

## NEWSLETTER



### IN SOFIA AN EXTRAORDINARY SHARED EXPERIENCE

**An important work session of the seven partners of the LandSea project took place in Sofia, Bulgaria, from 22 to 24 February, excellently hosted and organized by the AVA Creations Foundation and expertly coordinated by the lead partner Petra Patrimonia. In an atmosphere of great collaboration and stimulating intercultural humus, a "three days" of intense and productive exchange and comparison activities took place among over 20 participants, coming from the five countries of the partnership, aimed at training 14 "mentors" or "ambassadors" of the territory focused on the promotion of excellent products from rural and maritime areas. Everyone worked with great enthusiasm, realizing their commitment in the presentation of some tourist circuit hypotheses based on the valorisation of local products "from land and sea": this will constitute, among other things, an excellent basis for the realization of the "pilot action" expected later. Here are the brief testimonials of the seven partners.**



## PARTNER'S CONTRIBUTIONS

### PPC

Julien Innoncenzi, representative of the Regional Natural Park of Corsica (PNRC) and head of the Man and the Biosphere (MAB) Reserve in Corsica, and Charles Antoine Pasqualini, senior consultant in the territorial animation of the SudConcept cooperative, have been invited by Petra Patrimonia Corsica (PPC) to be part of the transnational seminar of the LandSea Project in Sofia, Bulgaria, as mentors of the French territory. Both mentors see in the LandSea project a tool to be valorized on the territory with a real impact in the maritime and agricultural sectors through the tourism. In fact, PPC and PNRC decided to implement the LandSea discovery circuit in the Falasorma - Dui Sevi Biosphere Reserve within the territory of the Corsican Regional Park, and to propose to the local eco-actors the LandSea training program. The mentors considered the material tested of great quality, and they highlight the importance of integrating more practical tools in line with the needs of the professionals of the partnership territories. Both participants were thankful for being part of the LandSea project which holds great promise for the future of the Corsican territory.



## PCX

Michalis Yiallouris, founder of GM Advatec, and Stelios Stylianou, agronomist and manager of A.E.Technochimiki Ltd, have been called as mentors of the Cypriot territory

The training and the workshops that took place had a very pleasant and friendly atmosphere, which resulted in the acquisition of new knowledge, the exchange of ideas, the fruitful discussion with stakeholders from European countries (France, Spain, Italy, Italy, Bulgaria) and the exchange of views.

Both mentors were happy and interested in participating in this training and consider that the LandSea project can be a useful tool in the Cyprus region with a real impact on the maritime and agricultural sectors through tourism. The exercises provided in the mentor training were an useful technique to demonstrate how to accomplish the shared goals of the LandSea project. The mentors considered how to use the resources currently available in the area, and how they foresee potential synergies with businesses, institutions, authorities and society.



## MCE

Giorgos Aggelis, Greek mentor of MCE and Georgios Angelis, farmer and member of Sustainable Consulting of Peloponnese P.C. commented the inter-partnership activity of Landsea in Sofia as follows: The meeting of the LANDSEA project took place in a beautiful and hospitable city. The organization of the event was of a high standard and the venue had all the necessary infrastructure. A very good atmosphere was privileged during the meeting and all the participants were very well prepared for the meeting. The topic allocation and training material presentations were excellent. All participants were highly skilled in their field. The excellent relations between the team members contributed positively to the conduct of the meeting and its final outcome. After the completion of the meeting, we assume that the program will achieve its objectives, contribute to helping the target groups of the areas of intervention and, at the same time, the material that will be created will be useful in other areas as well.



## FAR MAREMMA

We are Anita Guerrieri from the San Leopoldo Fishing Cooperative, and Benedetta Bianchi from the LAG FAR Maremma. We were involved in the LAND SEA project as a mentor by the F.A.R Maremma partner in this training experience. The training we attended led to the acquisition of new skills and specific information in the field of territorial animation on the issue of valorisation of land and sea products, in the panels presented by the partners participating in the event. Furthermore, the activities accompanying the individual presentations allowed the participants to reflect on the topics covered and to develop ideas and projects for the concrete application of the skills acquired in their own fields.

It was an immediately engaging experience thanks to a warm welcome! The comparison with the partners present was very important because it allowed us to understand how morphologically different territories and with different cultures often share the same problems and development difficulties. The examples brought by each partner related to the theme examined in the presentation were useful to be able to take inspiration and apply them in the future in our territory.



## AVA

During the training event in Bulgaria, AVAs mentors have mentioned the following relevant results, impressions, insights:

- shared opinion for LandSea modules possible enhancement;
- took active participation during the activities and discussions after each module presentation;
- have designed milestones for a new Route establishment: Sofia-Teteven-Troyan-Lovech-Pleven-Svishtov and Danube River;
- set a strategy plan for The road to Danube River development: A journey through nature, history and culture.

The mentors outlined all the important aspects for such strategy development: main products and activities; unique features of the territory; existing resources and good practices; main challenges; market niches; potential partnerships; communication and sales strategies, etc. AVAs mentors experienced the nice atmosphere and expanded their network meeting all LandSea partners and other mentors from the partnership countries - France, Spain, Italy, Greece and Cyprus.

Mentors had highlighted the importance of the LandSea project topic and highly valued the positive impact and effect from the LandSea expected project results. Ms. Polina Petrova has shared her insights and appreciation taking part in the CI event as mentor within a short testimonial video interview, that will be made available online, in April 2023.



## UNIZAR

The experience has been very positive and enriching. Our mentors learned first-hand a brief summary of the content of the modules that will later be made available to everyone on the LandSea project website. They found them very complete, in the sense that they cover different important aspects starting up a new business or for improving the competitiveness of their companies by collaborating with the environment in which they already work.

The exercises proposed in the mentor training were a good system to show how to achieve the practical objectives of the LandSea project, the mentors thought about the environment in which their companies operate and how to use the existing resources in the area, as well as how to visualize possible synergies with companies or institutions in their area of influence.

Highlight the good atmosphere prevailing during the days that the event lasted among all those present, which allowed the exchange of experiences and ideas between the different partners that are part of the project consortium. This good atmosphere extended outside the classroom where the event was held, moving to the lunches and dinners that both partners and mentors had throughout the days that the mentors' training lasted.

In short, holding this event was very positive for publicizing in a very practical way both the objectives of the project and the way to achieve them.



## MEDORO

Medoro's (aspiring) mentors were Salvino Signorello, consultant and expert in local development with particular regard to territorial marketing strategies and tourism promotion, and Alessandra Raffa, researcher at the Department of Agriculture Food and Environment of the University of Catania and expert of marine ecology. Guided by our talented designer Thea Messina they participated with great enthusiasm in the activities envisaged by the packed agenda, acquiring new skills and specific information in the field of territorial animation centered on the enhancement of agricultural and marine products but also providing food for thought and proposals for the delineation of possible innovative strategies for the development of their territories: this thanks to both the brief experimentation of the training path previously developed by the partners and the comparison between the experiences and the specific skills that all the participants made available in the various scheduled mini-workshops, at the term which our participants have elaborated an interesting circuit proposal to favor the "agro-marine" tourist development in Sicily called "Land and Sea falling in love in Vendicari".



## THE THIRD TPM

The learning-training activity was preceded by the third inter-partnership meeting , held on February 21th, in which the point was taken of the activity carried out, noting a general positive correspondence of the results obtained so far with respect to the objectives, both in terms of quality and timing. Appointment in Zaragoza, Spain, next June!

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