



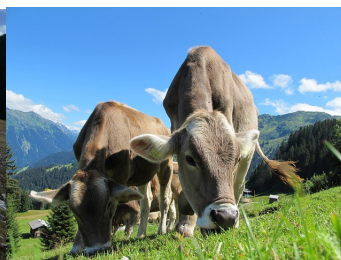
# A new CAP

## Mountains of opportunities

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### NEWSLETTER N° 1

July 2014



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### “A new CAP: Mountains of Opportunities” is underway!

“A new CAP: Mountains of opportunities” is the title of an information campaign carried out by Euromontana, the European multisectoral association for co-operation and development of mountain territories, in collaboration with 6 partners from France, Italy, Portugal, Slovenia, Spain and Romania, and co-financed by the Directorate General for Agriculture and Rural Development of the European Commission.



### Objectives

‘A new CAP: Mountains of Opportunities’ aims to **disseminate information** to raise awareness on the possibilities offered by the **new CAP**; **explore how the new CAP can contribute to the structuring of supply chains and territories** valorising specific territories and the mountain dimension; and **facilitate exchanges and debates** aiming to elaborate **concrete action plans** around three axes:

- **Enhancing networking and cooperation around mountain supply chains**, with **special focus** on the development of the **quality term ‘Mountain Product’** and its added value.
- **Developing better synergies between mountain value chains and tourism**, combining promotion tourism to better market mountain products and attract more people to mountain territories. This is the case for example of oenotourism and gastronomy initiatives.
- **Optimising the use of LEADER development strategies** to promote mountain value chains, possibly using other European Structural and Investment funds in the framework of Community-led local development.



*This information measure has been funded with support from the European Commission*

*The contents of this publication are the sole responsibility of Euromontana and can in no way be taken to reflect the views of the European Union*

## ACTIVITIES AND MATERIALS

### **National seminars**

Five national seminars will be held **in France, in Italy, in Slovenia, in Romania and in Portugal** during July 2014. These events will introduce the new CAP and the national implementation choices to mountain rural actors, and provide them with an opportunity to discuss how the CAP tools can support mountain initiatives.

The outcome of the seminars will contribute to the preparation the European Mountain Convention.

### **European Conference**

The **European Mountain Convention** will be the **major event** of the campaign “A new CAP – Mountains of Opportunities”. This event will be a **unique opportunity to assemble mountain stakeholders from all over Europe** to discuss how to **optimise the use of CAP tools to foster mountain value chains**.

The European Mountain Convention is a 3-day event combining field trips, plenary sessions, workshops and networking. It will be held on 22-24 October 2014 in Bilbao (Spain).

### **Information material**

In order to make information available to all mountain rural actors, we have produced some materials explaining the new CAP:

- **A brochure “A new CAP– Mountains of Opportunities”**. 12 pages presenting the features of the new **Direct Payments**, the new **Common Market Organisation** and the most interesting **Rural Development** measures.
- **Two presentations** summarising the **key points of the new CAP at European level** and its **implementation at national level** in France, Spain, Portugal, Italy, Romania and Slovenia.

All the materials are available in 8 languages: English, French, Spanish, Basque, Portuguese, Italian, Romanian and Slovenian.

Updates and news on the CAP are disseminated in each language on [Facebook](#) and a [Twitter](#).

This and more information is available on our website [www.newmountaincap.eu](http://www.newmountaincap.eu).

### Themes

Reflection and discussions during the events will focus around the following themes:



#### **INNOVATION**

Mountain products, territories and innovation



#### **TERRITORIAL APPROACH**

Cross-fertilising promotion of products and territories



#### **SOCIO-ECONOMIC IMPACT**

Supply chains, income generation and employment



#### **ENVIRONMENT & HERITAGE**

Mountain products and preservation of environment and heritage



#### **MARKETING STRATEGIES**

Attracting consumer's attention in a competitive environment



#### **TOOLS FOR QUALITY AND TRACEABILITY**

Quality improvement, traceability and control

## CALENDAR OF EVENTS

### Seminars

Date	Location	Organiser	Links
10 July 2014	Clermont-Ferrand (France)	MACEO	Programme
10 July 2014	Maribor (Slovenia)	Faculty of Agriculture and Life Sciences University of Maribor	Programme
12 July 2014	Brasov (Romania)	AGROM-RO	Programme
16 July 2014	Milan (Italy)	ERSAF	Programme
18 July 2014	Braganza (Portugal)	Polytechnic Institute of Braganza	Programme

### European Mountain Convention

22–24 October 2014 In Bilbao (Spain), organised by Euromontana and the Basque Government.

[Programme](#)

[Registration](#)

[More information](#)



### STAY UPDATED!

News and information about the CAP and its implementation in mountain areas are regularly published in Facebook and Twitter in English, French, Italian, Romanian, Portuguese and Slovenian.



[A new CAP: Mountains of opportunities](#)



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### PARTNERS



Fakulteta za kmetijstvo  
in biosistemske vede