



**Regione Umbria**



**AGENZIA ITALIANA  
PER LA COOPERAZIONE  
ALLO SVILUPPO**

Project title

**BEE THE CHANGE. Strengthening of the beekeeping sector and support for the aromatic and medicinal plants supply chain for the socio-economic development of Palestine**

Expected duration

24 months

Location

Governorate of Ramallah and al-Bireh  
Governorate of Jenin

Premise:

This project proposal is based on the capitalization of previous cooperation activities realized in Palestine by different actors of international cooperation from the region of Umbria. Umbria Region, that is the leading institutional partner of the project, has a long-term history of cooperation with Palestine, in particular to support local governance and human rights. In particular this new project will allow to continue, strengthen and enlarge the interesting work in support of beekeeping sector in Palestine realized by APIMED and FELCOS Umbria in collaboration with Ramallah beekeepers cooperative, in the framework of the three year project “Mediterranean CooBEEration. A network for beekeeping, biodiversity and food security”, funded by the European Union and now in closure phase (Mediterranean CooBEEration will be officially closed on July 31st 2017). In the same time this new proposal will consolidate the activities of natural soap production and extraction of essential oil set up in Jenin by previous project of cooperation implemented by the Cooperative “Ponte Solidale” (Fair trade Cooperative) in cooperation with the Association of Women’s Action for Training & Rehabilitation (AOWA). An innovative element of this proposal consists in the creation of synergies among the beekeeping sector and the cultivation of herbs/essential oil production.

General Objective

Contribute to improving the socio-economic conditions of the Palestinian population, accompanying local development processes focused on strengthening endogenous and eco-sustainable productive sectors

Specific Objectives:

- 1) to increase income and work opportunities, especially for young people and women, in the rural areas of Ramallah and Jenin, by strengthening the beekeeping sector and supporting the supply chain of aromatic and medicinal plants
- 2) to strengthen the capacities of local authorities as promoters of local economic



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development processes in synergy with local actors.

#### Activities:

### **WP 1 - Actions to improve the beekeeping chain.**

This first WP contains a series of actions aimed at strengthening the technical abilities of professional beekeepers to produce quality honey (honey analysis, specialized training, exchange of experiences and good practices) and to engage in political dialogue initiatives to improve regulatory framework of the beekeeping sector (advocacy meetings, apiculture forum). A central activity of this WP is also the opening of two technical assistance centers (one in Ramallah and one in Jenin) for the preparation and packaging of honey and for the distribution of materials to beekeepers. The opening of such centers is a strategic element for the rationalization of the supply chain. Lastly, in addition to strengthening the skills and services for beekeepers already in operation (central axis of this WP), two basic training courses on beekeeping (one in Ramallah and one in Jenin) are also planned. Especially for young people and women, in order to present them with a real possibility of economic activity and income.

#### **A1.1 Raising the quality of honey.**

Output: 75 honey samples analyzed at the beginning of the project and 75 at the end of the project; 10 days of training on honey quality (5 days internship at the beginning of the 1st year, 5 days at the beginning of the 2nd year).

#### **A1.2 Improvement of services to beekeepers.**

Output: 2 technical assistance centers activated (1 in Ramallah and 1 in Jenin); 2 specialized training courses for operators of technical assistance centers.

#### **A1.3 Networking and advocacy activities.**

Output: 4 ad hoc meetings with the Ministry of Agriculture and other stakeholders (such as University of Birzeit).

**A1.4 Organization and implementation of a new edition of the Mediterranean Beekeeping Forum** Output: Final document on strengthening the beekeeping sector in Palestine; 150 participants (including beekeepers, representatives of local Palestinian and Italian institutions, national and international, researchers and subjects of international cooperation).

#### **A1.5 Basic training in beekeeping.**

Output: 10 training days realized mainly for unemployed women and young people (40 participants)

Beneficiaries (quantified) 82 beekeepers (and 600 beekeepers will benefit indirectly); 4 operators of technical assistance centers; 40 young and unemployed women.

### **WP 2 - Actions to support the supply chain of aromatic and medicinal plants.**

The actions contained in the second WP are aimed primarily at consolidating and enhancing the results achieved by projects initiated and supported previously by Jenin



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Bottega Ponte Solidale with a group of women from the AOWA network, concerning the production of natural oil-based soaps of olive oil and the initiation of an activity to extract essential oils. Through technical advice and training we will aim to improve the quantity and quality of the products in question (soaps and essential oils), strengthen the technical services necessary for production and increase sales channels. This action will introduce as a new element the start of a substantial cultivation of aromatic and medicinal plants by a group of women, with a view to self-sustainable supply chain (cultivation of medicinal plants, extraction of essential oils, production of soaps, synergies with the beekeeping industry). This pilot model, if successfully tested, can then be replicated in other Palestinian territories. The innovative element of the proposal consists in the activation of synergies between the sectors involved, which will be carried out both in the production phase (with the api-plant interaction through the pollination service), and in the transformation phase (for example with the creation of a new line of honey-based soap).

#### **A2.1 Activities preparatory for a new cultivation of aromatic and medicinal plants in the Jenin area.**

Output 2.1.1: Realized an agronomic study of the territory and mapping land available in the

Municipality of Arrabah, Ya'bad and Ras Karkar;

Output 2.1.2 Realized a study and identification of the best aromatic and medicinal plants, also in relation to the production of essential oils;

Output 2.1.3 The group of women engaged in cultivation has been established.

Output 2.1.4 Purchased the equipments and the raw materials necessary for cultivation.

#### **A 2.2 Cultivation of aromatic and medicinal plants.**

Output 2.2.1: Collected periodicals;

Output 2.2.2 10 training days with agronomic expert and consultancies periodic. Ù

#### **A2.3 Improvement of the quality / quantity of essential oils.**

Output: 20 days of technical assistance / training;

#### **A 2.4 Starting the BIO certification process for essential oils.**

Output :10 days of technical assistance.

#### **A2.5 Technical assistance and training for improvement of the quality of the soaps with essential oils**

Output: 10 days of technical assistance / training.

#### **A2.6 Launch of a new line of honey soap**

Output: 10 days of technical assistance / training. Elaboration of graphic concept and packaging **A2.7 Construction of a panel system photovoltaic panels for the oil / soap laboratory.** Output 2.7 installed panels.

**A2.8 Activation of contacts and synergies between beekeepers and women producing herbs and essential oils.** Output: creation of a committee local coordination between beekeepers and women AOWA network

Beneficiaries (quantified): 42 Palestinian women from the rural areas of Arrabah, Ya'bad and Ras Karkar.

**WP 3 - Development and strengthening of business capacity, valorisation and**



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### **marketing of the products of the two supply chains.**

The activities of this WP aim to transfer to the operators of the sectors involved in the project and to new potential stakeholders interested in starting an activity in the same sectors, knowledge and basic skills in the field of business creation and management, with particular attention to the forms of social and sustainable enterprise. The training course will be developed around some main themes, such as: entrepreneurship development, local economics, marketing and communication, business plan drafting, values, opportunities and fair trade regulations. After the theoretical training phase, beneficiaries will be able to take advantage of individual coaching and mentoring for the strengthening of existing companies and the accompaniment to start-up of any new companies, some of which, following selection, can be supported with a small loan through a fund set up ad hoc. Finally, an activity will be carried out to promote the investment of the Palestinian diaspora within the two sectors.

#### **A3.1 Training in business creation and management and product marketing.**

Output: 2 completed training courses (classroom sessions, distance education, group work and individual assignments);

Output: 15 business plans realized.

**A 3.2 Market survey on the products of the two supply chains, in particular honey and essential oils.** OT: 4 market studies carried out (2 for each of the two territories involved).

**A3.3 Development of specific strategies for the valorisation and marketing of the products of the two value chains.**

Output: 2 defined marketing strategies.

**A3.4 Upgrading / activation of new international sales channels.**

Output: activated fair trade circuits.

**A3.5 Feasibility study for online sales of products.**

Output: created an online sales site that has the main target of the Palestinian diaspora.

**A 3.6 Promotion of investments of the Palestinian diaspora within the two supply chains.**

**A 3.7 Activities of coaching and financing for the start up of new companies and / or the improvement of existing companies**

Output: 5 months of coaching; 10 companies financed.

Beneficiaries (quantified): 82 beekeepers, 42 young women, operators in the aromatic and medicinal herbs production sector, 40 young people and unemployed women.

### **WP4 - Strengthening the capacity of local Palestinian Local Authorities (EE.LL.) on local economic development.**

The activities foreseen in this WP aims to transfer to the Palestinian EE.LL. competences on the role of local authorities for local development, through training and exchange of good practices with Italians EE.LL. on the topics of strategic planning, territorial marketing and the promotion of multi-actor local partnerships. A high-level international conference will also be organized, which will not only deepen the issues related to local development,



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but will also provide an opportunity to strengthen the bonds of solidarity and cooperation between Italian and Palestinian local / regional institutions. In order to encourage close collaboration between local institutions and actors, events involving the promotion and enhancement of local supply chains will be organized in the Palestinian partner municipalities, with particular attention to the two project areas, with the support of the Umbrian Local Authorities.

**A4.1 Training of Palestinian Local Authorities on local economic development strategies, territorial marketing and promotion of multi-actor local partnerships.**

Output: 6 days of updating / training carried out

**A4.2 International conference on the role of Local Authorities for Local Economic Development.** Output: 50 participants, including representatives of local authorities, other private and associative actors, actors of territorial cooperation.

**A4.3 Promotion events for local supply chains in Palestine.**

Output: 6 initiatives carried out by the Palestinian Municipalities with the support of the Umbrian Local Authorities (also through the "Comuni Amici delle Api" Network).

Beneficiaries (quantified): 6 Palestinian Local Authorities, 6 Umbrian Local Authorities for the exchange of good practices, 600 participants in the events promoting local supply chains, 124 operators of the two sectors.

**WP5 Communication and awareness activities.**

Within the present project, particular attention will be given to the documentation of the activities that will be carried out, preventing the development and use of various communication tools (such as: website, social networks, video and / or photographic documentation, etc.) . The use of these means will be essential to make participants and inform Umbrian citizens about how much the Umbrian network of local bodies and local actors are doing.

**A5.1 Elaboration and promotion of communication tools:** 1 website and social networks dedicated to active action; project graphic line; video and photographic documentation realized.

**A5.2 Dissemination and awareness events on the socio-economic situation of Palestine**

Output: 5 events aimed at Umbrian citizens who, through the dissemination of project activities, will be opportunities to raise awareness on the difficult socio-economic situation of the Palestinian people and local authorities; 2 initiatives aimed at Palestinian citizens who, through the dissemination of project activities, will raise awareness on the role of women for local development.

Beneficiaries (quantified): 1000 Palestinian citizens and 1000 Umbrians reached by communication and awareness raising activities

Expected results



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Expected result 1:

The beekeeping chain and that of medicinal plants / essential oils strengthened in terms of operator skills, product quality and specialized services strengthened

Expected result 2:

Improved entrepreneurial and marketing skills of the operators of the two supply chains and of potential new entrepreneurs (women and young people)

Expected result 3:

Strengthened the strategic planning capacities of local Palestinian institutions for local economic development and activation of multi-actor partnerships

Expected result 4:

Local authorities and Umbrian population informed and sensitized on the activities carried out and on the difficult socio-economic situation in Palestine.

#### Partnership

1. Umbria Region - APPLICANT
2. FELCOS Umbria
3. ANCI Umbria
4. Municipality of Foligno
5. APAU – Association of Umbrian Beekeepers
6. APIMED - Federation of Mediterranean Beekeepers
7. Bottega Ponte Solidale
8. AUR - Umbria Research Agency
9. CTM Other Market
10. Fair Guaranteed
11. Beekeepers Cooperative of Ramallah
12. Jenin Beekeepers Cooperative
13. AOWA - Association of Women's Action for Training and Rehabilitation

#### National and Local supporting authorities:

Ministry of Agriculture Palestine

Municipality of Arrabah (Jenin Governorate)

Municipality of Ya'bad (Jenin Governorate)

Municipality of Ras Karkar (Jenin Governorate)

Al Ittihad Municipality (Ramallah Governorate)

Municipality of Kafr Malik (Ramallah Governorate)

Beit Liqia Municipality (Ramallah Governorate)