



Annex to the Partnership
Agreement

ANNEX

Description of project activities

TRANSNATIONAL COOPERATION PROJECT „NEW OPPORTUNITIES FOR ORGANIC FARMING - LOCAL AGRICULTURAL PRODUCTS WITH ADDED VALUE”

I. Description of the general and specific objectives of the project

The development of organic farming is one of the priority areas in the agricultural policy of the European Union. Organic farming is an important element of the “Green economy” and the sustainable development of the rural areas. The organic farming sector in the European Union (EU) continues to grow and over the last 10 years the areas are increasing by approximately 500,000 new hectares annually on average, according to data provided by the European statistics. Regardless of the upward pace of development, this remains a sensitive sector that needs support at all levels, including from the Local Action Groups in the member states of the European Union.

The project „**New opportunities for organic farming – local agricultural products with added value**” has the following objectives:

General objective of the project:

Support for the development of organic farming as an element of the sustainable development of the rural areas and the production of local agricultural products with added value and reinforcing the European dimension in the management of organic agriculture

Specific objectives of the project:

- To systematize and provide in an accessible language exhaustive and up-to-date information regarding the benefits and opportunities for development of organic farming;
- To systematize and promote good European practices in the development of organic farming activities

- To seek solutions of the problems that are related to the marketing of organic agricultural products;
- To build the capacity for development of organic farming by enhancing the knowledge and skills of the organic farmers in regards to the management of their farms.

Expected results:

As a result of the implementation of the project, the awareness of a substantial group of agricultural producers (farmers), entrepreneurs, experts working in the field of organic farming, representatives of the local authorities as well as institutions located on the territories of the LAG partners will be raised regarding the advantages, opportunities and prospects in the development of the sector in the EU and specifically in the targeted territories

New international contacts will be established between producers and traders, working in the sector, which will facilitate the marketing and sales of organic agricultural products to producers and processors of such.

The implementation of this project will establish the LAG partners as effectively functioning structures for managing the development of the rural areas, by emphasizing their contribution to the development of organic farming.

1.2. Description of target groups

The project is aimed at agricultural producers and processors of organic produce as well as towards institutions that are directly or indirectly involved in the development of organic farming activities on the territory of the LAG partners.

1.3. Description of activities (including joint activities)

Activity 1. Organization, coordination and management of the project

LAG (Local action group) ZAVET-KUBRAT, LAG NATIBLEI and LAG TERRAS DE COMPOSTELA shall assemble a joint team of experts, who will be responsible for the implementation, management and coordination of activities, which are planned according to the project. The main responsibilities of the team will be related to the operational organization and implementation of the project activities in compliance with the provisions of the grant agreements and the terms and conditions for the implementation of the project and by observing the procedures and requirements of the legislative framework when organizing the procedures for the selection of

contractors for the activities under the project, performing monitoring and exercising control during the implementation of the project activities - both in regard to the schedule and budget as well as with regard to the exact and proper implementation of the activities envisaged.

The joint team for implementation of the project will include the following positions according to partners, as follows

for LAG ZAVET-KUBRAT: Project Manager, Accountant, Technical Assistant

for LAG NATIBLEI: Project Coordinator

for LAG TERRAS DE COMPOSTELA: Project Coordinator

A Joint Project Management Committee (JPMC) will be established under the Partnership Agreement, which shall include two representatives of the Management Board of each partner LAG. The goal of the JPMC is to ensure the effectiveness and efficient implementation of the project by making key decisions, establishing a common system for communication and coordination, providing support to the partners in the activities and for the purposes of achieving the project objectives, exercising control and monitoring the project, as well as in regard to any other issues concerning project implementation.

Activity 2. Research, analysis, systematization and dissemination as a printed edition and as informational CD of good European organic farming practices.

Good European organic farming practices will be investigated by a joint research team of the LAG partners and further analyzed and selected. The dissemination will be done as a printed edition and as an informational CD in the Bulgarian, Italian and Spanish languages with a total circulation of 300 copies.

Activity 3. Research in the field of marketing, branding and development of at least one short product chain of local organic products with its own brand. Development of a marketing plan and branding strategy.

The support of the parties interested in the project implementation will be sought at the realization of the documents research and development, so as the provided information will be exhaustive and reliable enough to be useful and usable in a real market environment.

The purpose of the short chain development is to encourage the opportunity for the agricultural producers of organic production to skip “the intermediaries” for the sales of the produced agricultural products and to increase their incomes. The envisaged starting of a small open local market for organic products in the territory of LAG Zavet-Kubrat will contribute directly to this.

The marketing plan and branding strategy will contribute to achieve a better positioning and recognizing of the organic products from the LAG region and the competitiveness rising.

Activity 4. Preparation, translation, publication and dissemination of the "Guide to organic farming and the production of local agricultural products with added value"

The activity includes the preparation, translation, publication and dissemination of a specialized edition with practical focus and applications in the field of organic farming and the production of local agricultural products with added value in Bulgarian, Italian and Spanish languages with a total circulation of 300 copies.

The guide’s objective is to provide information about the basic conditions in organic production, the relevant European and national legislation and about the ways of achieving a added value of the local organic production products. The document will target towards the agricultural producers and branch organizations from the local action groups territories of action – project partners, the non-governmental sector, local authority and all interested parties.

Activity 5. Starting a small "open local market for organic agricultural products" in the territory of the LAG Zavet-Kubrat

6 portable structures of the pavilion type will be purchased and these will be placed at a suitable and designated for this purpose location in the territory of LAG Zavet – Kubrat. A free access will be provided to the local producers of organic products, including agricultural products with added value.

Activity 6. Establishment and development of a joint Agrobiocentre (Organic farming centre) for the purposes of providing information, advice and support for the development of organic farming activities and the dissemination of good European practices

A main activity of the Agrobiocentre is to provide information, advice and support for the development of organic farming activities and for the production of local agricultural products with added value and to identify, process, adapt and disseminate promising results and approaches.

Equipment and furnishing of the rented premises provided - the main office of the Agrobiocentre, located in the territory of LAG Zavet – Kubrat. Provision of an expert consultant.

Equipment and furnishing of premises, designated for local offices of the Agrobiocentre in the territories of LAG Natiblei and LAG Terras De Compostela. Provision of an expert consultant.

The joint Agrobiocentre will contribute to the development of a more sustainable European farming and rural areas in the territories of LAGs.

Activity 7. Organizing and carrying out exchange organic farming missions in the countries of the LAG partners and at the Directorate-General for Agriculture and Rural Development (AGRI) of the European Commission (EC)

A total of 4 exchange organic farming missions will be carried out - three of them in the territories of the LAG partners and a joint mission at the Directorate-General for Agriculture and Rural Development (AGRI) of the EC in Brussels. It is expected that an information will be exchanged during the missions related to innovative business models of development of organic production and the produce of local agricultural products with added value, to the entering of new farmers and producers, to the overcoming of the barriers existing in the sector (in the farming and processing and in the related to them support systems)

Activity 8. Promotion, publicity and effect

The activity includes:

- publications and broadcasts in regional media;
- designing of information banners for public events;
- preparation of information boards (signs);
- creation of an information website of the project;
- designing of posters, brochures and leaflets

A strong presence will be provided in the social media (Facebook, Twitter) at all stages of the project implementation, for discussing and dissemination of the project materials and results.

1.4. Schedule of the activities

No.	Activity		Target group/ Location	Responsible / participating partner	Term (duration)	Result
	Joint	Local				
1		Organization, coordination and management of the project	Project partners / Bulgaria; Spain; Italy	LAG – Zavet-Kubrat / LAG Terras de Compostela / LAG Natiblei	24 months	1. Joint team has been appointed 2. Joint Project Management Committee (JPMC) has been set up; 3. 3 meetings of the JPMC were held; 4. Organization for effective management and operational implementation of the project has been established; 5. Mechanism for exercising effective control over the project activities has been created. 6. Periodic reporting to the funding body 7. Funds have been provided in a timely manner for the implementation of the project activities; 8. Reporting of the project
2		Research, analysis, systematization and dissemination of good European organic farming practices as a printed edition and informational CD.	Bulgaria	LAG – Zavet - Kubrat	4 months	1. A research and analysis of good European farming practices has been carried out - analytical report has been prepared – 1 pc. 2. Printed edition comprising good European farming practices - 300 pcs. 3. Informational CD with good European farming practices - 300 pcs.
3.		Research in the field of marketing, branding and development of at least one short product chain of local organic products with its own brand. Development of a marketing plan and branding strategy.	Bulgaria	LAG – Zavet-Kubrat	6 months	1. A short local products chain has been researched, branded and developed. 2. Marketing plan and branding strategy have been prepared.
4		Preparation, translation, publication and dissemination of the "Guide to organic farming and production of local agricultural products with added value"	Bulgaria – on the territory of LAG – Zavet-Kubrat	LAG – Zavet-Kubrat	4 months	300 copies of the "Guide to organic farming and production of local agricultural products with added value" have been published in Bulgarian, Italian and Spanish and disseminated.
5		Starting a small open local market for organic products on the territory of	Territory of LAG – Zavet-Kubrat	LAG – Zavet-Kubrat	18 months	A small open local market for organic products on the territory of LAG Zavet-Kubrat has been started.

		LAG Zavet-Kubrat				
6		Establishment and development of a joint Organic farming center for the purposes of providing information, advice and support for the development of organic farming activities and the dissemination of good European practices	Territories of the LAG partners	LAG – Zavet-Kubrat / LAG Terras de Compostela / LAG Natiblei	18 months	An active joint Organic farming center for the purposes of providing information, advice and support for the development of organic farming activities and the dissemination of good European practices has been established with a head office in the territory of the LAG Zavet-Kubrat and two local offices in the territories of LAG Terras de Compostela and LAG Natiblei
7.		Organizing and carrying out organic farming exchange missions in the countries of the LAG partners and at the Directorate-General for Agriculture and Rural Development (AGRI) of the EC	Territories of the LAG partners / Belgium - Brussels	LAG – Zavet-Kubrat/ LAG Terras de Compostela/ LAG Natiblei	8 months	4 five-day organic farming missions have been completed in the countries of the LAG partners (3 of them) and in the Directorate-General for Agriculture and Rural Development (AGRI) (1) of the EC
8		Promotion, publicity and effect	Territories of the LAG partners	LAG – Zavet-Kubrat / LAG Terras de Compostela / LAG Natiblei	24 months	1. 12 publications and broadcasts in regional media; 2. 8 information banners for public events 3. 3 information boards (signs) 4. Information website; 5. Posters – 50 copies 6. Brochures – 300 copies; 7. Leaflets - 600 copies. 8. Created Facebook and Twitter pages.

1.5. Budget estimate by activity

No.	Activity	Planned maximum budget, BGN	Responsible partner
1	Organization, coordination and management of the project	15 000,00 10 000,00 10 000,00	LAG – Zavet-Kubrat LAG Natiblei / LAG Terras de Compostela
2	Research, analysis, systematization and dissemination of good European organic farming practices as a printed edition and informational CD.	8 000,00 2 000,00 2 000,00	LAG – Zavet-Kubrat LAG Natiblei / LAG Terras de Compostela
3	Research in the field of marketing, branding and development	12 000,00 6 000,00	LAG – Zavet-Kubrat LAG Natiblei /

	of at least one short product chain of local organic products with its own brand. Development of a marketing plan and branding strategy.	6 000,00	LAG Terras de Compostela
4	Preparation, translation, publication and distribution of the "Guide to organic farming and production of local agricultural products with added value"	7 900,00 4 000,00 4 000,00	LAG – Zavet-Kubrat LAG Natiblei / LAG Terras de Compostela
5	Starting a small open local market for organic products in the territory of LAG Zavet-Kubrat	24 000,00	LAG – Zavet-Kubrat
6	Establishment and development of a joint Organic farming center for the purposes of providing information, advice and support for the development of organic farming activities and the dissemination of good European practices	35 000,00 14 000,00 14 000,00	LAG – Zavet-Kubrat / LAG Natiblei / LAG Terras de Compostela
7	Organizing and carrying out exchange organic farming missions in the countries of the LAG partners and at the Directorate-General for Agriculture and Rural Development (AGRI) of the EC	80 000,00 30 000,00 30 000,00	LAG – Zavet-Kubrat / LAG Natiblei / LAG Terras de Compostela
8	Promotion, publicity and effect	11 000,00 6 000,00 6 000,00	LAG – Zavet-Kubrat / LAG Natiblei / LAG Terras de Compostela
Total budget of the project in BGN:		336 900,00	

1.6. Budget estimate for each partner (to be filled in for all project partners)

Nº	Name of project partner	Planned maximum budget, EUR	Share of common costs (contribution to the budget for joint actions)*
1	LAG ZAVET-KUBRAT	98 628,00	-
2	LAG NATIBLEI	36 813,00	-
3	LAG TERRAS DE COMPOSTELA	36 813,00	-

*Part of the planned maximum budget, allocated to the partner. Note: the difference between the planned maximum budget and the share of common costs equals the maximum budget for local actions available to the respective partner.

1.7. Budget estimate by partner and source of financing

Project cost in EURO							
No.	Partner	Total costs for the cooperation project *	Out of which:			If other funds have been raised, please indicate:	
			EAFRD	Other public contribution	Private contribution	Fund name	Fund contribution
1.	LAG ZAVET - KUBRAT	98 628,00	88 765,20	9 862,80			
2	LAG NATIBLEI	36 813,00	33 131,70	3 681,30			
3.	LAG TERRAS DE COMPOSTELA	36 813,00	33 131, 70	3 681,30			