

ABSTRACT

ACTION A4

The scope of this study is to identify the local agricultural food base as well as the tourism services offered in the AMYBEAR and are under the project area of Life program, with the aim of identifying businesses whose interaction involves the bear, in order to ensure the non negative impact of the activities.

In addition, it will create and implement the "Brown Bear Quality Label", which will:

- (A) Certifies companies that implement bear-friendly practices
- (B) Promotes the services and products of certified businesses

Through cooperation between different types of businesses, synergies will be created in order to further capitalize the labelling on the labeling and incentives of the businesses involved.

The study will determine the guidelines and the specifications for business certification to be taken into account the terms and conditions with which companies are willing to receive the Mark.

The action aims to help identify the brown bear as a species that has not only environmental but also economic value. Therefore, the present study will try to add value to agricultural products and tourism services in the project area, using the brown bear as a symbol of recognition.

Particularly the action aims to:

- (a) the production of brown bear-friendly agricultural products and tourism services and, more generally, biodiversity,
- (b) improving the competitiveness of local production;
- (c) contribute to improving the income of farmers, breeders, beekeepers and other stakeholders in the tourism sector in general.

The impact of this action is expected to have long lasting results that will continue after the end of the project. It also contributes to the protection of local natural resources and is fully

compatible with the Lisbon and Gothenburg Agenda, according to which cohesion, competitiveness and sustainability are the objectives of rural development.

The certification of such products and services can contribute to preserving the natural environment, promoting local cultural identity, imposing high quality standards on its products and services, and, ultimately, to sustainable development of the rural areas concerned. The guidelines for certification of products and services from the "Brown Bear Quality Label" will be developed by including damage prevention measures and / or the use of low input organic farming methods, both for agriculture and tourism.

The framework of the criteria and principles according to which the indication of the undertakings concerned will be taken is one of the primary objectives of this project. It is important to encourage farmers, tourists and other businesses in the region to actively participate in the action.