

Olive Tree Routes Network

# Routes of the Olive Tree

## ACTIVITIES

# 2024

Olive Tree Routes Cultural Foundation



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



# Introduction

The annual programme of activities is implemented by the Kalamata-based Cultural Foundation "Routes of the Olive" and the OTRoutes Network, which includes partners and friends of the "Routes of the Olive Tree" in various countries of southern Europe and the Mediterranean.

The aim of all activities is to promote the cultural and natural heritage of the olive tree for the benefit of local communities. It is the implementation of an innovative cultural expression and at the same time an alternative proposal for the sustainable development of olive-growing areas. More specifically, the objectives that define the actions of the OTRoutes network are as follows:

- Creating synergies between olive heritage, tourism and sustainable development
- Creating synergies between olive-growing heritage and tourism, creating synergies between tourism and tourism.
- Encouraging intercultural dialogue, business cooperation and the transfer of knowledge and know-how.

## 7 Priorities

- Cultural tourism & sustainable development, ANIMA TERRA
- Intercultural dialogue, strengthening partnerships
- Environment & the European Green Deal
- Promotion of European history & heritage
- Cultural & educational activities for young people
- Cooperation in the fields of research & development
- Contemporary art & culture practices

# 2024

## our activities at a glance



### **VALORISATION OF EUROPEAN CULTURAL HERITAGE**

- ▶ New partnerships for the valorisation of the olive heritage
- ▶ Development of local cultural routes in different countries/regions
- ▶ Joint actions & publications with network members
- ▶ Conferences & information workshops (organisation or active participation)

### **YOUNG PEOPLE ON THE OLIVE TREE ROUTES**

- ▶ Hosting European volunteers
- ▶ Tastings of traditional products for schoolchildren
- ▶ "Cultivating the future" training of young people in search of employment
- ▶ Inventory of perennial olive trees (value chain, talking perennials)

### **GOVERNANCE, ACTIVATION & PARTICIPATION OF MEMBERS**

- ▶ New members and partners, new partnerships
- ▶ Development of an action plan for national/regional coordinators
- ▶ Develop an action plan for youth participation

### **ENCOURAGING DIALOGUE, STRENGTHENING PARTNERSHIPS**

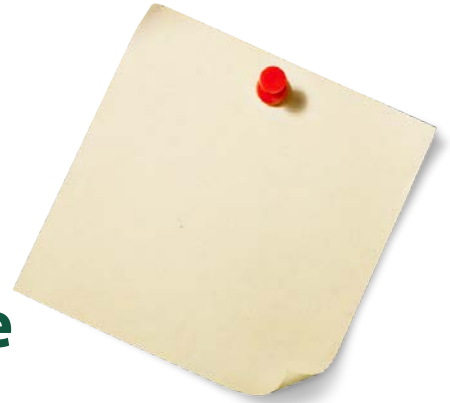
- ▶ Partnerships with universities, chambers of commerce, social partners
- ▶ Intensify cooperation with other cultural routes of the Council of Europe
- ▶ Participation in forums/conferences/information workshops
- ▶ Cooperation with other networks on issues of common interest

### **PROMOTION & COMMUNICATION**

- ▶ Strengthening of actions to promote the Route's label
- ▶ New information publications "media kit" in 3 languages

# 2024

## our activities at a glance



### **COOPERATION IN RESEARCH & DEVELOPMENT**

- ▶ Olive tree Heritage Index
- ▶ Strategic analyses of priority geographical areas
- ▶ A Marketing Plan for the "Routes of the Olive Tree".
- ▶ Studies on the management and promotion of cultural heritage and the development of cultural tourism, in cooperation with foreign universities
- ▶ Programme to encourage the participation of young people in the promotion of European cultural heritage

### **CULTURAL TOURISM & SUSTAINABLE DEVELOPMENT**

- ▶ New partnerships to promote our routes
- ▶ Partnerships for the creation of local "Routes of the Olive Tree"
- ▶ Participation in cultural tourism events

### **CONTEMPORARY ART & CULTURE PRACTICES**

- ▶ Start of the OTRart Creative Europe project
- ▶ Continuation of the Med In OTRart project
- ▶ Enrichment of the Med Gallery

# Valorising memory, history & European heritage



## ► NEW PARTNERSHIPS

Agreements between the Cultural Foundation " Routes of the Olive Tree " and institutions in Greece, Malta, Croatia, etc.

## ► EXTENSION OF THE ROUTE

Missions to identify new Points of Interest in cooperation with local bodies. These are points of interest with activities related to the cultural heritage and olive products, such as museums, monuments, businesses, etc., the connection of which creates local routes.

## ► OLIVE TREE E-BIBLIOGRAPHY

Enrichment and updating of the data already collected and presentation in forms specially designed for the [www.olivetreeroute.gr](http://www.olivetreeroute.gr) website, in accordance with the specifications defined by the scientific committee.

## ► ORGANISATION OF EVENTS

to promote and exploit the cultural heritage of the olive tree organising parallel events to mark World Olive Day. To celebrate this day, the Olive Roads Organisation, in cooperation with the members of the OTRoutes network, organised events involving the local community, such as olive tastings, information days, etc.



OLIVE TREE ROUTES NETWORK 2024

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# Young people on the Routes of the Olive Tree

► 2 new volunteers offered their services to the Planning & Development Department for the management of the Olive Tree Routes network in the framework of the cooperation between the "Olive Tree Routes" Foundation and the Coordinamento Nazionale Comunità di Accoglienza -CNCA (Italy), in the framework of a project funded by the Italian State.





## Encouraging dialogue, strengthening partnerships

► The number of new members joining the Olive Tree Routes Network was more than satisfactory in 2024. Among them, municipalities, agritourism units, local tourism development associations in Italy, Greece and Spain are now members of our network.

► Creation of a Regional Council, action plan for greater representation at Mediterranean level

Aware of the needs in terms of communication and promotion, and with the aim of strengthening communication with the members of the Network and increasing their participation in our actions, we have proceeded to appoint regional councils in France, Italy, Greece, Spain, Morocco, Lebanon, Tunisia, Slovenia, Portugal, Spain.

► Organization of events on the occasion of the integration of Italian municipalities into the Olive Tree Routes network, entitled "La Via degli Ulivi", (Postiglione, Italy, 6 April 2024), (Postiglione, Italy, 6 April 2024)

Organizer: Municipality of Postiglione in collaboration with Associazione dei Comuni del Cilento Centrale.

► Twinning programme "Town Twinning Between Türkiye and The EU - II for a Green Future "Olive Tree Cultivation in the Era of Climate Change: Tackling Future Impacts with Adaptation Strategies" with the support of the Olive Tree Roads - Town Twinning Meeting (Edremit, Türkiye,



# Encouraging dialogue, strengthening partnerships



## ► The Mediterranean Olive Grove of Peace

An initiative that seeks to highlight the need for peaceful coexistence in the Mediterranean, to enhance intercultural dialogue and synergies between its peoples. To this end, the creation of small olive groves with olives from all the Mediterranean countries is encouraged in each of the regions through which the route passes. Each olive grove is created with the participation of the local community and becomes an emblematic place of encounter and dialogue under the stamp of the olive tree and its symbolism.

## ► Intensifying dialogue and relations with other Council of Europe cultural routes

Intensify cooperation with other Council of Europe Cultural Routes, Route of Ceramics, ATRIUM, Phoenician Route, ITERVITIS etc.

► Cooperation with networks active in the field of sustainable development and environmental protection, associations of chambers of commerce, RECOMED, the network of Mediterranean oil-producing cities, etc.



OLIVE TREE ROUTES NETWORK 2024

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# Cooperation in research & development



► Collaboration with Universities in various European countries (Greece, France, Portugal, Italy) for the development of projects, exchange of experiences and good practices.

► 6th International Conference on Development and Economy - I.CO.D.ECON. (Kalamata, Greece, 11-13 October 2024)

University of Peloponnese (Department of Agriculture in collaboration with the MSc "Organization and Management in Agri-Food Sector"), co-organized by the University of Western Macedonia (Greece), the University of National and World Economy (University of Sofia, Bulgaria) and Alexandru Ioan Cuza University of Iasi (Alexandru Ioan Cuza University, Romania) (active participation)

► Olive heritage for sustainable development: raising community awareness of living heritage (Research & innovation Program - Cultural Heritage, Identities & Perspectives)

The project is based on the idea of raising awareness among local communities about the value of their cultural heritage and its importance for sustainable development, through the example of Messinia, which was selected as one of the most representative regions for its Mediterranean characteristics and its long-standing links with the olive tree. The project is carried out in collaboration with 3 universities: the University of Avignon (France), the Polytechnic University of Leiria (Portugal) and the University of Thessaly and the capitalisation (Horizon 2020 Programme)

► Cultural heritage index

Continuation of the research to identify and document the points of interest of the route and age-old olive trees. Continue to record the cultural heritage of olive trees and traditional products/gastronomy.

► NEXT ROUTES project : Improving the skills of European cultural routes

The overall objective of the project is to design a new methodology to enrich the knowledge and skills of the operators managing the European Cultural Routes recognised by the Council of Europe.



# Cultural tourism & sustainable development

## "ANIMA TERRA"

Mediterranean villages are precious cradles of cultural heritage and traditional identity. Through ANIMA TERRA, we are highlighting these lost treasures, strengthening villages that are resisting desolation and offering new dimensions of life to their inhabitants.

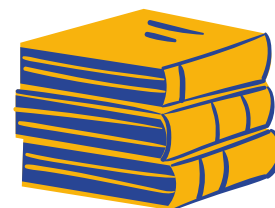
Equally important, however, is the alternative lifestyle they can offer today to city dwellers with ever-increasing living costs, few jobs and a polluted natural environment.

ANIMA TERRA incorporates modern technologies and innovations, such as digital technology and artificial intelligence, for the promotion and global promotion of local culture. This includes agri-food, gastronomy, handicrafts and local customs & traditions.

**Tourism development:** With ANIMA TERRA the promotion of sustainable tourism is central to the development of rural villages . We organize workshops, guided tours, cultural itineraries, hikes and thematic events, attracting visitors from all over the world and generating additional income for the village people, the "caretakers" of the green Mediterranean.



## Cooperation in research & development



► Strategic analysis of the priority geographical areas

In order to strengthen the position of the OTRoutes network as an expert in matters relating to the natural and cultural heritage of the olive tree, country profiles have been drawn up or updated, listing the specific characteristics of each country (available on our website)

"The Olive Oil of the Serenissima", an event to celebrate the heritage of extra virgin olive oil (EVO) and olive oil tourism, with tasting tours and educational workshops (Cappella Maggiore, Italy, 12-21 April 2024)

Municipality of Cappella Maggiore & Association "La Ruota", OTR

"10th "Panhellenic Olive Oil and Table Olives Festival of Kalamata", event on olive tree cultivation and olive oil production in Greece (Kalamata, 20-21 April 2024)

Organizer: : Agricultural Cooperative of Kalamata, under the auspices of the Cultural Foundation "Routes of the Olive Tree" (active participation)

"Intangible Cultural Heritage and Sustainable Development" Continuing Education Training Course on theoretical and historical approaches to Intangible Cultural Heritage (Salagon museum, Mane, France, 13-17 May 2024)

Organizer: National Heritage Institute (Institut national du patrimoine - INP)



# Cultural tourism & sustainable development



## ► NEW ROUTES PROPOSALS

Surveys in Malta, Croatia, Turkey, Greece, Cyprus and Turkey, in cooperation with national and local bodies and the preparation of reports. In this context, the mapping and integration of the Points of Interest on the Routes of the Olive Tree website (in an interactive map with description, photos, practical information, etc.)

► Creation of ecological Olive Routes in Greece and Croatia (Med Routes project), in cooperation with the Dubrovnik Region and the Association of Mediterranean Island Chambers INSULEUR (Coordinating partner Municipality of Faenza - Italy, Ceramic Route)

## ► PROMOTION OF THE ROUTES

The priority given to developing partnerships for the promotion of routes in recent years has continued in 2024. At the same time, particular importance was given to organising or actively participating in numerous initiatives/events for training and information on trends and new needs in the tourism sector.

► 11th Training Academy on Cultural Routes of the Council of Europe: European cooperation & sustainable development" (Brindisi, Italy, 4-7 June 2024)

With the support of the Region of Puglia and the City of Brindisi and in collaboration with the association "Brindisi e le Antiche Strade" (active participation).



# Contemporary practices in art & culture Environment & the European Green Deal



## OTRart project

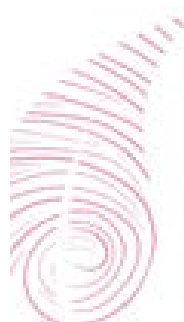
### Overview Through Rubbish & art: Revealing Waste Through Art A Creative Europe Programme

The Cultural Foundation "Routes of the Olive Tree" is the co-ordinating partner of the European project OTRart which started in November 2024. The aim of the project is to contribute to raising awareness among the public of all ages about environmental challenges through art, with a focus on waste management in the Mediterranean. As part of the project, artistic actions will be implemented in all participating countries, including:

- 6 international artistic residencies
- Workshops for children and young people
- Exhibitions and public interventions
- Educational actions for artists
- Networking between environmental organisations and the educational community

The OTRart project involves 7 partners from 6 European countries:

Greece, France, Spain, Italy, Malta, Malta and Croatia



### MED-ROUTES – Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes

The "Routes of The Olive Tree" is a partner of the project funded by the Interreg Euro-MED Programme of the European Union:  
MED-ROUTES – Enhancing MED sustainable cultural tourism  
through the creation of eco-itineraries inside European Cultural  
Routes.



## Med In OTRart

In the framework of the Med In OTRart programme, whose aim is to highlight the world of the olive and the Mediterranean through artistic creation, the following took place in 2024:

The Med Artists' Gallery, an innovative initiative with many advantages for artists and the "Routes of the Olive Tree". The content of this digital gallery was enriched in 2024 and continues to contribute to the promotion of the work of artists inspired by the Mediterranean olive tree.

In this Gallery we aim to include as many painters, ceramicists, photographers, sculptors, jewellery designers, writers, small producers of traditional products, etc. as possible.



# Editions & publications

"EBOOKS digital leaflets

route proposals: Sicily, Tunisia, Croatia

Country leaflets.

"KERASMA"

A comic on the refugee crisis, " Routes of the Olive Tree ", improved version in Greek and English (in print)

**MEDIA KIT, ROUTES OF THE OLIVE TREE**

Brochure for the presentation/promotion of the Route, new edition 2022-2023, available in 3 languages (French, English, Greek).

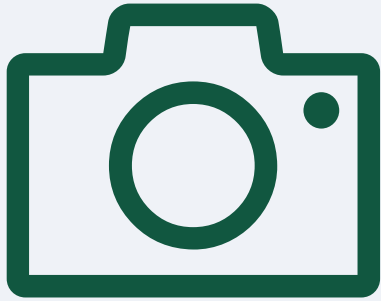
**GUIDE FOR YOUNG PEOPLE**

40 pages in 2 languages (English & French) with information on the Olive Tree Routes, Council of Europe cultural routes, practical information, etc.



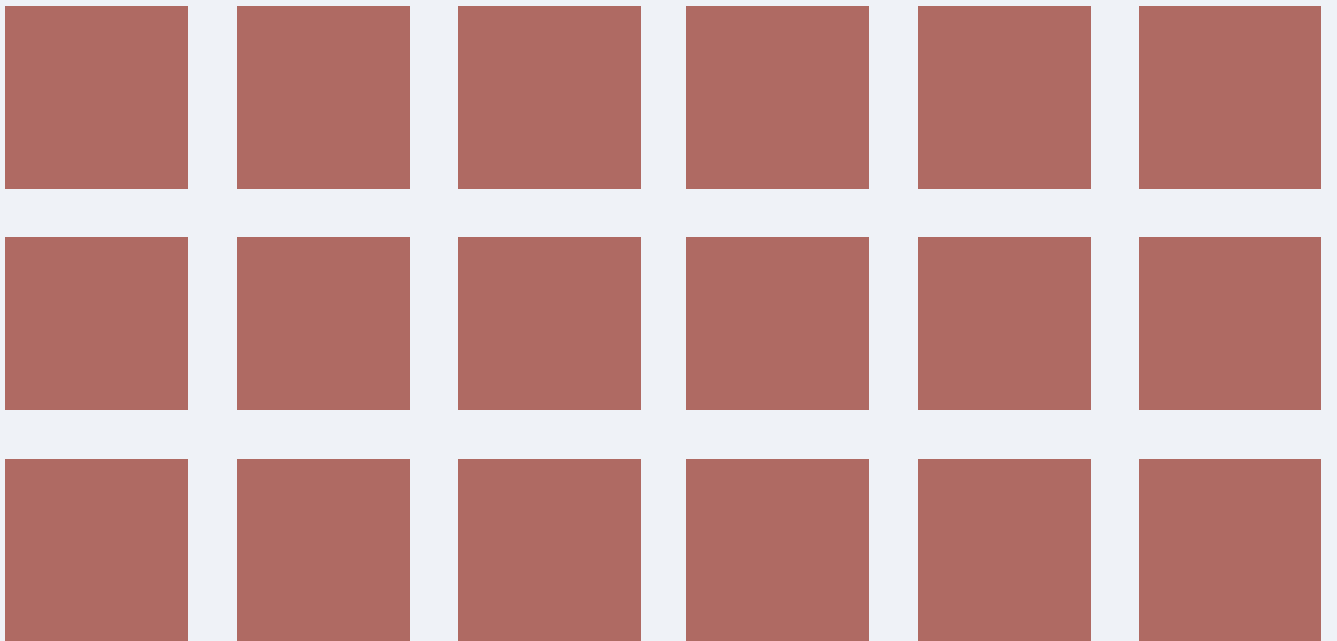
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PHOTOS

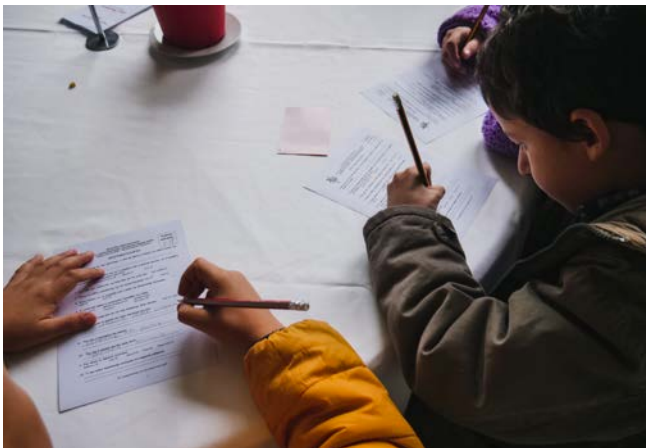


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OLIVE TREE ROUTES 2024



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