



MEDLAND2020 Topics 3 & 4, Chania May 26-29th 2014

Topic 3 workshop

Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing

Thematic partner template

Name of the Project: MEDISS

Name of the Partner: European University of Flavors & Fragrances

Name of the speaker: Olivier BAGARRI



Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)

Project cofinanced by the European Regional Development Fund (ERDF)



Key information

Programme: MED 2007-2013 (axis 1.1)

Start date: May 2009

End date: March 2012

Lead Partner: University of Flavors & Fragrances

Partners:

-University of Catania (It)

-APEA – Eurobic Toscana Sud (It)

-Agenform (It)

-ADC Moura (Pt)

-FranceAgriMer (Fr)

08/07/2014

Short description and main objectives

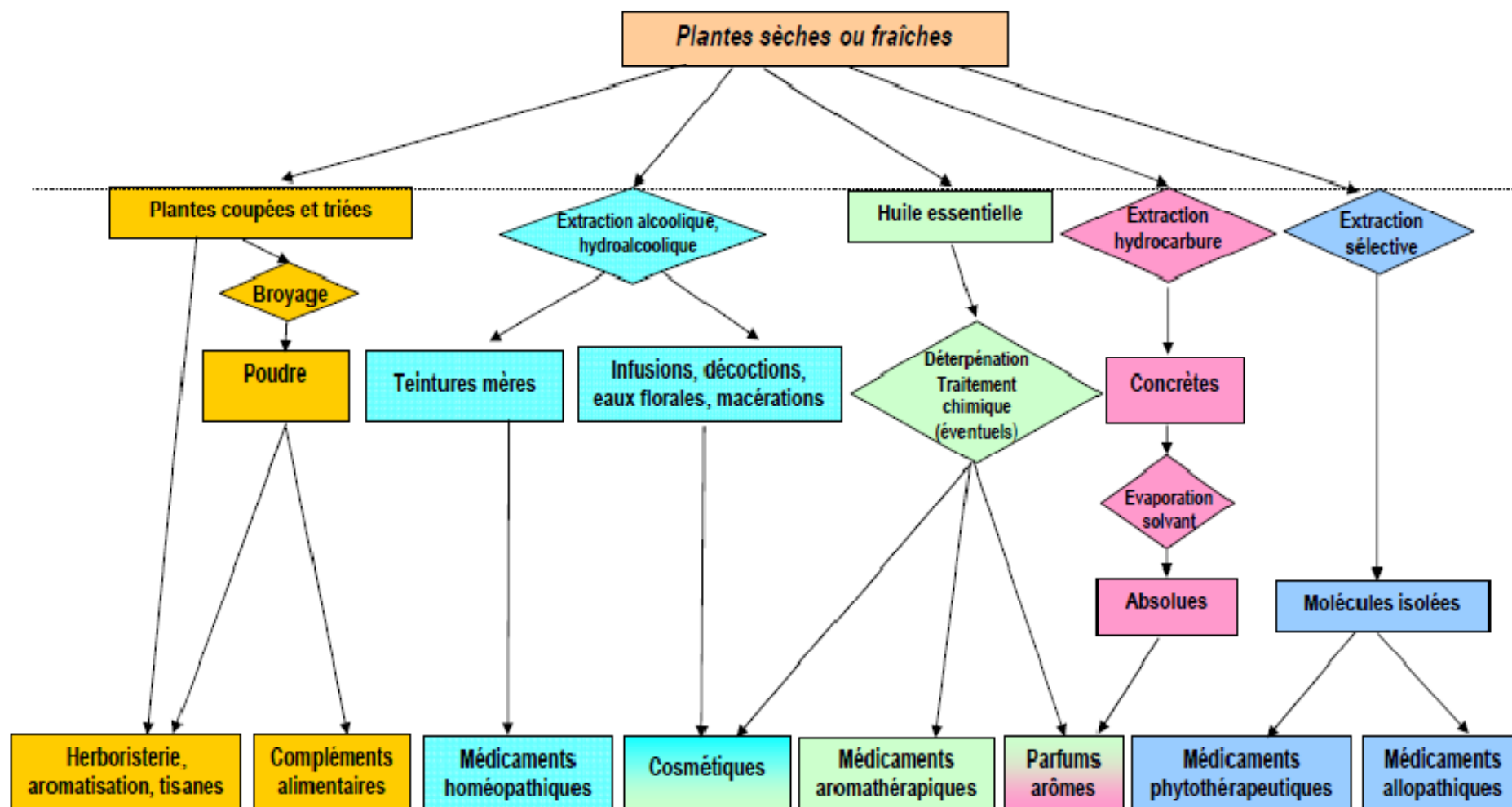
The MEDISS project aims to build a transnational network to promote the development of Mediterranean flavors and fragrances industry, innovative and built on the principles of sustainable development.

The aim of the project is to capitalize on the strong values of the sector in the Mediterranean (naturalness, authenticity, identity) to foster a dynamic development over the entire productive chain.

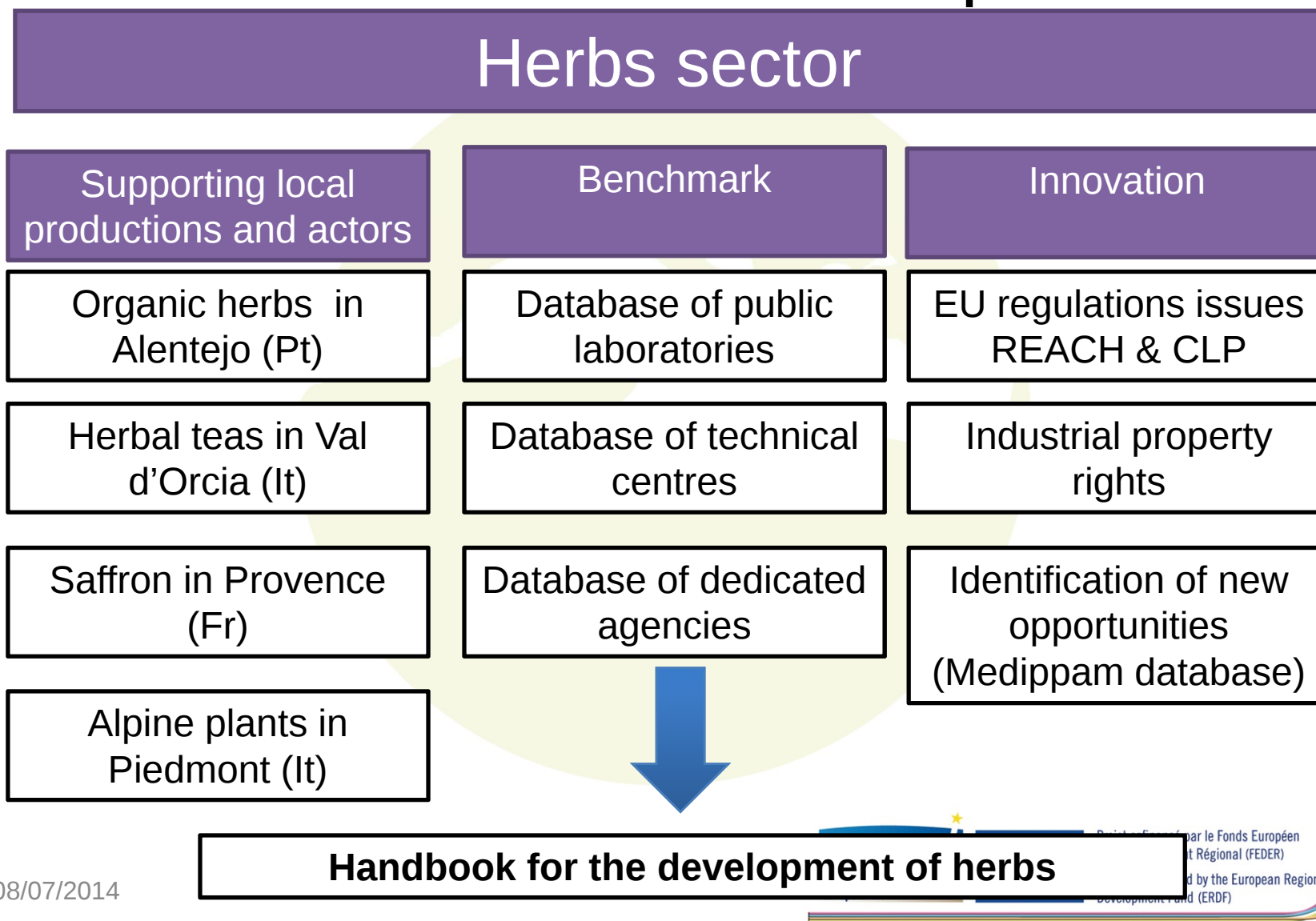
The Flavors and Fragrances sector (herbs and perfume, cosmetics, flavorings and food) is present throughout the Mediterranean. This sector is strongly anchored to regional specificities, image carrier and generating a major induced economy (including tourism).

To build a network of sustainable cooperation, the project is structured around events promoting the sharing of knowledge, partnerships, emergence and support of innovative projects and identification of technical tools and scientists to enhance business innovation capabilities and actors.

PRINCIPALES TRANSFORMATIONS ET DESTINATIONS DES PLANTES AROMATIQUES ET MEDICINALES



List of results and outputs



TOPIC 3 workshop

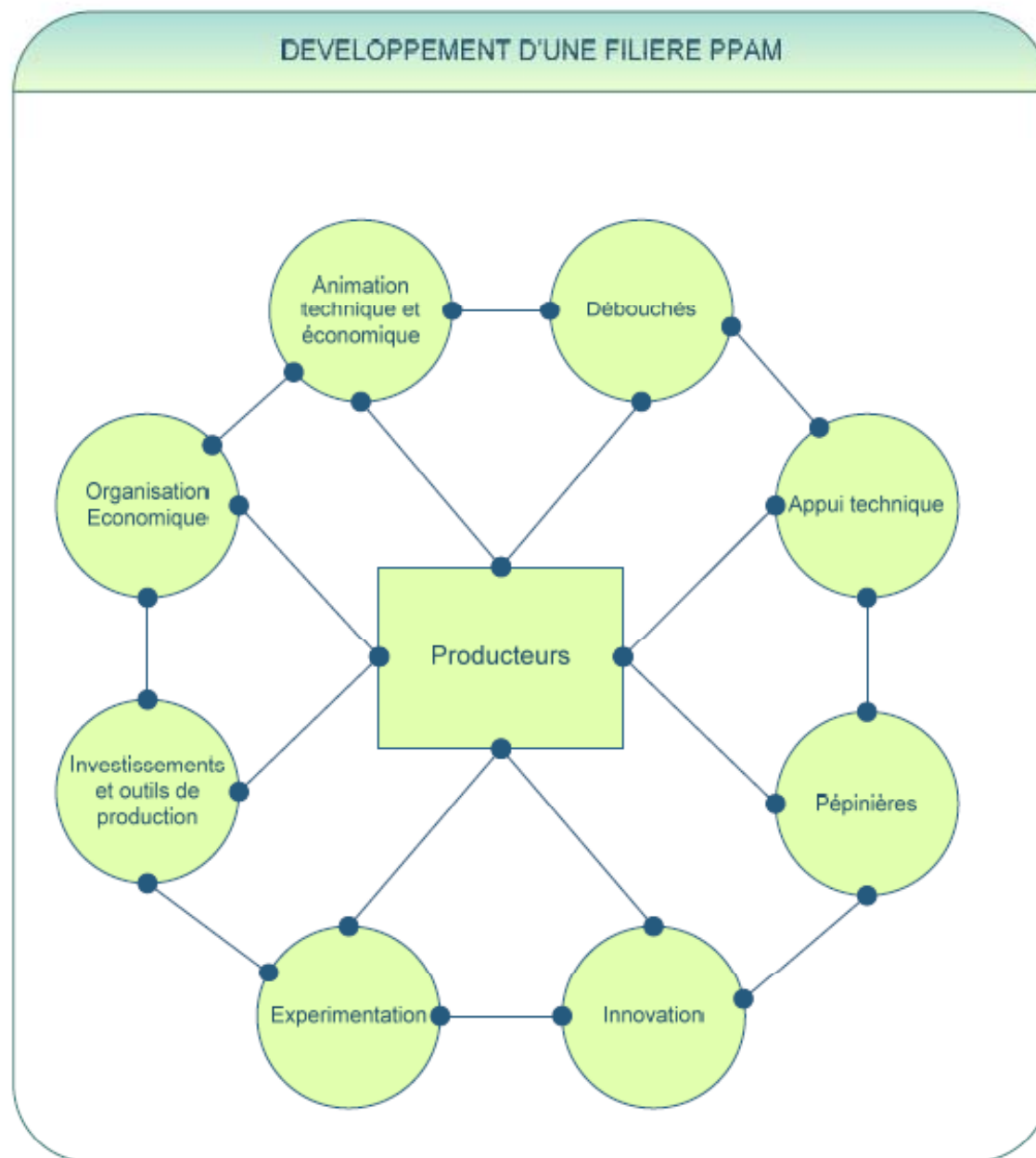
✓ What's our capitalisation methodology?

- ✓ What elements of your project need to be considered within the Medland deliverables?

Guidelines to set up production of Medicinal herbs. It consists in a transnational survey to support projects development in medicinal and aromatic plants. This document will serve as a methodological guide to other local projects.

MEDIPPAM Database. MEDIPPAM regroups data and results of biological tests performed on Mediterranean herbs (cytotoxicity, apoptosis, tyrosinase activity)

Key points for developping production of medicinal herbs





ACCUEIL

LE PROJET MEDISS

LA BASE MEDIPPAM

APPROVISIONNEMENT EN PLANTES : RECOMMANDATIONS

NOS PARTENAIRES

Nous contacter

La base Medippam

La base Medippam vous propose de nombreuses informations liées aux différentes plantes à parfum et aromatiques méditerranéennes. Ces informations doivent permettre aux entreprises de développer des produits innovants, sûrs avec un approvisionnement durable, sécurisé et respectueux de l'environnement.

La recherche peut se faire à partir du nom de la plante ou de critères variés : Famille, Genre, Utilisations Actuelles.

La base a été pensée comme un outil collaboratif afin que des laboratoires académiques compétents puissent gérer les informations qu'ils génèrent sur les plantes puis les diffuser pour informer les entreprises qui souhaitent développer de nouveaux produits à partir des plantes étudiées.

Si vous souhaitez contribuer au contenu de la base [Contactez nous](#) pour obtenir un accès privilégié.

Nom Commun	Nom Scientifique	Famille	Genre	
Angélique des bois	<i>Angelica sylvestris</i> L.	Apiaceae	Angelica	☐
Cerfeuil des bois	<i>Anthriscus sylvestris</i> (L.) Hoffm.	Apiaceae	Anthriscus	☐
Clématite vigne-blanche	<i>Clematis vitalba</i> L.	Ranunculaceae	Clematis	☐
Iris bleu d'Allemagne	<i>Iris germanica</i> L.	Iridaceae	Iris	☐

Consultation Base Medippam

Recherche par nom de plante

Recherche par thème

- Famille
- Genre
- Utilisations Actuelles

- ☐ Alimentaire
☒ Cosmétique
☐ Médicinal

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- ✓ What's our capitalisation methodology?
 - ✓ What are the transferability conditions? (biogeographical context, socio-economic context)
 - ✓ Potential of endemic herbs
 - ✓ Conservatories and nurseries of herbs
 - ✓ Farmers
 - ✓ Market (local)
 - ✓ Technical and economic support (laboratories, experimentation centres, etc.)

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- ✓ Be **critical** about your project (approach, methods, tools, implementation) :
 - ✓ What was good/what has worked? Why?

Within the Mediss project, we have experimented 3 different local projects dealing with herbs :

Country	Project	Market
France	Development of zaffron in Provence area	Local
Italie	Development of herbal teas in Val d'Orcia	Local
Portugal	Development of organic medicinal and aromatic herbs for export	Global

After 3 years, the 3 projects are still running



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- ✓ Be critical about your project (approach, methods, tools, implementation) :
 - ✓ What did not work as expected? Why? How can it be corrected?

The experimentations in Piedmont and Sicily were less positives due to a lack of animation and networking. These tests show the need of a local animator to support local development projects.

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- ✓ Be critical about your project (approach, methods, tools, implementation) :
 - ✓ What are the mistakes/errors to avoid in the future?
Recommendations?

The development of medicinal herbs needs a territorial strategy supported by a network of actors, a clear identification of the potential of culture or wild picking, a precise knowledge of the markets (local, global, medicinal/aromatic/fragrance).

The project needs to be lead by a local organization working as a hub for all stakeholders.

Challenges and opportunities on each cross-sectoral component

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

From your MED project expertise, describe shortly main conclusions for:

Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
(add more slides if necessary)

<i>Governance and participation involvement</i>	<i>Operational and R+D priorities</i>
The development of herbs can not only be based on the will of an actor (eg farmer). The development of herbs production involves several actors (conservatories, research centres, centres of technical testing, farmers, transformers, etc.). A project manager must also be designated to carry the strategy and bring together stakeholders.	Mediterranean areas concentrate a high level of biodiversity. This biodiversity is a potential economic recovery for many industrial sectors (food, cosmetics, medicine). To do this, the Mediterranean natural areas need to identify and assess the innovation potential of their botanical heritage.
<i>Target group focused communication needs</i>	<i>Financial needs and opportunities</i>
The success of the process of economic and social value is based on a logic of public and private partnership. It is therefore necessary to bring together actors from different nature around a common goal (research laboratories, farmers, companies using plant extracts, local authorities). Especially, communication and trust must be established within the group. This takes time because it touches on elements of innovation products for the commercial sector.	The project has funded only research and experimentation with public interest (free dissemination of results) in order to encourage private actors to develop research projects and private production. This type of approach can be supported by various tools (regional policy, Horizon 2020, Life, etc..).

List of operational tools and best practices [Linked with the e.Book contents](#)

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

From your MED project outputs, please mention shortly some operational tools or best practices/ experiences that could be linked with the corresponding topic (classify them by component if is possible):

Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
(add more slides if necessary)

<i>Governance and participation involvement</i>	<i>Operational and R+D priorities</i>
Guidelines for developping production of herbs with concrete examples	MEDIPPAM Database : biodiversity knowledge, identification of biological activities of herbs
<i>Target group focused communication needs</i>	<i>Financial needs and opportunities</i>
The database centralizes usefull informations for a wide range of stakeholders (farmers, companies, environmental organizations, etc.)	

Description of operational tools and best practices [Linked with the e.Book contents](#)

From your MED project outputs, please describe the operational tools or best practices/experiences that could be linked with the corresponding topic:

Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
(add more slides if necessary)

<i>Governance and participation involvement</i>	<i>Operational and R+D priorities</i>
Guidelines for developping production of herbs : The guide presents basis elements to take into account for developping production of medicinal and aromatic plants.	Medippam database : Identification of Mediterranean herbs (unprotected) Identification of scientific publications Biological test results : (cytotoxicity, apoptosis, tyrosinase activity)

Methodological recommendations [Linked with the e.Book contents](#)

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

From your MED project expertise, mention shortly some methodological recommendations for improving / enhancing a project proposition / development / transferring that could be linked with the corresponding topic (classify them by component if is possible):

Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
(add more slides if necessary)

<i>Governance and participation involvement</i>	<i>Operational and R+D priorities</i>
The cultivation and processing of MAP generate in the south of France 30,000 direct and indirect jobs. This activity may represent an opportunity for growth and employment for many rural areas. To succeed, the strategy must be carry out by a project manager involving all stakeholders. .	Mediterranean rural areas should consider the potential value of their local biodiversity. The new EU programmes represent a good opportunity for that. It could be interesting to present a dedicated project in partnership with rural areas.
<i>Target group focused communication needs</i>	<i>Financial needs and opportunities</i>
Need to network public and private actors. The development of MAP is a long term approach.	Public authorities should integrate into their local strategy and EU projects, the strengthening of knowledge and enhancement of biodiversity, supporting MAP production, etc.