

**INTERREG MeDInno - EUROPEAN TERRITORIAL COOPERATION PROGRAMME INTERREG V/A  
GREECE-ITALY 2014-2020**

**PRESS RELEASE**

**Online Training Seminars on Zoom Platform  
Module II "FROM PROJECT BRANDING TO TERRITORIAL BRANDING" - MEAT AND DAIRY  
INDUSTRY**

*23 July 2021*

The online **Training Seminars** will be held on **Tuesday 27 and Thursday 29 July 2021**, from **3:30 pm**, organized by **UPI Puglia (Regional Union of the Apulian Provinces)**, as part of the project **MeDInno "Joint development of innovative processes and products based on local dairy and meat tradition pertaining to ruminant farming and relevant agri-food sectors"**, funded by the European Territorial Cooperation Programme **Interreg V/A Greece-Italy 2014-2020**.

In total there will be eight **Training Seminars**, divided into four modules and dedicated, among other things, to the promotion of the project brand, and more general, to the orientation of **territorial marketing policies to maintain the balance between development and environmental, social and economic sustainability of the territories**.

The **second module "From project branding to territorial branding"** addresses some of the issues related to territorial marketing, the concept of "tourist itinerary" in a sustainable way and the combination of brand and territory, fundamental for the development and growth of the milk and meat production sector of the areas involved in the project.

A valuable training opportunity, therefore, that will involve not only local producers, but also food and wine operators, representatives of the category and all those who want to approach or deepen these issues. The seminars will be a unique opportunity to discuss and talk about opportunities, good practices, but also on the critical issues of the local agri-food sector, as well as a strategic starting point for a collaboration aimed at economic development, social and cultural territory.

The Interreg Medinno project, of which UPI Puglia is a project partner, was created with the aim of supporting micro and small agri-food enterprises through the development of innovative processes and products based on the local tradition of milk and meat in the Programme area, contributing to its smart, sustainable and inclusive growth in full compliance with the objective of the programme. The main aim of the project is to examine the key parameters of the production and marketing of ruminants and to facilitate the development of an innovative meat and cheese sector through knowledge transfer, the standardisation and certification of existing local products, the development of new products and the creation of clusters.

**To participate to the Training Seminars, please register at the following links:**

- **27 July 2021:** Module 2 "FROM PROJECT BRANDING TO TERRITORIAL BRANDING" – MEAT INDUSTRY:  
Zoom Platform <https://bit.ly/3kJZKGe>
- **29 July 2021:** Module 2 "FROM PROJECT BRANDING TO TERRITORIAL BRANDING" – DAIRY INDUSTRY:  
Zoom Platform <https://bit.ly/3kA9i6T>



*Il Programma INTERREG V-A Grecia – Italia 2014/2020 è un programma di Cooperazione Territoriale Europea che mira a supportare le istituzioni pubbliche e gli stakeholders locali nell’attuazione di progetti transfrontalieri e di azioni pilota e nella creazione di nuove politiche, prodotti e servizi, con l’obiettivo finale di accrescere la qualità della vita dei cittadini. Strategicamente, il programma promuoverà l’innovazione in una serie di settori come la crescita blu, il turismo e la cultura, l’agroalimentare e le industrie culturali e creative. Il Programma INTERREG V-A Grecia – Italia 2014/2020 mira a ottenere il massimo risultato da 123 milioni di EUR finanziati per l’85% dal Fondo europeo di sviluppo regionale (FESR) e per il 15% dai 2 Stati membri attraverso un cofinanziamento nazionale.*