DOLPHINS TASK 2 - WP5

Characteristics, evolution, problems and opportunities for OLPs

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In the Task 1, the first phase of the project all the participants of the WP1, WP2, WP3, WP4, have collected bibliography, according to a *vertical analysis*:

- OLP products: definition, characteristics, legal protection
- Link between OLP and local production system, supply chain analysis
- Link between OLP and rural development
- Link between OLP and consumers and citizens.

Methodology (1)

Systematisation of the knowledge on OLPs : definitions, characteristics, regulations and on their links with production and marketing systems, with rural development, and with the consumer/citizen.

According to this purpose, all the partners will have to classify their own bibliographical material respect issue related to **knowledge** ... with a small global comment.

Methodology (1)

Definition of OLP

Characteristics of the project

Regulations

Link with production

Link with marketing

Link with rural development

Consumer / citizen

Bibliographical material

Methodology (2)

Systematisation of methodological approaches on OLPs used according to the different theories proposed inside the bibliographical material such as:

According to this purpose, all the partners will have to classify their own bibliographical material respect issue related to **methodology** ... with a small global comment.

Methodology (2)

Supply chain analysis

Transaction cost theory

New Institutional theory

Neoclassical theory

Firm theory

Marketing theory

SWOT analysis

Consumer theory

Bibliographical material

Methodology (3)

Identification of the success and failure conditions for OLPs, and of main threats and resources of the OLPs in the framework of economic globalisation.

According to this purpose all the participants will have to present **some significant case study**. This will be analysed using <u>cross reading</u> and <u>specific index</u> (i.e. method proposed by B.Sylvander and D.Barjolle)

Methodology (4)

<u>Dissemination of firts results of the Concerted</u> <u>Action</u>, by providing documents to WP8.

During this second phase of WP5 many specific seminars and meetings will be organized, in order to support discussion on the topic proposed

The results and new databases, created according to this new horizontal approach, will be published on the WEB site.

Timing

Step	Event	When
1-Month18 2 -	Synthetic document WP1-4 Bibliography analysis and individuation of case study	End of June
3-Month 20	First WP 5 Seminar	October
4	First report D5	
5	Second WP5 Seminar	December
6	Second report D5	
7-Month 26	Plenary Meeting	End of January
8-Month 28	Final Version of report D5	End of March



Lets go to work ...