

Partnership offer: Italian LAGs are looking for European partners...

Name of the LAG:

GAL CONSORZIO ALTO CASERTANO – Regione Campania - Italy

Title of the project:

*Rediscovery and valorization of the Ruralità Mediterranea.
A trans-national project for a sustainable touristic promotion*

Description of the project:

The Project *Rediscovery and valorization of the Ruralità Mediterranea* has been financed by the Communitarian Initiative Program (CIP) Leader Plus, for a total amount of 3.800.000 Euros, in order to **aggregate the operators of Mediterranean rural territories in a trade-oriented structure to manage and promote an homogeneous touristic offer** guaranteed by a quality brand, through a unified selling system even through a dedicated web Portal.

For the first time, 23 Local Action Groups (LAG) have put together to create a unique trademark to promote their territories in the touristic environment.

Seven LAGs from Campania Region, twelve from Sicily and four from Greece, with the following addition of the National Rural Development Agency of Malta, realized the project “Rediscovery and valorization of the Ruralità Mediterranea”, ambitious both in terms of objectives and in terms of implementation.

The joint management, which aims at the identification and creation of an *integrated touristic offer*, valorised and identifiable by the distinctive features of the rural context proposed, concerned:

- **Marketing Plan** of “Ruralità Mediterranea”. The analysis of LAGs territories have driven to the classification and cataloguing of the main touristic-cultural resources and the touristic services in the territories, in **more than 300 Italian and Greek Municipalities**.
- **Creation and planning of Itineraries and Touristic Packages** with a rural and Mediterranean vocation, even through an **agreement with “Touring Viaggi”** to promote and commercialize sojourn-packages of “Ruralità Mediterranea” brand.
- The planning of “Ruralità Mediterranea” **Quality Brand** bounded to local touristic operators, able to valorize all the operators more caring to the customer well-being. **More than 300 firms** (hospitality, B&B, selling) claimed to join to Ruralità Mediterranea Brand. The management structure of Ruralità Mediterranea Brand is “**Agenzia per il Mediterraneo**”, established by Sicilian LAGs with the participation of Alto Casertano LAG.

- The realization of a web Portal (**www.ruralitamediterranea.com**) in Italian and in English languages, with a double purpose: on the one hand, it is the main gate to those territories which are far from the classical touristic packages but they are able to astonish the tourist offering unique landscapes and unexpected villages; on the other hand, it represents a true instrument allows the users/nets capes to buy the selected package through a booking-on line system. **In the first four months of activity, Portal users were 18.000.**
- The realization of marketing strategies through the setting up of a **Communication Plan** and a **Media Plan** and the activation of a **Press Office**.
- The conception of a **Communication Campaign**, based on a **Graphic Logo** expressly created and with the claim “*every country is a world*”, along with the conception and the diffusion of an **advertising campaign** in spring and in summer, on:
 - **important touristic and trade magazines** (60 advertisements on: I Viaggi di Repubblica; National Geographic; Qui Touring; Qui Touring – Monografico; Gente Viaggi; Panorama Travel; Traveller; Dove; V&S - Viaggi e Sapori; Vie del Gusto; Bell’Italia; Tuttoturismo; PlainAir; Geo; Partiamo; In Sella; Agenzia di Viaggi; TTG Italia; Travel Quotidiano; Turismo & Attualità; Trend; Il Giornale del Turismo; Guida Viaggi);
 - **web portals** specialized on tourism (TurismoNelWeb; Paesionline.it; Saimicadove.it; Lastminute.it; Repubblica.it; Virgilio.net; EDreams; Touringclub.it)
 - **Satellite TV** (National Geographic; Nat Geo Adventure; Nat Geo Wild; Nat Geo Music; Discovery Channels; Discovery Travel & Living; Marco Polo)
- **Planning, editing and printing of Advertising Instruments** distributed through 300 outlets, franchising and travel agencies (Italian Touring Club), in particular:
 - **85.000 commercial catalogues to introduce the territories in English, Italian and French languages** (“*Art, flavours and traditions of Sicily Lands*”, “*Art, flavours and traditions of Campania Lands*”, “*Art, flavours and traditions of the Land of Greece*”, ecc.)
 - **30.000 copies of “Ruralità Mediterranea” Guide** named “*Every country is a world: Art, flavors and traditions of Campania and Sicily Lands*”.
 - **Folders, stickers, posters, display rack.**
- **Conception and production of a video of Ruralità Mediterranea** of 1 and 5 minutes broadcasted during institutional events and during satellite broadcasts identified in the Media Plan.

- The realization of promotional actions and in particular:
 - **7 educational tours** in Sicily and Campania with the involvement of more than 300 journalists and operators;
 - **1 Technical Discussion Table** to present the new product to touristic operators to be addressed to foreign markets (France in particular);
 - **8 workshops in the main Offices of Italian Touring Club** (Trento, Bologna, Genova, Milano, Roma, Napoli, Verona, Bari) with around 300 operative contact points;
 - **1 Event in Paris**, to present the initiative in the prestigious frame of “la Maison Blanche” in Avenue Montagne, with around 100 Tour Operator journalists and others;
 - In Rome, the event “**Valorization of an integrated touristic offer of the Mediterranean rural areas. Present Scenarios and future perspectives**” in the frame of Villa Medici a Trinità dei Monti, to present the project results and **to constitute a re-launch base for the next programming period 2007-2013.**
- A synergic interaction with Agenzia per il Mediterraneo, within the Sicily Region Cooperation Project “Rural Districts”, and with the “GAL” of Calabria Region.

THE WORK PLANNING FOR THE PROGRAMME 2007-2013

The 2000-2006 project has represented a new market oriented approach for the rural territories, characterized by a qualified and deep business value and by concrete direct results.

For that reason, carrying on this direction could be useful to strengthen the results and to solve the critical situation thanks to the gained previous experience.

The main operative objectives for 2007-2013 project are:

- **To organize, coordinate and connect** the touristic business proposal to the traditional and typical products in order to put them on the market;
- **To extend the action range**, fostering the adhesion to the project of other national and international territories, with the same common features;
- To create a new net- system **between territories and market** through the setting up of **Regional Agencies** for the Ruralità Mediterranea in each region which will manage the relationship between GAL and its local operators. The Agencies will be the local representative for quality management system of RM, too;
- To spread and strengthen the information about the project and its objective, and support the territorial marketing through a dedicated Web- Portal and through communication and advertisement activities.

- To support the match between demand and supply through the setting up of a **Standing Organization aimed at “promoting the territories”**, both through tourism (packages tour, routes and additional services) and typical food farming products. The new organization, composed by local operators, will aim to achieve an economic balance within the project end and coordinate all the project activities.

EXPECTED RESULTS

- To provide the local operators with new business skills
- To set a touristic net oriented to sustainable development criteria.
- To cancel the isolation of the rural territories and GALs in order to bring them into the global market.

Existing partnership:

LAGs CAMPANI

LAG: Alto Tammaro: terre dei tratturi”

Address: Via Roma, 107 – 82024 Castelpagano (BN)

Phone /fax: +390824935280 / +390824935382

E-mail: galtammaro@pec.it

LAG: Consorzio GAL Casacastra

Address: Contrada Foresta – 84050 Futani (SA)

Phone /fax: +390974953745/ +390974953921

E-mail: info@galcasacastra.it

LAG: Cilento Regeneratio srl

Address: C.so Umberto I - Frazione Capizzo– 84050 Magliano Vetere (SA)

Phone /fax: +390974845549; +3909747173342 --390974845549

E-mail: cilentorigeneratio@libero.it

LAG: Colline Salernitane

Address: Via V. Fortunato - 84095 Giffoni Valle Piana (SA)

Phone /fax: +39089866793 - +390899828915

E-mail: info@galcollinesalernitane.it

LAG: Consorzio CILSI

Address: **c/o Centro pluriuso "Sandro Pertini" Viale IV novembre - 83047 Lioni (AV)**

Phone /fax: **+39 0827270013 - +39 0827270942**

E-mail: galcils@gmail.com

LAG: Irpinia

Address: **c/o C.M. Terminio Cervialto Via del Corso - Villa De Marco - 83048 Montella (AV)**

Phone /fax: **+390827609410 - +390827609420**

E-mail: galirpinia@alice.it

LAG: I sentieri del buon vivere

Address: **Largo Padre Pio - 84020 Laviano (SA)**

Phone /fax: **+390828973335 - +3908281897220**

E-mail: coordinamento@sentieridelbuonvivere.it

LAG: Partenio Consorzio

Address: **Via Caprioli, 25 - 83030 Santa Paolina (AV)**

Phone /fax: **+393346299056 - +390825191014**

E-mail: info@galpartenio.it

LAG: Serinese Solofrana

Address: **Via Felloniche - 83020 San Michele di Serino (AV)**

Phone /fax: **+390825781956**

E-mail: olastella@gmail.com

LAG: Taburno Consorzio

Address: **Largo Sant'Erasmo - 82030 - Torrecuso (BN)**

Phone /fax: **+390824481628 - +39082454122**

E-mail: info@galtaburno.it

LAG: Titerno

Address: **P.zza Mercato, 8 - 82030 Guardia Sanframondi (BN)**

Phone /fax: **+390824865865 - +390824865866**

E-mail: info@galtiterno.it

LAG: **Vallo di Diano**

Address: **V.le Certosa - 84034 Padula (SA)**

Phone /fax: **+390975577306 - +390975577240**

E-mail: medes@unibas.it

LAGs CALABRESI

LAG: **Alto Jonio Cosentino 2**

Address: **Via Lagaria, 39 - 87071 - Amendolara Marina (CS)**

Phone /fax: **+390981915228 - +390981915228**

E-mail: galaicdue@tiscali.it

LAG: **CO.GAL Monte Poro - Serre Vibonesi**

Address: **V.le Affaccio IV trav., 9 - 89900 Vibo Valentia (VV)**

Phone /fax: **+390963991312 - +39096394413**

E-mail: info@cogalmonteporo.net

LAG: **Kroton**

Address: **Via Roma, 159 - 88900 Crotona (KR)**

Phone /fax: **+39 0962908736 - +390962906220**

E-mail: info@galkroton.com

LAG: **Locride**

Address: **Via Largo Piana, 10 - 89040 Gerace (RC)**

Phone /fax: **+390964356754 - +390964356772**

E-mail: info@gal-locride.it

LAG: **Monti Reventino**

Address: **Via Miguel Servantes, 10 - 88049 Soveria Mannelli (CZ)**

Phone /fax: **+390968662364 - +390968662380**

E-mail: gal@comontreventino.cz.it

LAG: Pollino Sviluppo

Address: **P.zza Municipio, 3- 87012 Castrovillari (CS)**

Phone /fax: **+390981200599 - +390981209013**

E-mail: segreteria@galpollino.it

LAG: Savuto

Address: **c/o Comune di Mangone -Via Nazionale- 87050 Mangone (CS)**

Phone /fax: **+ 390984/969785 - +390984/967914**

E-mail: lucianicoletti@virgilio.it

LAG: Serre Calabresi - Alta Locride

Address: **C.da Foresta - 88064 Chiaravalle Centrale (CZ)**

Phone /fax: **+ 390967998023 - +390967998039**

E-mail: galserrcalabresi@libero.it

LAG: Sila Greca - Basso Jonio Casentino

Address: **V.le Jonio snc- 87060 Mirto Crosia (CS)**

Phone /fax: **+ 390983/42062**

E-mail: galsilagreca@alice.it

LAG: Valle del Crati

Address: **V.le Magna Grecia, 35 – 87010 Torano (CS)**

Phone /fax: **+ 390984506252 - +390984506295**

E-mail: gal@galcrati.it

LAG: Valle del Crocchio

Address: **C.da Pedecandela - 88051 Cropani (CZ)**

Phone /fax: **+ 390961965709; +390961965910 - +390961965615**

E-mail: galvalledelcrocchio@libero.it

LAG: Associazione Basso Tirreno Reggio Calabria

Address: **Piazzale Trodio, 2- 89015 Palmi (RC)**

Phone /fax: **+ 390966261459 - +390966261193**

E-mail: info@batir.it

LAGs SICILIANI

LAG: Nebrodi Plus

Address: **Via Cosenz, n. 151 - 98076 Sant'Agata di Militello (ME)**

Phone /fax: + **390941705934** - +**390941705935**

E-mail: info@galnebrodiplus.it

LAG: Terre Dell'Etna e Dell'Alcantara

Address: **Via S.T. Fisauli, 82 - 95036 Randazzo (CT)**

Phone /fax: + **390957993064** - +**390957992230**

E-mail: info@galetnaalcantara.it

LAG: Kalat arl

Address: **Via Santa Maria di Gesù, 80 - 95041 Caltagirone (CT)**

E-mail: info@galkalatest.it

LAGs GRECI

LAG: Pieriki Anaptixiaki S.A.

Address: **16th Oktobriou 17B – 60100 Katerini - Greece**

Phone /fax: + **302351027541** - +**302351025187**

E-mail: pieriki@otenet.gr

Partners searched:

Cipro

Francia

Grecia

Italia

Malta

Portogallo

Spagna



**il FUTURO
nella RETE**

Contacts

Address: **Viale della Libertà, 75 – 81016 Piedimonte Matese (Ce)**

Phone /fax : **+390823785869 / +390823.1781001**

E-mail: **gal@altocasertano.it**

Coordinator: **Pietro Andrea Cappella**

e-mail, mobile: **p.cappella@altocasertano.it; p.cappella@ruralitamediterranea.com;
3337506873**