



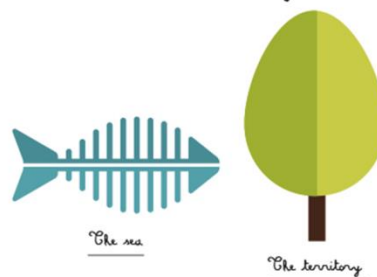
ENHANCING  
SUSTAINABLE TOURISM  
IN ADRIATIC-IONIAN REGION  
THROUGH CO-CREATION

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS

The project is co-funded  
by the European Union,  
Instrument for  
Pre-Accession Assistance



Adriatic Ionian Region



# Wellfood Action

## *Adri-Ionian cooperation in sustainable tourism and agro-food: the experiences of the Chamber of Commerce of Macerata*

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Chamber of Commerce of Macerata

Civica Enoteca Maceratese, Macerata  
15/09/2016

[www.wellfoodproject.eu](http://www.wellfoodproject.eu)

# General presentation

- The Chamber of Commerce of Macerata was founded in 1811 and in 2011 it celebrated its 200th anniversary. It is a public body that addresses the needs of businesses located in the province of Macerata. It is administered by the Council (28 members, mostly entrepreneurs), the Executive Board (9 members) and the President..
- The staff is composed by 54 people (60% women) headed by the Secretary General.
- According to Italian law (L. 580/1993), the Chambers of Commerce, Industry, Craft, Trade and Agriculture are independent public bodies with a provincial jurisdiction that support and promote the general interests of local companies.
- In 2010 a Legislative Decree enlarged their duties and competences and, beyond the traditional ones (business register management and promotion of local enterprises), new important functions have been attributed (local development support, promotion of innovation, market regulation functions and promotion of simpler legal proceedings).
- The Italian System of the Chambers of Commerce is undergoing a very strong reform process, that has tighten the revenues and will reduce their number to a half





# General presentation

- The province of Macerata is situated in the centre of Italy on the Adriatic sea, within Marche Region. The province of Macerata has an area of 2,774 square kilometres and a population of 322 thousand residents.
- For centuries, economy was based on tenant farming where families not only work in the fields, but also produce their own consumer goods: handcrafting, weaving, stitching and utilizing reeds and wicker for many handmade objects, all these abilities developed skills and competences that brought to the model of industrialization peculiar to the Marche region. The distinctiveness of this system is the diffusion, throughout the region, of manufacturing enterprises, all of which are characterized by a small size and a flexible organization.
- SMEs are at the core of our economic system: they represent almost the totality of active local units (99,4%) that are in total 41.762 and employ 88,7% of total working people. Even though they suffered a lot during these years of crisis, many of them managed to survive and thrive by exporting high quality crafted and manufactured products and providing tailored services.



# General presentation

- Manufacturing and crafting activities are organized in self developed industrial districts (mostly born in 1960's). The main sectors are the footwear, leather and clothing industry (almost 800 million euros in exports in 2014, 1,895 local units and 12,721 employed) and mechanics (440 million exports in 2014, 1,129 local units and 7,816 employed). The total amounts of exports in 2014 was 1,7 billion euros and the value added in 2013 was about 7 billion euros.
- During these latest years among the few growing sectors we can mention all the touristic, cultural and eno-agro-food value chain, including the Ho.Re.Ca. sector.







# Valorisation of the territory

• Starting from the latest ones, here it is a selection of our UE funded projects and activities:

1. We have been shortlisted for the **European Enterprise Promotion Awards in 2015** under the category “Investing in entrepreneurial skills” with the project “Alternating work & school Experience” ([http://ec.europa.eu/growth/smes/support/enterprise-promotion-awards/index\\_en.htm](http://ec.europa.eu/growth/smes/support/enterprise-promotion-awards/index_en.htm))
2. **Digit Plus**: as Lead Applicant, years 2015-2016 financed by Erasmus + under Key Action 1 “Mobility projects for VET learners and staff” granting to 100 students the chance of a traineeship in another European Country
3. **Digit**: as Lead Applicant, years 2014-2015 financed by Erasmus + under Key Action 1 “Mobility projects for VET learners and staff” granted to 112 students the chance of a traineeship in another European Country
4. **META II**: as Lead Applicant, years 2013-2014 financed by Leonardo da Vinci Mobility granting to 114 students the chance of a traineeship in another European Country
5. **META**: as Lead Applicant, years 2012-2013 financed by Leonardo da Vinci Mobility granting to 114 students the chance of a traineeship in another European Country
6. **Promise II**: as partner, year 2011, mobility project financed by Leonardo da Vinci

We have also been dealing on many projects for supporting innovation among local SMEs both financed by national and UE funds (<http://www.mc.camcom.it/P42A0C101S40/Innovazione.htm>):

- **Wellfood** (<http://www.wellfoodproject.eu/>), financed by Adriatic IPA CBC Programme
- **Wellfood Action** financed by Adriatic IPA CBC Programme

• Here it is a selection of videos: <http://www.mc.camcom.it/P42A2043C93S39/Video-Rassegna-Stampa.htm>

• Here it is the section of our web site dedicated to Alternating school and work (in Italian):

<http://www.mc.camcom.it/P42A0C0S213/Alternanza-Scuola-Lavoro.htm>

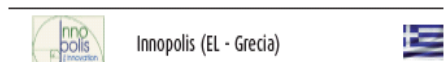
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# Wellfood project

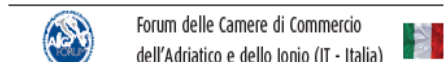
## LEAD PARTNER:



## PARTNER:



## ASSOCIATI:



- WELLFOOD is a project funded by the IPA Adriatic Cross-Border Cooperation Programme and realized in collaboration among public and private partner from both sides of the Adriatic
- WELLFOOD means trust in the products we eat and quality in our dish, high innovation and food safety standards according to the principle of transparency along the supply chain: from farming to processing and marketing
- WELLFOOD highlights the transnational dimension and aims at reaching three objectives:
  - strengthening the exchange of knowledge among enterprises, research centers, producers and consumers on food quality and safety and healthy lifestyles;
  - improving the innovation abilities in the agri-food sector for the growth and the development of the Adriatic area;
  - raising consumers' awareness on the most relevant findings on research and innovation in agri-food sector (quality and healthy food).





# Wellfood project

## Wellfood at the local level

The Chamber of Commerce of Macerata strongly believes in the approach laid out in the WELLFOOD project: the enhancement of innovation potential of Agri-food industry in Adriatic Regions should pass through the creation of a powerful and mutual-supportive network among businesses, producers, RDI centers, public sector and consumers.

This networking activity is fundamental across different types of institutions and horizontally among companies and social organizations and especially between the two sides of the Adriatic sea.

**At local level, it is of highest importance to provide moments of aggregation where all the actors of agri-food system could interact, exchange experience and plan common strategies.**

This has largely been achieved by all the local events and initiatives carried out during the life of WELLFOOD project to respond to the objectives pursued:

**13<sup>th</sup> June 2013** - We hosted, also available via web-streaming, the first transnational speaking opportunity during "Giornata dell'Economia" (Economy Day), where the discussion was focused on the linkage between



innovation and business competitiveness and the contribution of young researchers within companies as innovation drivers.

**15<sup>th</sup>/17<sup>th</sup> March 2014** - The Chamber of Commerce of Macerata presented the WELLFOOD project to the large public during "Tipicità", a three days event devoted to local food excellences, wellbeing and good living. Nationally renowned testimonials talked about cooking traditions and the relations between manhood, wine and territory for a sustainable future.

**14<sup>th</sup> April 2014** - Marche Region and the Chamber of Commerce of Macerata presented the WELLFOOD to the regional institutions during a press conference held by Mr Giuliano Bianchi, President of the Chamber of Commerce of Macerata and by Mrs Maura Malaspina, Marche Region commissioner for Agriculture and Environment.

**9<sup>th</sup> May 2014** - The Chamber of Commerce in collaboration with ASSAM and the Agricultural Department of Marche Region promoted the Regional Event "Wellfood: innovation and health in nutrition" at Macerata Civic Winehouse, aiming at boosting the visibility of WELLFOOD project, as well as endorsing its main issues and its results at local level. Many experts presented scientific and technical innovations in food that improve quality, safety and health.



# Wellfood project

**18<sup>th</sup> September 2014 and 2<sup>nd</sup> October 2014** - Two focus groups "The support to the innovation of agri-food chain: initiatives and proposals" were carried out. During the first meeting participants were invited to share their needs for research and innovation, while on the second, schemes for project proposals were jotted down in order to bring them to the attention of the European Commission.

**5<sup>th</sup>/11<sup>th</sup> October 2014** - A group of researchers and technicians from the Balkan side of the Adriatic came for a study visit in Marche region and in the province of Forlì-Cesena.

The group had the chance to visit the advanced labs of the School of Bioscience and Veterinary Medicine of the University of Camerino and directly perform a test of sensory analysis at Italian Center for Sensory Analysis.

**21<sup>st</sup> October 2014** - At the transnational event in Brussels, typical food products from Adriatic Regions were shown to local operators and attracted interest for their quality and taste.

Opportunity for future projects were discussed with European Commission representatives.

**14<sup>th</sup> November 2014** - The pilot project "Labelling of food products" was presented and fully operational. [www.infoetichetta.eu](http://www.infoetichetta.eu) is an interactive tool meant to help

food producers and processors with the creation of an appropriate label responding both the law prescriptions and consumer desiderata.

**7<sup>th</sup>/9<sup>th</sup> March 2015** - WELLFOOD is again at "Tipicità", an event attracting around 15.000 people. This year the Chamber of Commerce of Macerata chose to point the attention on "The excellences of good wine and wellness".

**September 2015** - A training cycle module addressed to businesses, young technicians and professionals is implemented with the purpose to put in practice innovative methods to increase quality, safety, wellbeing and health. The Food Innovation Agents will be the proactive drivers of this process.







# General presentation

- The project, continuing on the path described with WELLFOOD, addresses the main critical factors related to the development of the food sector in Adriatic regions, such as the weak R/D and innovation systems, hampering the possibility to update the food business sector with the most promising innovations available at a larger scale.
- WELLFOOD ACTION moves a step forward, involving the sector of sustainable tourism related to rurality, traditions and food, including the agri-food SMEs in an innovation process able to further implement their competitiveness and their visibility in terms of quality of the products and their sustainability
- The project addresses both objectives of EUSAIR strategy and Adriatic IPA-CBC Programme
- Thus, WELLFOOD ACTION places the accent on cross-border dimension, finding a suitable matching among needs in terms of fostering innovation, developing sustainable forms of tourism and transferring knowledge in the sector of agrifood businesses, as well as bringing a cultural change by promoting targeted raising awareness actions for schools and tourists/consumers.
- the needs of involved regions that WELLFOOD ACTION means to address are similar, based on the coexistence of 3 major necessities:
  - need to innovate the tourism management system and bring it into a more sustainable pattern;
  - need of a further improvement of technology transfer from RTD Centers to enterprises of innovation adoption related to food processes and products, in the framework of quality, safety, and sustainable development;
  - need of increasing consumer awareness on new findings of research about food quality and nutrition and on more sustainable forms of tourism, respectful of the environment and of the traditions of the territories.



# Wellfood legacy

- **branded events Small Marketing Events.** These events were part of the Project marketing plan and were differentiated for 2 targets, large public and professionals (cooks, entrepreneurs, farmers, operators) for the tasting and presentation of innovative agrifood products, highlighting the peculiarities of the products in terms of wellbeing and innovativeness, valorizing the Strengths and the Excellences of the WELLFOOD Cluster.-
- **web platforms** (the hub [www.wellfoodhub.eu](http://www.wellfoodhub.eu); project website [www.wellfoodproject.eu](http://www.wellfoodproject.eu) and the labelling site <http://www.infoetichetta.eu/>), already disseminated during the project. These platforms provide the users with specific information on the project main activities and results, information on the products selected during the project, tool for product traceability and a guide for creating the labelling of the agri-food products according to the EU directives.-
- **WELLFOOD Cluster.** It has its virtual location in the Hub, where a selection of excellence products per partner territory are presented. Each product has its own factsheet informing on its description, the traceability of a single lot of product purchase in the market, related recipes, its well-being characteristics, its nutritional facts and its production process.-
- **Communication material and coordinated image.** In order to capitalize the WELLFOOD brand used during these last 3 years, the project will use the existing brand, already recognizable for the target groups and professionals already involved in the numerous project activities.-
- **Wellbeing Itineraries.** These fiches, collect touristic paths related to high quality agri-food products and are designed according to the sustainability principles (0km distribution, endemic varieties, reduced energy, water and chemical consumption)





# Wellfood Action: work packages and actions



	Communication and dissemination	Improvement of SMEs performances and sustainability in food and tourism through innovation
<b>Responsible</b>	University of Primorska	Polytechnic University of Marche
<b>Act. 1</b>	DIGITAL MEDIA. Implementation and use of innovative means of communication (web, social); adjourning contents, posts, and messages; development of content for web site	STRENGTHENING OF SUPPLY CHAIN AND BTOB. Actions to build and reinforce the local and A-I touristic-agri-food chain: b-to-b meetings among producers, restaurants, processors, distributors to build a local supply network chain that is high quality, sustainable and 0km.
<b>Act. 2</b>	Traditional communication by valorising all Wellfood communication material: logo, gadget, depliant, brand image; valorisation of brand and cluster; better accessibility of web site and communication; web tv, video;	BUSINESS INNOVATION BOOST. Introduction of innovation into agri-food and touristic SMEs - technological check up of agrifood and touristic businesses for starting innovation processes - young INNOVATION AGENTS in businesses to implement innovation project locally and abroad;
<b>Act. 3</b>	Food for sustainable tourism and culture: territorial meeting with stakeholders aiming at matching the valorisation of local food excellences on culture during touristic season: - A-I food tasting - web meetings, and guided food tasting (ex. web streaming) - events combining food and culture - seminars on food and tourism sustainability	EDUCATION on FOOD SUSTAINABILITY: for raising awareness among youngster and tourists - dissemination meetings with schools and families: meetings on food education (mediterranean diet, food and health, sensorial analysis approach for recognising food differences) - education for reducing food waste
<b>Act. 4</b>	ADRIATIC EVENT in november	PILOT ACTIONS (each partner chooses at least one of the following actions to implement): - Feasibility study on the valorisation of an intermediate subject that facilitate the access to the market of local producers; - valorisation of WELLFOOD HUB with btoc section; - implementation of touristic packages based on wellbeing itineraries;

# State of the art

- **In just one month and a half of activity Wellfood Action can count on a relevant number of action started and implemented**
- **WP0:** project preparation successfully concluded
- **WP1:** WELLFOOD ACTION started implementation activities a little later than other 1<sup>o</sup> TCE projects because it was admitted to financing later, first with a budget of €623.365,74 and only the 16<sup>th</sup> june we got the official communication of budget increase to €811.193,26
- Nonetheless, all partners committed to speed up procedures and now **all outputs of WP1 have been produced**
- **KOM was held in Dubrovnik 7-8 july 2016**, with the participation of all partners, where:
  - Revised version of budget and actions were approved
  - Presentation of WPs and actions
  - Presentation by each partner of activities planned and already carried out
- **WP2:** communication material created during Wellfood was made available to new partners, some of the materials have been adjourned and adapted for the new project; FB4 has already created official project pages on Facebook and twitter and started posting with the contribution of PPs; new session for the website is being developed; events for “Food for tourism and culture” are being deployed in all involved territories



- Adriatic event: all partners have agreed to anticipate the final meeting in Macerata to the first week of november, consequently, the Adriatic event will be held in Macerata right after the final meeting involving stakeholders, companies and consumers from the both sides of Adriatic sea.
- **WP3:** all partners have agreed on actions to be carried out during KOM according to AF:
  - Ac. 1: BtB meetings to build local touristic-agro-food supply chain in september 2016 (at least 2 per partners)
  - Ac. 2: INNOVATION AGENTS: selection procedures agreed, common call procedures, companies working with innovation agents abroad; LP already published call and undergoing selection procedures: innovation agents starting in september
  - Ac. 3: Education on food sustainability: all Partners have planned actions either with schools or families or non-profit organisations (Pappa Fish with school canteens, Food bank, Cosmari against food waste, ecc.) in september
  - Ac. 4: Pilot actions: all partners have planned at least one of the following:
    - Feasibility study on the valorisation of an intermediate subject that facilitate the access to the market of local producers (Chamber of Commerce of Macerata, AZRRI, UNIVPM);
    - valorisation of WELLFOOD HUB with btoc section (Marche Region)
    - implementation of touristic packages based on wellbeing itineraries (LIR, DNR, Univ. Primorska);

# Actions against food waste



**Doggy bags against food waste**







# Food for tourism and culture



The poster is for the 'Macerata Opera Festival' at the 'ARINA SFERISTERIO 2016'. The main title is 'MEDITERRANEO' with 'Capitane d'Impresa' in a blue banner below it. Logos for 'Camera di Commercio Macerata', 'macerata comune di macerata', and 'Provincia di Macerata' are at the top. Below the title are logos for 'iF', 'Exit', and a wine glass. The text reads: 'Incontri con le imprenditrici maceratesi, i protagonisti della 52ª Stagione Lirica dello Sferisterio, Paola Dubini (Università Bocconi), Roberto Cantolacqua Ripani (chef), gli artisti Soean Jeon, Cesarina Compagnoni, Salvadei Brass'. At the bottom, it says 'Macerata dal 17 Luglio al 4 Agosto 2016' and 'Civica Enoteca Maceratese Corso della Repubblica, 51'. Logos for 'Well Food', 'Adriatic IPA', and the EU flag are also present.





# Food for tourism and culture

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Notte dell'Opera  
Mediterraneo da Assaggiare  
**Salvadei Brass**



Notte dell'Opera  
Mediterraneo da Assaggiare  
**Show Cooking**

*Salvadei Brass in Concerto*  
ore 21.00-21.30 - ore 22.00-22.30

GIUSEPPE VERDI (1813 - 1901)  
*Otello (Ave Maria)*

VINCENZO BELLINI (1801 - 1835)  
*Norma (Casta Diva)*

GIUSEPPE VERDI (1813 - 1901)  
*La Traviata (Brindisi)*

GIUSEPPE VERDI (1813 - 1901)  
*Aida (Gran Finale Atto II)*

GIUSEPPE VERDI (1813 - 1901)  
*Il Trovatore*

*(Di due figli vivea padre beato)*  
Parte I Scena I - Introduzione

Tromba: Giuliano Gasparini  
Tromba: Yuri Valenti  
Tromba: Mario Biancucci  
Tromba/Flicorno Soprano: Marco Gasparini  
Corno: Alessandro Fraticelli  
Trombone: Eugenio Gasparini  
Trombone: Diego Giatti  
Trombone: Niccolò Serpentinini  
Trombone Basso: Luca Morresi  
Tuba: David Beato

*(Vedi! Le fosche notturne spoglie)*  
Parte II Scena I Inizio

*(Coro degli Zingari)*  
Parte II Scena I

*(Sei tu dal ciel disceso)*  
Parte II Scena IV

Conducono Eugenio Gasparini e Lorenza Natali

*Show Cooking a cura dell'Associazione Provinciale Cuochi "Antonio Nebbia"*  
Chef Pasticciere Roberto Cantolacqua Ripani  
Sapori e profumi del Mediterraneo

1ª parte 21.30-22.00 (posti a disposizione: 50)

*Anice Varnelli in cocktail al profumo di menta*

*Tortino di nocciola con mousse di ricotta dei Sibillini e pere calabresi del monte Sinni (in preparazione)*

*Torta della nonna con pinoli, olio varietà bianca istriana e sale grosso delle saline di Pirano in Slovenia (in assaggio)*

2ª parte 22.30-23.30 (posti a disposizione: 50)

*Macaron alle mandorle farcito con ganache allo zafferano di Sardegna e albicocca locale (in preparazione)*

*Babà al limoncello di Sorrento con spuma al pistacchio di Bronte (in assaggio)*

*Crema al vino cotto con fico bianco del Cilento e cantucci con mandorla andalusa (in assaggio)*

Vino cotto

Brindisi finale con Colli Maceratesi Ribona doc spumante

Conduce Lorenza Natali



Macerata 4 Agosto 2016 - Civica Enoteca Maceratese

Macerata 4 Agosto 2016 - Civica Enoteca Maceratese

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# Food for tourism and culture

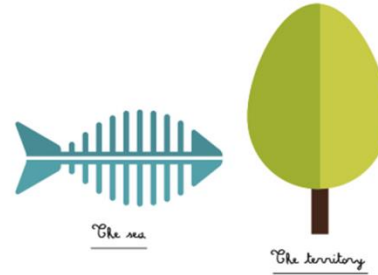




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**Thank you for your attention!**

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