



Creation and dynamisation of the Cigronet de Senan brand

Promotion of the creation and narrative of the Cigronet de Senan brand, a native variety of chickpea adapted to the climate of the area. Development of the design of an identifying, shared and registered image, presented in an awareness day in the municipality.



Promoting resilient local varieties

Encouraging innovative marketing and dissemination processes

Designing the product image to differentiate the brand

Branding project directed
by Enric Mercadé

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Climate risks addressed:



Loss of soil quality



Increased irrigation requirements

Start date: 06/08/2024

Lead partner: Consorci Leader
de Desenvolupament Rural del Camp

Location: Senan (la Conca de Barberà)

Budget: 10.890,00 €

Co-creating strategic action to adapt territories and
the local economy to climate change



8 years
until 2030



+1.800
Involved



18,6 M€
budget



+76
planned actions



25
partners



+73 M€
investment in
other actions



60 %
Catalonia



+900.000
inhabitants

