



Silver Wellbeing

Project overview

1st Round Table, Chamber of Thesprotia
8 November 2019

SILVER WELLBEING

*PROMOTING SILVER TOURISM THROUGH VALORIZATION OF MED-DIET
AND WELLBEING ROUTES IN THE CROSS BORDER COOPERATION AREA*

George Soulos, Project Manager



Partner consortium



Project partners

LB1 – Polyclinic of Bari (IT)

PB2 – University of Bari (IT)

PB3 – University of Ioannina (GR)

PB4 – Foundation for Research and Technology (GR)

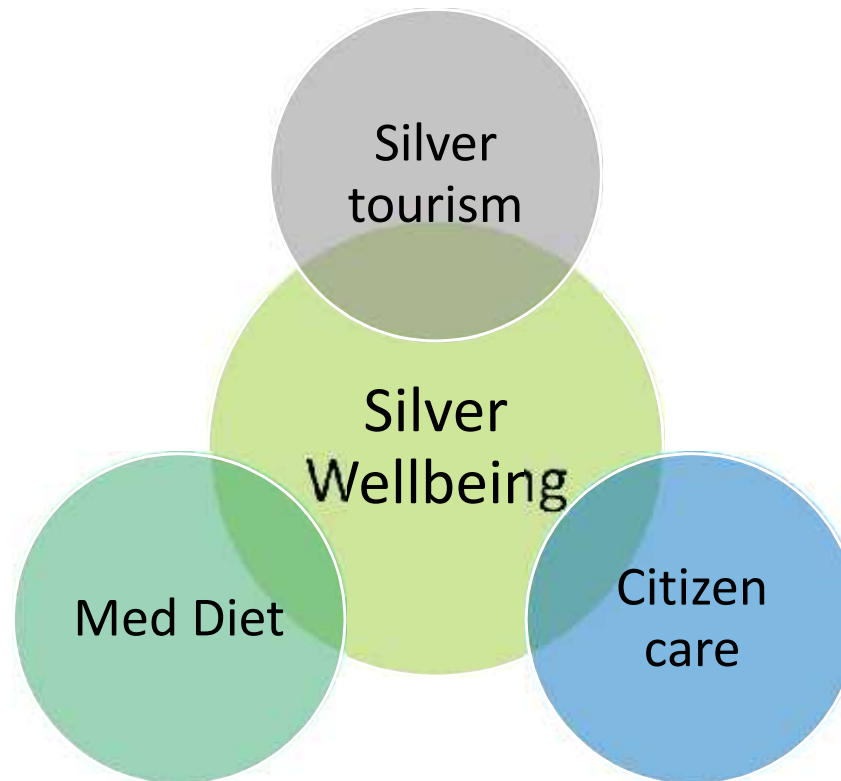
PB5 – Innopolis (GR)

Associated partners

AP1 - Apulia Region, Dept. of Tourism (IT)

AP2 – Hospital of Filiates (GR)

Silver wellbeing: the starting points





Mediterranean Diet

"The Mediterranean Diet is much more than just food, it promotes **social interaction**, since the shared meal is the basis of social customs and festivals shared by a given community and has given rise to a considerable body of knowledge, songs, maxims, stories and legends. The MeD is founded in respect for the territory and biodiversity and guarantees the conservation and development of **traditional activities** and trades linked to fishing and agriculture in the Mediterranean communities".

With these motivations, in November 2010, the MeD was recognized by UNESCO as **Intangible Cultural Heritage of Humanity**.

It is a heritage to be protected and promoted as a strategic asset for the sustainable development of cross-border territory.



Silver Tourism

Ageing of population is a global trend in demography, especially high in the cross-border area.

However recent trends in tourism sector show also that elderly people:

- aim at staying active, travelling, meeting new people and places;
- have time to spend in pleasant activities;
- have money to dedicate to their passion;
- care about their healthcare.

Therefore "**Silver**" tourism is reaching a relevant dimensions in tourism sector worldwide.

Capitalization of Citizen Care Project

Silver Wellbeing Project capitalizes the results obtained under the "**CITIZEN CARE**" Project, funded under the ETCP Greece Italy 2007-2013 Programme.

In fact, during the course of Citizen Care, the Polyclinic of Bari, the University of Bari and the University of Ioannina have identified in the Mediterranean Diet an effective method to **reduce the risk** of the Metabolic Syndrome, of cardio-vascular disorders and at the same time to **increase life prospects**, especially for the so-called "silver" population.





Project objectives

The specific objective of Silver Wellbeing is the definition and implementation of innovative tools developed in cooperation between different sectors such as: **tourism, health and agri-food.**

Such tools will provide information on **food, MeD and healthcare** along with **wellness travel tips and itineraries** (routes of olive oils, wines, cereals) associated with historical and cultural heritage.

Silver Wellbeing aims to increase the **quantity** and **quality** of tourism in the cross-border area, while optimizing health costs.



Target Groups

Project's main target group is represented by "**Silver Tourists**" that will bind to the benefits of a "healthy" vacation thanks to the Mediterranean food and lifestyle.

Also **patients** with metabolic and cardiovascular problems could benefit by this Project, as well as people with obesity, eating disorders or simply interested in healthier and conscious diet.

Project structure

WP1 – Project Management

WP 3 – The Mediterranean Diet as a transversal CBC asset

WP4 – Tools for Promotion

WP5 - Test and Piloting

WP6 – Promotion Outside the CBC Area

WP2 - Communication and
Dissemination

Main Outputs

WP3

MeD CBC Asset

Analysis of tourism flows

Map of lands of the Med
Diet

Branding Med Diet, Silver,
Wellbeing tourism

WP4

Tools for Promotion

Mobile app on MeD

Content and services for
tourist operators

Gamification app

WP5

Testing and Piloting

3 MeD routes

Promotional material and
video

Agreements with local agents
and operators

WP6

Promotion outside CB area

Scientific conference

International fair

*Thanks for your
attention*

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