



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



The home stretch !



The partners are now in the home stretch of the **three year course** of their project Philoxenia.

Proving in practice, slowly but surely, that they are in the position to implement the reception policy of 90 non agricultural activities in their five rural regions by the end of March 2012. They have already covered thirty months of preparation and real implementation of the project, they utilise all the supportive work tools that were elaborated by Loc.Em., they have chosen or are completing their choice of potential **creators of business** who are willing to settle in their Mediterranean countrysides. They have already commenced the supply of the free **individualised tutoring** and all that is left for the re-

maining time period is the organisation in Greece of an international seminar on the capitalisation of their accomplishments, the production of a DVD on the good practices of the project and the publication of its results.

The project Philoxenia participated in the capitalisation seminar of the MED programme in June 26, 2011 that took place in Rome, whilst its partners met for their regular **evaluation meetings** (fifth and sixth) in Voroklini, Cyprus, in April 2011 and in Lithotopos, Greece, on the 26th and 27th of September.

Loc.Em. was invited to participate in a scientific two-day conference relevant to Philoxenia with the theme : « Policies with regard to mobility and welcoming newcomers in

rural territories ». The said meeting is co-organized on December 8th and 9th 2011 in Lyon, France, by the École normale supérieure of Lyon and the Collectif Ville Campagne. With partners the latter French association, TIEESI and four other actors from Turkey, Ukraine, Georgia and Moldavia, the new project **Welcoming**, led by Loc.Em., was submitted in September 2011 within the framework of the community programme Black Sea Basin 2007-2013. If all goes well, the said project will result in a geographic easterly transfer of the implemented populations reception and local government attractiveness policies from the Mediterranean basin to the Black Sea area.

We shall see !



The tutoring services match the public offer of project Philoxenia and the private demand



Tutoring session for the beneficiaries of Oristano province with Paola Perseu, expert in business plan, and Mario Zacchino, expert in creation of enterprises

The objective of the welcoming policy of project Philoxenia in the province of Oristano is to create eighteen small businesses in tourism, trade, people care services, handicraft and services. It is an ambitious goal considering the continuing economic crisis recession that still shows the provincial gross domestic product (GDP) contraction.

The creation of new enterprises in the province is the result of the accompanying services of the welcoming policy that has made possible the meeting between the public offering of the project Philoxenia and the private demand of company founders triggered by the actions of Patto Territoriale Oristano.

➔ *The public offer*

The public offering, according to the parameters of the project Philoxenia, has a modest financial incentive of 4,500 euros

per firm to be allocated to the initial investment and operating costs; customized technical assistance to the preparation of the business plans (35 hours of specialized services for each company founder), entertainment services, communication and entrepreneurs support through the initial implementation of the business. The public offer is conjugated by Patto Territoriale Oristano in a flexible and adaptive way to the different needs of private demand.

➔ *The private demand*

The public offering have activated a total demand of about thirty potential entrepreneurs, almost all unemployed, with different professional characteristics and coming from different sub-provincial regions. The characters of private demand, in general, have financial needs commensurate to public offering sometimes sufficient to fully meet the needs of start-ups while in

other initiatives the public offer assumes the role of a co-financing, based on the funding of relatively greater consistency required to other regional or national authorities. A requirement common to the company founders is the tailored technical assistance for the preparation of business plans and for the start of the activity. Private demand is, like all the tools to encourage business creation and self-employment, generated by the characteristics of the public offer and conditioned by local economic conditions. This mechanism is reflected in the types of businesses started, almost all individual firms, with very low capital intensity in which the competitive engine focuses on the skills and know-how of the company founders. ■



Calvisi Gabriele
journalist
of Patto territoriale
Oristano Sardinia

26 June 2011 – Rome – Italy

Philoxenia project partners joined capitalisation seminar

MED programme opened debate on the programming period 2014-2020 with a series of capitalisation workshops to help regions deal with future changes. Potentials for territorial cooperation in MED could be strongly improved with implementing a limited number of capitalisation projects, cross-cutting different priorities and joining different projects for transferring common solutions where they are needed the most.

Darko Ferčej and Marco Massa, representatives of e-Zavod and Patto Territoriale Oristano Soc. Cons. Ar.l., took part of the first capitalisation workshop,

organized by the Centro Studi di Politica Internazionale (CeSPI) and MED JTS in Rome, 26th of June 2011. Aim, goals, activities and results of Philoxenia project were presented at the workshop as well as proposals for a new capitalisation project. New project could be flagship for new alternative polycentric development and new decision making system, combining different projects, especially Philoxenia and MEDLAB. Mediterranean regions cannot compete with traditionally industrial north regions in production; therefore, innovations should be built upon social spaces innovation and perfect design.

Further workshops and other capitalisation activities will follow and will be implemented until the programme closure. Hopefully Philoxenia will be recognized as an important contributor for capitalisation and sharing experiences with other regions. Based on the fact of successful transfer of the original project idea from Collectif Ville Campanie best practice experience and current successful implementation, there are good possibilities for transferability of the project to other rural areas.



Capitalisation workshop which Darko Ferčej (left in photo) and Marco Massa, representatives of e-Zavod and Patto Territoriale Oristano, attended in Rome on 26 June 2011



Darko Ferčej
director
of e-Zavod

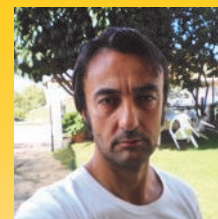
Sixteen entrepreneurial testimonies from the Mediterranean countryside

All partners of Philoxenia were optimistic on the evolution of the project during their kick-off meeting at Lithotopos, Greece, in March 2009...

Some thirty months later they now have **sixteen testimonies** to show coming from **five Mediterranean rural areas**, which prove that non-agricultural activity in the rural space is feasible. The condition is that a coherent policy for attractiveness and the welcoming of new activities is implemented in the Mediterranean countryside.

Testimonies from Sintiki and Iraclia – Greece

Efstratios Mylonas is a producer of textiles and biological products. He was living at Lithotopos, Iraclia, and was willing to come back to Ano Poroia, his place of birth, and create a **bio-café**, a place where he could also expose and present traditional textiles, bio mint, soaps, essential oils, liqueurs , etc.



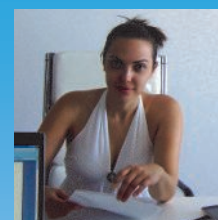
Thus, Efstratios Mylonas began this parallel activity (**production and commerce**

of textiles and bio products), which was missing from this area and chose an old traditional building for his premises. He renovated it thanks to his love for this activity and his hard personal work.



In this place, the visitors and customers can see or taste biological products, chat with Efstratios and learn about the ways of producing these products.

Gorgia Koufidou comes from Poroia, a village in the municipality of Sintiki. She studied architecture and obtained a diploma from the British University of Portsmouth in 2009. She worked for a year in the architectural office Martin Critchell Architects and came back to Greece to start up her own business in Thessaloniki, which is considered a sizeable market.



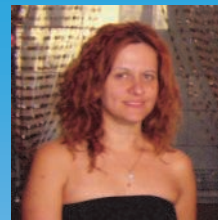
Despite her new installation, Georgia did not forget her birthplace. She had always wanted to create a second **architectural office**, this time in Rodopoli (municipality of Sintiki), to **renovate and preserve buildings of Macedonian architecture**. There is quite a demand for this actually. Through this, she



believes that she can contribute to broadening the market she targets, highlighting the architectural heritage of the area where she was born, enriching the local touristic product, helping more people born in Sintiki to return there.

She has already made two renovations in the village of Ano Poroia.

Sofia Tsolakidou comes from Kerkini in the municipality of Sintiki but she emigrated to Germany where she lived for ten years.



In Germany and more specifically in Ballingen she acquired long term knowledge and experience in the field of catering and leisure, within the framework of the family business which she ran.

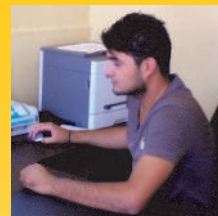
She returned, however, to her place of birth for family reasons (repatriation) where she had an immediate need to create a similar business in Rodopoli in order to support her family.

Sofia Tsolakidou considers the creation of a **cafeteria** to be a relatively low risk investment. Besides she is very familiar with the business. The community project Philoxenia in her region was yet another incentive.



Her cafeteria followed the prototype of the family business in Ballingen. It is not limited to the sale of coffee, soft drinks, juices and alcohol. She has enriched her menu with various cold platters, pasta and different snacks inspired by the German cuisine.

Michaïl Bougiouklis is a young economist, aged 27. He studied business administration at the university of Macedonia and lived at Sykies (Thessaloniki) for several years, working temporarily at several places (e.g. café Eyedéal) to finance his studies.



Coming from Kerkini, Michaïl came back to his homeland where he worked for two years (café-bar MLG at Rodopoli, commercial centre of the municipality of Sintiki).

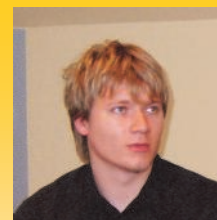
Considering his field of expertise, one might assume that Michaïl Bougiouklis would want to work for a similar project. What he decided to do was to open an **accounting and financial services office**. This would be a useful technical tool for the existing businesses in the area.

Of course, as a resident of Sintiki, he is fully aware of the existing potential for a revival of the area. In addition, he was motivated by the project Philoxenia which is in the implementation process in his area.



As he faced a demand to broaden the range of services offered, Michaïl Bougiouklis has now added **photovoltaic services**, in cooperation with relevant specialized technical companies.

Sašo Gajšt is a young man from the Slovenian region of Ptuj, who has followed his father's professional career. He is a **manufacturer of various kinds of glass-related products**, like gravures, picture frames, etc.



Seeing that these products that his father produces and sells face considerable



demand in the local market of Ptuj, he thought that becoming a self-employed professional in this field could be an opportunity.

Today, with the help of project Philoxenia and the local partner e-Zavod, he follows his family's tradition and has taken up his father's workshop.

Marina Murko was born in Ptuj and from a young age she intended to create a kindergarten because of her love for small children. Unfortunately, she had not managed to make her dream come true, as her parents were opposed to it and she did not have an adequate knowledge base to do this job.



Two years ago she watched a television programme through which a Slovenian ministry responsible in this domain was inciting people to create kindergartens at home.

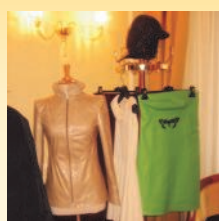
Marina Murko had an unfortunate experience, as her grandson was susceptible to illnesses from his classical kindergarten to which he was enrolled. His parents had paid a year's fees, but the child did not attend for more than a month, because he was consistently sick.

Thus Marina Murko decided to create her own **kindergarten** in the ground floor of her house, in which she hosts six children of pre-school age. In this space she has created special washstands for small kids, places to sleep and play, etc. According to her opinion, her activity is going to expand as there is adequate demand for this service.

Simona Vajda worked for fifteen years in tailor's trade, for three different clothing businesses. Today she decided to start up own business, taking advantage of her relevant knowledge and experience.



The **leather and cotton clothes** she creates to order are being exhibited at the private atelier she has created in her house, where she works for twelve hours a day. Work conditions there are almost perfect for her.



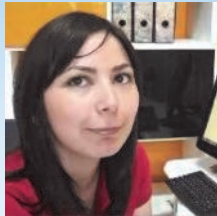
As the market of Slovenia is small, she is trying to expand her clientele to other countries as well, especially in neighbouring Austria. She is capable of creating national Austrian uniforms and special leather uniforms for motorcycle riders.

Simona Vajda is grateful to e-Zavod, who made it possible for her to participate in Philoxenia and be helped by its activities.

Sisters **Maria-Rosa and Elisa Pes** were brought up in a family environment full of languages as they had relatives in Germany. They obtained a degree in foreign languages from the university of Cagliari.

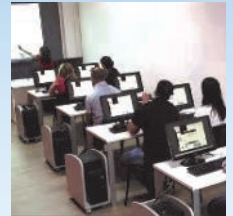
Their idea was born two years ago in Germany and they aimed to realize a life long dream.

They began implementing their business plan from point zero, without any funding or expertise on how to put things in to practice. Those hearing their idea were mainly discouraging. The only one to encourage, fund and offer them technical support to their effort was Sil Oristano, in the framework of project Philoxenia. The plan at establishing and running a **private language centre** for tutoring Eng-



lish, French, German, Spanish and Italian to foreigners, with the use of digital means and media.

Students can be anyone from pre-school kids to adults. In this centre, one can also have translations for texts for commercial use or learn computers.



Massimo Loi is 39 years old and had previously worked in restaurants and bars in San Francisco and Rome, before coming back to live in his birth-place, Oristano.

When he heard about the project Philoxenia, he was already contemplating creating his own business in the premises of an old school



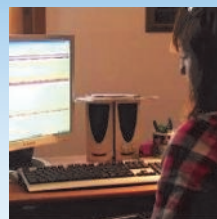
located in the countryside. He transformed it according to his needs.

He created a **multi-recreational centre** located in a small forest. The centre offers commercial services : bar, pizzeria, playground, horseback riding and football pitches.



Susy Manca has been working for several years as a **translator of technical texts**. She cooperated in this activity with the universities of Cagliari and Barcelona, as well as Indian universities.

She recently came back to Oristano where she was born, due to family-related reasons, and now continues her activity as a translator by distance, using her father's former professional space and the information and communications technologies necessary for

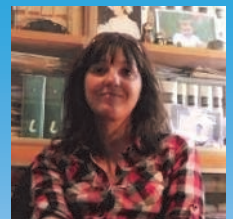


such a job.

She can translate texts in English, French, Spanish and Catalan.

What she likes about her current form of job is that it is flexible : this is why she works as a freelance translator.

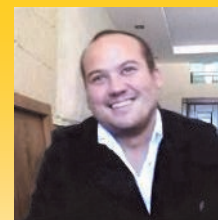
Susy started up her business thanks to Sil Oristano and project Philoxenia.



Gordon Cameleri studied at the Institute for Tourism Studies of Malta (ITS) for four years. For one year he practiced at touristic units abroad, before returning to Malta, to find jobs in various restaurants and hotels, where he deepened his experience in the field.



Two years ago, he found a place where he thought he could start his own **restaurant**, where he could offer traditional dishes of the local cuisine to locals and tourists. To promote his work, Gordon Cameleri is mainly relying on the internet, but he also uses some printed materials (brochures).

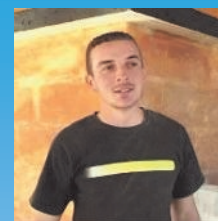


Mario Muscat has an expertise and an interesting personality. He holds a degree in cooking, and two-year experience acquired at a hotel in Scotland where he specialised in fast food.

When he came back to Malta, he created a **centre of catering and interpretation**, called « The Cliff », at Dingli, in which he offers information in cooperation with the Local Councils' Association of Malta. The purpose of this centre is to complement the cultural heritage that has been proposed by the local council, by providing various facilities and activities. These include the observation and conservation of wildlife and the promotion of education related to the local flora and fauna.



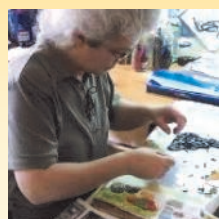
At the centre there is a specific area exhibiting detailed maps for walkers and information material on the Malta museum. There is also a catering facility where Mario Muscat is able to show interested visitors how to cook various local foods, such as ravioli (*ravjul*) with white sauce made from a local plant or the art of drying tomatoes.



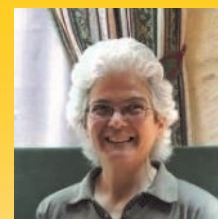
Mary Portelli began her artistic activities (decorative works and souvenirs) three years ago, after a wide search for the best recyclable material like broken glass, plates and ceramics, limestone fragments and porcelain. She is attempting to revive an old and decaying local craft.

Mary Portelli took part in a documentary about how the art of mosaic is carried out. She organised two exhibitions in the capital of Malta to promote her works to potential buyers.

The response was more than satisfying.



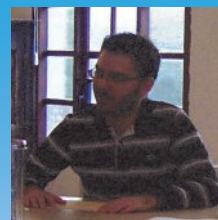
Having an idea about the demand her work may attract, Mary Portelli decided to make a small **business of creation and trade of decorative artistic works and souvenirs**. She therefore transformed her artistic creativity into a profitable business.



Michalis Louka is a veterinarian. He did his studies at the Aristotle University of Thessaloniki from 2000 to 2007 and he followed post-graduate specialisation on pets for two years.

Following some discussions with Antonis Nikolaou (ANETEL), he thought that starting up a **pet hospital** at Voroklini by August 2010 would be a good idea, as the city has a growing population. Many of its inhabitants had to bring their pets for treatment to Larnaca.

Antonis helped him to get offers for the medical equipment necessary for examining pets, which often fall sick and need treatment. His business is doing well at the moment. It is interesting that now people from Larnaca are bringing their pets to me for treatment at Voroklini !



Anastasios Perdios is a professional journalist, working for a national range newspaper and covering news from Larnaca and Famagusta. He has gained valuable knowledge and experience on the existing conditions in these areas.

Having roots in the village of Ormilía, he always wanted to come back to Larnaca and have his own magazine, thus contributing something to his birthplace.

When he was informed about Philoxenia, he contacted Antonis Nikolaou, responsible of ANETEL, to see if the project could possibly help him.

Through ANETEL's guidance he finally managed to create the **alternative mag L.A. Voice**. He reached the market for stands (free distribution), he found the right printing office, the expert in graphic design, etc.

The magazine's smooth financial operation is based exclusively on publicity, for example the presentation of a local business, a local report, etc. In the May 2011 edition there will be a tribute to the Philoxenia project. Despite the crisis dominating the printed press, Mr. Perdios believes in the sustainability of his effort, as it breaches a gap in the local market in alternative information.

Creating such a print in Cyprus is not obstructed by bureaucracy.



Savvas Psyllos was helped with every step for the creation of his **baker's shop** and the negotiations with his providers by Antonis Nikolaou and ANETEL. If Philoxenia did not exist, maybe he wouldn't have begun his business.

The idea of starting up a baker's shop was an old desire of his. When he heard about Philoxenia, he searched for information and within three months he had made considerable progress with his project. He didn't have any prior knowledge or experience of this profession, therefore he went to practice at the side to a professional baker for three months.

The total cost of his project amounted to 150 000 euros and was covered by his personal funds, a loan and a small amount granted from Philoxenia. All kind of help is extremely valuable when one starts a new business.



7 – 8 April 2011 – Voroklini – Larnaca – Cyprus

The evolution of Philoxenia project in the fifth meeting of partners



The Philoxenia partners during their meeting in Voroklini

The partners of project Philoxenia travelled to Voroklini, Larnaca in Cyprus on the 7th and 8th of April 2011.

The first day of the meeting was coordinated by Michalis Zanos. The representative of the Joint Technical Secretariat (JTS) of the MED programme, Stella Tsartsara, participated. During this first day partners discussed the delays in the absorption of the European Regional Development Fund (ERDF) and possible ways of solving the problem. Stella Tsartsara asked the partners to send estimates about their absorption to the JTS as soon as possible. Subsequently, this has been carried out by each and every partner. Following this, the bi-annual reports of all partners were presented, with the presence of the external evaluator Éric Gazon. A discussion fol-

lowed between all partners and the day closed with a tour of the historical centre of Nicosia.

On the second day, the partners signed the minutes of the Ptuj meeting (27-28 September 2010) and decided on the dates of their new meeting : the 26th and 27th of September 2011 in Greece. They also decided on the nature of their deliverables on individualised tutoring offered to the creators of micro-businesses. Every partner, except for Loc.Em., has to organise a folder for each creator. This folder will include the following complementary tools :

- the candidacy folder for a business project in the area,
- the evaluation of the creator's project by the partner,
- the signed contract between the creator and

the partner,

- the evaluation form for the individualised tutoring, filled in by the person tutored,
- a brief report by the partner,
- testimonies from three business creators that have been helped by the project, in order to be placed on the project's website.

The first Cypriot potential creators were also invited to attend the meeting of Philoxenia : Anastasios Perdios, editor of the free-press magazine L.A. Voice, Savvas Psyllos, baker and Michalis Louka, veterinarian. The partners gave a press conference, covered by TV channels Antenna and RIK. Antenna broadcasted an extended video on project Philoxenia in its news broadcast (21:00, 08/04/2011).



Orestis Kalliantzidis
economist

Representatives of the partners in Voroklini - Larnaca

■ **Territorial Initiative for Employment and Entrepreneurship of Sintiki - Iraclia (TIEESI) :**

Christos Arabatzis, president. Éric Gazon, external evaluator.

➤ **Local Employability (Loc.Em.) :** Apostolos Kalliantzidis, president.

■ **Patto Territoriale Oristano (Sil Oristano) :** Marco Massa, welcoming policy manager.

Bernadette Serra, community programmes officer.

➤ **Larnaca District Development Agency (ANETEL) :** Spyros Elenodorou, president. Michalis Zanos, director. Panayiotis Mountoukos, financial manager. Eleftherios Loizou, local coordinator.

Antonis Nikolaou, welcoming policy manager. Eleni Kirlappou, trainee.

■ **E-Zavod :** Darko Ferčej, director. Tanja Ostnam Renault, interpreter.

➤ **Local Councils' Association of Malta (LCA) :** Michael Cohen, president. Jimmy Magro, executive director.

Maureen Azzopardi, community programmes officer.



Session of the steering committee of the project :
on the right, the representatives of e-Zavod
and Patto Territoriale Oristano



Session of the steering committee of the project :
on the left, the representatives of LCA,
Loc.Em., TIEESI and ANETEL



Stella Tsartsara, project evaluation
and monitoring officer of the JTS MED,
Maureen Azzopardi, Jimmy Magro
and Michael Cohen of LCA



Press conference of Philoxenia project partners :
Éric Gazon, external evaluator of the project,
and Antonis Nikolaou of ANETEL,
with the journalists in the background

Telephone interview with the general coordinator by the Centro Studi di Politica Internazionale, Rome

Following an invitation by the Joint Technical Secretariat MED, the project Philoxenia gave an interview concerning the methodology of capitalisation of the programme. Effectively, on the 27th of May 2011, the project's general coordinator Alkis Kalliantzidis gave an extensive telephone interview on the progress of Philoxenia to Battistina Cugusi, representative of the Centro Studi di Politica Internazionale (Rome). The interview focused on an analysis of the following eight key dimensions of territorial cooperation :

- multi-level and multi-institutional governance.
- project sustainability after completion.
- transferability of practices, activities and products of the project.
- capitalisation itself as a dimension that should be capitalised to exchange methodologies and experience and to promote synergies between projects.
- partnership and key partners of the project.
- networking as a transnational added value.
- innovation in terms of practices, implementation and results.
- incorporation of project results in existing and established policies, regarding regional competitiveness, employment and the environment.



Christos Arabatzis
president
of TIEESI,
head of administration
for the project Philoxenia

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