PREPARATORY DOCUMENT

Introduction

Euromontana is developing an information tool to be put on a website as a key part of the project on mountain products (named MQP). The website will be accessible online by anyone with an interest in mountain regions, and the development of sustainable quality mountain products.

The web site should be designed in all the languages of the project partners (to begin with) - French, Spanish, Italian, Greek, Polish, Romanian, and Norwegian – but access to detailed information will not be possible in all these languages at the end of the project. The information related to the project will be available in French and English (some only in English), as these were the working languages of the project. As regards the other sources of information (access to legislations, existing studies, etc..), the web site would give access to the existing versions only.

The main objective of the website is to be a professional key information source for enterprises and organisations seeking to add value to food and drink products from mountain regions, and to improve the competitiveness of these products in the European market place. It will principally be aimed at:

➢ professionals working for governmental and non-governmental organisations concerned with the development of mountain regions;

➢ commercial food and agricultural businesses producing food and drink products from mountain areas;

➢ researchers and research institutes with an interest in indigenous food production and peripheral regions.

Web Content

The website will enable the project findings, as well as the large amount of useful information gathered during the project, to be accessible online.

Some part of the website will be based on the 120 food and drink products analysed, the 18 case studies which were carried out, the characteristics of the different study regions including their commercial and institutional approaches, and the research findings from the project.

Our intention is also to provide information on the following:

- ➢ the different approaches to quality and promotion, taken by commercial enterprises and public authorities in the different study regions
- ➢ private and public brands or marks used on products from mountain regions
- ➢ bibliography of studies relevant to quality mountain products.
- ➢ European legislation relating to quality and mountain food products.
- ➢ Useful contacts
- ➢ Links to related websites.

Workshop B1 / B2

Workshop B1/B2 is called *Online Resource – What Information for What Users?*

Each seminar participant will have received a range of documents before and during the seminar, as well as a number of seminar presentations, giving details of the various project findings.

While electronic versions of these various project reports can be put on the website, our aim is for the website to be dynamic – enabling the user to search for information from the MQP project which is of specific interest to them. We are also looking for the website to link to other sites which can provide valuable information relevant to mountain products

The purpose of this workshop is to:

- ➢ Outline to participants in more detail the proposed content of the website;
- ➢ Obtain the views of participants, through open discussion, as to what type of information they would be looking for the website to provide, and how they would like it presented.
- ➢ From participants own knowledge, identify other valuable studies and sources of information (electronic and paper), as well as useful organisations and contacts, to include in the website.

To maximise the value of the workshop, it would be most helpful if seminar participants could prepare in advance their ideas for points 2 and 3 above. In particular, if they could bring copies (or at least titles and names of authors) of relevant reports, as well as useful website addresses, contact details for useful organisations etc.

We look forward to your contribution to this important workshop.

REPORT OF THE WORKSHOP *(in English/ French and Italian)*

Moderator: Kevin GRUER - Highlands and Islands Enterprise (UK—Scotland*)*
Reporter : Cécile LEVRET – EUROMONTANA

A - The audience expectations

1/ The information gathered by the project (the case studies): how it works, how it is successful? Key factors?
2/ To deliver a practical guide: mechanism for funding, how it has been carried out, systems for collaboration and integration in an initiative, …
3/ To provide information to development agencies more than to producers themselves
4/ To give information on "How mountain products can contribute to rural development?" in giving access to research documents on the subject
5/ Give information on the strategies
6/ links
7/ to develop more case studies
8/ News on reports, new agreement on network of research, …
The targeted audience is Searchers + Development agencies/ association, more than producers/ small enterprises themselves (the level of information will not be directly applicable – e.g. no exact figures of market sharing, …).
Has to be a tool for them.

THE INFORMATION AVAILABLE SHOULD CORRESPOND TO THE NEEDS OF THE PRACTITIONERS

B - Organisation

1/ Free registration: why not
2/ not free access to some of the information (like contact list): does not often work or the information has to be of high value.
3/ Form: difficult to moderate and problems of languages
4/ News: can be dangerous if it is not up-dated frequently
5/ the website must show that it is living in changing its design, or date, or anything on the first page to show a constant development.