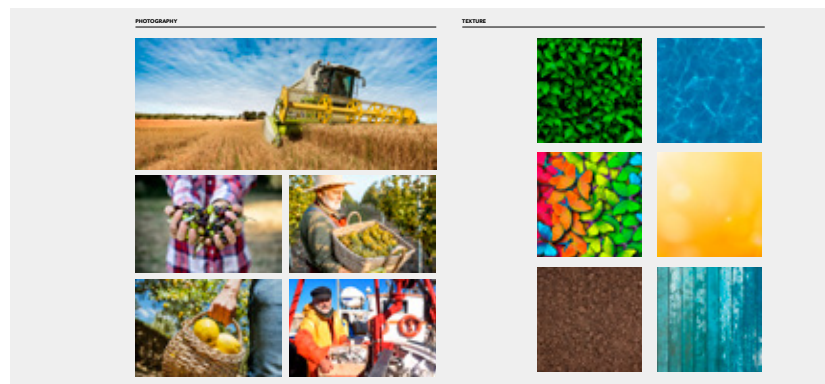
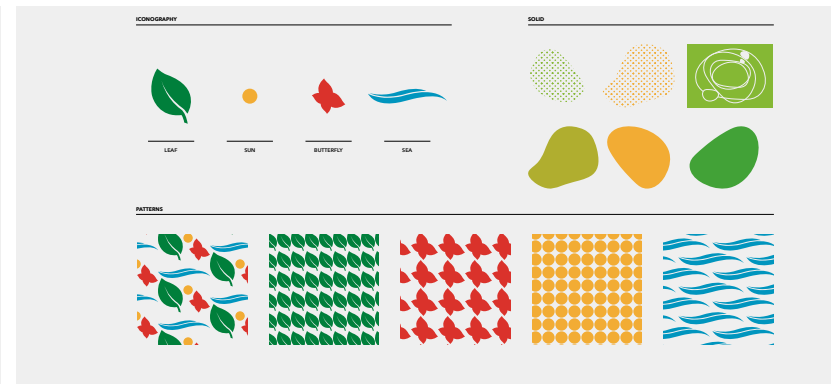
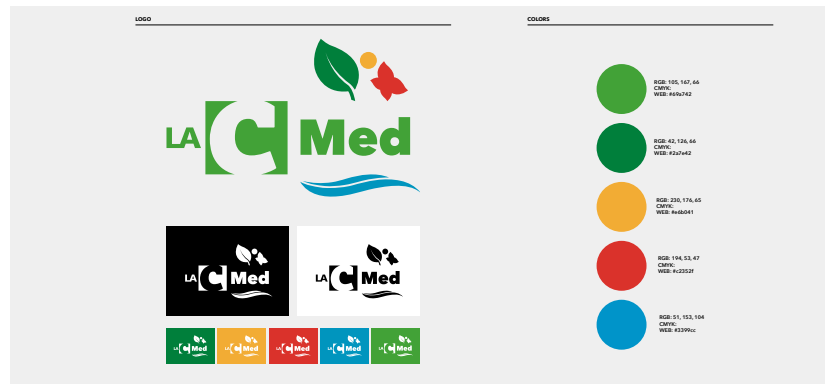
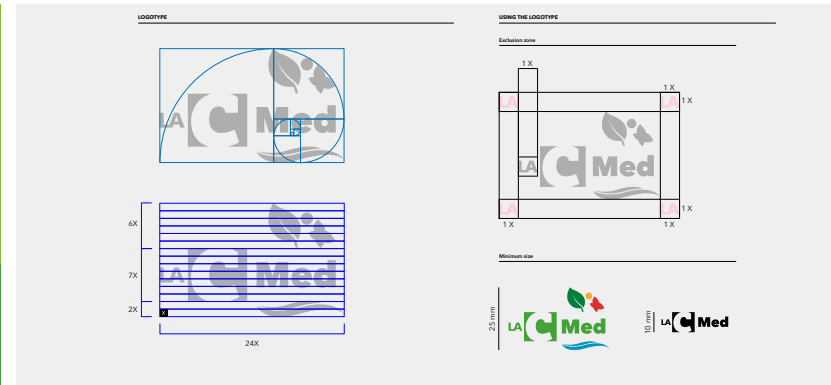
WP 2.1

Dissemination & Communication, coordination and Global Outreach

Creation of the project's official visual identity.



LaC Med > Brand Identity Guidelines



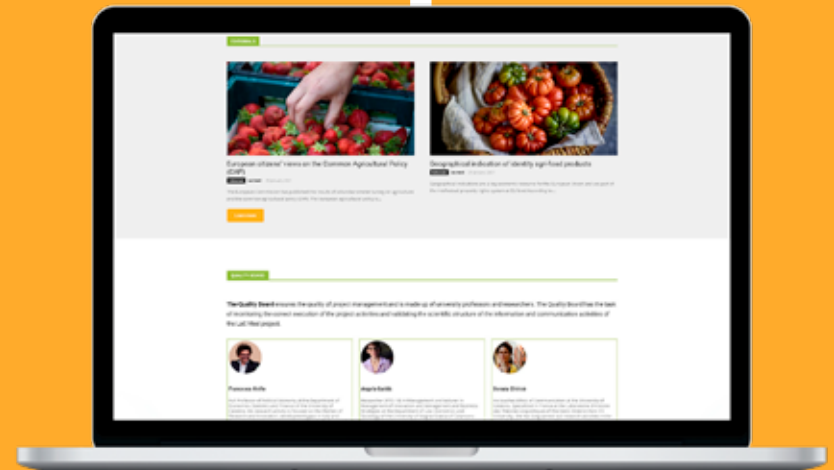
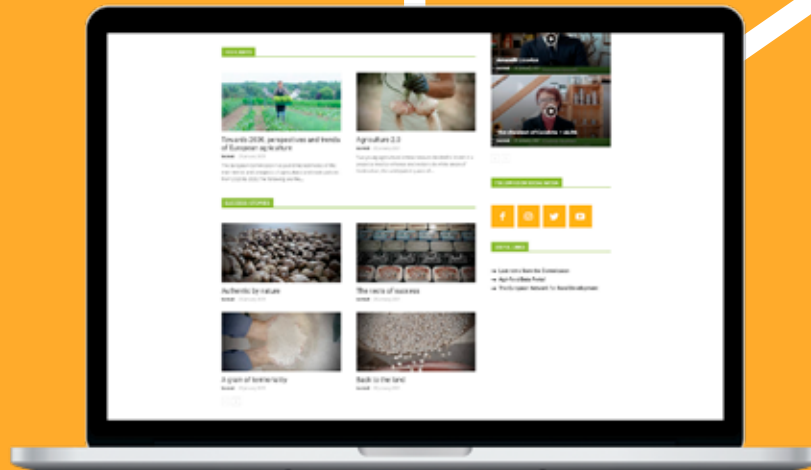
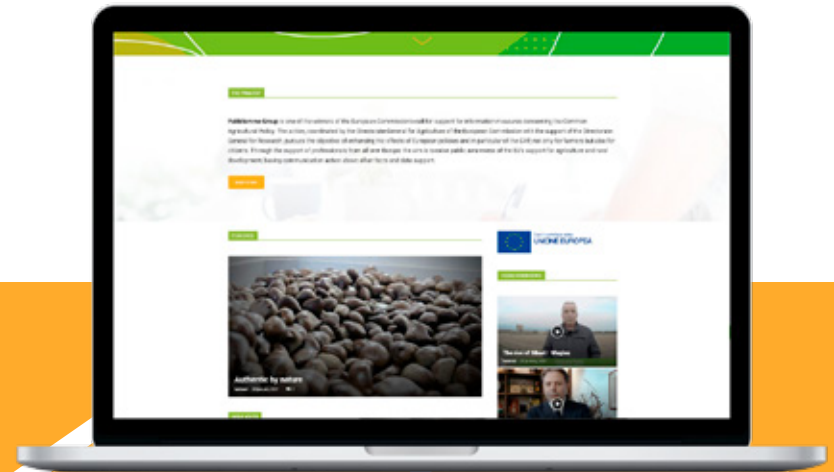
WP 2.1

Dissemination & Communication, coordination and Global Outreach

The project website is available on <https://www.lacmed.it>



www.lacmed.it > Home



WP 2.1

Dissemination & Communication, coordination and Global Outreach

Social: LaC MED started posting media contents on the following social media platforms:





18.000 VIEWS TOTALI

55 POST

10 VIDEO

450 FOLLOWER

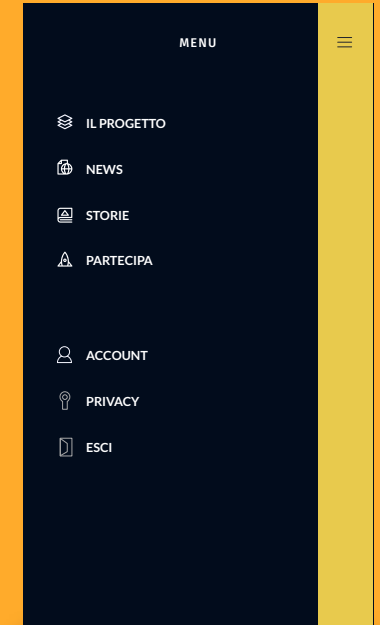
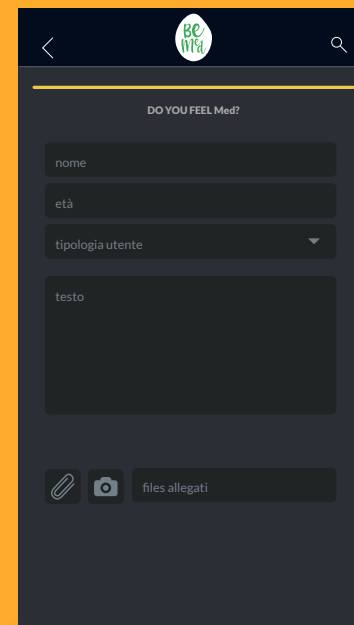
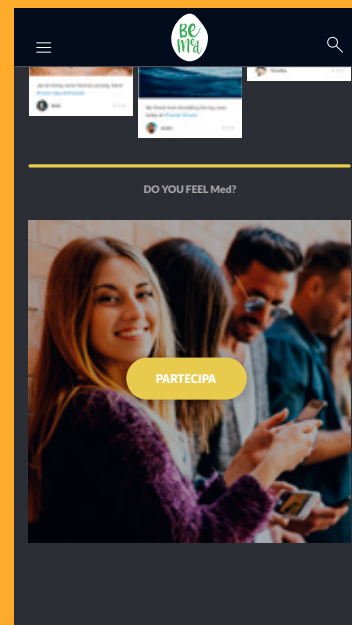
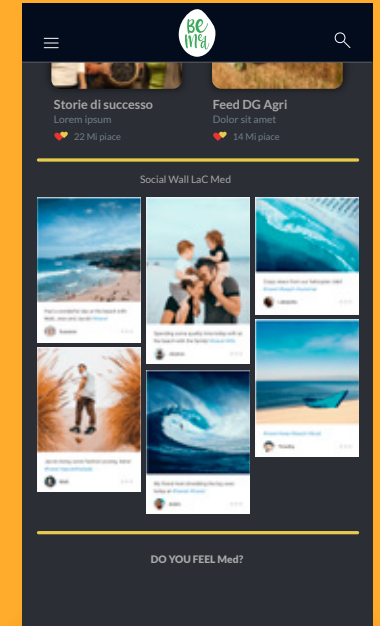
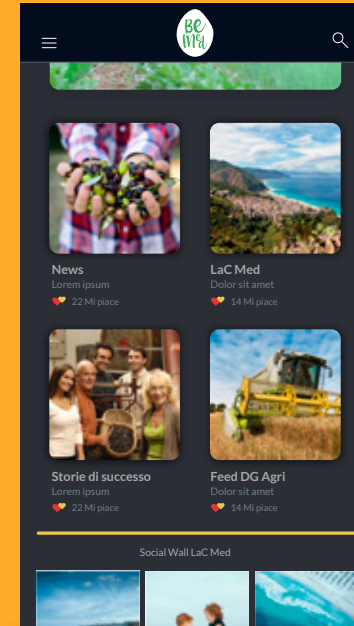
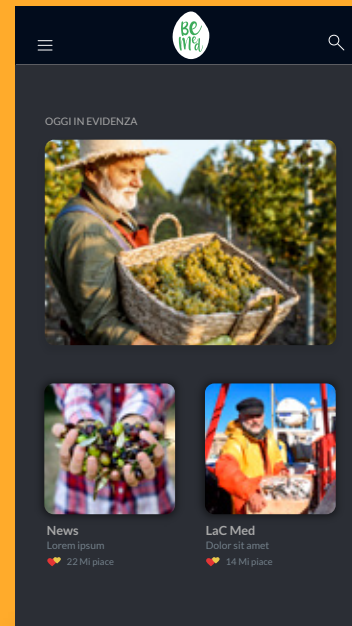
WP 2.1

Dissemination & Communication, coordination and Global Outreach

support an online survey to collect through videos and photos the sense of Mediterranean agriculture from the point of view of farmers and students.



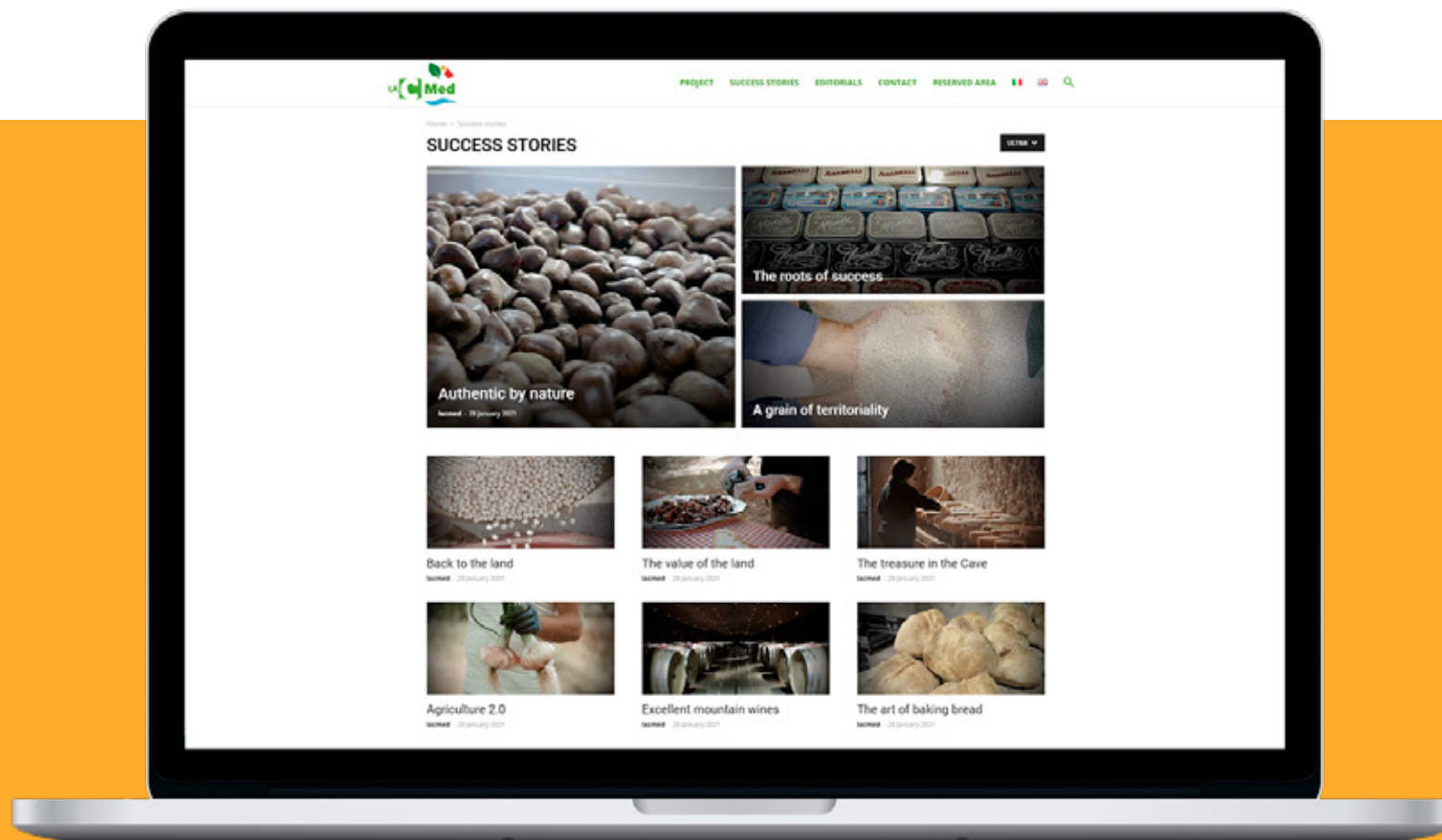
web app > Draft Design



WP 2.2

Project video and interviews

Success stories: n.9 success stories (videos) were published on LaC MED website and they were spread through the LaC Network;



<https://www.lacmed.it/en/category/success-stories/>



Authentic by nature



The roots of success



A grain of territoriality



Back to the land



The value of the land



The treasure in the Cave



Agriculture 2.0



Excellent mountain wines

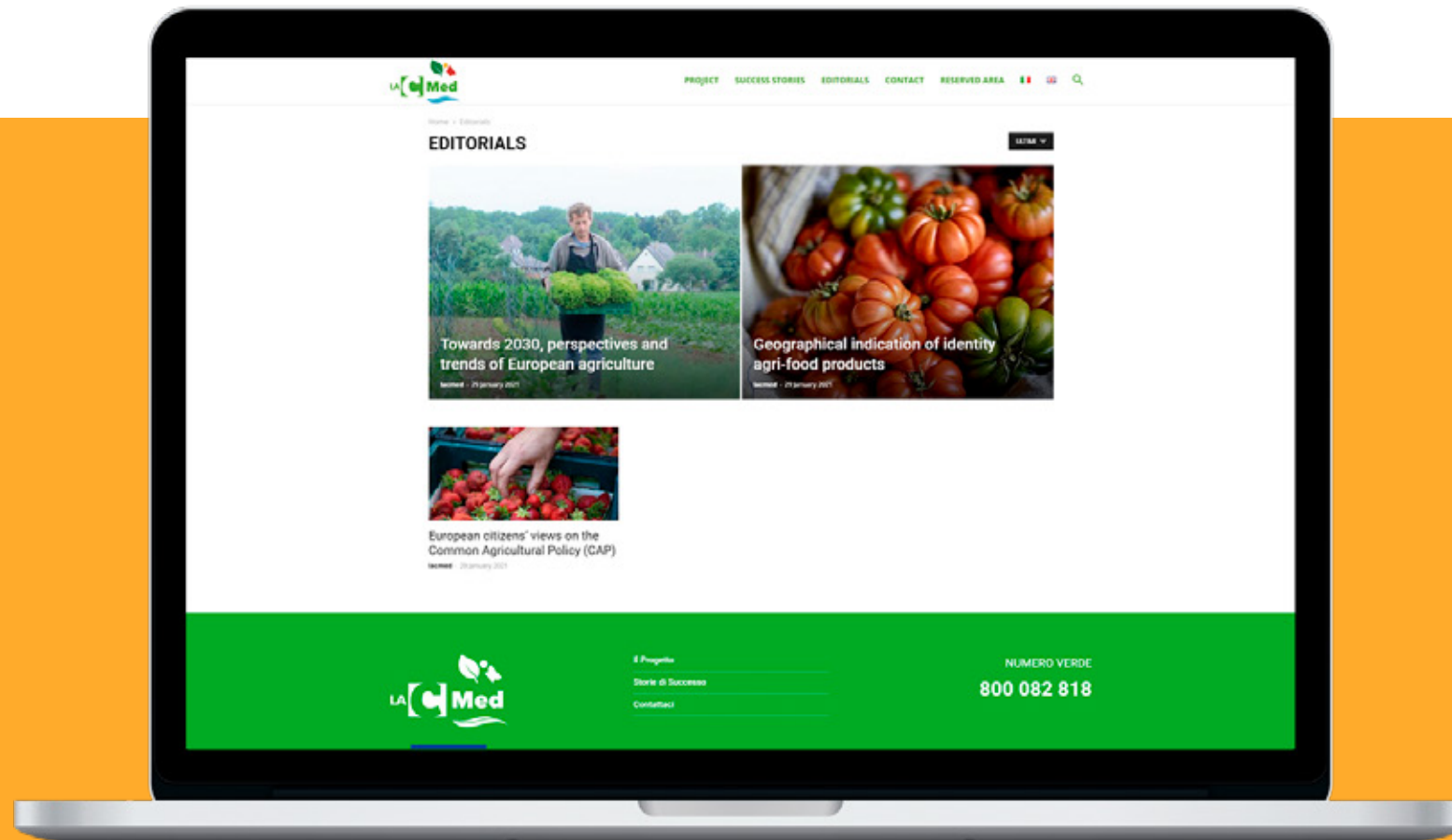


The art of baking bread

WP 2.2

Project video and interviews

Editorials: n.3 editorials were published on LaC MED website as scheduled;



<https://www.lacmed.it/en/category/editorials/>



Towards 2030, perspectives and trends
of European agriculture



Geographical indication of identity
agri-food products



European citizens' views on the Common
Agricultural Policy (CAP)

WP 2.3

Event marketing

Thanks to the involvement of universities, the aim of this task is to organise 5 national event in South of Italy to facilitate knowledge transfer, promote CAP narratives and collecting data on “be mediterranean”.





WP 2.4

Making brand “Be Mediterranean”

The most important phase is the knowledge and the knowledge derived from the previous activities. The creation of an app in support of an online survey will take pictures and videos of Mediterranean agriculture from the point of view of farmers and students. Once processed and analysed, these data will be used to create the ‘Be Mediterranean’ logo.



BeMed > Draft Logo Design



Next steps : WP 2

Task number <small>(continuous numbering linked to WP)</small>	Task name	Description
2.2	Project video and interviews	<p>1 project video trailer will be created starting from a set of interviews with stakeholders, influencers and good practices during LaC Med events. This video will be published on the social media channels and the website of the project, contributing to spread the project's contents and maintaining active the dialogue with key stakeholders during and after the end of the project.</p> <p>Interviews will be organised with 30 successful stories about "be Mediterranean" in order to collect and spread out significant points of view on CAP and its results.</p> <p>Editorial coverage in Italian and English will be set up from the beginning of the project to contribute to raise awareness on the relevant topics at European level. It consists of 6 articles to be published on the project website and universities web site.</p>
2.3	Event marketing	<p>Thanks to the involvement of universities, the aim of this task is to organise 5 national event in South of Italy to facilitate knowledge transfer, promote CAP narratives and collecting data on "be mediterranean".</p> <p>During the events an information and awareness campaign will be activated.</p>
2.4	Making brand "Be Mediterranean"	<p>The most important phase is the knowledge and the knowledge derived from the previous activities. The creation of an app in support of an online survey will take pictures and videos of Mediterranean agriculture from the point of view of farmers and students. Once processed and analysed, these data will be used to create the 'be Mediterranean' logo.</p>
2.5.	Creation of Observatory	<p>The creation of an observatory in cooperation with universities, local authorities, young farmers, and young farmers to guarantee an observation about the future of CAP and its implications in the regions of Mediterranean sea</p>
2.6	EU Institutions and stakeholders dissemination	<p>The digital version of the results will be disseminated at the end of the timetable via the project's website and social media channels. The results will be printed (200 copies) and distributed during the Final event held in Brussels to: selected students, selected farmer, the Eu policies officers, public authorities and other stakeholders.</p>

Next steps : Deliverables

Deliverable number (continuous numbering)	Deliverable name	Lead beneficiary	Type	Dissemination level	Due date (month number)	Description (including format and language)
D2.1	Project video and interviews (ongoing)	European Commission students, farmers	[DEC —Website, patent filing, press & media action, video etc]	[Public]	M6	Publication of the project video and interviews held during the project Multimedia material, Italian with English subtitle
D2.2	Brand "Be Mediterranean"	European Commission students, farmers Stakeholders	[DEC —Website, patent filing, press & media action, video etc]	Public	M10	Publication of the logo held during the project Multimedia material
D2.3	Web app (first set-up planned)	European Commission students, farmers	[DEC —Website, patent filing, press & media action, video etc]	[Public]	M6	Publication of the project video and interviews held during the project Multimedia material, Italian with English subtitle
D2.4	Observatory's Memorandum of Understanding	PUB	[R — Document, report]	Private	M11	MoU for the engagement of the partnership on the creation of an European Observatory Electronic, English

Intermediate Financial Report Costs progress

	A. Direct personnel costs	B. Direct travel and subsistence costs	C. Direct costs of subcontracting	E. Other direct costs
Pubbliemme	52%	0%	0%	0%
Diemmecon	52%	0%	0%	0%



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