# Participating Organisations

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| PIC | 919968080 |
| Legal name (National language) | ASOCIACIÓN PARA EL DESARROLLO Y FOMENTO DE LAS CINCO VILLAS |
| Legal name | ASOCIACIÓN PARA EL DESARROLLO Y FOMENTO DE LAS CINCO VILLAS |
| Acronym | ADEFO CINCO VILLAS |
| National ID (if applicable) | G50855642 |
| Department (if applicable) |  |
| Address | PLAZA DE LA DIPUTACIÓN, 4 |
| Country | SPAIN |
| P.O. Box | -------- |
| Postal Code | 50600 |
| CEDEX | ----------- |
| City | EJEA DE LOS CABALLEROS – ZARAGOZA |
| Website | [www.adefo.com](http://www.adefo.com) |
| Email | [adefo@adefo.com](mailto:adefo@adefo.com) |
| Telephone | +34976677272 |
| Fax | ---------------- |

## Profile

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| Type of Organisation | ASSOCIATION |

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| Is your organisation a public body? | NO |
| Is your organisation a non-profit? | YES |

### Associated Person (Organisation Name)

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| Role | LR – Legal Representative  CP – Contact Person |
| Preferred Contact | CP |
| Title | Mrs |
| Gender | Female |
| First Name | Ana Cristina |
| Family Name | Lasmarías Urbán |
| Department | Area of European Projects |
| Position | Technician |
| Email | cristina.lasmarias@adefo.com |
| Telephone | +34976677272 |

Same Address as Organisation

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| [The next section is available if the answer to the above question is “No”.] |

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| --- | --- |
| Address |  |
| Country |  |
| P.O. Box |  |
| Post Code |  |
| CEDEX |  |
| City |  |

## Background and Experience

Please briefly present the organisation/group (e.g. its type, scope of work, areas of activity and if applicable, approximate number of paid/unpaid staff, learners and members of the group).

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| |  | | --- | | ADEFO CINCO VILLAS was founded in 2000 as a nonprofit organization working for the integrated, sustainable and innovative socio-economic development in the area of Cinco Villas (Zaragoza, Aragón, Spain). Comarca of Cinco Villas, situated in the northeast of Zaragoza Province, Aragón, spreads over 3.062,5 square kilometers and has 31 municipalities.  Adefo has circa 80 members and is composed of representatives of all socio-economic fabric of the area of Cinco Villas (local authorities, business associations, cultural associations, women´s associations, youth associations, agricultural cooperatives, foundations and companies). We are a regional development agency that supports companies, entrepreneurs, associations and public bodies in their efforts to generate economic activity, create jobs and improve the quality of life of citizens.  ADEFO CINCO VILLAS has been certificated by the Aragon Government as Multiplying Agent of Europe in Aragon. Furthermore, we have the mark of Social Responsibility in Aragón.  Scope of work:  Rural development, improvement of companies, socio-economic revitalization.  Areas of specific expertise   * Stimulate the socio economic development of the territory through the management of the Leader initiative of Rural Development. * Coordination of cooperation projects between Local Action Groups on different topics: Improvement of SMEs management and competitiveness Improvement of companies, marketing and dissemination, valorization and furtherance of the Aragon agri-food products, rural tourism. * Local coordination of Cooperation Projects: Young Facilitators in Rural Areas, Living Villages * Advice to new entrepreneurs * Consulting and mentoring to companies in the areas of marketing and costs. * Training: Design, coordination and implementation of training courses, networking and training workshops for companies and entrepreneurs. * Attraction of new residents in rural areas * Empowerment and support for rural youth   Number of paid staff: 6 | |

Activities and experience of the organisation

Skills and/or expertise of key persons involved

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| - 10 years of experience coordinating the project "**Put Aragon at your table**" to promote consumption of food produced and processed in the Aragonese villages. Furthermore, the project aims to promote agrifood entrepeneurship and innovation. Partners: 20 Development Centers and Local Action Groups representing all the rural territory of Aragon.  Activities performed.  Design, coordination and implementation of actions aimed at:  • Promotion and dissemination (communication, merchandising, web (www.ponaragonentumesa.com), social networks, online marketing, etc.  • Consumers (more than 1,200 shares with an impact on more than 50,000 people),  • Educational and school level (more than 200 shares with an impact on 60,000 school children)  • Catering professionals (almost 100 activities reach about 3,000 professionals)  • Tourism (Impact on about 500 professionals), tourist routes on line with a mobile application created to promote agro-food tourism in Aragón.  • Trade and distributors (Direct impact on nearly 100 establishments, most of them dedicated to touristic businesses)  • Producers. Almost 2,000 professionals registered in the Guide to producers, distributors and agri-food businesses and shares with an impact on almost 900 professionals)  This project has been recognized as a European good practices project by European Rural Development Network in its EAFRD publication "Projects Brochure".  The project has also won the following awards:  - 2009: Government of Aragon. Aragon Food Prize for the work of spreading the Aragonese Agri Food Heritage in the Guide "Savor Aragon".  - 2010: Insula Barataria Convivium of Slow Food. "Apron" recognition for its work with the local product.  - 2011: Aragonese Academy of Gastronomy: Gastronomy Best Work in Broadcasting section.  - 2015: Selected by the European Rural Development Network for broadcasting it on behalf of the Spanish projects.  - Coordination of the cooperation project **"Prepyr+: discovering the Prepyrenees cultural heritage"** which aims to promote the Southern Pyrenees as a tourist destination. Supporting Prepyr project are the local governments of Cinco Villas, Hoya de Huesca and Somontano de Barbastro regions. The design of Prepyr included the creation of a bussiness association where local entrepreneurs work together with governments and destinations by enhancing tourism quality standards. Our goal is to work together making Southern Pyrenees a top destination. The Prepyr is a series of routes, experiences and travelling proposals in Southern Pyrenees. A new action of the project Prepyr (Prepyr+) is going on in order to promote new cultural products to enhance the touristic offer and to insert these locations in the Aragon touristic map. The new thematic routes “Prepirineo Jewels” and “The hidden Prepirineo”, that are being developed, will show the fascinating cultural heritage of this privileged land.  Activities performed: Design of new touristic routes. Planning, implementation and monitoring of promotion actions: advertisement campaigns, web promotion management, design of communication and information tools, trade fairs participation, etc. Workshops and customized consulting to enhance the activities of touristic enterprises. Creation of best practices handbook. Networking among entrepreneurs.  - Coordination of trans regional project **"Management, Competitiveness and Promotion of rural SMEs"** in order to increase the competitiveness of rural enterprises through improvements in management, innovation and market opening, including internationalization and networking with other territories. Members: 5 LAGs of Aragon, Navarra and La Rioja. Number of benefiting companies: more than 70.  Activities performed: Management and innovation diagnosis in the participating companies. Planning, implementation and monitoring of improvement actions. Actions to promote exports. Training courses, workshops and customized consulting to enhance the competitiveness of enterprises. Creation of a “**Healthy tourism**” product. Networking among entrepreneurs.  Number of diagnosed companies: 73  Number of training courses and workshops: 66  Number of participants in training courses and workshops: 637  Customized consulting hours: 371,5  Number of companies benefiting from improvement plans: 106  Number of companies benefiting from internationalization plan: 42  Number of companies that have implemented actions of international commerce: 33  Number of participating companies in the tourism product “Healthy tourism”: 65  - Coordination of the "**Expande**" project to improve the profitability of enterprises through marketing. Partners: 3 LAGs of Aragon. Activities performed: Diagnosis of Marketing in the participating companies. Individualized marketing plans. Implementation of low cost marketing activities. Training workshops to enhance the skills of corporate marketing. Exchange meetings and networking between companies. Toolkit to improve online marketing company. Number of benefiting companies: 41.  - Member of the **Tourism Thematic Group** in the Cinco Villas Region.  - Member and coordinator of the **Work Group for Training and Employment in the Cinco Villas**, that aims to work together to design an innovative strategy to improve and expand training resources (promoting specific changes at the administrative or institutional level) and align them with the socioeconomic development pursued for the territory, starting from a diagnosis of the situation of the training where needs, resources, weaknesses, detected problems, etc. are analyzed. This work group is formed by INAEM (local office of National Employment Agency), public and private training centers, business associations, unions, public local entities and employment agencies.  - Management of the “**Entrepreneurship seedbed**". Advice and support to entrepreneurs in developing their business idea.  - Management of the program "**Activate your business**". Advice and mentoring in the areas of Cost and Marketing Company.  - Foundation **"Embrace the Earth"**. Information, promotion and advice for the settlement of new inhabitants. Embracing the Earth is a project in which currently 12 Local Action Groups cooperate. These local action groups are associations that have been working for more than 15 years for the revitalization of rural areas. They represent a large part of the civil, associative, business and institutional fabric of each territory. ADEFO is one of them and works for the area of Cinco Villas.  Embraces the Earth facilitates the arrival and settlement of new neighbours, mainly entrepreneurs, in rural areas, thus contributing to the revitalization of the social and business fabric of the people. It is aimed at people with initiative who intend to develop a business project in a village and participate in its day to day: neighbours who return to their land after having lived abroad and decide to invest in the town, people who leave the city and they move to the rural environment, neighbours of other places that decide to look for a new way of life in a village. Through the network of offices for the Welcome of new entrepreneurial neighbours, Embracing the Earth offers information and advice on:  • Resources for life  • Resources for the company  • Resources for employment  - Experience in the design and implementation of the **Participatory Local Development Strategy** 2014-2020 for the region of Cinco Villas.  - Project **Young Facilitators in Rural Areas,** another project of cooperation among LAGs and territories,which aims to involve young people in the development of the rural environment in which they live, promoting entrepreneurial attitudes that revitalize their environment, mainly through information among equals, training, ways of associations, support for youth initiatives and exchange of experiences.  - Participation in other cooperation projects between territories:, **Ornithological** **Tourism Network** , **Traditional architecture routes project, Romanic Europe touristic routes, Tourism** **and Territorial Identity, Tourism Reservoir project**, etc ...  - Experience in the design, coordination and implementation of training actions for entrepreneurs and businessmen in the areas of management, marketing, costs and profitability, internationalization, product creation, social networking, time management, innovation, creativity, motivation, mentoring, financing, etc.  - Experience in the design and edition of **publications** related to the resources of the territory: nature, Romanesque art, traditional architecture, bird watching, hiking paths, Roman heritage, etc.  Work Team:  - Maite Gonzalez. Manager. Bachelor of Economic Sciences and Entrepreneurship Adviser. ADEFO Cinco Villas manager. She is involved in: Design, management and coordination of programmes and activities and in advising service to companies and entrepreneurs.  - Nieves Asensio. Technician in Rural Development. Degree in Business Administration, Bachelor in Art History, Entrepreneurship Adviser, Certified as Professional Coach, Emotional Intelligence trainer. She is involved in: Managing Leader Program for Rural Development, Advising service to companies and entrepreneurs, Coordination of training activities.  - A. Cristina Lasmarías. Technician of European projects. Graduated in Classical Philology, more than 20 years of experience as european projects manager for a company of Campania government, in Italy. She is involved in: Management of european projects, advising services to companies, entrepreneurs and local institutions in order to find opportunities for the Cinco villas territory through the european funding programmes.  - Rosa Rived. Coordinator of the project "Put Aragon at your table". Bachelor of Economic Sciences. She works for 20 Local Action Groups which are associated to the project. She has more than 20 years of experience in agro-food field. She is involved in design, management, coordination and supervision of the activities and groups involved in the project.  - María José Leciñena. Technician in Rural Development. She is graduated in Veterinary Science. Degree in management of services centers for elderly persons. She is involved in: Managing Leader Program for Rural Development, Advising service to companies and entrepreneurs, Coordination of cooperation programmes in the Cinco Villas area.  -Pilar Aibar. She holds a Bachelor's Degree in Administration and Finance and is in charge of the administrative area: telephone and reception assistance, archiving and control of documentation, accounting and taxes, management of Leader files, preparation and control of databases and sending calls and communications. |

Has your organisation participated in a European Union granted project in the 3 years preceding this application?

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| More than 15 years of experience in the management of the Leader Initiative for rural development funds |