

<b>Name of the applicant:</b> Arbeiter-Samariter-Bund, Deutschland e.V					
<b>Project title:</b> Development of typical gastronomic products of interest for tourism in South Economic Region of Kosovo		<b>Sector:</b> 73010 Reconstruction relief and rehabilitation			
<b>Location of the action</b>	<b>Cost of the action (EUR)</b>	<b>Role in the action: Coordinator, co-applicant, affiliated entity</b>	<b>Donors to the action (name)<sup>30</sup></b>	<b>Amount contributed (by donor)</b>	<b>Dates (from dd/mm/yyyy to dd/mm/yyyy)</b>
Kosovo	389.908.43	Coordinator	EU / Contract No:	339.911,62	14/02/2013 to 14/10/2014
<b>Objectives and results of the action</b>					
<p><b>Wider Objective:</b>  Overall objective of the project is to raise the quality of typical regional gastronomic sector and to develop an integrated model for development that would directly and indirectly raise compositeness of agricultural, food and tourism sector in the South economic region of Kosovo.</p> <p>Specific objectives of the project are: 1) Raising Production Potential, 2) Gastronomic Innovation, 3) Regional Dialogue and 4) Quality Improvement.</p> <p><b>Immediate Objective:</b></p> <ul style="list-style-type: none"> <li>- Reached agreement on project activities and their evaluation, strong partnership establishment, project approval, project implementation;</li> <li>- Promotion achieved through various publications such as brochure, postcards, promotional calendars, website, e-newsletters, press releases, applications for smart phones, billboards Prizren Gastronomy Festival and Cook Book publication;</li> <li>- Established common regional menu and recipes, establishment of regional gastronomic route;</li> <li>- Created common roadmap of "Tourism and Taste – TOURTASTE"; Increased product quality</li> <li>- Increased product quality.</li> </ul> <p><b>Results:</b>  WP1: Project group preparatory meetings, Project proposal elaboration and submission, 1 Partnership Agreement, 1 Contract with managing Authority, 1 project Implementation guide, 1 Quality Control Plan, operational and financial reports, 1 internet website, 1 Evaluation Report.  For WP2: Communication and Dissemination Strategy; Communication and dissemination plans, preparation of informative multimedia material, translation and interpretation, design of the project logo, brochures, postcards, promotional calendars, photo-review of characteristic dishes and products, specifics information material for meetings and events, signs/boards to show gastronomy specifics project web-site, press releases, a gastronomic festival.  For WP3: business draft and market analysis in terms of novel activities, meetings and seminars with agro-food producers, meetings to stimulate cooperation, business packages for stimulating innovation in the production process  For WP4: data base of the typical products, seminars to introduce and stimulate culinary innovation based on typical products, mapping regional gastronomic route.  For WP5: promotion of procedures of "product-region" itineraries, data base of production lines, plan for access to places of production, presentations about possibilities for production applications  For WP6: product tests, training of food preparation, plan for quality improvement, business packages for quality improvement</p>					