



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

Press release

20 February 2023

*CIHEAM Bari is organising a conference on
Eco-sustainable enhancement of ancient olive groves:
the experience of the Cross Border Olive project*

*AlbergaBici, ex S.S. 16 Fasano - Ostuni km 870
25 February 2023 - 9:00 a.m.*

Promoting sustainable tourism, preserving and protecting natural resources in areas featuring ancient olive trees, and raising awareness at local and interregional level of the cultural heritage related to traditional olive growing, rural activities and culinary traditions are some of the objectives of the INTERREG IPA CBC Cross Border Olive (CBO). By implementing a set of relevant good practices, the project has helped create conscious traveller routes, carry out landscape protection activities, develop knowledge maps and support rural development programmes aiming to enhance ancient olive groves in Italy, Albania and Montenegro.

In particular, the experts focused their work on sustainable oil and cultural routes in Albania, Montenegro and Molise, where the environment, nature tourism and cultural values create the ideal balance for sustainable development. On the other hand, the link with tour operators and local promotion initiatives has strengthened interregional relations and synergies brought up by the project thereby encouraging local and central governments to invest in a unique heritage: age-old olive groves, which generate wealth and embody the 'Mediterranean' brand.

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In order to take stock of the activities undertaken and to build further initiatives under the new INTERREG IPA SOUTH ADRIATIC 2021 - 2027 programme, CIHEAM Bari is organising a conference on *Eco-sustainable enhancement of ancient olive groves: the experience of the Cross Border Olive* project, on 25 February at AlbergaBici, (Ostuni), in the Coastal Dunes Park.

Representatives of CIHEAM Bari, Puglia Region - Managing Authority of the INTERREG IPA SOUTH ADRIATIC 2021 - 2027 projects, University of Tirana (Albania), URBAN RESEARCH INSTITUTE (Albania), Municipality of Bar (Montenegro), Valdanos Park (Montenegro), Venafro Park (IS, Italy), Coastal Dunes Park (Ostuni) will attend the meeting, which will kick off at 9.30 am. Local agricultural entrepreneurs (olive growers, oil millers, bottlers, etc.), tour operators, eco-tourists (cyclists, trekkers, etc.), Local Action Groups, among others, are invited to participate.

This meeting will present the results achieved to date by the Cross Border Olive Project and the new INTERREG IPA SOUTH ADRIATIC 2021 - 2027 programme. The selection criteria and ways of involving stakeholders, the management of a historical olive park (problems, trade-offs and results), the pathways for establishing and regulating parks and reserves as an opportunity for the development of sustainable tourism, the community maps and their social function will also be discussed. The conference will be closed with a guided bike tour across local ancient olive trees.