



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

## Newsletter of the project Philoxenia



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**Alkis Kalliantzidis**  
general coordinator  
of the project Philoxenia



## Half way through !



The partners of the **Philoxenia** project are midway to achieving their target : implementing the **welcoming policy** for 90 non-agricultural activities in the five rural areas targeted. They have already gone through **18 months of preparatory work** and implementation, they have all the supporting working tools at their disposal, they have made public the calls for expression of interest by potential creators of micro-businesses willing to install themselves in the Mediterranean countryside and they have come to realise that the welcoming policy of populations in rural areas is something much wider than simply fostering entrepreneurship.

By March 2012, the part-

ners will have to convince the elected persons that this policy constitutes a new integrated approach to agricultural development that could contribute to the **global attractiveness** of a region, for example : the economic attractiveness, but also the attractiveness of residency. The context and the quality of life constitute one of the pillars of this new attractiveness.

Going from theory to practice :

The partners met on the 23<sup>rd</sup> and the 24<sup>th</sup> of March 2010 in **Attard, Malta**, for their third regular meeting.

From 19 to 21 May 2010 the partners met again at **Lithotopos (Greece)** in order to take part in the first session for **familiarisation of the local tutors**

**with the individualised tutoring** for the benefit of the candidates to settle in the Mediterranean countryside.

From 16 to 18 June 2010 the general coordinator participated in the third **European Summer University for the Reception of New Inhabitants in Rural Areas** at Clermont-Ferrand, a topic related to the subject of our project.

After an invitation by Ms **Patrizia Busolini**, financial monitoring officer of the Joint Technical Secretary (JTS) of the MED programme, the general coordinator met her in **Athens** on the 8<sup>th</sup> of July 2010 and they finalised together the proposal for a budget modification of the project Philoxenia, which was eventually approved on August 2<sup>nd</sup> 2010 !





**Athens - 8<sup>th</sup> July 2010 :**  
**Patrizia Busolini**  
**of the Joint Technical**  
**Secretary MED**  
**meeting**  
**the general coordinator**  
**of the project Philoxenia,**  
**Alkis Kalliantzidis**

On 22 and 23 September 2009, Philoxenia was selected by the JTS and participated in the exposition of the projects of the third **Annual Event of the MED programme** which was held in **Thessaloniki**. At an allotted time during the exhibition, Philoxenia had the chance to present all its communication tools, as well as the first

implementation results.

Four potential creators expressed their interest in principle for installation in the Greek area of Kerkini - Petritsi - Iraclia. The Local Councils' Association of Malta and the Italian partner Patto territoriale Oristano reported us that they have got six and five applications respec-

tively for installation in their areas. At the same time, in Ptuj, Slovenia, things seem to be moving faster. The local partner, e-Zavod, has already chosen 13 newcomers (six men and seven women) and is ready to sign their contracts and begin the **individualised tutoring!**



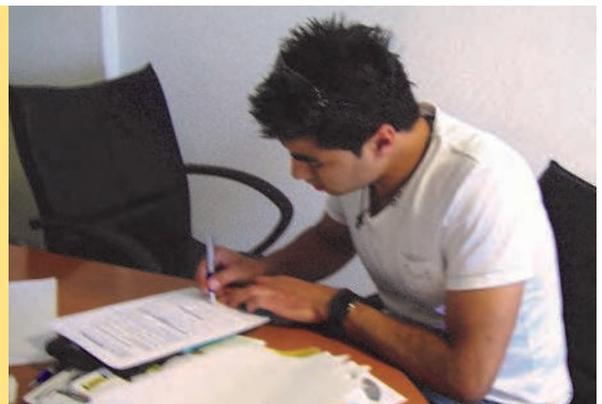
### *First applications for installation in the Greek area of Kerkini - Petritsi - Iraclia*

*Interviews of the potential creators with the participation of :*  
*Iakovos Iakovidis, mayor of Kerkini,*  
*Evaggelos Papazoglou, mayor of Petritsi and president of TIEE-KEPI,*  
*Christos Arabatzis, vice-president of TIEE-KEPI*  
*and Efstathios Politis, vice-president of the Chamber of commerce and industry of Serres*



**On the left :**  
**E. Papazoglou,**  
**E. Politis,**  
**Ch. Arabatzis**

**On the right :**  
**Antonios Galis,**  
**potential creator**



**Interviews of the potential creators**  
**Georgia Koufidou**  
**(on the left)**  
**and Efstathios**  
**Mylonas**  
**(on the right)**



*Greece : Kerkini - Petritsi - Iraclia*

## *First applications for installation in the target zone*

After the publication of the relevant call made by TIEE-KEPI on its website in December 2009, four potential micro-entrepreneurs showed an interest in installing themselves in the Kerkini - Petritsi - Iraclia area and in undertaking a non-agricultural, business activity.

These four young persons, who are children of the « diaspora », come from the target area, are permanent residents in other cities and would like to come live and create new businesses in their homeland.

In particular, the individuals who showed their interest in principle are :

• **Mr Antonios Galis,**

teacher, resident of Serres, who would like to establish a private school and a football academy in Rodopolis (Kerkini), making a contribution to the local education and leisure.

• **Ms Anna Kalessi,** resident of Xanthi, who would like to create a traditional café combined with a modern café at Ano Poroia (Kerkini), contributing to the development of the local tourism.

• **Ms Georgia Koufidou,** architect, permanent resident of Thessaloniki, who is interested in creating an architectural firm in Rodopolis, which will be renovating and highlighting old, traditional buildings of the

area and their Macedonian architecture. This will be a contribution to promoting and preserving the local architectural heritage.

• **Mr Efstratios Mylonas,** producer of hand-knitted and biological products, permanent resident of Lithotopos (Iraclia), who would like to create a bio-café at Ano Poroia (Kerkini), which will serve as an exposition for traditional textiles, biological mint, soaps, essential oils, liqueurs, etc., thus contributing to the commerce of local products and to the promotion of ecotourism in the target area.



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

tions locally in different municipalities of the province of Oristano by distributing Philoxenia project pamphlets and posters.

The advancements in the implementation of the project Philoxenia in Oristano have been possible thanks to the participation of the PTO at the partners' meetings in the recent two months :

- A delegation of the PTO has participated to the steering committee meeting in Malta on 22<sup>nd</sup> and

23<sup>rd</sup> March 2010. Following this meeting, the PTO has adapted some tools of the toolbox Philoxenia, as these tools will be necessary for the preparation of applications : they are indeed the attached documents for the potential entrepreneurs' application form and the first contact form.

- The PTO also took part in the familiarisation sessions organized by Loc.Em. from 18<sup>th</sup> to 22<sup>nd</sup> of May 2010 in Lithotopos, Greece. The person

in charge for our target area, Mrs Doriana Di Santo, has been trained to do the practical coaching and to the implementation support of the candidates for their installation in the rural Mediterranean areas.

During the last six months, the project Philoxenia in the province of Oristano has advanced particularly and is well on the way to continue its good progress in the next months.



**On the left : Antonio Ladu and Doriana di Santo in Malta**



**On the right : Doriana di Santo (right side) with Maureen Azzopardi and Jimmy Magro (LCA)**



**On the left : Doriana di Santo and Antonio Ladu at the meeting of Malta**



**On the right : Antonio Ladu (fourth) with the Greek delegates**

## *Cyprus : District of Larnaca*

*We are ready to welcome you  
and together to transform  
your ideas into business !*



**Eleftherios Loizou**  
Welcoming policy manager  
of Larnaca District  
Development Agency

The procedures and actions for the adaptation of the Common Operational Mechanism have been completed. The necessary tools, the reception network and the technical team of experts are now available to offer complete reception services to potential entrepreneurs who wish to establish their non-agricultural enterprise in the rural areas of the district of Larnaca. The technical team of experts has been trained by the partner Local Employability and has acquired the necessary know-how and techniques in order to ensure the provision of qualitative and efficient services. An announcement has already been launched in one of the most popular newspapers of Cyprus which calls all interested potential entrepreneurs to express their interest in order to benefit from the services provided. The announcement has also been uploaded and is available on the official website of Larnaca District Development Agency. ■



**Speakers  
and potential  
beneficiaries  
during the open  
dialogues  
organised  
in the target zone  
by the Larnaca  
District  
Development  
Agency**



**Other potential  
beneficiaries  
during the open  
dialogues  
in Larnaca district**



*Malta :*

## *The Bank of Valletta supporting the project Philoxenia*

The Bank of Valletta (BOV), in conjunction with the Local Councils' Association through the Philoxenia project, foresees the support to a limited number of micro-enterprises to be set up in localities defined as rural zones. The project envisages financial, technical and cultural support to the entrepreneurs wishing to establish themselves in the target zones to create their micro-project and also to contribute to the vitality of these rural localities.

This package was launched

during a press conference held at BOV's head office in Santa Venera and addressed by the Hon. Dr. Chris Said, parliamentary secretary for consumers, fair competition, local councils and public dialogue, and Tonio Depasquale, chief executive officer of the Bank of Valletta.

« A number of new micro-enterprises will be set up through the assistance of the BOV - Philoxenia advisory and financing package », said Mr Depasquale.

Mr Jimmy Magro, executive secretary of the Local

Councils' Association said that « the Local Councils' Association through this project is strengthening synergies with the Bank of Valletta in order to tap into European Union funding opportunities for local councils in Malta and Gozo. He further stated that this joint initiative is build on the Association's commitment to sustainable development and better living conditions for the communities. »



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

**Tonio Depasquale,**  
chief executive officer  
of the Bank of Valletta,  
together with **Jimmy Magro,**  
executive secretary  
of the Local Councils'  
Association



22 – 23 March 2010 – Attard – Malta

## Third meeting of the partners of the project Philoxenia

► The Common Operational Mechanism of the project Philoxenia is available at the address : [www.philoxeniamed.eu](http://www.philoxeniamed.eu) Section : Relevant material - toolbox

The Greek, Cypriot, Italian and Slovenian partners of Philoxenia travelled to Attard, suburb of Valletta, the Maltese capital, from the 22<sup>nd</sup> to the 23<sup>rd</sup> of March 2010.

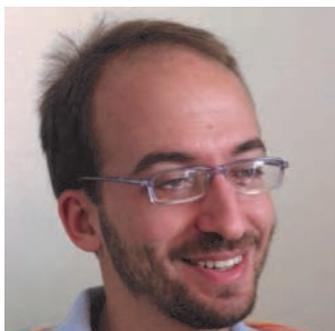
Greece was represented by TIEE-KEPI, its vice-president Mr Christos Arabatzis and its secretary general Ms Elissavet Moyssiadou, the external evaluator of the project Dr Éric Gazon, the president of Local Employability (Loc.Em.) Mr Apostolos Kalliantzidis and the filmmaker Mr Nikos Gianopoulos. Italy was represented by Mr Antonio Ladu, president of Patto Territoriale Oristano (Sil Oristano) and Doriana di Santo, welcoming policy manager of the same structure. Cyprus was represented by Mr Panayiotis Mountoukos, responsible for finance of the Development Agency of Larnaca (ANETEL) and Eleftherios Loizou, welcoming policy manager of the same structure. Mr Darko Ferčej,

director of e-Zavod and Ms Tanja Ostrnam Renault, French-speaking translator, represented Slovenia, while the Local Councils' Association (LCA) was represented by Mr Jimmy Magro, executive director, Ms Maureen Azzopardi, responsible for community programmes and Saviour Baldacchino, counsellor of the association.

On the first day of the meeting (which was coordinated by Jimmy Magro), the partners presented the second bi-annual report for their activities, while the representative of the lead partner, Christos Arabatzis, presented a critical and self-critical approach for the realisation process of the project Philoxenia, as a whole. Dr Éric Gazon, made his own neutral presentation on the progress of the project and a dialogue followed among all partners, before they participated in a guided tour of the historic centre of Valletta.

During the second day

(which was coordinated by Elissavet Moyssiadou), the partners signed the minutes of the Oristano meeting (27-28 September 2009) and decided on the date of their next meeting. This will be on the 27<sup>th</sup> and 28<sup>th</sup> of September 2010 in Ptuj, Slovenia. They also decided to send representatives of their structures, to Lithotopos (Greece), to a seminar by Loc.Em from the 19<sup>th</sup> to the 21<sup>st</sup> of March 2010 in order to familiarize themselves with the welcoming policy for new activities in rural areas. During this same day, Loc.Em. presented the whole toolbox of the project and engaged in a dialogue with all partners. In their turn, they presented their way of adapting and testing the *Common Operational Mechanism for the reception of activities in Mediterranean rural areas* of the project.



**Orestis Kalliantzidis**  
communications manager  
of Loc.Em.

19 – 21 May 2010 – Lithotopos – Greece

## Meeting of the welcoming policy managers of the project

The welcoming policy managers of the partners of the project Philoxenia from Malta, Cyprus, Italy and Slovenia, travelled to Lithotopos, Iraclia (Greece). Local Employability (Loc.Em.) was responsible for the organisation of the three-day meeting.

During the first day of the meeting, held at Erodios hotel and coordinated by Christos Arabatzis, Loc.Em. made a general presentation of the welcoming policy to the partners, combined with vivid dialogue and stressing that an investment in the countryside should be based on three pillars :

- a business plan made by the creator.
- a personal lifelong plan for him/her and his/her family.
- a specific area.

The aim of this presenta-

tion was to familiarise the partners with the welcoming policy of non-agricultural activities in rural areas. Through specific examples which Loc.Em. showed to its partners, it became evident that in order for the potential creator to settle in the countryside, it is necessary that he/she follows some gradual steps to avoid failure.

All the technical details which compose what we call *welcoming policy*, were discussed throughout the three days of the meeting. They are included in the agenda of the meeting (☞ website Philoxenia - section : Meetings), as well as in the relevant document in Greek and French, that Loc.Em. elaborated and delivered to the partners. The title is : *Methodological guide to familiarise candidates for installation in Mediterra-*

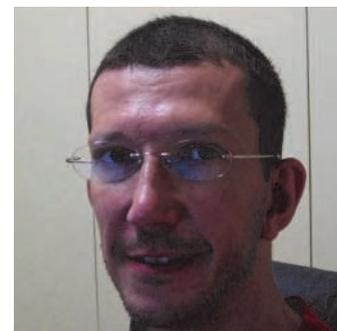
*nean rural areas and their tutors with individualised tutoring* (☞ website Philoxenia - section : Relevant material).

The first Greek candidates interested in participating in the project, were asked to attend the meeting.

The meeting finished on the evening of the third day, after a common press conference for the local press, held at the Villa Belles hotel in Akritochori. There was significant coverage of the conference in the local newspapers and television channels (☞ website Philoxenia - section : Echoes to the media).

Finally, the guests had the chance to visit the protected site of lake Kerkini, its surrounding area and the city of Serres.

➔ Website of the project Philoxenia : [www.philoxeniamed.eu](http://www.philoxeniamed.eu)



■ **Stéphane Clochey**  
studies manager  
of Loc.Em.