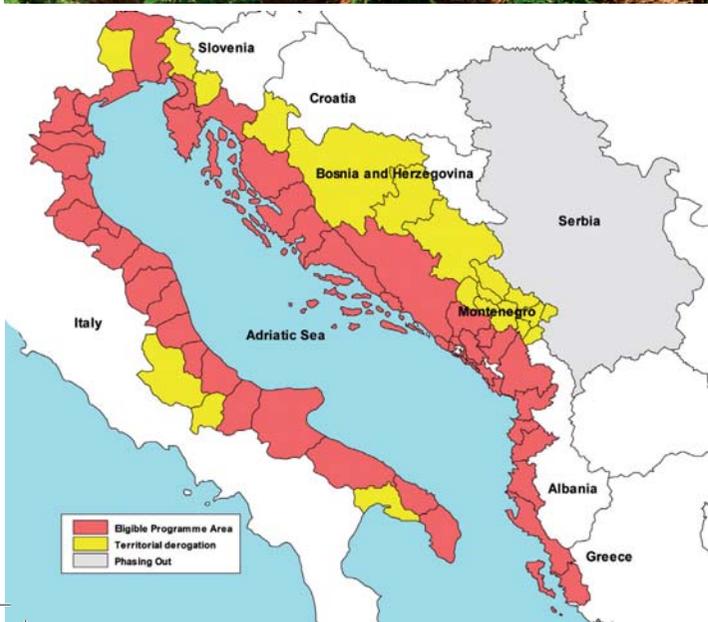


The territories

Adriatic IPA

The IPA Instrument (established by EC Regulation No. 1085/2006) is the Financial Instrument for Pre-Accession Assistance devoted to support Candidate Countries (CC) and Potential Candidate Countries (PCC) with institution building and implementation of EU policies, in view of admission in the Union.

In particular, the IPA Adriatic Cross-Border Cooperation Programme was established to strengthen the cooperation between the two sides of the Adriatic Sea and provide CC and PCC (Croatia - in EU since 01/07/2013, Montenegro, Bosnia-Herzegovina, Albania and Serbia) with assistance to become members of the Union, sustained by the EU regions overlooking the Adriatic Sea (Slovenia, Italy and Greece).



LEAD PARTNER:



Province of Forlì-Cesena (IT - Italy)



PARTNERS:



Chamber of Commerce of Macerata (IT - Italy)



Marche Region (IT - Italy)



University of Primorska, Science and Research Center (SI - Slovenia)



LIR Evolution (BA - Bosnia-Herzegovina)



Ministry of Agriculture, Forestry and Water Management of Republic of Srpska (BA - Bosnia-Herzegovina)



Chamber of Economy of Montenegro (ME - Montenegro)



Uzice Regional Chamber of Commerce (RS - Serbia)



Innopolis (EL - Greece)



Agricultural University of Tirana (AL - Albania)



ASSOCIATES:



Adriatic and Ionian Chamber of Commerce Forum (IT - Italy)



Development Agency East Netherlands (NL - Netherlands)



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www.camerwork.it

a new vision for the future

What is Wellfood?

WELLFOOD is a project funded by the IPA Adriatic Cross-Border Cooperation Programme and realized in collaboration with the Province of Forlì-Cesena (Lead Beneficiary, Italy), Chamber of Commerce of Macerata (Italy), Marche Region (Italy), University of Primorska (Slovenia), LIR Evolution (Bosnia-Herzegovina), Ministry of Agriculture, Forestry and Water Management of Republic of Srpska (Bosnia-Herzegovina), Chamber of Economy of Montenegro (Montenegro), Regional Chamber of Commerce of Uzice (Serbia), Innopolis (Greece) and the Agricultural University of Tirana (Albania).

WELLFOOD means **trust** in the products we eat and quality in our dish, high innovation and food safety standards according to the principle of transparency along the supply chain: from farming to processing and marketing.

WELLFOOD aims at strengthening the **innovative capabilities** of the agri-food sector, both through **knowledge exchange** between Adriatic Countries and the creation of the **ADRIFOOD CLUSTER**, a network of researchers, technicians, enterprises, producers, consumers to share know-how and develop new ideas about **food quality and safety**.

The objectives

WELLFOOD highlights the transnational dimension and aims at reaching three objectives:

- strengthening the exchange of knowledge among enterprises, research centers, producers and consumers on food quality and safety and healthy lifestyles;
- improving the innovation abilities in the agri-food sector for the growth and the development of the Adriatic area;
- raising consumers' awareness on the most relevant findings on research and innovation in agri-food sector (quality and healthy food).

Wellfood for...

✓ CONSUMERS AND CITIZENS

WELLFOOD allows the consumer to access the entire production process in full transparency (thanks to the ADRIFOOD CLUSTER), so as to safeguard product quality and increase the awareness on the latest innovations linking food to well-being.

✓ ENTERPRISES

WELLFOOD is a chance for growth and development in the agri-food industry, thanks to its innovative approach to nutrition and to its focus on building strong relationship among producers, research centers and consumers.

✓ RESEARCH

WELLFOOD aims at strengthening the innovation capability of agri-food sector by sharing knowledge among researchers from Adriatic Countries mainly through the implementation of the ADRIFOOD CLUSTER and mobility actions.

✓ THE PUBLIC SECTOR

The exchange of knowledge and methodologies, together with the transfer of good practices, will help Central and Regional Governments in improving food and health legislation and policies.

