

# ANNUAL REPORT

# 2025

## Routes of the Olive Tree



Olive Tree Routes *network*

# INTRODUCTION NOTE

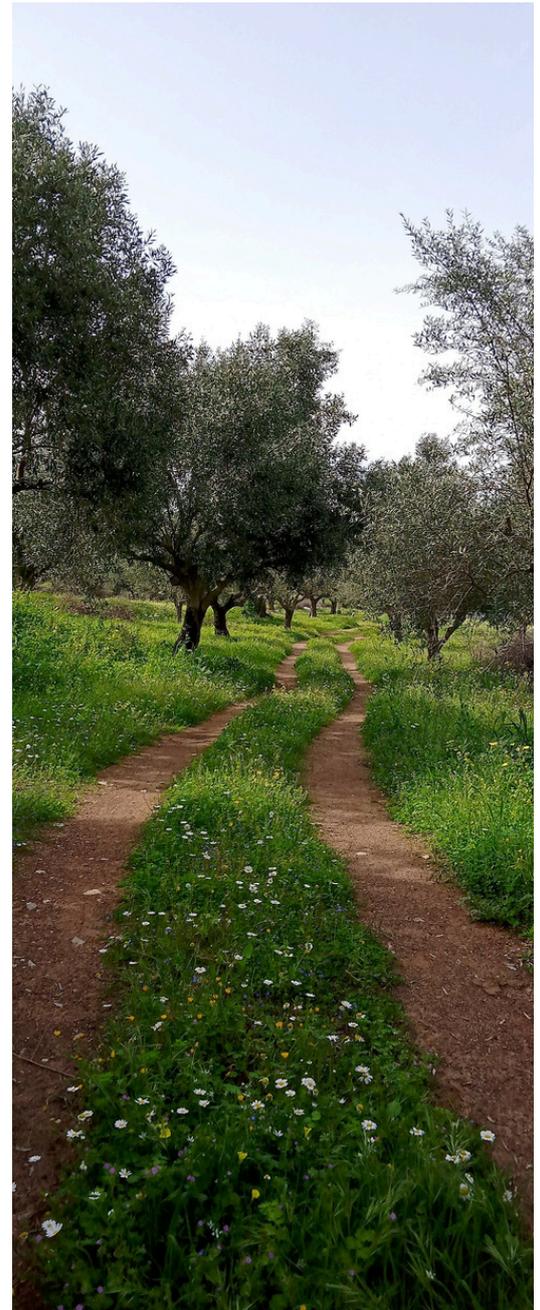
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The annual programme of activities is implemented by the Cultural Organisation “Routes of the Olive Tree”, based in Kalamata, and the OTRoutes Network, which is made up of partners and friends of the “Routes of the Olive Tree” in various countries of Southern Europe and the Mediterranean.

The aim of all activities is to highlight the cultural and natural heritage of the olive tree for the benefit of local communities. This represents the implementation of an innovative form of cultural expression and, at the same time, an alternative proposal for the sustainable development of olive-growing regions.

More specifically, the objectives that define the actions of the Organisation and the OTRoutes Network are the following:

- Creation of synergies between olive heritage, tourism and sustainable development
- Documentation of the cultural heritage of olive-growing areas and its promotion through cultural activities
- Encouragement of intercultural dialogue, entrepreneurial cooperation and skills transfer.



# 7 PRIORITIES

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- 1** Cultural tourism & sustainable development,
- 2** ANIMA TERRA initiative
- 3** Intercultural dialogue, strengthening partnerships
- 4** Environment & European Green Deal
- 5** Cultural & educational activities for young people
- 6** Cooperation in the fields of research & development
- 7** Contemporary art & culture practices





# VALORISATION OF MEMORY, HISTORY, AND CULTURAL HERITAGE

## EXTENSION OF THE ROUTE

Missions for the identification of new Points of Interest in cooperation with local stakeholders. These points of interest include activities related to olive cultural heritage and olive products, such as museums, monuments, enterprises, etc., the interconnection of which creates local routes.

## INTERNATIONAL BIBLIOGRAPHY ON THE OLIVE TREE & OLIVE OIL

Enrichment and updating of the data already collected and presentation in specially designed formats for the website [www.olivetreeroute.gr](http://www.olivetreeroute.gr), according to the specifications defined by the Scientific Committee.

## ORGANISATION OF EVENTS

Organisation of parallel events for World Olive Tree Day. To celebrate this Day, the “Routes of the Olive Tree” Organisation, in cooperation with members of the OTRoutes Network, organised events with the participation of local communities, such as tastings of olive products, information days, etc.



CULTIVATING THE FUTURE

# YOUTH ON THE ROUTES OF THE OLIVE TREE

Two young volunteers within the “Routes of the Olive Tree” offered their services to the Organisation’s activities in the framework of cooperation with Coordinamento Nazionale Comunità di Accoglienza – CNCA (Italy) and PALMI IKE (Messinia).

Organisation of a 4-day seminar for the training of 12 young Europeans on cultural management and cultural tourism, in cooperation with CNCA (Italy), the Centre for Environment and Sustainable Development, and PALMI IKE (Messinia), 16–19 September 2025.

Organisation of workshops for children aged 6–12, focusing on healthy nutrition, consumption of local products and the need to protect the environment, in cooperation with the Centre for Environment and Sustainable Development and the Kalamata Agricultural Cooperative (November – December 2025).



# ENCOURAGING DIALOGUE – STRENGTHENING PARTNERSHIPS



**Activation of the Regional Council** for better Mediterranean-level representation, enhanced communication and visibility, and increased participation of network members in our activities.

Participation in the international conference **Tomorrow Tastes Mediterranean 2025**, organised by the Captain Vassilis & Carmen Constantakopoulos Foundation, bringing together scientists, chefs, entrepreneurs, policymakers and representatives of international organisations, highlighting the latest developments across the spectrum of the Mediterranean diet.

## **Creation of Peace Olive Groves**

An initiative aiming to highlight the need for peaceful coexistence in the Mediterranean, strengthen intercultural dialogue and promote synergies among its peoples. Each olive grove is created with the participation of the local community and becomes an emblematic meeting place and space for dialogue, marked by the olive tree and its symbolism. Cooperation with networks active in sustainable development, environmental protection, chambers of commerce associations, the Mediterranean Olive-Growing Cities Network RECOMED, etc. Organisation of events with partner organisations in Greece, Spain, France and Portugal on the occasion of World Olive Tree Day.



Completion of the **project “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.”**

**Collaboration with networks active in the field of sustainable development**, environmental protection, Chambers of Commerce, the RECOMED network of Mediterranean olive-producing cities, etc. Organization of events with partner organizations in Greece, Spain, France, and Portugal on the occasion of World Olive Day.

# COOPERATION IN RESEARCH & DEVELOPMENT

## **OLIVE4ALL Project**

A project focusing on raising awareness among local communities about the value of their cultural heritage and its importance for sustainable development, using Messinia as a case study. The project was implemented in cooperation with three universities: University of Avignon (France), Polytechnic Institute of Leiria (Portugal) and University of Thessaly (Horizon 2020 Programme). Participation in the international conference marking the project's completion (23–27 April, Avignon, France).



AWARENESS OF LIVING HERITAGE

## **CULTURAL HERITAGE INDEX**

Continuation of research for the identification and documentation of route points of interest and ancient olive trees, recording olive cultural heritage and traditional products/gastronomy.



## **NEXT ROUTES Project**

Improvement of skills of European Cultural Routes. The overall objective is the design of a new methodology to enrich the knowledge and skills of European Cultural Route management bodies, in cooperation with other European cultural routes.

## **STRATEGIC ANALYSIS OF AREAS OF INTEREST**

Preparation or updating of country factsheets recording the specific characteristics of each country (available on the Routes of the Olive Tree website).



# CULTURAL TOURISM & SUSTAINABLE DEVELOPMENT

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## **“ANIMA TERRA” Initiative**

Through ANIMA TERRA, we highlight forgotten beauties, strengthening villages that resist depopulation and offering new dimensions of life to their residents. Equally important is the alternative lifestyle these areas can offer today to urban residents facing rising living costs, limited job opportunities and polluted environments. ANIMA TERRA integrates modern technologies and innovations, such as digital technologies and artificial intelligence, to showcase and promote globally local culture and traditions threatened with extinction.



## **NEW CULTURAL ROUTE PROPOSALS – CONSULTANCY SUPPORT**

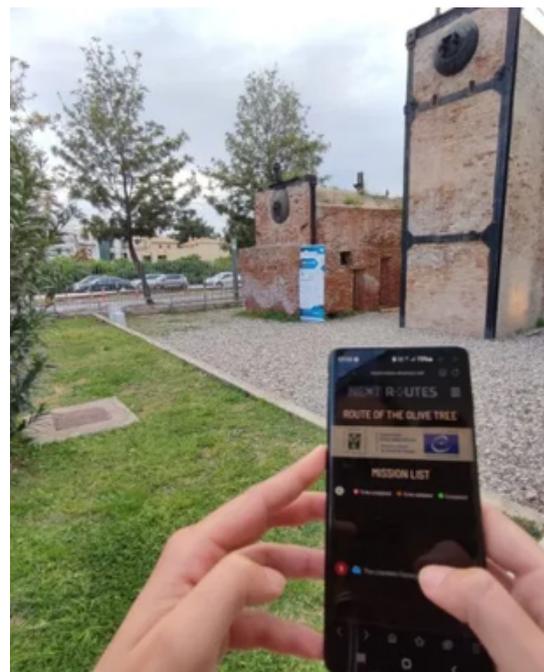
Research in Malta, Croatia, Greece and Cyprus  
In cooperation with regional authorities, identification and integration of new Points of Interest into the Routes of the Olive Tree website (interactive map with descriptions, photos, practical information, etc.).



# CULTURAL TOURISM & SUSTAINABLE DEVELOPMENT

## **23+1: Cultural Route of the Industrial History of Kalamata**

Research, identification and selection of points of interest and design of a cultural route tracing the city's development through the history of its business community. Twenty-four points of interest were selected, including enterprises that shaped the city's economic history and infrastructures that contributed to its development. Based on these, thematic routes of varying duration and focus can be proposed, enabling participants to explore the full scope of Kalamata's industrial and entrepreneurial history.



## **“Olive Tree Route – Kythira”**

Creation of a cultural route in Kythira in cooperation with local stakeholders and the Kythira Foundation for Culture & Development (KIPA).

Creation of Two Ecological Routes

## **Consultancy support for the creation of two ecological Olive Tree routes in Greece and Croatia**

(Med Routes project), in cooperation with the Dubrovnik Region and the INSULEUR Mediterranean Islands Chambers Network.



# CONTEMPORARY ART & CULTURE

## OTRART PROJECT

Artistic activities with ecological awareness by the “Routes of the Olive Tree” in 6 European countries  
In a context of increasing waste generated by modern consumer habits and growing concern about climate change, the Cultural Organisation “Routes of the Olive Tree” collaborates with artists adopting environmentally conscious creative practices to highlight the urgent need for action.

Within the framework of the European project OTRart – Overview Through Rubbish & Art: Revealing Waste Through Art, creative artist residencies were designed and implemented in cooperation with Déchets d’Art (France), focusing on excessive consumption of materials, plastic use, etc., aiming to raise public environmental awareness through art in six countries: Greece (Kalamata), Italy (Faenza), France (Avignon), Spain (Senia), Croatia (Zagreb) and Malta (Valletta).

Partner organisations:

MANCOMUNIDAD TAULA DEL SENIA (Spain) •  
AVIGNON UNIVERSITÉ (France) • ASSOCIAZIONE  
STRADA EUROPEA DELLA CERAMICA (Italy) •  
UNTFINISHED ART SPACE (Malta) • HRVATSKA  
UDRUGA ZA TURIZAM I RURALNI RAZVOJ KLUB  
CLANOVASELO (Croatia) • DÉCHETS D’ART (France)





# PUBLICATIONS

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## “KYTHIRA – 12 MONTHS”

Collector’s edition within the ANIMA TERRA initiative and the creation of the cultural route “Routes of the Olive Tree – Kythira”.

## “KERASMA”

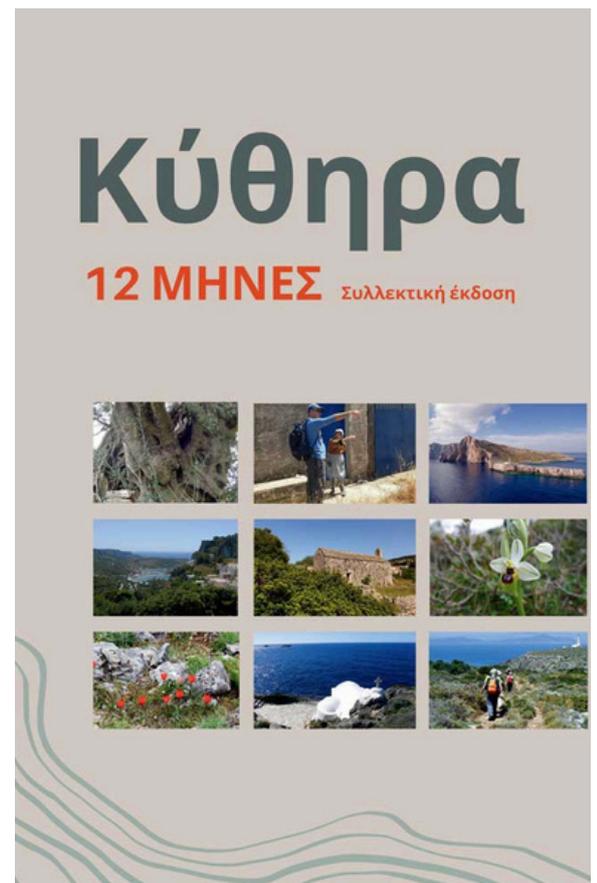
Comic book on the refugee crisis, Routes of the Olive Tree edition, revised edition in Greek and English (in print).

## MEDIA KIT – Routes of the Olive Tree

Promotional publication of the Route, new 2022–2023 edition, available in three languages (French, English, Greek).

## YOUTH GUIDE

40-page guide in two languages (English & French) with information on the Routes of the Olive Tree, the Cultural Routes of the Council of Europe, practical information, etc.



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