



# HUMAN LANDSCAPE

# WHO WE ARE



- Over **15 years of experience** in fostering regional development;
- **€13.2 million in funds** already allocated, with an additional €4.2 million for the 2023-2027 program
- **41 municipalities** actively involved in our initiatives;
- **762 km<sup>2</sup>** of landscapes covered;
- **4 completed cooperation projects**, delivering impactful results;

# WHERE WE ARE





# WHY

**WE ARE** part of one of Europe's most important rice-growing regions.

**WE AIM** to preserve our unique landscapes and safeguard rich biodiversity.

**WE WANT** to promote local rice producers and protect traditional knowledge passed down through generations.

**WE ARE** committed to strengthening the rice sector and giving a voice to the needs of rice-growing territories at the European level.

# HUMAN LANDSCAPE

A EUROPEAN RICE NETWORK

 GALRISORSA  
Lomellina





# CORE IDEA

Rice is not a crop like the others.

Its cultivation shapes unique landscapes, supports biodiversity, and creates cultural identity.



# CORE IDEA

The more humans interact with rice fields, the more nature thrives — wetlands flourish, birds migrate, ecosystems regenerate.



# CORE IDEA

For this reason, it requires dedicated attention, tailored policies, and a collective effort to protect and promote its unique value in Europe.



# PROJECT OBJECTIVE

To raise awareness, strengthen the sector, and create a unified voice that supports producers and protects the environmental and cultural value of rice landscapes.

# HOW?

A feasibility study to define the guidelines for the creation of the European Rice Network, working within the main rice-producing area in Europe: Italy, France, Spain, and Portugal.



# PHASE 1 – DEFINITION OF SHARED MOTIVATIONS AND OBJECTIVES

**DURATION:** 6 months (October '26 - March '27)

**OBJECTIVE:** to identify, within the different national contexts, the priority areas of intervention for the future Network, enhancing local specificities and themes that are particularly relevant or sensitive in each territory.

**TYPE OF ACTIVITY:** a territory-based process involving individual meetings between Local Action Groups and the consulting team, aimed at fostering listening, dialogue, and co-design. The goal is to "plant a seed" for future initiatives that could be developed once the Network is established.

## Environment & sustainability

- Promote the environmental value of European rice
- Analyse and enhance ecosystem services provided by rice cultivation
- Encourage sustainable farming practices linked to the recognition of ecosystem services
- Explore and support the generation and commercialization of carbon credits

## Territories, landscapes & tourism

- Enhance rice landscapes as key assets for responsible and innovative tourism
- Promote local identity and rural development through rice-related cultural landscapes

# POSSIBLE FOCUS AREA

## Knowledge sharing & farmer empowerment

- Exchange experiences among European rice farmers, including overseas and historically connected territories
- Share agronomic and mechanization challenges to co-design solutions at EU level
- Showcase ongoing research and sector innovations

## Economy & market development

- Share market insights and good practices to valorize rice by-products
- Conduct and disseminate studies on alternative uses of rice (e.g. cosmetics)

# PHASE 2 – BIRTH OF THE NETWORK

**DURATION:** 12 months (March '27 - March '28)

**OBJECTIVE:** formal establishment of the European Network by providing legal, institutional, organizational and economic bases necessary for its operation and sustainability over time.

**TYPE OF ACTIVITY:** a feasibility study which includes four distinct areas of intervention, aimed at the establishment and start-up of the Network

# 4 FOCUS AREA

## 2.1 Legal and institutional analysis

- Mapping of the European and national regulatory framework relating to forms of aggregation in the rice sector and existing networks;
- Assessment of legal options for the establishment of the Network;
- Identification of the main legal and administrative challenges for the start-up and management of the organization.

## 2.2 Definition of governance and organisational structure

- Identification of institutional channels at EU level;
- Definition of a clear and transparent governance model, with well-defined roles and responsibilities;
- Design of a fair and participatory representation system, capable of integrating the different rice-growing realities and cross-cutting interests that emerged in phase 1.

## 2.3 Financial and operational sustainability

- Analysis of the start-up and management costs of the Network;
- Definition of the head office and any territorial representations;
- Strategy for involving the European institutions and producer groups in supporting the initial phase;
- Identification of projects and financing sources (public and private, national and European) for the development of a medium-term business plan.

## 2.4 Communication

- Design of the visual identity of the Network;
- Creation of the website and institutional social profiles;
- Production of promotional and information materials.

# TIMELINE

Oct '26 - March '27

April '27 - Set '27

Set '27 - Jan '28

Jan '28 - Jun '28

1) Definition of the priority areas of the Network

2) Legal and institutional analysis

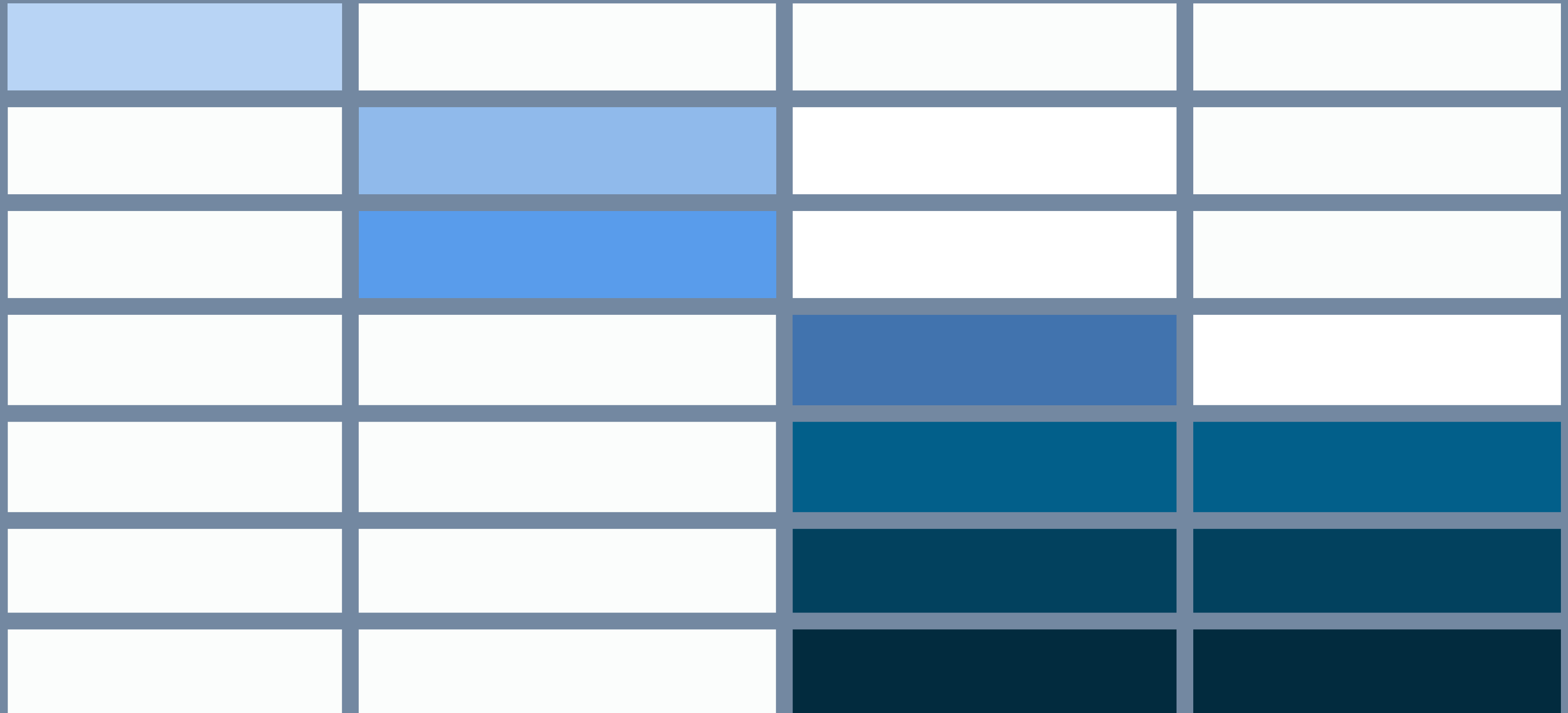
3) Definition of governance and organisational structure

4) Study of financial and operational sustainability

5) Formal establishment and consolidation of the Network

6) Promotion, communication and final event

7) Local actions



# ESTIMATED BUDGET x 4 LAGS

EXPENSE ITEM	DESCRIPTION	ESTIMATED COST
PHASE 1 – DEFINITION OF MOTIVATIONS AND SHARED OBJECTIVES		
1. Definition of priority intervention areas of the Network	Identification of the priority intervention areas for the future European Network through individual meetings between LAGs and the consulting team	€5,000 x LAG
PHASE 2 – PROJECT INCEPTION		
2.1 Legal and institutional analysis	<ul style="list-style-type: none"> <li>● Map the European and national regulatory framework related to aggregated entities in the rice sector and sectoral networks.</li> <li>● Evaluate options for the legal nature of the new Network entity.</li> <li>● Highlight the main legal challenges for the establishment and functioning of the Network.</li> </ul>	€50,000 in total
2.2 Definition of governance and organizational structure	<ul style="list-style-type: none"> <li>● Identify institutional reference channels at EU level</li> <li>● Define a clear governance model with well-defined roles and responsibilities for members</li> <li>● Design a representative system for the various European rice stakeholders and cross-sectoral interests that ensures fairness and active stakeholder participation.</li> </ul>	
2.3 Financial and operational sustainability	<ul style="list-style-type: none"> <li>● Analyze startup and management costs of the Network</li> <li>● Central office and peripheral representations</li> <li>● Involvement of European institutions and producers' associations to ensure a startup period</li> <li>● Identify potential projects and related funding sources (public and private, national and European) for a medium-term business plan.</li> </ul>	
2.4 Common communication	<ul style="list-style-type: none"> <li>● Visual identity</li> <li>● Website and social media profiles</li> <li>● Promotional materials</li> <li>● Final event.</li> </ul>	
Total per partner		€30,000 + €10,000–15,000 for launch event
		€20,000–25,000

THE END

*THANK YOU FOR YOUR ATTENTION*