

NEWSLETTER



LET'S TELL YOU LAND SEA

The LandSea project aims to increase the professional skills and the ability of the actors interested in the development of the coastal strips to promote together the agricultural sector (activities, products) and the maritime sector (fishing and livestock) through innovation, the creation of new generating activities of income and the enhancement of its products.

The project includes:

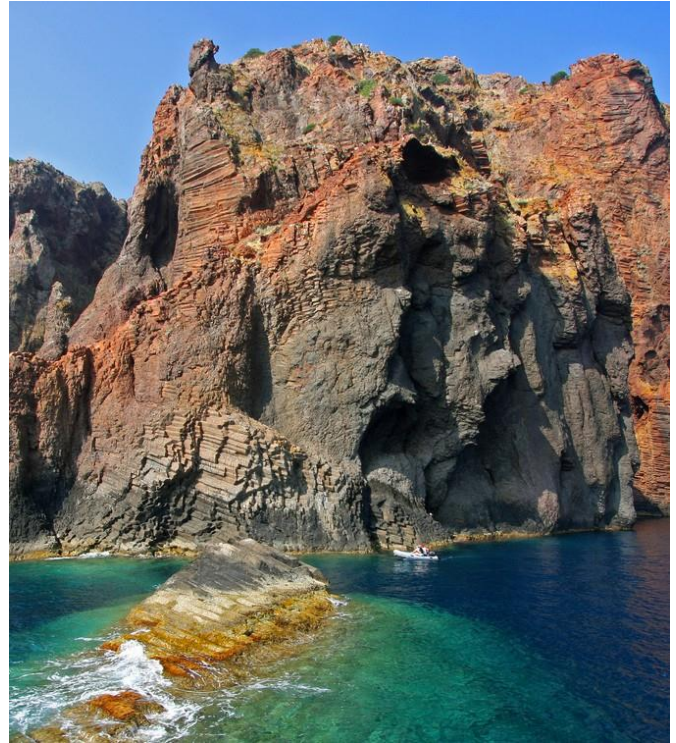
- the preparation of training contents for the joint enhancement of land-sea products and the development of a self-assessment tool.
- the development of the LandSea guide which will provide a methodology to design, in a participatory way, LandSea discovery circuits suitable for each territory.
- the construction of a LandSea e-learning platform on which the training contents will be digitized to offer a free online learning path.

The project is funded by the Erasmus + program and is implemented by an international partnership made up of seven partners from six countries: Cyprus, Bulgaria, France, Italy, Spain and Greece. The project leader is the French cooperative Petra Patrimonia.

PARTNER'S ACTIVITIES

The analysis of the context in Corsica led to the selection of the territory of the Natural Regional Park of Corsica as a pilot for the Land Sea project. A set of actors have been met and interviewed, the Park's project manager, the Pole of Territorial Equilibrium of Valinco, fishermen's associations and local territorial developers, in order to identify the needs of local fisheries and agriculture actors.

A first meeting was organized on September 20th by **Petra Patrimonia** to share and validate the contents of the project, especially the key skills to set up circuits for the valorisation of land and sea products. This approach will be carried out in complementarity with the current activities of the Park in terms of reinforcement of the local productions in the channels of short circuits.



PCX met in July and August 2022 with local stakeholders from the marine farming and agriculture sector in order to investigate the situation of these sectors in different provinces of Cyprus and the utilization of land-sea products. The representatives of these sectors were farmers, livestock farmers, fishermen, aquaculture and agriculture experts and traders.

In addition, extensive research was carried out on the skills needed to combine land-sea products as well as on how to market these products to potential customers.

The meetings made an important contribution to the territorial analysis of marine farming and agriculture in Cyprus and the results will serve as the basis for the further development of the LandSea training content.

The Mediterranean Center of Environment is cooperating with the ACHAIA Development Agency, located in northwestern part of the Peloponnese peninsula! The role of this agency is to contribute to the development of the mountainous & the coastline areas of the region. Part of its missions is to support the sustainable exploitation of cultural, touristic and natural resources together with the development of business activities.

The first results of the LandSea survey, in collaboration with the Achaia D.A., shows that despite the remarkable efforts of recent years in the region, the primary sector faces the chronic problems of low competitiveness, the divided estates, and the lack of processing of production. The nature and environment in the region's mountain areas are very attractive, and tourism flourished in the mountainous areas in the last decade. However, the sector needs to be developed in other areas, upgraded and enriched with new services.

LandSea will support the current efforts of local stakeholders and will contribute to the expected improvement and transfer of know-how!



Far Maremma organized a meeting with local stakeholders on 18th of July. The meeting was attended by several public-private actors representing the agriculture, fishing and tourism sectors: experts, traders, fishermen, farmers and institutional figures participated. The Local Action Group was created. Local actors were involved in the analysis of the skills needed to enhance land-sea products and how to market these products to potential customers. The analysis of the territorial context relating to rural economies and the sea was also carried out as regards the province of Grosseto. The next meeting is scheduled for the end of October / beginning of November.



AVA met with representatives of the target group in the beginning of September. The main participants were fishermen, farmers & agricultural experts. They all have expressed their interest in the project activities. As well as in getting more engaged in the training development phase. As many of them were very occupied with their activities, AVA and the stakeholders agreed to meet again in the second half of October and to decide on the formation of the national project LAG.

Besides, AVA has also made a deep research on the skills needed by the target group by discussing the topic both with them as with experts in the agricultural & fisheries' sector.

All the results & main findings from all the conducted meetings are presented in the national report & will be used in the methodology for the development of LandSea results".

The analysis of the territory, provided by **Zaragoza University**, together with the selection of local actors, involved an exploratory study in which synchronous and remote oral communication was essential. Aragon is made up of 3 provinces and the project has tried to address all of them, especially Teruel, a region with a lot of agricultural and tourist potential, but which may be somewhat neglected. Also, we took into account one of the most important rivers in the Iberian Peninsula, the Ebro River, due to we believe that it is a key resource that required improve and adequate, its Agrícola and touristic role. Another interesting point, got to observation was the alliances and commercial relations that make a strong link with the Basque country in terms of aquatic resources, with special emphasis on fishing. The very reality of the Euskadi (Basque Country), in addition to its status as a strategic partner to Aragon, makes it an interesting territory that is perfectly aligned with the strategic objectives of the LandSea project.

The evaluation process developed has sought a balance between time and resources, a field research work accompanied by a bibliographic search has constituted the fundamental axes of performance for the University of Zaragoza within this project. The fact of starting the project close to the summer has meant an additional effort for us as the responsible work team, to be able to adequate link and build relationships with the local actors involved. Looking to the future, we have already consolidated a work team with a good number of collaborators who believe in and are committed to the LandSea Project.



Medoro presented the Land Sea project on 5 September to understand the training needs and acquire suggestions by local actors.

Participated in the online meeting on the google-meet platform, the GAL delle Aci, the Flag Riviera Etna, the GAL Terre dell'Etna and Alcantara, the Agritourist Association, the University of Catania, the Sicilian Region, the Pro loco of Riposto, the Farmer's Market in Catania.

After the presentation by the President of Medoro and the Project Manager, those present intervened who declared their interest in the continuation of the project and answered the various questions posed by the questionnaire on skill analysis, giving an initial contribution. They then carefully filled out the completed questionnaires and sent them via email.



Catania e provincia	Corsi per la produzione di prodotti	Agrumi	Olive per la produzione di olio da tavola	Legumi secchi	Fruttiferi	Vite da tavola
16 di imprese aderenti	5.754	2.617	1.132	972	602	449
Prodotti	Il trim. 2020	Il trim. 2021	Var.%			
Prodotti agricoli, animali e della caccia	290.760.511	226.376.664	-22,37%			
Prodotti della pesca e	4.686.228	7.263.743	+52,39%			

NEXT ACTIVITIES

The project meeting will take place in Athens from 3 to 4 October. The work program includes: the analysis of the activities carried out by the partners as well as the finalization and validation of the competency grid; the Presentation of the methodology used for the development of the learning content. and the brainstorming activity on the training curriculum; the program and date of the transnational training in Bulgaria will also be decided.

The state of the art on dissemination, evaluation, monitoring, managerial and financial aspects will complete the work program.