



RurUrbAI

*a European cross-border
co-operation project,
developed within the
framework of the MED*

Olga Iakovidou
Professor AUTH



The mission of Rururban

To design a governance strategy for the sustainable and balanced local development of peri-urban territories, by valuing, marketing and promoting the consumption of local agro-food products.



Which regions are involved in





The aims of RurUrbAI

The final aim of the Rururbal project was the creation of a Common Cross-border Territorial Governance Charter for the sustainable development of peri-urban territories, based on local products.



The objectives of the project were done through pilot actions involving

- **awareness, training and information regarding the value of local food products and their role in sustainable local development**
- **production, processing and marketing small circuit of local food products**



*From Greece,
Department of agricultural
economics, Faculty of Agriculture
Aristotle University of Thessaloniki –
has participated in
RurUrbAI*



Knowing that

food conscience can be achieved gradually and through the implementation of nutritional education from childhood until adolescence,

and

recognizing the role of women in the economic activities involved in transforming local food products

We have chosen as pilot actions the awareness of young people and consumers in general, towards the local food products produced by womens' cooperatives, operating in the periurban areas of Thessaloniki.



1. Theatrical play "formula of life"

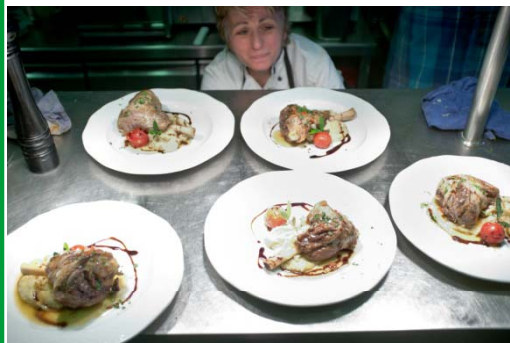




Projet cofinancé par le Fonds Européen de Développement Régional
Project cofinanced by the European Regional Development Fund



2. *When local products become gourmet dishes*





3. Participation in the Food Festival in Thessaloniki





Projet cofinancé par le Fonds Européen de Développement Régional
Project cofinanced by the European Regional Development Fund



4. Downtown Tasting





General synthesis

Very encouraging results :

Strong mobilization of many and various actors, who were not used to work together until Rururban
Participation of public and private actors

New participatory processes involved
Strong participation in the proposed actions
And enriching exchanges between partners



general synthesis

Very encouraging results. :

The creation of new links between farmers and inhabitants of the territory, people of all ages and all social groups

Men and women valued through their work and their products

A highlighting of local products for better accessibility and market position



General synthesis

To build a following:

For some, interesting experience

For others, experiences that show the existing interest in continuing them in new projects.



RUR  **UR**  **BAI**
Choisissez vos aliments Dessinez votre territoire

Thank you for your attention