

## **MEDIETERRANEA – A NEW CONCEPT OF LIVING & TRAVEL – SPIN OFF DISCOVER SOUTH**

BUSINESS PROJECT FOR THE DEVELOPMENT AND PROMOTION OF THE MEDITERRANEAN DIET, LOCAL PRODUCTS AND THE CILENTO DESTINATION THROUGH SUSTAINABLE MOBILITY ROUTES FOR THE KNOWLEDGE OF TRADITIONS AND LOCAL IDENTITIES ON INTERNATIONAL MARKETS

PROPOSER: LUCA COPPOLA TECHNICAL DIRECTOR INCOMING AGENCY DISCOVER THE SOUTH

The proposal consists in the creation of a cultural and entrepreneurial hub, an innovative, physical and virtual space, able of giving an answer to the need for international promotion of local identities, thus crossing the themes of the proposal in a transversal way: from stories to products up to the sustainability of services for the dissemination of knowledge. The imagined acronym contains the words "Me", "Die", "Mediterraneo", "Diete", "Terra" (Land) and "Nea", (from latin "new) indicating in the daily choice of each of us, "Me", the need to choosing every day -"Die"- a new -"Nea"- perspective in consciously living and crossing the "Earth" that we inhabit and that feeds us, "the Mediterranean" which is the cradle of the Mediterranean Diet, but enhancing the recognition of Cilento as a target area in Campania Region for the "Diet" capable of attracting travelers in line with the concept of sustainability.

The proposal could find application in the urban regeneration of a historical heritage to be re-functionalized, thus finding a home within an ancient space capable of conveying a sense of history and its recovery in a sustainable key. We can imagine an innovative multifunctional space, intended for the offer of tourist services, for activities related to sustainable mobility and for the sale of typical products of the Mediterranean Diet which include itineraries dedicated to visits to the realities that deal with the processing and transformation of products, knowledge of the traditions and values that the Diet is able to offer and to spread.

The core business will therefore concern the rental of bicycles with pedal assistance, the tasting and on-site sale of Cilento products to encourage family-run micro-enterprises and local companies, as well as the possibility of an e-commerce to promote awareness and spread the value of a food style recognized as UNESCO Immaterial World Heritage.

Accommodation facilities, bed & breakfasts, local operators and destinations will be involved.

The more general objective is the promotion and relaunch in a post-covid competitive key of the Cilento tourist destination with a physical focus on Paestum, the famous destination of Greek Temples, as the gateway for Cilento and Mediterranean Area, headquarters of the Archaeological Park. The initiative would represent the first innovative proposal in the area, dedicated to the creation of an entrepreneurial cluster around the Mediterranean Diet, providing for the integration of actors of an institutional, tourist and related nature, in a space of integration of Cilento productions and experiences capable of offering thus expanding the tourist and cultural offer and working on individual destinations. In fact, the theme allows the possibility of exploring the numerous attractions present in the area, combining traditions, products, identity and story: Paestum is the first of the Cilento destinations, above all for the daily tourist market coming from Naples or Sorrento that the tour operators of strongest tourist poles today offer.

The creation of this hub for the promotion of the Mediterranean Diet will include the following services: Rental of pedal assisted bicycles to create itineraries dedicated to the Mediterranean Diet intended for the discovery of the food and wine supply chain; on-site and online promotion of small and medium-sized enterprises in the Cilento agri-food sector; introduction of products in the hospitality supply chain; training activities dedicated to visitors relating to on-site and virtual cooking classes, on the production and transformation of products and foods into traditional cuisine dishes. The services offered thus represent a new range of opportunities to be offered with characters that aim at environmental sustainability, pushing the concept of the Mediterranean Diet in terms of product innovation and aiming at the accessibility of cultural places and the identity heritage of the territory. All services are planned to be accessible, sustainable and aimed at attracting a diversified tourist demand sensitive to the opportunities to experience a territory in a naturalistic way, with the involvement of the professionals of the places visited and the partners of the tourism chain.

The products and services offered, in addition to satisfying the request to visit naturalistic and historical attractions by a public who would prefer to travel by bicycle rather than by taxi or collective bus, also respond to the possibility of increasing the number of tourists in many Cilento destinations, thanks to the Hub which would allow the creation of the first portal dedicated to a circuit of cultural heritage integrated with the sustainable exploration of the territory, a completely new project, united by the theme of the Mediterranean Diet, which for the first time would connect in a single platform the main attractions of Cilento with inland areas and less traveled destinations. Sustainable mobility takes on the ideal role of connecting museums, attractions and visitors, enhancing individual destinations, improving their visibility, contributing to a circular economy and offering new opportunities for social cohesion and the inclusion of production activities linked to the central theme of Diet both in terms of food and wine and environment.

MeDieTerraNea therefore has the ambition to create an integrated tourist space of an international nature, an innovative network of local services, products, cultural interactions and authentic physical and virtual experiences, to be achieved by starting the business in the vicinity of the Archaeological Park of Paestum, being the porta del Cilento, also for the number of visitors, necessary to guarantee on the one hand the sustainability of the offers and on the other hand the characterization immediately linked to the antiquity of the site which would characterize the recognition and motivation of the trip. The space could also take advantage of the future redevelopment that will involve the former Cirio factory for the construction of the new access door to the Park and the National Archaeological Museum, with the aim of increasing the cultural offer and the sale of services, pushing on seasonal adjustment of visitor flows in the coming years of post-covid transition and analyzing the possibilities of being able to combine the activities of this nascent center with the activity of the Hub.

The network is the concept of the new business model, capable of gathering and multiplying internally Cilento productions, local operators who already create sustainable tourist services but differentiating themselves from traditional resellers precisely for the claim of the Mediterranean

Diet and for the space of economic relations that aim to ensure continuity over time to generate lasting and sustainable effects in local economies, including the internal areas of the Cilento National Park. The physical space will be accompanied by a parallel virtual space, a multilingual portal in which virtual experiences will be uploaded: the platform will host producers who will be able to connect in real time and show guests from all over the world the processing of food or cooking, a very widespread phenomenon on the experiences portal promoted by airbnb, also with respect to the medium/long-term difficulty of receiving an adequate number of tourists to respond to the issue of economic sustainability of the project. Indeed, according to ENIT estimates, a return to normality is assumed in 2023: with a view to starting up and financing the business by 2021, there would be about 2 years of transition during which it is deemed necessary to facilitate the activities through the online portal to spread awareness of products, culture and local identity. The initiative thus proposed adheres to the general objectives of the National Strategic Plan of Tourism such as innovation, specialization and integration of the tourist offer, presenting a competitive advantage on the theme of the Mediterranean Diet which will contribute to a new image of the territory, less fragmented and more integrated in the international tourist markets, as well as a new storytelling of the territory capable of extending the interest and curiosity of visitors towards a greater recognition of the Cilento Destination starting from the theme of Diet and sustainable tourism to thus create spaces in the future also replicable in other destinations.

The business plan model highlighted here in the form of a general idea could evolve by extending its dimension to neighboring territories with the purchase of a zero-emission Electric Minivan. In this sense, an online crowdfunding would also be aimed at exploiting the concept of the Mediterranean Diet to raise funds and co-finance the purchase of a first electric vehicle, a symbol of respect for nature and the context, consistent with the whole philosophy of the project and capable of spreading the concept of eco-sustainability even in villages and inland areas that would become recipients and speakers of innovation and alternative mobility with the creation of columns for electric recharging. Our challenge consists in concretely reaffirming the concept of sustainable tourism making it inclusive towards producers and in perspective towards the employment of young people and women, aiming to expand the portfolio of travelers and agencies in Italy and abroad attracted by the theme sustainable tourist packages, trying to attract the attention of those who want a holiday in open spaces, to overcome the covid19 epidemic and imagining partnerships and collaborations with organizations and individuals who for various reasons have already embraced the issues relating to the Mediterranean Diet for some time , becoming the strengths of the entrepreneurial project.

**Partner 1: the Living Museum of the Mediterranean Diet in Pioppi (Pollica)** dedicated to the food model and lifestyle recognized by UNESCO in 2010 as an intangible cultural heritage of humanity. Managed by Legambiente and recently renovated, the Museum consists of six exhibition halls with interactive and sensory stations which, between material culture and oral memory, tell the story and traditions of the Mediterranean peoples.

**Partner 2: MedEatResearch, Center for Social Research on the Mediterranean Diet of the Suor Orsola Benincasa University of Naples**, founded with the aim of enhancing and promoting the food heritage of Southern Italy and encouraging cultural exchanges on the food and wine of the different Countries of the Mediterranean area. Since September 2015, MedEatResearch has been recognized by MIPAAF as a "Community of the UNESCO Mediterranean Diet", as co-founder of the Charter of Values of the UNESCO Mediterranean Diet.

**Partner 3: Archaeological Park of Paestum and Velia** to be able to imagine collaborations and partnerships dedicated to the promotion and development of the Mediterranean Diet and verify the possibility of renting environments in the future regenerated spaces of the former Cirio complex, an old factory of tomatoes.

**Partner 4: Soil Museum, managed by the MIdA Foundation - Integrated Museums of the Environment**, is located in Pertosa, in the province of Salerno, a few steps from the suggestive Pertosa-Auletta Caves. It is the only museum entirely dedicated to soil in Italy, one of the few in Europe and aims to reveal the many dimensions of a primary resource that it is essential to know and protect, focusing attention on a system that sustains life of the planet, interacts with the physiognomy of the landscapes, with the characteristics of agricultural products and with human history.

**Partner 5: Cilento National Park, Vallo di Diano and Alburni**

**Partner 6: Municipality of Capaccio – Paestum** involved in the restyling of the railway station and others places

**Partner 7: University of Naples "Federico II" - Department of Agriculture - Degree Course in Mediterranean Gastronomic Sciences at the Royal Palace of Portici**

**Partner 8: Living Lab MDNET Association for the promotion of Mediterranean Diet and the Community**

**Partner 9: Municipality of Sanza, the village of welcoming, winner of a regional project of 20 millions of euro**

**Partner 10: Municipality of Procida, Italian Capital for Culture 2022 to combine little villages with little islands for a sustainable tourism**

01/03/2022

Luca Coppola

Director Discover South

