



Pro Agri -Tour aims at the creation of a Quality Umbrella Label which will be given to Agritouristic Units and to Producers who will meet the criteria of the Quality Umbrella Label. Under the Umbrella there will be synergies created among the productive sectors of interest such as producers of biological, traditional, typical and handicraft products and the agritouristic units which will be connected for the offer of high quality agritourism.

The process that will be followed for the creation of the Quality Umbrella Label Criteria is called "Bottom up Approach" and it will be implemented in the workshops of the Local Networks with the participation of stakeholders. The Interregional Network will be giving the guidelines to the Local Networks and it will be the one that will create the criteria together with the collaboration of the Local Networks.



● Hranicko Microregion

● Region of Friuli Venezia Giulia

● Region of Umbria

● Region of Western Greece

PRO AGRITOUR



RFO INNOVET PROJECT



INTERREG IIIIC EAST ZONE



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by the European Union

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In the framework of the INNOREF project, eight (8) sub-projects are being implemented, one of which is PRO AGRI – TOUR having a strategic character. Its aim is the creation of suitable conditions for the sustainable development of agritourism and local products, lending the characterization "appellation of origin" to the final agritouristic product.

MAIN OBJECTIVES of PRO AGRI - TOUR

Creation of Interregional Quality Umbrella Label for agritourism, biological, typical, traditional and handicraft products. The criteria of the Label will be selected with the stakeholders' consent, following the Bottom Up Approach, through organized Workshops.

Organization of local collaborating Networks, where the synergy among the sub-projects' different productive sectors of interest will be promoted, for the more efficient and sustainable use of local resources.

Organization of an interregional collaborating Network for the joint contribution in the growth of the participating regions and for the management of the Interregional Quality Umbrella Label.

Development of Logistics Application for monitoring the flow of local resources and their sustainable development.

Elaboration of studies on productive sectors of interest, in the four participating regions, for imprinting the existing situation and the expected prospects.

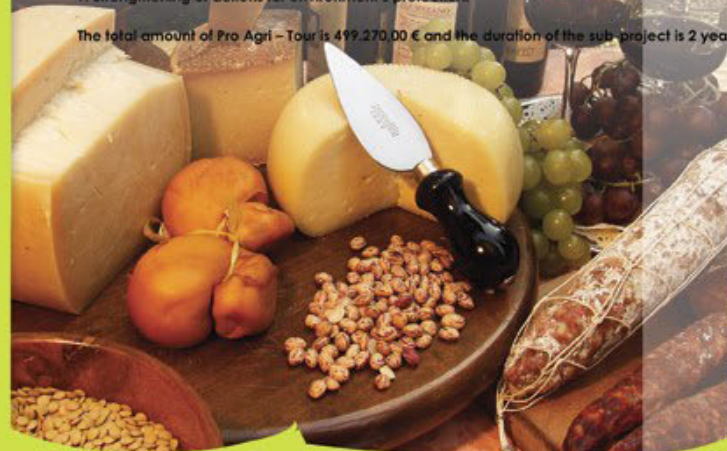
FORESEEN ACTIVITIES

- Component 1:** Management and Coordination of interregional and regional level
- Component 2:** Recording of special characteristics of the involved regions and development of supporting applications. The above will be achieved by the elaboration of a study on imprinting the existing situation in the participating regions, in the sectors of agritourism, biological, typical, traditional and handicraft products, as well as with the development of logistics application for the better and more effective guidance and interconnection of the different sectors.
- Component 3:** Formation of networks, determination of participatory process, support of stakeholders, determination of labeling criteria, methodology formation, updating logistics application with data, strengthening of collaborations, registration of label for internationally recognized certification.
- Component 4:** Projection of the sub-project, dissemination of results, transfer of know-how.

EXPECTED RESULTS

1. Development of common strategies
2. Establishment of local collaboration in the participating regions
3. Establishment of effective networks in the participating regions
4. Establishment of effective interregional network
5. Strengthening of participating regions' image
6. Exchange of know-how at regional and interregional level
7. Establishment of sustainable development processes
8. Establishment of guidance applications in the sectors of interest
9. Strengthening of actions for environment's protection.

The total amount of Pro Agri – Tour is 499.270,00 € and the duration of the sub-project is 2 years.



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