

NEETsIN

Stimulating the inclusion of NEETs in the Mediterranean olive sector

“NEETsIN” aims to contribute to social inclusion by testing and promoting new youth employment schemes improving the marketable skills of women and youths, especially NEETS, in the Olive oil production and tourism, in order to increase their employability.

The project is supported by ReCOMed/Mediterranean Network made up of the National Associations of the thousands Olive Oil Towns in the Mediterranean basin (Italy, Albania, Croatia, Greece, Israel, Lebanon, Morocco, Montenegro, Portugal, Slovenia, Spain, Tunisia and Turkey) aiming at enhance the value of olive cultivation and its culture, a Mediterranean heritage, that could lead to a more health based agriculture and to a high quality tourism.

National Members (including INRAT, Routes of the Olive tree, ANCO, AEMO) are joined by a capillary structure of public bodies capable to coordinate national level policies involving local public and private stakeholders.

According to recent sector trends, taking in consideration the production structure of areas involved in the project, a key success factor for Olive oil MSMEs (short-mid term) was the ability to create/strengthen cooperatives and producer’s networks in order to stimulate private investments, support production and transformation innovation processes as well as to focus in high quality health based productions. New market segment Olive oil tourism benefits from transposition of more “professional” competencies.

The challenge is to enhance new Olive Oil professional’s skills that could facilitate innovation processes in cultivation, transformation and destination management in thus becoming a cross-border action model for other Med regions.

Main outputs: new professional curricula proposing skills required by labour market

Partnership 5 RECOMED members