



Programme MED 2007–2013
co-financed by the European
Regional Development Fund

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We're off !



When we began the elaboration of the project **Philoxenia**, we wondered what the day after for this, admittedly, difficult project would hold.

We were dealing with a new community programme that was to strengthen the international cooperation of the Northern coast of the Mediterranean. The challenge was enormous.

In the aftermath of the first meeting of the project partners which took place in March 2009 in Lithotopos (Greece), given that all went well and our attempt for a sound organisation was successful, today I can say : yes, we made it thus far. We laid sound foundations for a cooperation, which we hope, will continue on in other areas after the completion of the project **Philoxenia**.

Representatives from Sardinia, Sicily, Cyprus, Slovenia and Malta joined us together with the mayors of Kerkini, Petritsi and Iraclia and other social actors, who make up the members of TIEE-KEPI, we chartered a common course for the next three years. After our two-day meeting, **we're kicked off** our collective project which aims to host 90 new non-agricultural micro-enterprises in its six Mediterranean rural areas and especially to achieve the implementation of a comprehensive coherent **reception policy of new activities in rural areas**.

In the meantime we haven't remained idle. **We signed the grant Agreement** with the relevant Management Authority of the MED programme and almost all the corresponding sub-

contracts with the lead partner TIEE-KEPI ; we agreed unanimously on the internal operational rules of the partners ; with the assistance of Loc.Em. we drafted the **Common Operational Mechanism for reception of new activities** and our **Common Integrated Communications Strategy** ; we drafted and printed the informative leaflet, the poster, the current issue of the first edition of the newsletter ; we launched the multilingual web site of the project ; we were invited to Brussels on October 2nd 2009 to participate in the potential **creation of a European association** with targets similar to ours.

As our French friends would say, « c'est déjà pas mal », that's no bad !



Alkis Kalliantzidis
general coordinator
of the project Philoxenia



Kick-off meeting of Lithotopos (Greece) – 14th March 2009

What the partners of Philoxenia said to the media

All the representatives of the partners appeared cautiously optimistic and positive on the direction of the project Philoxenia at the press conference given on Saturday March 14th 2009 at Lithotopos Iraclia (Greece), on the occasion of their kick-off meeting, which was of a technical-preparatory nature. Everyone's position and opinion was heard, the foreseen actions of the project were discussed, but most importantly everyone agreed that it would contribute to the revitalisation of their six rural areas.



Evangelos Papazoglou
president
of TIEE-KEPI,
mayor of Petritsi

Our objective is to approach the residents !

Our objective is to achieve the best possible utilisation of European terms on motivation issues for our young people in a period of economic crisis. I hope and trust that with Philoxenia we will be able to approach the residents. This is of great significance and value, in this time of running economic crisis and unemployment, to be able to see new inhabitants in our municipalities.

A project with a good timetable may be successful so that we might see our significant effort have a practical and lasting value. I hope that we will develop not only professional relationships amongst ourselves but also conditions that will strengthen the friendship between the partners.

Where there is no new or young population, there are no prospects for development !

Projects such as Philoxenia help to face not only a crisis in our region but also a crisis that exists in the wider region.

It is a stimulus and a first opportunity for installing new inhabitants in the area, but also for the development of activities by young people living here.

Our goal is to maintain the young people in our region who can keep the place alive, by giving them the opportunities and the relevant information. Where there is no new or young population, there are no prospects for development.



Iakovos Iakovidis
member
of the BOD
of TIEE-KEPI,
mayor of Kerkini



Kleonthis Kotsakiachidis
member of the BOD
of TIEE-KEPI,
mayor of Iraclia

We support the project Philoxenia

We are supporting this attempt and I hope and expect that through this project we will be able to attract two, three or five new inhabitants to our region, who will be involved with micro-enterprises and not with rural work.

It will be very good to achieve our goal. I believe that all will go well and ultimately all our efforts as partners, in the existing general crisis, will be successful. I repeat that this concerns a very significant effort concerning our region. I would say that the timetable we are following is both good and precise.



Christos Arabatzis
vice-president
of TIEE-KEPI

We aspire to other cooperation projects

Our region is behind as far as modern technology is concerned. There is no infrastructure for individuals and their families to come and settle and it is not easy to find here what can be found in a large urban centre. However, there is the environmental element to consider, the clean atmosphere and the lower cost of living.

We aspire to do other international cooperation projects. Of course, this process is extremely difficult as competition is harsh. In this specific programme we were successful as our project was flawless. However we are cautiously optimistic as we are doing a good job and we have the full support of the municipalities involved in our project.

To keep the people in their place of origin

We all know that there is vast unemployment and we need to search in order to create new jobs that will bring create new work positions. To try to do something new, something original, so that we might reduce the unemployment and keep the people in their place of origin. In this way we will maintain both the history of our homeland as well as keeping ourselves and the young people in the region where we were born.

At this meeting we are holding with the partners from various other countries, we will chat and obtain their best, we will combine it with our best, our ideas and theirs so that we can create something promising.



Christos Vassiliadis
member of BOD
of TIEE-KEPI,
president
of Centre for Clerks
and Workers of Drama,
prefectural counsellor
of Drama



Elissavet Moyssiadou
member of the BOD
of TIEE-KEPI,
director
of the Centre for the
Rehabilitation of Persons
with Special Needs
of Serres (KAAMEA)

The quality of life is much better in our area !

I'm interested in the participation and vocational rehabilitation of persons with disabilities. Hopefully Philoxenia will give additional opportunity for disabled women to find and keep a position of self-employment with dignity and earning potential.

Our perception of such topics has greatly changed. From the moment we became members of the EU, a breeze blew that affected us positively !

Motives are needed to support the young people to stay in their regions or also to host other people to settle and work here. The quality of life is much better in our area !

Optimistic for the successful creation of micro-activities

Our region is a rural area of Sicily, in which the majority of the inhabitants are still involved in and live off agricultural work. The project Philoxenia, in which our structure will take part, aspires to create non-agricultural micro-activities, which I am optimistic that they can develop.



Antonio Rotelli
director
of Alto Belice Corleonese



Antonino Giammalva
mayor
of San Cipirello
Sicily,
vice-president
of Alto Belice Corleonese

The project can provide employment opportunities

Trying to adapt the « model » of Philoxenia to local reality, I noticed that it provides answers in various fields, and in particular to self-employment.

The project might contribute towards this direction and provide new opportunities. I believe that the project will operate in addition to our other municipal actions which are under development in my region and which might contribute as much to the promotion of entrepreneurship as to that of self-employment.

Philoxenia leads our objectives to new horizons !

Our Local Councils' Association includes 68 municipalities in Malta and 14 on the island of Gozo. I am happy to be participating in the project Philoxenia because it leads our objective to new horizons.

It might work in a complementary manner in a streamline programme of the Maltese government which grants 100 000 € to the municipalities for the attraction of entrepreneurship to their region. The central authority of Malta urges the local government to join and integrate in more micro-projects. The experience that we had with Sardinia and Cyprus, in the same field, will enrich the implementation of the actions of Philoxenia.



Jimmy Magro
executive
director
of the Local
Councils' Association
of Malta



Antonio Ladu
president
of Patto Territoriale
Sil Oristano Sardinia

Our objective is local economic development

The structure that I represent was one of the 89 pilot Territorial Employment Pacts approved by the European Commission in the four year period 1999-2002. During the first period, it boosted micro-enterprises in the region and then microstructures. As an evolutionary continuity, our desire is that our structure will be transformed into a development company. Two of our cooperative partners for the past two years are TIEE-KEPI and Local Employability. I think that with the realisation of the project Philoxenia as an incentive we must extend to other European programmes.

The return to the island of the people that left

What I think most important today, through the experience we have acquired but also through our effort, is to repatriate to our island the people that left. To make Sardinia a charming place where one can not only work but also live. Our region is very impressive and it also has a low level of pollution and an excellent climate.

Philoxenia must focus on the creativity and the innovation of products and services as well as the working conditions. I believe that our project will be crowned with success, if we are able to attract people with qualifications to return to their homeland.



Antonella Congiu
head
of Community
programmes
of Patto Territoriale
Sil Oristano Sardinia

We have already created business incubators

We are from north Slovenia, a lakeside region, close to Austria along the bank of a river. It is one of the smallest agricultural areas and the structure that I represent offers technical support and helps the region's municipalities to put together projects.

It also offers services to the development ministry of Slovenia. In our area we have founded what is referred to in English as a business incubator, or in other words, an organized space in which new micro-enterprises are installed. This structure is also involved with environmental issues and sustainable development.



Sasa Erlih
representative
of the Slovenian
partner e-Zavod



Spyros Elenodorou
president
of Larnaca District
Development
Agency,
member
of Committee
of Regions

We are here to build our common home

Larnaca offers a peaceful environment for employment and hospitality. It is a beautiful region located at the furthest point from Brussels and Cyprus in general comprises the external borders of the EU and the gateway to the Middle East.

We have to focus our interest and attention on agro-tourism, because mass tourism leaves an income in the pockets of few, whereas agro-tourism spreads the finance to the pockets of many. We are here holding discussions with the partners of the other countries, in order to build our common home.

Whether we like it or not, from the moment we all got into the same boat of the European Union, we have to go on and build common strategies and help our local society.

We see Europe as one country and one identity

There is a percentage of about 20 % of users of technology in our region. The management of European programmes gives us the possibility to make technology part of our life.

The business parks in our rural areas can give the potential for development in our regions but at the same time they give the locals a feeling of security.

We are trying at all costs to keep the people in the countryside and we believe that we will accomplish it.

From the moment we agreed to become part of the large European family, we must see Europe as one country and one identity and so we must try to find common solutions.



Michalis Zanos
director
of Larnaca District
Development Agency

Echoes of the project Philoxenia to the media

The echoes of the project Philoxenia to the **mass media** was quite satisfactory in the partners' countries : more than **25 media**, printed and electronic mentioned the project !

➔ For further details, visit the web site :

www.philoxeniamed.eu — section : **Echoes to the media**

The identity of the project Philoxenia

Interview with general coordinator of the project Philoxenia Alkis Kalliantzidis to journalist Maria Tsakiri.

➔ *Mr Kalliantzidis, how did you come up with the name « Philoxenia » for your new European project ?*

We ended up with this name, which I consider to be the most appropriate, because the essence of our collective project is to contribute to the hospitality / hosting (in Greek *philoxenia*) of 90 new non-agricultural micro-enterprises in its six Mediterranean rural areas. That is 15 per region.

In the northern Greek region especially, it is foreseen that we will contribute to the hosting of five micro-activities in the municipalities of Kerkini, Petritsi and Iralia.

I could say that we were influenced by ancient Greek antiquity. You see, hospitality which was chaired by Zeus was seen as a benevolent gesture that consisted of the reception, housing and free board for the poor, for the travellers and for the pilgrims in particular. Thus hospitality was considered as proof of virtue and prudence.

Today it is in fact considered proof of prudence as a local government to try to create favourable conditions for reception, hosting and support of non-contaminating, non-

agricultural economic activities in your rural area. Particularly in light of the revision to the Common Agricultural Policy after 2013.

For years the rural areas were involved in defensive management policies of the *status quo* of grants rather than in an aggressive political strategy for declining rural areas.

The project Philoxenia recommends an aggressive policy for declining Mediterranean rural areas.

➔ *Could you tell us about its general objectives ?*

The project has three general and three specific aims. The general ones are :

- Implementation of a common operational mechanism for the reception of non-agricultural activities in the Mediterranean rural space.
- This mechanism will be

adapted and tested in the six areas of the project before its implementation, so that it is not outside local reality.

- For its best implementation, the said mechanism will be accompanied by a relevant « toolbox » and a « communications strategy » of its partners

which will include a series of common tools : web site www.philoxeniamed.eu, logo, poster, informative leaflet, bi-annual informative bulletin, DVD of good practices, organisation of an international meeting for the capitalization of the results of the project Philoxenia.



Some views of the area of Lithotopos and lake Kerkini



Maria Tsakiri
journalist

➔ *The three specific objectives of the project which you mentioned ?*

- Building in each participating region a reception offer, based on the factors of attractiveness with regard to the local economy, housing, provision of services, existing equipment and recreation.
- Implementation of the common communications strategy through the use of special tools (local and hyper-local radio and television, press) and also the mobilization of local networks.
- Provision of comprehensive individualised tutoring for the future arrival to the region, bearing in mind : his/her personal life project, his/her professional project and the interaction of these two with the Philoxenia reception zone.



➔ *We heard you speak many times at the two-day meeting of your partners in Lithotopos about the toolbox and the tools. So, can you describe them to us ?*

The tools to achieve the objective for the reception of 90 (54 for women and 36 for men) of non-agricultural activities in the six target regions will be :

- The Partnership Chart,
- The implementation of a Common Integrated Communications Strategy of the partners,
- The development, adap-

tation, testing and implementation of the Common Operational Mechanism for the reception of activities in rural space,

- The call for expression of interest for creating an enterprise in the six participating areas,
- The provision of individualised tutoring to the selected creators at

social-cultural and professional level,

- The information and sensitisation of those interested who have no access to the internet,
- Continuous information and tutoring support by the local head of reception of the new creator.



➔ *Give us some details about the budget for the project and also tell us what will be its duration.*

The duration of the project will be 36 months : from 1st April 2009 to 31st March 2012.

The maximum budget comes to 1 982 397 €, an amount which is distributed almost evenly to

the seven partners. Of this amount, 1 567 323 € or 79 %, as a maximum ceiling, will be met by the European Regional Development Fund (through the MED programme), if, of course,

we successfully complete our actions.

The remaining amount of 415 074 € will be the partners' contribution. ■

The Partnership Chart of the project Philoxenia

Access
to the French version
of the Chart of the
project Philoxenia
on the web site :
www.philoxeniamed.eu
➔ section :
Relevant material



Chart
included in the
Philoxenia
Toolbox



Christos Arabatzis
vice-president
of TIEE-KEPI,
head of administration
for the project Philoxenia

The seven participants of the project Philoxenia unanimously approved the foreseen Partnership Chart which was drawn up in French in April 2009 by the partner Local Employability (Loc.Em.) and includes a total of fifteen articles.

The Chart, which is nothing more than internal operating rules for the partners, does not constitute an end in itself. Thanks to this Chart the project Philoxenia intends to ensure :

- the active and coordinated participation of all the involved partners,
- the conscientious implementation, by the

partners, of the entire actions of the common project,

so as to timely achieve the general and specific objectives of the project which were determined and approved at the time of its drafting.

This methodology of cooperation, which we chose, responds as much to the main democratic sense of the partners as to a community partnership practice which in its turn ensures an endogenous discipline, a collective action as well as the transparency of the project.

The governing bodies of the project are three, plus a corps of observers (see

the diagram opposite).

In order to avoid significant differences and insurmountable problems between the partners, each one of them must sign a sub-contract with TIEE-KEPI, based on the provisions of the grant agreement of the Management Authority of the MED programme. The said sub-contract foresees in detail the rights, the obligations and the timetable, which must be respected by each partner for the successful realisation of the project. So in this way the rules of the game are clear from the start and strictly apply to all.



Participants
in the kick-off
meeting
in Lithotopos,
Greece
(14 March 2009)



The governing bodies of the project Philoxenia

1

General Assembly

the seven member main body of the partners

2

Steering Committee

into which were elected the following seven members :

- Christos Arabatzis
representative of TIEE-KEPI
- Sarah Everett
representative of Loc.Em.
- Antonella Congiu
representative of Territorial Employment Pact
Oristano
- Angela Corbo
representative of Territorial Employment Pact
Alto Belice Corleonese
- Anna Kosma
representative of Larnaca District Development Agency
- Darko Ferčej
representative of e-Zavod
- Jimmy Magro
representative of Local Councils' Association

3

Mediation Committee

(amicable resolving of any disputes)

into which were elected the following five members :

- Vassilis Syrris
representative of TIEE-KEPI and Loc.Em.
- Luisa Carta
representative of Sil Oristano and Alto Belice Corleonese
- Spyros Elenodorou
representative of Larnaca District Development Agency
- Dužanka Rodvajn
representative of e-Zavod
- Michael Cohen
representative of Local Councils' Association

4

Cell of local key-actors

- Observers who will assist in the coordinating of the project.
- Body for reflection and proposals in order to enrich and adapt the actions of the project to the territorial reality of each region.



The **Steering Committee**, where decisions are made by absolute majority vote of members present or their representatives is obliged to respect the following during the three year duration of the project realisation :

- the existing national and community laws,
- the content of the recommendations of the Joint Technical Secretariat of the MED programme, namely :
 - ◆ progress reports of the qualitative aspects of the project,
 - ◆ first level control,
 - ◆ information and communication of the project,
 - ◆ financial issues of the project,
- as well as the provisions of the chart, as they are specifically mentioned in its approved text.

COM : a new mechanism for the reception of activities in mediterranean space

The complete COM
is available
at the address :
www.philoxeniamed.eu
→ section :
Relevant material



COM
included in the
Philoxenia
Toolbox

Postulate : each proposal of a business plan is a development potential for the region, whatever the nature of the original plan or the original business idea.

With headquarters in northern Greece, the Philoxenia partnership concerns the border municipalities of Kerkini – Petritsi – Iraclia, which are faced both with demographic decline as well as aging population, as is the case with almost all the Mediterranean rural areas. However, it is possible to reverse this tendency and to find to find new development traces.

The region extends around the magnificent wetlands of lake Kerkini, and is a traditional agro-livestock zone still depending on the subsidized agro-livestock activities, which will decline due to change of

the current EU Common Agricultural Policy.

In light of this noted gloomy perspective, the Common Operational Mechanism (COM) for the reception aims at merging its local actors, in order to search for more effective development solutions. It is called upon to facilitate the creation of new non-agricultural economic activities, supporting many small projects and forming individualised tutoring accompaniment. It reminds us, moreover, that the greatest wealth of any region is the residents themselves.

After its preparation by Loc.Em., it will be adapted and tested in the six Mediterranean rural areas, so that it is not unrealistic but also to give it greater prestige and European recognition.

The Philoxenia partnership will endeavour to create a Mediterranean reception network which will advise, guide, monitor and participate.

The idea of a one stop shop is attractive, and reassuring and allows easy communication between partners. Equally important is the activation of key individuals, regarding the tutoring accompaniment and monitoring as well as the operation of a local network in the form of a Group of creators who will organize a meeting once a semester so that they might develop a circle of acquaintances.

The entire reception package concerns 15 persons (9 women and 6 men), 5 from each Greek municipality.

The coordination which provides facilitation by the local actors to the



Stéphane Clochey
studies manager
of Loc.Em.

creators of enterprises and their monitoring is the major challenge of the intervention.

Its prerequisites are the formulation of a strategy,

the animation of a reception team, the implementation of a web of individualised tutoring, the creation and development of a local network

and the participation in the emergence or development of new branches in the sector of ecotourism amongst others. ■

Common Integrated Communications Strategy : the « tools » of Philoxenia for informing the public

In the Common Integrated Communications Strategy, which was prepared within the framework of the project Philoxenia, the rules for action of the communications operation are detailed analytically for the partners of the approved project which must serve and promote the central idea, the actions and its advertising to the largest possible audience.

It requires therefore the transmission of simple, specific and understandable messages.

The action will have :

- an homogenous aesthetic (direct communication by means of an international review

and capitalisation seminar),

- audio-visual communication with a three language DVD on the good practices,
- written communication with a five language informative leaflet and poster, a biannual three language informative newsletter, periodical press reports,
- digital communication.

At the same time there is also foreseen : common logo, folder, notebook and pen. The geographical coverage concerning the target areas has been agreed upon, whereas Local Employability (Loc.Em.) has also undertaken the collection, pro-

cessing and disclosure of the information to the partners and to the Management Authority.

It foresees the sending of at least 12 press releases in print, online, by means of radio and television as well as the creation and continuous updating of a multilanguage common web site :

www.philoxeniamed.eu.

The partners should be mindful of and keep some additional terms of communication, which were determined by the Management Authority of the MED programme and of which they have been notified by TIEE-KEPI.

The entire CICS can be downloaded from the web site : www.philoxeniamed.eu
➔ section : Relevant material



CISC
included in the
Philoxenia
Toolbox



Orestis Kalliantzidis
communications manager
of Loc.Em.,
main author of the CICS

Quick facts of the project Philoxenia

Update of the Cooperative Bank of Serres (Greece)

Alkis Kalliantzidis, the general coordinator of the project Philoxenia, visited the president and vice-president of the Co-operative Bank of Serres Ioannis Chatziiliadis and Theodoros Elioglou respectively, in order to update them on the nature of its foreseen actions.

The meeting which took place on June 9th 2009 wound up in a positive climate and from their side the leaders of the bank, which recently opened a sub-branch in the municipality of Iraclia, expressed their support to the general coordinator, concerning the running realisation of the project Philoxenia.

The Philoxenia subsidy contract was signed

The subsidy contract framework of the approved project Philoxenia was signed on June 15th 2009 by the appropriate Management Authority of the French region PACA.

The signing of the corresponding sub-contracts of its partners followed.

They have already been drawn up and sent by TIEE-KEPI as lead partner of the said project to its sub-beneficiaries.

Creating a European association aimed at reception

The general coordinator of the project Alkis Kalliantzidis was invited by the French structure Collectif Ville Campagne to participate in a business meeting in Brussels, which will take place on October 2nd 2009. The theme of the meeting is the creation of a European association of French, Italian, Spanish, Portuguese, and Greek structures aimed at :

- the registration of the

reception of new populations in the rural space as a matter of priority of the European Union and the examination of the operation of an *ad hoc* European network.

- the provocation of reflection for the realisation of international projects and cross border co-operation on reception policy and the attractiveness of rural areas.



Here the richest fauna of lake Kerkini

The present newsletter was elaborated and published in the framework of the project Philoxenia, thanks to the financial aid of the European Regional Development Fund, through the programme MED. The views expressed reflect the opinions of the partners of the project Philoxenia and in no way represent the official viewpoint of the European Commission.

Philoxenia Newsletter – 1st Issue – September 2009

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