

SHERPA  
Rural Science-Society-Policy  
Interfaces

PRACTICE ABSTRACT

# Creating a joint vision to influence policy making in Central Greece



AGRICULTURAL UNIVERSITY OF ATHENS  
ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ

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The meetings of the SHERPA MAP in Central Greece were organised physically and virtually. Increased interest was showcased from stakeholders and many opinions were brought to discussion regarding regional and national policies. During these meetings, the MAP members stressed the need of the region to move towards sustainable value chains. The preparatory work helped the smooth implementation of the meetings, providing insights regarding the overall results of the Central Greece MAP.

The main points that have been raised in the MAP discussions with respect to the needs of stakeholders were: i) the enhancement of trade for agri-food products at local level, ii) the adoption of innovative, technolog-supported methods and solutions, iii) and the empowerment of the role of cooperatives.

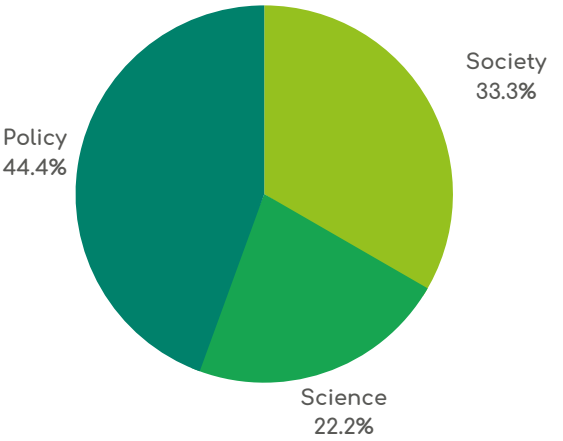
Sustainable value chains could bring together various stakeholders sharing a common vision based on commonly accepted ethical, social and environmental priorities. As a final point, the need to bridge the gap between producers and modern digital tools was mentioned.

The recommendations of MAP members were highlighted. First of all, members emphasised the policy measures should help to promote the consumption of locally produced agri-food products. As it was mentioned, the establishment of collaboration schemes between primary production and consumption and retail by taking measures for the effective and efficient information of consumers would be important. According to the MAP's vision, the education and training of entities involved in the agri-food value chain would play a major role. The MAP members commended that the minimisation of bureaucracy and relief from heavy taxation for the local actors would be helpful for establishing entrepreneurial activity within the local value chains. As a final recommendation from the members of the MAP, incentives should be given to producers for adopting more environmentally friendly practices moving towards the establishment and sustainability of short value chains.

<b>The MAP Central Greece</b>	
<b>Location</b>	Central Greece
<b>MAP contacts</b>	Facilitator: Olga Kriezi Monitor: Nicoleta Darra
<b>More info</b>	<a href="#">SHERPA Regional Multi-Actor Platform   Central Greece - SHERPA</a> ( <a href="http://rural-interfaces.eu">rural-interfaces.eu</a> )



**MAP membership:**





## ABOUT THE MAP

The MAP Central Greece was established in 2021, bringing together members from policy, society and science. This MAP is coordinated by the Agricultural University of Athens and it operates at the regional level.

Well known for its rich natural resources, cultural heritage, and historical monuments, Central Greece is one of the least populous geographical regions and the second largest in total area of the country. Agriculture and farming represent a significant portion of the regional economic activity, as well as tourism. Therefore, the main focus of the MAP in Central Greece has been the agricultural sector as a key financial activity providing income and employment to a significant portion of the local population.



## OBJECTIVES

The MAP Central Greece has the following objectives:

- Establish short value chains for the benefit of all involved stakeholders;
- Modernise the agri-food value chains in the region of Central Greece;
- Establish a collective culture among all the stakeholders involved in the regional value chains.



## MAIN ACHIEVEMENTS

Over its existence, the MAP Central Greece succeeded to engage 9 MAP members in its activities. Five interviews have been conducted with stakeholders to carry out the work of the MAP, of which 3 virtual interviews and 2 face-to-face interviews.

The MAP Central Greece published a [MAP Position Paper “Towards Sustainable and Resilient Value Chains”](#) in 2022 and a [MAP Fiche on governance in rural areas](#). The latter one was produced jointly with the other Greek MAP established by the SHERPA project.



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