

Completing a successful project

As our project nears its completion, we held our latest events during 1-3 October 2020 in Chania in the Mediterranean Agronomic Institute of Chania (MAICh).

TRANSNATIONAL EXTROVERSION EVENT IN CHANIA - Saturday, 3/10/2020 ([link](#))

In the event, there were presentations of good practices concerning the commercial exploitation of research results that are connected to the agro-food sector. We also held an exhibition, in which innovative business ideas were promoted.

Moreover, a Transnational Contest on the innovative business excellence in the agro-food sector was organized (INNOVAGRO AWARDS) with participants from Greek and foreign businesses of the agro-food sector. The winner of the contest was Mrs. Erica Gioahin (Fermantarnica) from Slovenia with her idea about handmade vegan cheese made with the finest organic cashew nuts. In the second place there was a tie between a research team from the University of West Attika (UWA), Department of Food Science and Technology (Milkygon) with a dairy product in powder form in a biodegradable package and Mrs. Eleni Doudounaki (The Family Farm) from Chania, who makes local delicacies with biological products by using innovative ideas.



Second Cluster Meeting & Joint Stakeholders Meeting organised by Region of Crete in Chania at 2nd & 3rd of October 2020 ([link](#))

The main aim of the Thematic Cluster No3 established by the partnerships of the 7 Adrion Projects is to promote synergies among them and increase the transferability of their project results beyond the single project partnership in the field of the sustainable tourism. The specific objectives of the Thematic Cluster are:

- Creation of projects' added value by increasing synergies among them,
- Further development of thematic analysis through cross-fertilization among projects, as well as combination of results/outputs produced,
- Identification of new areas/fields of intervention for the future programming period,
- Increase the projects' visibility, promoting them in a more strategic way,
- Increase of transferability of project results beyond the single project partnership.

During the 2nd Thematic Cluster Meeting a very fruitful and productive discussion was conducted regarding the above main aim and activities of this Thematic Cluster with the participation of over 20 representatives from the Adrion J/S and the following Adrion projects: INNOVAGRO, INNOXENIA, QNeST, ADRION 5 SENSES, SMART HERITAGE, APPRODI and THEMATIC, involved in this Cluster. The main conclusions of this meeting are:

- The main topic of the Thematic Cluster dealing with the macro - regional event should be: The adaptation of the tourism model from the classical type to sustainable forms. A policy recommendation on this topic should be prepared and discussed during the macro - regional event. Project's partners with the available human resources and proper specialization in this topic should be involved actively in the preparation of this policy recommendation.
- To achieve policy change a bridge should be created for the next programme period 2021-27. The cluster should be alive and use resources of the next period playing the role of this bridge.

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Newsletter

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"The project focuses on the development of links and synergies between farmers, agro-food enterprises, Research Institutes and Public Authorities, for the promotion of agro-food products' extroversion, the development of agro-food companies' internalization, and the promotion of environmentally - friendly farming practices."

In the open Joint Meeting, the participants stakeholders expressed their strong interest to be informed about the main aims and activities of the Thematic Cluster and involved in the scheduled capitalisation activities. The main findings of this meeting are:

- Mediterranean Sea Basin should be transformed to a sea of cooperation between the involved countries. All the relevant stakeholders should be involved with the best way in the operation of Thematic Cluster.
- A significant problem of this Thematic Cluster is that we are competitors in the Adriatic Ionian area in the tourism sector. The design of joint destinations with identity is proposed to be created in the Adrion area.
- Innovation is an important factor to capitalise our projects in the market. The Thematic Cluster must identify the proper ways to promote innovation to stakeholders of the tourism market.
- The development of a policy recommendation in interregional level is necessary to change the classic model tourism with a new sustainable form. Under this view Covid-19 is not only a threat but also an opportunity to promote sustainable tourism.

Transnational Capitalisation Workshop in Chania - Friday 2/10/2020

Mrs. Chrisa Makraki - Charitaki and Mr. Giorgos Libinakis from the Region of Crete, moderated the workshop. Participants of the project partners presented the INNOVAGRO exploitation plan as well as Networking good practices. Exchanging views as well as preparing and signing the Capitalisation Agreement (MOU) were some of the INNOVAGRO results, in order to assure the sustainability and transferability of the project's actions.

Final Transnational Conference

The main aim of this event was to disseminate the main INNOVAGRO project's aims, activities, deliverables, outputs, and results to the project's target groups, beneficiaries, stakeholders and to the broader public audience. All project's partners participated in the Final Conference with small delegations.

Open Call to Join our Networking Platform ([link](#))

One of the main outputs of our project is the creation of our networking platform. You can follow the link [here](#). After creating your profile you will have access to our e-library and to the contact details of companies, professionals and organizations in the agro-food area. The goal of the platform is to provide information and a network of possible business partners from industry or academia and relevant organizations in the adrion region related with the agro-food sector. We openly call you to explore and use the platform and its resources.



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Thematic Cluster towards
Sustainability in Cultural and
Natural Tourism Destinations

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