

Traditional Breakfast of the C/B area

CBTB Collaboration Network for Sustainability

Memorandum of Cooperation among the project partners on further promoting both the typical traditional products and recipes for breakfast of the cross-border area and the tourism business offering those products and recipes.

Produced by: ECO Partners for Sustainable Development

Deliverable 6.5.1 - Agreement for sustainability

The Project is co-funded by the European Union and by national funds of the countries participating in the “Interreg IPA Cross-border Cooperation Programme “Greece – Albania 2014 – 2020””

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CBTB Memorandum of Cooperation

The “Memorandum of Cooperation” is established in the framework of “Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy”, project (abbr: “CBTB”), funded by INTERREG IPA II Cross-border Cooperation Programme Greece – Albania 2014 – 2020”. Purpose of this “Memorandum of Cooperation” is to promote collaboration between project partners after the end of the project.

Partners, signing this “Memorandum of Cooperation”, agree to successfully collaborate, for the promotion of the typical local traditional products and recipes for breakfast of the cross-border area in their territory and further contribute into the broader regional socio-economic development.

The Project “Traditional Breakfast of the C/B area”, which is represented by:

The CBTB Project Leader: The Chamber of Grevena, hereby enters into an agreement of cooperation, and

The CBTB Project Partners: The Chamber of Corfu, The Chamber of Commerce and Industry of Vlora, The National Coastal Agency, and The ECO-Partners for Sustainable Development, working in the territory of CBTB Project (crossborder region of Grevena and Corfu in Greece side and Vlora and Gjirokastra in the Albanian side),

- agree to establish a programme of exchange and collaboration in areas of interest and mutual benefit, among the local producers of the typical local traditional products and the local tourism businesses offering breakfast including the typical local traditional products and recipes, identified within the framework of CBTB.
- agree to further contribute to the main objective of the CBTB project on the creation of a new integrated sustainable tourism product that will preserve the heritage (traditional



gastronomy) of the cross-border area from Greece and Albania that will attract more tourists and will offer sustainable economic development.

- Agree to further work together in promoting the use of the identified traditional local products and recipes that are usually served for breakfast in their territory, for the benefit of the local sustainable tourism.

The other Interested beneficiaries of this Agreement:

Local Producers of CBTB Common traditional and local products

CBTB Project Partner's team has selected a basket of 59 common traditional and local products that are usually used for breakfast and traditional recipes that are usually served for breakfast that were identified in the cross-border area (Corfu – Greece, Grevena – Greece, Vlore – Albania, Gjirokaster – Albania), and are promoted in the local tourism outlets in the c/b area under the 'CBTB traditional breakfast' Brand. The common products of the 'CBTB Breakfast' belong in the following subcategories: products: olive oil, cheese, cold cut, honey, butter, milk/yogurt drink, yogurt and recipes: marmalade, bread, cake, sweet, sweet cake, pie, fruit salad, omelet, herb, soup.

Criteria of the selected common traditional and local products included: COMMON: The traditional & local products & recipes were common for the whole cross border area; UNIQUE: It is highly recommended to promote products that are unique in the cross-border area, are not produced anywhere else; ORIGIN: The products should be produced/cultivated in the cross-border area and the recipes mainly include as ingredients the local c/b products. Priority could be given to those certified as i.e. PDO/PGI/Organic or ISO, HACCP. SAMPLE: It is highly recommended that a sample of products could be able to be available to the public via festivals, events, WSs and other cross-border events taken place in the project; PRODUCTION: The product selected should have a good production capacity and are still produced till today (for example: Adequate primary production (crop production: acres / total cultivated area), adequate livestock production (number of livestock units / total livestock units) and adequate processed production); STILL UNKNOWN: Priority could be given to products/recipes that are not already included in the National Breakfasts and other initiatives.

Local Tourism Businesses offering common traditional and local products

Under the framework of CBTB project, all the project partners are identifying and collaborating with 120 local tourism outlets in their territories who are willing and interested to offer the common traditional & local products and traditional recipes (like pies, special soups and cakes) that are usually served for breakfast in the cross-border area of CBTB project (Corfu – Greece, Grevena – Greece, Vlore – Albania, Gjirokaster – Albania).

Desirous of further developing and institutionalizing their cooperation for the above-mentioned aim, the partners **agree to the following**:

Article I

Responsibilities

- Actively participate to the fulfilment of the purpose of the “Memorandum of Cooperation”.
- Jointly collaborate to the best of their expertise to exchange experiences, practices and initiatives for the production, use and sustainability of the local traditional products in their territory.
- Actively participate in the promotion of the ‘Cross-border Traditional Breakfast’ Brand through the CBTB Mobile application and CBTB Social Media accounts “Traditional Breakfast”.

Article II

Communication

- Actively communicate for the fulfilment of the purpose of the “Memorandum of Cooperation”.
- To share and timely exchange information which may facilitate cooperation activities among the members of this memorandum. Especially in the promotion of the ‘Cross-border Traditional Breakfast’ Brand through the CBTB Mobile application and CBTB Social Media accounts “Traditional Breakfast”.

Article III

Ethical Principals

- Respect and honesty among the parties to accomplish the best possible cooperation between themselves and with other tourism stakeholders in their territories.
- Applying sustainability principles to always ensure the application of national and international standards on ecotourism.

Article IV

Duration

- This Memorandum of Cooperation shall be effective upon its signature by all Parties and shall initially be valid for a period of three years. This protocol will be automatically renewed at the end of each term for a further term of 3 years unless Parties agree differently or ask for a review.
- The termination of one Party of the memorandum shall be done in writing including the reasons why and the date the termination will take effect to either email and address to the “CBTB project partner”. The termination will take effect on the day specified in the notification.

This “Memorandum of Cooperation” respects legal rights of all of its signatories.

The effective date of this Protocol of Cooperation is the last day of signatures below.

For the Representative of <i>CBTB Project Leader (PB1) - The Chamber of Grevena, Greece</i>	
Name:	
Title:	
Signature:	
Date:	30 July, 2021

For the Representative of <i>CBTB Project Partner (PB2) - The Chamber of Corfu, Greece</i>	
Name:	GEORGIOS P. CHONDROGIANNIS
Title:	PRESIDENT CHAMBER OF CORFU
Signature:	
Date:	30 July, 2021

For the Representative of <i>Project Partner (PB3) - The Chamber of Commerce and Industry of Vlora, Albania</i>	
Name:	ARBEN BRESHANI
Title:	CHAIRMAN / CHAMBER OF COMMERCE AND INDUSTRY OF VLORA REGION
Signature:	
Date:	30 July, 2021

For the Representative of <i>Project Partner (PB4) - The National Coastal Agency, Gjirokaster, Albania</i>	
Name:	Ledion Lako
Title:	General Director
Signature:	
Date:	30 July, 2021

For the Representative of <i>Project Partner (PB5) - ECOPartners for Sustainable Development</i>	
Name:	Ardian Maci
Title:	Project Manager
Signature:	
Date:	23 July, 2021

Note: Document done in English in three originals, one original for each party.