



## SMART

# HEVON

## High quality EVO oil Network of competitive MSMEs in South Adriatic

### Project presentation

HEVON – Network of competitive micro, small and medium-sized enterprises in the high-quality extra virgin olive oil (EVO) sector in the southern Adriatic – a project funded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.



#### Duration

start date - end date  
07/25 - 12/27

## Project Overview

**HEVON** aims to enhance the competitiveness of Italian, Albanian, and Montenegrin stakeholders in the high-quality extra virgin olive oil (EVOO) sector. The project connects micro, small, and medium-sized enterprises (MSMEs) across borders, strengthening cross-border cooperation, supporting them with tailored tools, knowledge-sharing, and a joint strategy for innovation, sustainability, and market positioning. The expected change includes a more robust and interconnected sector, greater market access, and improved recognition for high-quality EVO oil.



#### Total budget

920.700,96 €



#### EU funding

757.029,71 €

## General Objectives

- Increase awareness of the distinctive qualities of high-quality EVOO.
- Strengthen the competitiveness of MSMEs through innovation and improved marketing strategies.
- Enhance cross-border cooperation and create a more sustainable olive oil value chain.
- Promote policies that benefit producers, millers, technicians, restaurateurs, policy makers, and consumers.

## Target Groups

HEVON engages **three main actors of the EVOO value chain**, each with specific roles and benefits:

### ❖ Producers (MSMEs in olive growing and oil milling)

- Gain awareness on quality standards and tools to valorize EVOO.
- Access **training sessions, mobility exchanges, B2B meetings**, and the **HEVON Platform**.

### ❖ Restaurants & Agritourism (HORECA sector)

- Act as cultural and educational ambassadors for EVOO.
- Participate in **Living Labs**, co-create the **HEVON Menu** and the **HEVON Manifesto**, and host promotional events.

### ❖ Consumers (citizens and visitors)

- Discover EVOO as an expression of territory, culture, and healthy living.
- Engage through **World Cafés, fairs, exhibitions**, and **Living Lab** activities.

## Main Activities

- **HEVON Training**  
Capacity-building sessions for producers and HORECA operators to strengthen technical knowledge, marketing strategies, and international competitiveness.
- **HEVON Living Lab**  
A co-creation space bringing together entrepreneurs, restaurateurs, designers, and citizens to design the innovative HEVON Trolley and the HEVON Menu.
  - Local sessions in Italy, Albania, and Montenegro.
  - Three international events (two in person, one online).
  - The outputs: a prototype Trolley for promotion and consumer engagement, and a shared EVOO Menu.
- **B2B Meetings & HEVON Platform**
  - **Tutoring activities:** selected companies will participate in tutoring activities aimed at increasing their competitiveness in the market for high-quality extra virgin olive oil (EVO) and promoting their internationalisation through marketing and communication strategies.
  - **B2B meetings:** Italian, Albanian and Montenegrin companies will meet in Montenegro to facilitate networking between companies and professionals and promote future economic partnerships.
  - The **HEVON Platform** will offer training materials, a digital showcase and tools to strengthen positioning on national and international markets.

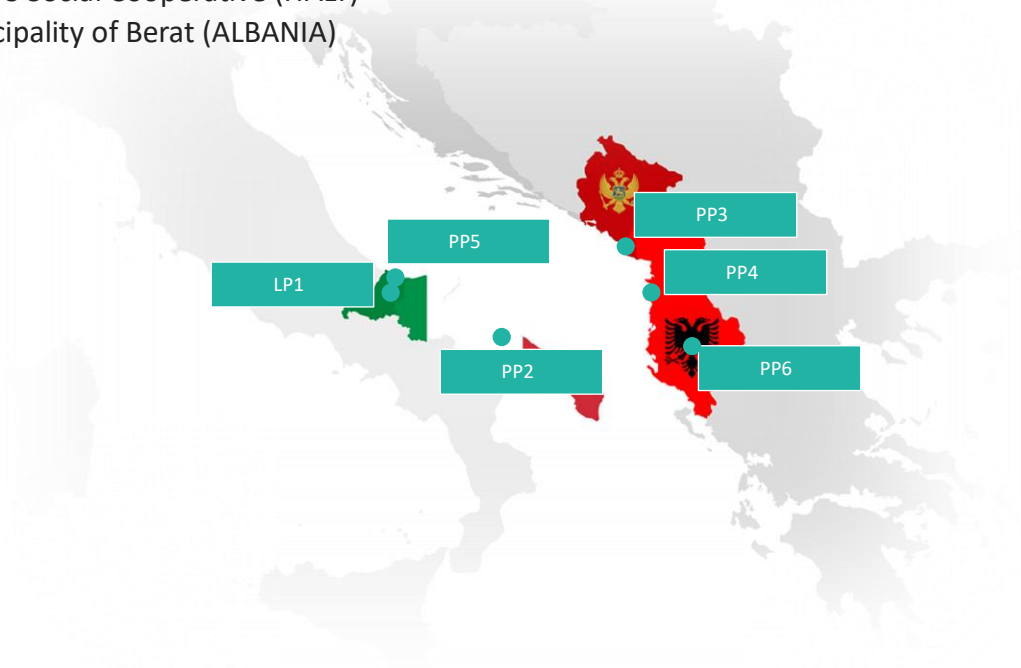
## The HEVON kit

A set of innovative solutions co-created with beneficiaries:

- **HEVON Guidelines:** shared standards to boost MSMEs' competitiveness.
- **HEVON Trolley:** a communication and training tool for staff and consumers, to be used in restaurants and trade fairs.
- **HEVON Menu:** a curated selection of EVOOs meeting quality and sustainability criteria.
- **HEVON Platform:** an online hub for training, networking, and international visibility.

## Partnership

- LP1 - Union of Lower Biferno Municipalities (Lead Partner, ITALY)
- PP2 - Giuseppe Degennaro Free Mediterranean University (ITALY)
- PP3 - Association for Sustainable Regional Olive Farming - Valdanos (MONTENEGRO)
- PP4 - Durres Chamber of Commerce and Industry (ALBANIA)
- PP5 - KAIROS Social Cooperative (ITALY)
- PP6 - Municipality of Berat (ALBANIA)



## Associated Partners

- AP1 - Regional Federation Direct Farmers of Molise (ITALY)
- AP2 - AFP - Oil Masters Association of Puglia (ITALY)
- AP3 - Chamber of Economy of Montenegro (MONTENEGRO)
- AP4 - Prefect of Durres District (ALBANIA)
- AP5 - National Olive Oil Towns Association (ITALY)
- AP6 - Municipality of Roskovec (ALBANIA)

## Contacts

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