



# A HIGH ADDED VALUE PARTNERSHIP

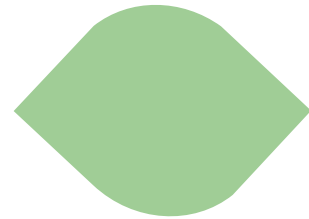
In order to contribute to the success of the initiatives proposed by public institutions, CSOs and rural enterprises, John Paul II Foundation is seeking to establish strategic partnerships to facilitate and foster sustainable economic development processes in different countries by sharing the Italian model of agricultural industry.

We propose long-term collaboration which includes follow ups and the sharing of know-how, to raise awareness and build those key competences that contribute to making the "made in Italy" agri-food industry a worldwide recognized high-quality brand, with a growing export turnover and excellent job creation potential.

## THE JOHN PAUL II FOUNDATION



**WHO WE ARE:** John Paul II Foundation is a Non-Governmental Organization for socio-economical development based in Italy and working in the Middle East, active in the field since 1997. The Foundation is a recognized official member of the United Nations Economic and Social Council where it holds a general consultative status; it is officially recognized by the Italian Ministry of Foreign Affairs to operate in the field of international cooperation.



**FIELD OF WORK:** over the last decades, John Paul II Foundation has gained significant experience in promoting and managing rural development projects funded by Italian and international benefactors. Its work approach is based on establishing networks of highly professional international partners for the provision of technical assistance and the capacity building of local human capital targeting local stakeholders (cooperatives, MSMEs, CoC, MoA, research institutes, etc.) involved in all the production phases of selected value chains. This integrated strategy includes the establishment of a **Quality Management System:** a set of procedures to guarantee quality, efficiency and sustainability of the production processes. Local institutions play a key role in verifying compliance with procedures and guarantee product quality to end users. The on-going projects in Lebanon, Palestine and Jordan are focusing on high added value produce such as dates, aloe vera, cherries and apricots.



**OUR RURAL DEVELOPMENT VISION:** The JPII Foundation has identified the following problems as causes of extreme poverty for many rural communities living in Eastern Europe and Mediterranean countries:

- poor management of rural enterprises
- poor availability of skilled professionals and technology
- lack of associated management systems of the production phases.

The Foundation believes that development opportunities for millions of people can be created by sharing successful Italian experience in order to transfer the skills to local entities working in agriculture.

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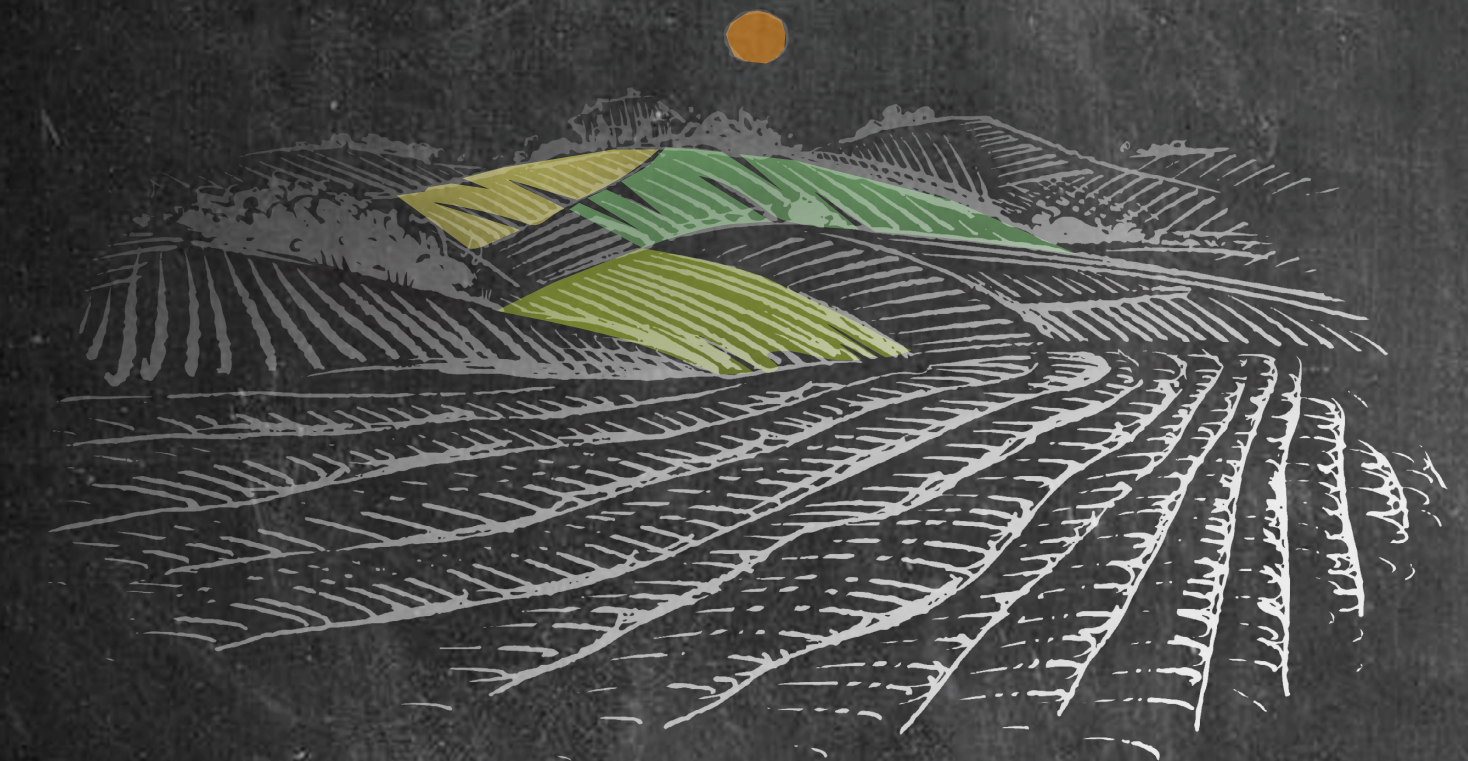
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Stampato su carta ecologica  
Raffaiele Quadri



## THE SUCCESS OF ITALIAN AGRIFOOD PRODUCTS

## A MODEL FOR THE DEVELOPMENT OF SUSTAINABLE AGRICULTURE



John Paul II Foundation,  
a strategic partner to facilitate the exchange of best practices for countries undertaking a development path in the agricultural sector.



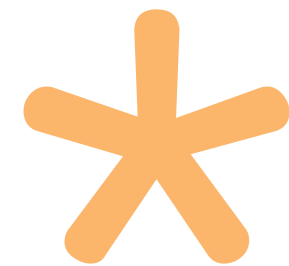
# A KEY ROLE IN THE DEVELOPMENT PROCESS

In the framework of its development programme of rural value chains, the JPPI Foundation has identified new strategic areas of intervention to support rural economic development. JPPI Foundation offers its knowledge and skills to promote services and activities aimed at

- forming new partnerships with Italian qualified bodies to share expertise and to promote best practices.
- launching structured dialogue and partnerships with local public and private institutions from Eastern Europe and Mediterranean countries in order to transfer their expertise and know-how.
- establishing connections and cooperation with recognized Italian rural businesses to share best practices in rural development models, product quality systems and procedures and strategies to access the international market.

The JPPI Foundation, together with selected high qualified partners, can contribute to the improvement of management and of the productive and commercial capacities of rural value chains, particularly in the following fields:

- 1) Identification of innovative production techniques in order to promote a sustainable use of natural resources and to enhance quality and productivity
- 2) Planning and adoption of a Quality Management System, to improve quality and eco-sustainability of production in compliance with international standards
- 3) Facilitating public and private stakeholders in the adoption of Territorial Quality Plan in order to ensure respect of quality standards in the partner countries
- 4) Raising knowledge about cooperativism as a model to facilitate the management system of productive processes
- 5) Rural enterprise management and business planning
- 6) Market analysis and commercial strategies for accessing international markets
- 7) Follow up and capacity building of local human resources for the establishment of a sales network responsible for marketing activities



## METHODOLOGY

Through its partnership based approach, the Foundation wishes to spread the knowledge of successful Italian agricultural models and to create an international network of services for the management of the following activities:

- ★ sharing of best practices
- ★ provision of technical assistance
- ★ vocational training
- ★ conduct of studies and researches
- ★ transferring know-how and follow up
- ★ monitoring and evaluation

The objective is to create development opportunities in the agro-food sector through local human capital qualification.

## WORK STAGES

**01**  
Analysis and planning

- a. Assessment of needs and SWOT analysis
- b. Planning of the best practices sharing programme

**02**  
Implementation

- a. Organization of sharing experiences of best practices and specialized training sessions in Italy
- b. Technical assistance and follow up provision in partner countries in the field of:
  - strengthening and implementing new governance models
  - introduction of innovative production techniques
- c. Setting up and strengthening of international networks between partners to facilitate collaboration and information sharing

Monitoring and evaluation

- a. Periodical analysis of progress
- b. Revision and adjustment of the adopted strategy
- c. Impact evaluation

**03**

EXPECTED OUTCOME

- ★ Improved production phases and quality production of rural enterprises in partner countries
- ★ Rural enterprises which operate in compliance with the Quality Management System and respect quality standards requested by international markets
- ★ Local institutions, chambers of commerce and public bodies act as:
  - authorities responsible for the definition of production standards and rules.
  - supervision of the policies and procedures in place.
  - agencies certifying the respect of quality, organic and fair trade principles.
- ★ Rural cooperatives are able to properly and directly manage the processing, storing and sale of products, and to improve the economic benefits of their members
- ★ Rural cooperatives are able to comply with international buyers' requests and to establish stable and profitable commercial relations with international partners by participating in international fairs.