



Added Value of Networking

Success Story

Success Story title	<i>Vale do Tejo – Region of Excellence</i>		
Theme	<i>Cooperation</i>		
NRN	<i>Portugal</i>	Coordinator	<i>Regional Directorate of Agriculture of Lisbon and Tagus Valley</i>
Partners	<i>Regional Directorate of Agriculture of Lisbon and Vale do Tejo; Regional Tourism Authority of Lisbon and Tagus Valley; LAGs from the Tagus Valley: ADIRN, ADREPES, APRODER, CARNECA RIBATEJANA, LEADEROESTE and TAGUS</i>		
Period	<i>2010- 2013</i>	Geo-location	<i>Lisbon and Tagus Valley Region</i>
Beneficiaries	<i>Producers from the Lisbon and Tagus Valley and its 4 sub-regions – Lezíria do Tejo, Médio Tejo, Oeste e a Península de Setúbal</i>		

Background

Thanks to the application of participatory methods, LAGs are able to address the needs of vulnerable territories through creating specialist communication platforms. It is the essence of the LEADER methodology to put actors with different background and capabilities together in a network. The socio-economic LEADER region has a small size and as such no sufficient capacity to expand its position on the markets with greater scope and volume (national or international). In particular, the LEADER methodology can be helpful to promote SMEs in a wider context.

Main activities

This activity was intended to create a common image for the quality products of the Tagus Valley, which covers the geographic areas of intervention of six LAGs. To achieve this, a number of actors (Tourism Authority of Lisbon and Tagus Valley, and food producers) organised jointly a series of actions to promote products under the common regional label. Among others, they participated jointly in the fairs (National Festival of Gastronomy; SISAB – International Wine, Fish and Agri-Food; Alimentaria Lisbon and National Agriculture Fair in Santarém) and organised an event promoting wines of the Tagus Valley in Palmela.

Similarly they joined efforts to identify and promote the good practices that have been carried out and supported under the Axis 3 through LEADER. The opportunities were offered for study visits, meeting project holders, and a seminar was organised on the importance and contribution of LEADER to the job creation and retention of population in the Tagus Valley.

Main results/benefits

This initiative has helped to strengthen recognition and market positioning of the Tagus Valley. In follow-up a national workshop will be organised, where a paper is going to be presented on the importance of the LEADER approach in revitalizing rural areas of the Tagus Valley. The seminar will improve the position the region in future in terms of rural development policy. It is intended that through the contacts and databases of partners, it will become possible to communicate and demonstrate the technical, policy makers and the general public the importance of this type of incentive for the territories. The dissemination will be also carried out in the local and national printed media, in the internet and through social networks (fora allowing for exchange between producers, consumers, distributors etc.).





European Commission
Agriculture and
Rural Development



Contribution of the partners

The partners have been jointly involved in all activities, however there are some specific tasks assigned to each partner. The DRAPLVT is the coordinator of the partnership.

Success factors

- Recognition of the actual needs and adequate utilising of the complementary skills of the cooperating actors
- Consolidation of different economic and social assets in the cooperation

Additional information



Logotype of the action

