

INTERREG V-A GREECE-ITALY PROGRAMME 2014-2020

PROMOTING SILVER TOURISM THROUGH VALORIZATION OF MED-DIET AND WELLBEING ROUTES IN THE CBC AREA - SILVER WELLBEING

PROGRAMME PRIORITY

2. Integrated Environmental Management

PROGRAMME SPECIFIC OBJECTIVE

- 2.1 Valorisation of cultural heritage and natural resources as a territorial asset of the Programme Area

PARTNERSHIP

Lead Partner: University Hospital Consortium Corporation "Polyclinic of Bari" - Italy

Project Partner 2: University of Bari - Italy

Project Partner 3: University of Ioannina - Greece

Project Partner 4: Foundation for Research and Technology - Greece

Project Partner 5: INNOPOLIS Centre for innovation and culture - Greece

Associated Partner: Puglia Region "Department Economy of Culture, Tourism and Territory" - Italy

Associated Partner: General Hospital of Filiates - Greece

PROJECT DURATION

24 months [Start: 31/05/2018; End: 30/05/2020]

PROJECT SUMMARY

The Mediterranean diet (MeD) is much more than a simple diet. It promotes social interaction, seeing as the communal meal lays the foundations for social customs and festivities shared by a given community, which in turn has given space to a remarkable corpus of knowledge, songs, aphorisms, tales and legends. The diet is based on respect for its territory and biodiversity, and guarantees the conservation and the development of traditional trades and professions associated with fishing and agriculture in Mediterranean communities. It is with such motivation that UNESCO recognized the Mediterranean diet as an Intangible Cultural

Heritage of Humanity in November 2010. The MeD is as suggested by the etymology of the word (from Greek *diaita*), a way of life, a *modus vivendi*, a relational and cultural element that reinforces the sense of belonging and sharing between communities that live in the Mediterranean basin

The overall objective of Silver Wellbeing is the valorisation of cultural and natural resources such as olive oil, wine and cereals, encouraging the adoption of healthy eating habits. The proposal of new tourist itineraries wants to be an opportunity for the CB Area, exploiting the silver economy as an asset of growth that is expected to affect almost every segment of the world economy in the near future.

The specific objective is the implementation of innovative tools developed in cooperation between different sectors such as tourism, healthcare and agri-food.

Project's main target group is represented by "Silver Tourists" that will bind to the benefits of a vacation "healthy" thanks to the Mediterranean diet and lifestyle. Also patients with metabolic and cardiovascular problems could benefit by this Project, as well as people with obesity problems, eating disorders or simply interested in healthier and conscious diet.

PROJECT MAIN OUTPUT

1. N. 1 web Platform and mobile App to suggest best option for MeD path and monitor flows, habits and wellbeing
2. N. 1 branding campaign
3. Creation of new itineraries based on olive oil, wine and cereals addressed to silver economy
4. N. 1 Silver MeD travel Guide
5. N. 1 CBC network with tourist agents and stakeholders
6. Participation at international event to promote project results

PROJECT MAIN RESULTS

The main expected result of Silver Wellbeing is a number of several users of the mobile App. The aim of Project activities is to increase the level of capacity for stakeholders to valorise natural and cultural heritage of the CB Area from a sustainably, healthy and "tasty" point of view. Silver Wellbeing consortium will create and develop tourist itineraries based on MeD Diet, trying to establish a healthy and wellbeing culture in the CB area with concrete interaction between tourism, healthcare and agri-food sectors.

In this way, a link from scientists and tourist operators will be activated to give information on MeD Diet through Medical/scientific info assistance for professionals, training courses for tour operators and webinars in order also to improve stakeholders' access to information. Silver wellbeing stakeholders could take advantages from the interaction between tourism, healthcare and food by living, during vacations, a unique experience, healthy and greet, leading consequently to a general wellbeing of the whole society.