

Interreg Europe Project Proposal

“AGRIHOOD RESORT” - PROJECT ABSTRACT

The conceptual driver for this project is the new life-style movement, born and known in the US as “agri-hood”.

The “agri-hood” tendency attempts to combine “urban” and “rural”, “city” and “agriculture” by reintroducing the heritage of fresh-food and healthier lifestyle into a contemporary real-estate urban and touristic development. By following this approach, architects and urban/tourist developers are re-inventing a new type of neighbourhoods, villages, housing and tourism resorts which are centred around a “farm” instead of being built around a pool, tennis court, grass and gardens or golf course. Sharing, collaboration, and a healthier, more environmentally-friendly diet are encouraged, often involving residents and hosts in the creation of a sustainable food system for the entire community.

The “agri-hood” communities and real-estate developments are booming in the US but recently popping up – with various customizations – also in most EU Countries.

This new cultural and architectural mood, originally dedicated to the urban development is now quickly introducing a new tendency also in the world tourism industry with the necessity to up-grade the already existing niche segments of “*bio*”, “*nature*” and “*agri-tourism*” into a new and efficient business-model dedicated to large scale touristic projects.

Apulia’s touristic vocation is as well-known and well-established as its agricultural traditions: these elements have both been developed and exploited but not fully combined, at least in large scale touristic development projects. Apulia, in fact, can be considered homeland of the agri-tourism trend, with a dedicated Regional legislation dating back to the Eighties and a growing number of its traditional fortified farm houses , i.e. “*masserie*”, being converted into bed & breakfasts.

The emotional link with agriculture is gradually loosened as the scale of the agro-touristic enterprise grows, with financial and economic algorithms which take the place of the minimalist integration of the farmer’s income typical of the agri-tourism concept.

The main goal of this project is therefor to re-shape the traditional concept of touristic resorts into that of a large-scale, business oriented “AgriHood Resort” thus combining the requested standards of touristic services and financial return, with the chance to have the guests interact with the local agriculture crops and life-style, offering customers a new touristic experience which includes the consciousness of being directly involved in the creation of a sustainable fresh-food system chain (for the resort itself).

This conceptual re-shaping, able to allow the coexistence of the Agriculture and the Tourism heritages in the same initiative, is not only a matter of technical, financial and architectural efforts but first of all a means of cultural and political brainstorming among institutional stakeholders, this latter being the main scope of this project.

The Partners EU Countries have all the same background, and could therefore take advantage by exchanging the reciprocal experience and best practices aiming to develop a new model of experiential “agri-hood” large-scale tourism (AgriHood Resort).

PROJECT OUTCOMINGS

- i. Draft of a new policy instrument of incentive intervention able to promote, support and attract SMEs new investments in AgriHood Resort in each Partner geographical area;
- ii. AgriHood Resort conceptual elements and Base Business Plan with main financial indicators;

As requested by INTERREG rules, a “monitoring plan” will be included in the Project in order to monitor the impacts of the exchange of experience on each territories concerned and demonstrate the value of cooperation and its results.

INTERREG PRIORITY AXIS

The selected Axis is the n° 4: “Protecting the environment and promoting resource efficiency”

PARTNERS

The partnerships should made-up of relevant policy organisations from different countries in Europe which will work together for 3.5 years to exchange their experiences on the policy supporting the “AgriHood Resort” as defined in the Abstract.

Each region involved in the cooperation project will produce its own action plan, specifying what will be done in the region to ensure that the lessons learnt from the cooperation project are put into action.

1) ITALY

ROLE	NUTS 1/2	PARTNER	LEGAL STATUS
Leading Partner	South; Apulia	Apulia Regional Authority - department of “Economic Development”	Regional Public Authority
Partner	South; Apulia	Apulia Regional Authority - department of “Agriculture”:	Regional Public Authority
Partner	South; Apulia	Coldiretti - with more than half million members, is the leading organization of farmers at Italian level	Private non-profit body
Partner	South; Apulia	Federturismo Confindustria , - the national travel and tourism Federation, represents the companies operating in the different areas of the tourism industry. It belongs to the Confindustria system.	Private non-profit body

2) EU COUNTRY “2” – to be identified

3) EU COUNTRY “3” – to be identified

The Partners in each Country should include:

- (i) Public Authorities responsible for locally managing the policy for promoting the Investment in both Tourism and Agriculture sectors (i.e: APULIA – IT: – both departments of “Economic Development” and “Agriculture”)
- (ii) Stakeholders from both the Tourism and Agriculture sectors (i.e: APULIA – IT: the regional branches of both COLDIRETTI¹; and FEDERTURISMO²)

ACTIONS

- Exchange of experience among Partners through the creation of a “stable brainstorming table” with the participation of : (i) Stakeholders, (ii) Group of Interest at each Local Level (Focus Group methodology) and (iii) International Advisors specialized in Tourism & Leisure , Agriculture, Finance; (iv) International Certification and Classification body.
- Conference and Seminar – both at physical and virtual level, this latter with massive usage of videoconferencing in order to minimize the utilization of the limited budget and boost a continuous dialogue among project actors.

PHASES & THEIR TIMEFRAME

The project will be finalized in two Phases over 3.5 years time or 7 semesters as following

PHASE 1 – Semester 1,2,3

Phase 1 is dedicated: (i) to promote both the exchange of experience and the process of policy learning among project partners and (ii) to prepare the implementation of the lessons witch will be learnt by the Partners duirng this cooperation Phase.

The actions will be designed such as to facilitate the: (i) Individual learning of the staff members of the partner organisations; (ii) Organisational learning through internal meetings and Round Tables where the staff members directly involved in the cooperation report back to the relevant colleagues, managers and elected representatives of the organisation; (iii) Stakeholder learning

As requested by the INTERREG application, an **Action Plan** will be prepared at the end of Phase 1 by each participating Country and for each policy instrument indicated in the application form’.

The action plan will provide details on how the lessons learnt from the cooperation Phase 1 will be implemented in order to improve the policy instrument that is addressed within their region.

It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any).

- Exchange of experience among Partners through the creation of a “stable brainstorming table” with:
 - n° 3 interregional site visits
 - interregional thematic seminars and workshops in which guest speakers, policymakers, participated. Thematic Expert Papers will be prepared after each workshop;
 - n° 1 joint thematic studies analysis
 - n° 3 meetings with the Stakeholder Group and Groups of Interest
 - participation in the policy learning platform activities
 - n° 3 Round Tables inside Each of the Three Regions involved finalized to report back to the Partner Organizations and Stakeholders the progresses and the Experiences exchanged in the Project;
 - joint development of action plans for each participating Country
- Communication and dissemination of results

PHASE 2 – Semester 4,5,6,7.

Phase 2 is dedicated to monitoring the implementation of the action plans.

Each partner is responsible for monitoring the progress of the implementation of their action plan and to report to the Lead Partner.

Organising one project meeting at the end of each year

- Follow-up actions in which each Partner work to set-up and implements the policies gathered from the Exchange of Experiences put in place during Phase 1
- Communication and dissemination of results

E.1 - Budget breakdown per budget line and partner

Tentative budget scenario to be discussed

Partner	Preparation costs	Staff costs	Office and administration	Travel and accommodation	External expertise and services	Equipment	Total partner budget	ERDF Grant		Partner Contribution
ITALY - Apulia Regional Authority LEAD PARTNER	15.000	300.000	45.000	36.000	199.000	5.000	600.000	85%	510.000	90.000
2. ITALY COLDIRETTI (organization of farmers at Italian and European level)	0,00	100.000	15.000	12.000	73.000	0,00	200.000	75%	150.000	50.000
3 – ITALY FEDERTURISMO CONFINDUSTRIA	0,00	100.000	15.000	12.000	73.000	0,00	200.000	75%	150.000	50.000
4. EU COUNTRY 2 PUBLIC	0,00	125.000	18.750	15.000	91.250	0,00	250.000	85%	212.500	37.500
5. EU COUNTRY 2 NO PROFIT	0,00	125.000	18.750	15.000	91.250	0,00	250.000	75%	187.500	62.500
6. EU COUNTRY 3 PUBLIC	0,00	125.000	18.750	15.000	91.250	0,00	250.000	85%	212.500	37.500
7. EU COUNTRY 3 NO PROFIT	0,00	125.000	18.750	15.000	91.250	0,00	250.000	75%	187.500	62.500
TOTAL	15.000	1.000.000	150.000	120.000	710.000	5.000	2.000.000		1.610.000	390.000