



Programme MED 2007–2013
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Newsletter of the project Philoxenia



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Alkis Kalliantzidis
general coordinator
of the project Philoxenia



We keep going !



As foreseen by the timetable of the project **Philoxenia**, the partner Local Employability completed in Greek and French its **toolbox** and made it available to the rest of its partners. These supporting tools are necessary for the practical implementation of the **welcoming policy of 90 non-agricultural activities** in the five rural territories of the project : Kerkini – Petritsi – Iraclia (Greece), Oristano (Italy), Larnaca (Cyprus), Ptuj (Slovenia) and Malta – Gozo (Malta). Thus, from April 2010 to March 2012, the partners will have to succeed in the experimental implementation of this policy in the Mediterranean countryside.

The partners met on the 27th and the 28th of September 2009 in Oristano, Sardinia. During the course of this regular

meeting :

- they analysed the *Common Operational Mechanism for the welcoming of non agricultural activities*, that they were obliged to adapt and test in their territories during the second semester ;
- dealt with the problem caused by the voluntary withdrawal from the project of the partner Alto Belice Corleonese and proposed to the Managing Authority of the MED programme to undertake its actions and to reallocate its relevant part of the budget.

On 2 October 2009 the general coordinator took part in a special meeting in Brussels, for the **creation of a European association**, which will aim to make the welcoming policy in the EU countryside, a matter of Community priority.

After an invitation by the said Managing Authority, the general coordinator went to Naples on the 16th of November 2009, in order to present the project Philoxenia, in the framework of a related **capitalisation day**.

On the 30th of November 2009 we sent to the Managing Authority the **first bi-annual progress report** of the project and the relevant financial report. We issued the second issue of our newsletter and kept updating our multilingual website of the project.

Finally, we decided to **meet in Malta** on 22 – 23 of March 2010 for the third regular meeting of the partners, which the Managing Authority has been invited to attend.



27 – 28 September 2009 – Oristano

Second meeting of the partners

At the end of September 2009, the partners of the project Philoxenia travelled from Greece, Cyprus, Malta and Slovenia to the small city of Sardinia, Oristano. Greece was represented by TIEE-KEPI and its vice-president Christos Arabatzis, the external evaluator of the project Dr. Éric Gazon, the president and managing director of Loc.Em. Alkis Kalliantzidis, the external expert of communication and media Nikos Giannopoulos and the external translator (Italian-Greek) Gabriella Quertzola.

Italy was represented by Antonio Ladu, president of Patto Territoriale Oristano, Antonella Congiu, responsible for Community projects, Luisa Carta, head of accounts of the same structure.

Cyprus was represented by Panayiotis Mountoukos, head of accounts of

the Larnaca District Development Agency, Slovenia by Darko Ferčej, director of e-Zavod and Tanja Ostrnam Renault, French-speaking translator, while the Local Council's Association of Malta was represented by Jimmy Magro, executive director, and Saviour Baldacchino, advisor for the association.

On the first day of the meeting, which was coordinated by Antonio Ladu, Éric Gazon presented the method followed for the external evaluation of the project. During the same day, the partners presented their bi-annual economic review and the review of their activities. In addition, they explained the functioning of the system of first-level control in each partner-country and the system of registering expenses for the project (Presage-CTE).

During the second day,

there was a discussion on the current problems in the realisation of the project, especially the financial feebleness of the Italian partner Alto Belice Corleonese, who did not attend the meeting. The other partners therefore decided to progress to relevant decision making. The partners signed the minutes of the Lithotopos meeting on the 14th and 15th of March 2009, and all together they gave a press conference to the Italian media. During the course of the day, a series of questions were posed to the general coordinator Alkis Kalliantzidis, regarding the *Common Operational Mechanism for the reception of activities in Mediterranean rural areas*, that he himself had elaborated.

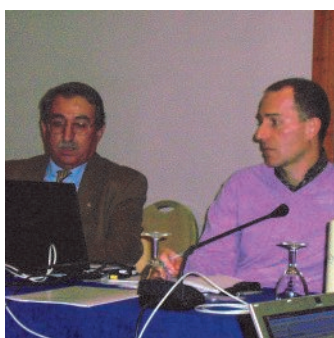
The last part of the meeting concerned the implementation of the *Common Integrated*



Orestis Kalliantzidis
communications manager
of Loc.Em.

The project Philoxenia becomes known !

➔ 16 November 2009 – Naples (Italy) : Presentation of the project Philoxenia at the Capitalisation Seminar



Alkis Kalliantzidis, general coordinator of the project Philoxenia, and Curzio Cervelli, general coordinator of the programme MED

The general coordinator of the project Philoxenia, Alkis Kalliantzidis, had the chance to present the project in Naples (Italy), on the 16th of November, in the framework of the Capitalisation Seminar, after an invitation by the Managing Authority of the MED programme which held it.

Mr. Kalliantzidis, having in mind Ovid's saying : « we do not wish something that we do not know », travelled to Italy determined not only to make participants aware of the project, but also to make them acknowledge it.

In his speech, he elaborated on the basic priority of the project, which was to apply a common and integrated communication strategy for all the partners from the very first semester. This would be made feasible with the use of the communication tools (logo, slogan, information leaflet, DVD, interviews, etc.), as well as free access to them, via the website :

www.philoxeniamed.eu.

« The local, regional, national and international press », he said while presenting articles for the impact of the project on the mass media, « worked positively on capitalising

its tools. These tools will also help increase awareness amongst politicians and decision-makers of the fact that the implementation of a **welcoming and attractiveness policy** in their area will bring a new, integrated approach for rural development. »

Finally, he spoke about the participation of Philoxenia in the creation of a European association, for welcoming policies, and mentioned the preparation meeting that took place for this reason in Brussels on the 2nd of October.



On the left : Participants to the presentation of the project Philoxenia

On the right : Participants to the capitalisation plenary session on the MED projects



➔ 26 - 27 February 2010 – Mouzaki (Greece) :
Participation of the project Philoxenia to the round table of the universities of Thessaly and Clermont-Ferrand

The project's general coordinator, Alkis Kalliantzidis, was invited by the professors Dimitris Gousios of the university of Thessaly, Laurent Rieutort and Françoise Coniard of the French university Blaise-Pascal of Clermont-Ferrand to participate at a pre-meeting of the third European University for the reception of new populations. The pre-meeting was held on 26-27

February 2010 in Mouzaki (Greece), under the auspices of the two universities. Among other participants : Development Agency of Karditsa, Municipality of Mouzaki, Development Agency of Auvergne (France), Development Association of Aurillac (France), Greek-French master's programme DYNSTAR and 40 post-graduate students from Greece, France and Al-

bania.

The general coordinator participated in a round table and described the targets, the difficulties and the prospects of the project, which is under implementation and is relevant to the promoted welcoming policy in various countries of the EU.



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



On the left :
 Visit to the village Ellinopyrgos



On the right :
 DYNSTAR master students



On the left :
 DYNSTAR master students following the round table



On the right :
 Participants to the round table

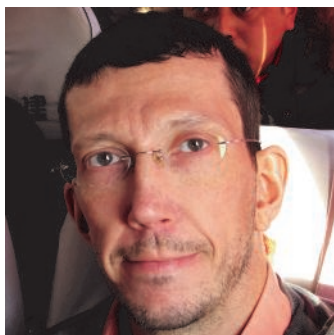
2nd October 2009 – Brussels

Meeting for welcoming policies in rural areas

A European association is going to be created and functioning soon, aiming at recording the reception of urban populations by rural areas as a matter of priority for Community policy. For this reason, the functioning of a European network through dialogue for the realisation of international and cross-border cooperation is being considered.

taking place in five countries (Greece, Italy, Slovenia, Cyprus and Malta). This is a living example of a welcoming policy and it seems to be taken seriously by the creators of the notion. For this example, which is very likely to have a future, Alkis Kalliantzidis, the general coordinator of the project, came to Brussels on the 2nd of October 2009, invited by the French

the new association which will be created to be under a financing programme which will allow it to implement its activities. « The project **Philoxenia**, he said, is a real challenge, a real risk, as the rural area chosen for its application does not have a specific territorial plan and is not aware of the relevant welcoming policies. »



Stéphane Clochey
studies manager
of Loc.Em.

The project **Philoxenia** fosters international cooperation in the northern coast of the Mediterranean, regarding welcoming policy, and is that it is necessary for

City - countryside relations : how to better anticipate future migrations ?



The team of the association
Ville Campagne



Jean-Charles Lollier
Head of European Affairs
for ASP (Brussels)
Lecturer of the University
of Western Brittany

➔ *The association Ville Campagne :*

Since 1997, 17 French associations realised the migratory movement from the cities to rural areas and seized this opportunity in favour of the declining countryside.

These associations of varying backgrounds and directions (amongst them the university Jussieu Paris VI, which provides education on local development), a magazine which specializes in welcoming in rural areas and an administration body whose role is to install young farmers in the countryside) soon realised the need to structure this phenomenon and, for this reason, created the association Ville Campagne.

➔ *Thus, three types of action were formed :*

- Beginning of a discussion on this phenomenon (its importance, the

motives of those leaving the cities, the best places for one to install himself, etc.).

- Training of the candidates for departure, in order to avoid failures and disappointment. Life in rural areas is not like that in the city and so relevant preparation is needed.
- Building a welcoming policy in rural areas facing demographic decline, so that their actions boost their development and do not become pointless.

Facing the magnitude of the phenomenon increasing demand for tutoring and consultancy for welcoming), after two years this body became an association. Today, it includes 22 organisations and has a working team of 5 persons.

➔ *The mission and current activities of the association :*

1. To consult and orientate those wishing to move to the country, to help them professionalize their effort and make the path easier for them.
2. To support the emergence and application of local policies for welcoming in the areas.
3. To sensitize and cooperate with public authorities.
4. To train them in receiving and accompanying projects.
5. To consult areas already committed or wishing to apply welcoming policies.
6. To create a website and a guide-index for welcoming policies.
7. To negotiate a national charter of welcoming policies in rural areas.

8. To host events (a national exhibition for installation in a rural area, the European University for the Reception of new inhabitants).

➔ *To come soon a European network which will prepare new migrations :*

This capitalisation, which

has exceeded more than 10 years of work in the form of networks (training, guide on good practices in welcoming policies, etc.), securely facilitated this phenomenon of change of residence and this welcoming policy, which is now supported by public authori-

ties.

Tomorrow it could be decisive, as environmental, demographic and economic challenges that burden Europe and our planet may widen these migratory flux.

Creation of a European association for welcoming in rural areas in 2010

The creation of the association (expected to see the light of day in early 2010) aims to make the reception of new population in rural areas a theme of priority in EU policy.

During the latest University for the Reception of June 2008, the French association Collectif Ville Campagne (Association City Countryside), as well as many other structures (Italian, Spanish, Swedish, Greek and Portuguese) agreed on the necessity to work jointly

and in the form of a network, on approaches which are common to their entire rural areas, so that they might make up a power of propositions to the European authorities.

A decisive phase took place last October in Brussels, during the works meeting, together with the Directorate General (DG) of Regional Policy and the DG of Agriculture. The Collectif Ville Campagne (leader of this initiative) and its future members set the

goals of the association, which include :

- continuing the Rural Innova programme,
- the recommendation of a European centre of help regarding welcoming policies and territorial initiatives,
- promoting projects of transnational and cross-border cooperation,
- defining and working on inter-European migrating flows.

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Jean-Yves Pineau
director
of the association
Collectif Ville Campagne

Article on the project Philoxenia in the Newsletter of the MED programme



➔ The Newsletters of the MED programme are available at the address : www.programmedeu



Maria Tsakiri
journalist

The goals of the project Philoxenia and the model on which it will be based in order to achieve them, are analysed in an article in the 2nd issue of the Newsletter of the MED programme. Through this short but inclusive and without doubt honouring article, a detailed approach to our effort is undertaken :

PHILOXENIA

Application of a common operational mechanism for the reception of activities in Mediterranean rural areas

Some Mediterranean territories suffer from depopulation in favour of major cities.

With seven development organisations, the project Philoxenia, « hospitality » in Greek, tries to develop favourable condition for the welcome

and the development of non agricultural activities in rural areas thanks to the implementation of common operational welcome mechanisms.

With this aim, the project wishes to develop a model based on :

- Establishment in each participant area of a reception offer based on attractiveness factors of the territories concerning local economy, housing, services, technological equipments and leisure.
- Implementation of a common communication strategy targeted to national and local media willing to spread the information on the developed model and to the mobilisation of local actors.
- Individualized and free

coaching of the future newcomer in accordance with his/her professional project and the hosting territory Philoxenia.

Since the project's start, the principal axes for the implementation of a common operational mechanism for the welcome of activities in Mediterranean rural areas have been defined.

For the time being, the experimentation and adaptation of this mechanism in the six regions of the project is in progress.

The best practices in terms of stimulation of rural areas and the project's results will be extensively disseminated after this experimentation phase during a capitalisation seminar and a large communication

campaign (DVD, TV reports, etc.).

Objective of the project : welcome 90 activities by 2012.

The objective of the project for 2012 : welcome 90 activities of the non rural sector on the Philoxenia territories.

For more information,

please visit :

www.philoxeniamed.eu

Tribute to the project Philoxenia by the French magazine L'Esprit Village

A pleasant surprise for all of us, the partners of the project Philoxenia, was contained in the 100th issue of the French magazine L'Esprit Village (page 5).

Lucile Vilboux, journalist, in her tribute to our effort, entitled « 90 supported agricultural projects in the Mediterranean », gave a taste of it to her reading public and we would like to thank her very much.

The dynamics created in France by the magazine *Village Magazine* and the association Collectif Ville Campagne, in order to support the installation of city dwellers in rural

territories, generates positive rivalry by our European neighbours. A Greek, Apostolos Kalliantzidis, loyal subscriber of the magazine *Village*, was inspired by these dynamics to create a similar structure, with the name « Philoxenia ».

« It is a bosom project. I will try to "import" the welcoming policy in South-Eastern European Union. » As in France, the Mediterranean rural areas suffer from a decline in the services provided and the number of businesses. In order to reverse this tendency, the project focuses on the

opportunities offered by the new information techniques, sustainable development and the search by city dwellers of a quality of life which cannot be offered there. Seven development structures from Greece, Italy, Cyprus, Slovenia and Malta cooperated in the framework of the project Philoxenia, having a specific target : to support the installation of 90 persons (in the countryside) from April 2009 to March 2012. To be continued...



➔ Web site of
Village Magazine :
<http://www.village.tm.fr>



Maria Kalpidou
journalist

The tools of the project Philoxenia are ready

Free access
to the toolbox
of the project Philoxenia
from the web site :
www.philoxeniamed.eu
➔ section :
Relevant material -
Toolbox



*Philoxenia
Toolbox*

Local Employability website :
finalised the **toolbox** of the project Philoxenia, with all the tools necessary for the implementation of a welcoming policy for new activities in the area of Kerkini, Petritsi and Iraclia. These tools are now accessible free of charge in Greek and French at the www.philoxeniamed.eu.
On 29th January 2010, at the town hall of Petritsi, Christos Arabatzis delivered these tools, in the form of a CD-ROM, to the mayors of the target-area, so that they might familiarise themselves with them before starting a

campaign for gathering potential micro-entrepreneurs, interested in installing themselves in these municipalities. ■



Iakovos Iakovidis,
mayor of Kerkini
and member of the board
of TIEE-KEPI,
Christos Arabatzis,
responsible
for the project Philoxenia,
Natassa Baraklili,
counsellor
to the mayor of Iraclia
Kleanthis Kotsakiachidis,
and **Evangelos Papazoglou,**
mayor of Petritsi
and president of TIEE-KEPI

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