

International cooperation offer

Project title:

Short Mediterranean Stories :

Action of culture, gastronomy and art.



Description of the idea

The civilization of a place is the tradition, the history, the architecture, the cuisine and the culture of its people. What is more, the civilization of a place includes the importance that it could have had in the past for some reason. For instance, if it used to be an important harbor or trading place, or if it produced a unique product or a crucial historical event took place there or an important race used to live there.

Mediterranean's people appear many differences. However, they share the same sea, the same sun and the same olive trees. The Balkan, the Latin and the Arab world, which represent the three main cells of the Mediterranean, have been fermented for centuries promoting a wealthy and pluralistic civilization.

The programme «**Short Mediterranean Stories**» has as a purpose the creation of a common action of civilization for the Mediterranean's people. In addition, it aims at promoting the individuality of each culture.

The above will be achieved through the emergence of places that have remarkable cultural and gastronomic resources, an interesting natural and social environment as well as open-minded inhabitants.

The programme has as a goal the cooperation of the Mediterranean's regions in which are implemented local LEADER programmes by Local Action Groups (LAGs). Afterwards, local and foreign artists, scientists and chefs will collaborate so as to create a foundation or a celebration in every place that will take part in the programme.

Finally, a report of the foundation will be made, plus printed and electronic material will be produced, so that the foundation can be added to the catalogue of the «Short Mediterranean Stories». The foundation can be an already existent local institution which



will be «adopted» and improved or can be a new institution which will be created from the beginning.

The places in which the foundation will take place, will form a network of the areas of the «Short Mediterranean Stories». The network will have the ability to manage itself and operate even after the end of the project's programme.

The main point of the idea is the creation of an attractive action so as to arise the interest and the participation of young people from different parts of the Mediterranean. The energy and the ideas that young people have, in conjunction with the modern technology of the internet and social networks can be an important tool for the promotion of the Mediterranean cultures' individuality. Along with the spread of the project's idea, the collection of proposals may help decisively so that the actions can be recorded.

The program will be considered as successful if it will manage to:

- design, implement and substantiate at least 5 «Short Mediterranean Stories».
- uphold the foundation of a network or organization which will carry on the «Short Mediterranean Stories» after the end of the project's programme.
- encourage the cooperation and the exchanges among the parts of the network.

Main objectives

The main objective of the programme is to create a **network of Mediterranean's regions**, in which major traditions are represented as cultural points.

The specific objectives are the following:

- establishment of foundations in the regions and qualitative promotion in coming events
- promotion of the tourism and alternative tourist resources of each region.
- promotion of local cuisine and local products of quality (mainly olives and olive oil as they constitute the most common products of all Mediterranean's countries
- expansion of local and transnational groups (artists, scientists, chefs, entrepreneurs) dealing with the foundations which are created by the «Short Mediterranean Stories»
- broadening of the cycle of the «Short Mediterranean Stories» with new places, institutions and actions
- substantial networking of the areas and development of cooperation and exchanges
- creation of audiovisual material, of special artistic value, as an alternative tourist guide for the participating areas.



Activities

The following indicative actions will be the subject of the transnational cooperation:

A. Project's Actions

A.1 Establishment and operation of a network that will be made up of the Mediterranean's areas which constitute the narrative Mediterranean stories.

It concerns the coordination and organization of Local Authorities, Non Government Organizations (NGOs) as well as the economic and social partners who are interested in the above project. It includes activation, organization and participation of representatives of the above mentioned entities in workshops with a view to the establishment of the network. Deliverable: an action plan for the organization and operation of the network and the network's recommendation.

The production: A plan of the action that regards to the organisation, operation and the form of the network.

A.2 Electronic infrastructure and support.

It concerns the creation of an Internet portal aiming at the support of the programme. The following modules will be covered:

A.2.a Presentation of the programme and its activities .

A.2.b Electronic basket (e-basket) of important local products, **electronic table (e-table)** of specific local recipes, **electronic wardrobe (e-wardrobe)** of characteristic local traditional customs and other related accessories from the regions of the programme. The above include recording, evaluation and presentation (description, place and method of production, nutritional value, folklore value, cultural value, photographic documentation etc.). The references are indicative, and may be added or removed, depending on the final draft.

A.2.c Electronic art gallery (e-gallery) with exhibition of projects in the context of events, presenting artists and their work in the areas of cooperation and development of artistic collaborations, electronic and otherwise. The gallery will function as a point of meeting and submission of views by registered users/ artists.

A.2.d Forum aiming at developing issues related to culture, gastronomy and art. The forum will function as a meeting point and submission of views by registered users/artists, cooks, scientists and citizens.

The production: Electronic platform (portal).

A.3 Production of material

A.3.a From the folklore to contemporary cultural expression.



It concerns the emergence of the characteristic elements of folk tradition of each place (local costume, dance, music, customs, local dialect), as a component of the identity of the region and the creation of modern cultural events which take advantage of human resources and the cultural resources.

The production: audiovisual material with information from the cultural tradition of areas, given in a modern way. Publications with artistic style as an alternative tourist/ cultural guide for the area (a guide per region of the programme).

A.4 Events and facts

It concerns the planning, organizing and implementing events - institutions in the areas of partners who will conform to the style and the principles of the programme, so that they can be added to the list of Short Mediterranean Stories.

The Partner «Regional Development Company of Paronias» will propose in the context of the programme, the adoption of events titled «**melitjazz**» in Leonidio by the network. Leonidio combines unique elements of history, architecture and environment, unique language and culture, special local product and an existing institution that is evolving in a modern way with artistic and visual activities, gourmet searches with Mediterranean chefs and «hit» music.

Festival's website: www.festivalsakonias.gr

Assessment and data: www.festivalsakonias.gr/how_was_it.html

Travelogue presentation of the festival: www.youtube.com/watch?v=mZUHrnTf-LI

Various music: www.youtube.com/watch?v=CEKB4cC2E2I

The production: Organisation and implementation of 5 events - institutions (equal number of partner - countries).

B. Actions of programme's projection and promotion.

- B.1** Events presenting the programme (conferences, workshops, etc.).
- B.2** Actions of programme's communication and promotion (entries, interviews and presentations).
- B.3** Production of promotional material (brochures, posters, conference material, website etc.)

C. Organisation – Project Coordination

- C.1** Meetings of the project's partners and coordination.
- C.2** Consulting and support for the project's coordination.



Partners' description

Partners from areas that have important cultural and gastronomic resources, interest natural and social environment and open – minded inhabitants. It would be useful if each candidate partner gave a brief description of the idea concerning the foundation in the region that could be integrated into the program.

(Five partners)

Expected results

- Strengthen and diffusion of the cultural identity of the Mediterranean.
- Promotion of the tourism in the participating areas.
- Promotion of the products and cuisine as well as the areas' culture.
- Strengthen collaborations between people who share a common history and the sea, support of entrepreneurial, commercial, scientific and artistic collaborations and networking.
- Development of a forum aiming at the submission of ideas.

Contact LAG

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