



## MEDINA DEL CAMPO STRATEGIC PLAN FOR SUSTAINABLE DEVELOPMENT

# MEDINA 21 EUROPE

### **Medina del Campo participates in the networking event of European regional cooperation program for Southwest Europe INTERREG SUDOE**

On 8 and 9 February the working group "Medina 21 Europe" of Medina del Campo Municipality (Valladolid) will be represented at the networking event organized by the regional cooperation program for the Southwest of the European Union, called INTERREG SUDOE, in the city of Santander. Such active participation in the event will be held by the company CREA360, who is responsible for supporting Medina del Campo, 'Villa de las Ferias', in European projects.

The networking event, considered by Medina del Campo as a strategic event in its development strategy and participation in European projects, has as main objective fostering the cooperation and finding partners among the attendees and provide personalized answers to technical questions on project ideas to submit to the current SUDOE call, which has as deadline March 31<sup>st</sup>.

The event, lasting a day, will take place in the hotel Santemar in Santander and will adopt a participatory format, thus enhancing dialogue and exchange among the participants. In it, Medina del Campo will have the opportunity to present its proposals to submit to SUDOE program, and meet with a program responsible for 15 minutes, to answer specific questions about the projects to be presented in March. In addition, Medina del Campo representatives will work with other potential partners in future ideas and cooperation projects.

For the current SUDOE call, the Municipality of Medina works to value its heritage and cultural resources, through the wine tourism or historical reenactments. In this sense, the Municipality of Medina is expected to cooperate with the *Associação para o Desenvolvimento do Ribatejo Norte* (Portugal) on a proposal for historical reenactments. On other hand, Medina will lead a proposal for a cross-border wine tourism product besides the town of Amarante (Portugal). In this Portuguese city, partner of Medina in the project URBACT City Centre Doctor, have taken place during the 6<sup>th</sup> and 8<sup>th</sup> February technical conferences on wine tourism in the framework of the European project INTERREG EUROPA Rural Growth, where more than 30 representatives of the Rueda wine route have participated and have laid the groundwork for future cooperation projects between both wine cities.