



Jericho – Palestine 02/12/2014

## **PARTNERSHIP AGREEMENT**

**between**

**John Paul II Foundation**

**and**

**PFCA - Palm Farmers Cooperative Association in Jericho and Jordan Valley**

a) ONG contracting partner John Paul II Foundation for dialogue, cooperation and development – Onlus certified 2013/337/002326/3 of 16/09/2013 for the realisation of programs of short and medium term in developing countries, address Via del Proconsolo, 16 – 50122 Florence, Fiscal code 94145440486. Legal representative Luciano Giovannetti.

b) Partner Palm Farmers Cooperative Association in Jericho and Jordan Valley address Palestine, Jericho, Al Hejle wel Zor St. – Palestine n. 0599257744 Legal representative Mamoon Jasar postal address: Palestine, Qalqilia city , Al Sabe' street , Al Awkaf Building

### **OBJECT OF THE AGREEMENT**

joint realisation of the project called “*Supporting productive, managerial and commercial reorganization of Palestinian and Egyptian dates producers’ associations*”

The parts freely agree upon:

**- Objective of the agreement:**

John Paul II Foundation, NGO and the counterpart Palm Farmers Cooperative Association in Jericho and Jordan Valley aim at starting a cooperation with the goal of realising the project called “*Supporting productive, managerial and commercial reorganization of Palestinian and Egyptian dates producers’ associations*”. Within the present agreement, the partners jointly engage in achieving the objectives and the results and in realising the activities foreseen in the project document. Furthermore for the implementation of the same project, the parts engage in respecting what agreed upon in the respective statutes, and by laws and norms of the co-donor country, in this case Italy and those of the beneficiary country, in this case the Palestinian Occupied Territories. .

**- The Proposal:**

The project proposal called “*Supporting productive, managerial and commercial reorganization of Palestinian and Egyptian dates producers’ associations*” concern formation activities, exchange of experiences and provision of equipment to realise in the governorates of Jericho in the West Bank, and Badrashin, Giza in Egypt, by involving the following beneficiaries producers of dates, spin-off workers and officials of local Chambers of Commerce responsible for the services to the enterprises, foresees a total cost of 1.298.200.00 €, for which a monetary co-funding is requested of 852.255.00 € to the Italian MAE-DGCS equal to the 65.65% of the total.

Furthermore it is foreseen a total contribution of the NGO, of the counterpart and of the other partners of 445.945.00 € equal to the 34,35 % of the total, of which:

- monetary 131.760.00 €
- valued 314.185.00 €

**Objectives and Results of the project**

Overall objective: To improve living conditions and economical and environmental sustainability of small-scale producers of dates in Jericho (Palestine) and Bradashin (Egypt) and of workers employed in the related production chain’s activities.

**Specific Objective**

To improve the quality and sustainability of strategic and organizational management of 310 rural beneficiary enterprises involved in dates production in Jericho – West bank - and in Bradashin – Egypt in terms of:

- a) Certified High-quality productions with reduced environmental impact and quality trademark
- b) Management and administration control
- c) Market analysis and direct access to new distribution channels.

**Expected results**

1. Strengthened administration and management skills of the 310 producers’ associations in the fields of: management control, production chain costs analysis, goal-oriented and strategic planning, business plans’ realization.
2. Improved technical skills and equipment of the 2 producers’ associations in Jericho and Badrashin in the fields of: quality control, indigenous seedlings re-introduction, guidelines production to meet Slow Food branding criteria, production’s costs control, stocking management, cleaning and preparation for sale.
3. Strengthened sales and trade management competencies of the 2 producers’ associations in Jericho and Badrashin in terms of: product promotion and marketing planning, placement strategies, market and competitors analysis, market penetration strategies.
4. Activation of new commercial channels is facilitated at a national and especially international level, as more profitable and responsive to quality- oriented production chains, as the Slow Food channel.
5. Reinforced professional skills of 6 CCIAA officials of Jericho and Giza as persons in charge of management control and administration of farming enterprises, in the fields of productive techniques analysis, quality standards for trademark licensing and commercialization strategies.

- **Duration of the agreement**

The duration of the agreement is 36 months.

- **General tasks**

For the period of the agreement validity and the realisation of the project activities, John Paul II Foundation NGO will have the general coordinating role of the activities with all partners.

For the same period, the partner Palm Farmers Cooperative Association in Jericho and Jordan Valley will have the coordinating role in situ with John Paul II Foundation.

- **Resource management**

The resources destined to the realisation of the project activities are managed in the following modalities:

John Paul II Foundation will manage the resources destined to the realisation of the project activities directly from its headquarters in Bethlehem. The planning of the annual expenses of the project will be conducted together with the counterpart Palm Farmers Cooperative Association in Jericho and Jordan Valley, at the beginning of each year of the project.

The legal representative of the contracting NGO John Paul II Foundation

+   
+ Luciano Giovannetti  
Vescovo Emerito di Plesole



The legal representative of the Partner

Mamoon Jasar  
Chair Man Of PFCA

