



**Speed Dating Event in Rome
Italy-Croatia-Finland**

LAG TERRA BAROCCA

Rome, 4th of April 2019



Description of the territory



The territory is situated in the southern-east of Sicily, between the sea and the mountain, crossed by valleys and highland, where agriculture and agro-industry are the most important economic activities. Typical local products are:

- Modica Chocolate I.G.P.
- Ragusano Cheese D.O.P.
- Monti Iblei Olive Oil I.G.P.

The area included 5 cities:

Ragusa, Modica, Scicli,
Santa Croce Camerina and Ispica
Mostly UNESCO Heritage

Video:

https://www.youtube.com/watch?v=GYCUs_gnlk8



Description of the strategy

- ***Objective of the strategy***

To strengthen, within 2023, the innovation and the adaptability of the companies situated in the territory of the LAG Terra Barocca, through actions of support to the non-agricultural activities, including:

- ✓ introduction of new processes or products;
- ✓ acquisition and employment of new competences;
- ✓ creation of employment;
- ✓ creation of cooperation's needs;
- ✓ development of social agriculture.

- ***Themes***

The identified thematic areas are:

- ✓ Development and innovation of the agro-food supply chain and the local productive systems;
- ✓ Sustainable tourism;
- ✓ Social inclusion of specific disadvantaged and marginal groups

Description of LEADER cooperation

*Our cooperation strategy aims to develop innovative projects in the theme of **experiensial tourism**.*

The objective is, thanks to the use of innovative technological tools, to make known the beauties of our territory, in line with the National Strategic plan for tourism.

Tourism, which is at the heart of the development model, can contribute to the sustainable management of natural and cultural resources, while generating economic and social benefits for the local area.

This vision is inspired by a completely new approach to tourism supply models, which are geared towards sustainability, digital innovation, quality accommodation/services and adaptation to the new trends of the demand.

Starting with mature destinations, the Plan aims to broaden the supply, thanks to its enormous potential, and to encourage the emergence of new models to add value.

Description of LEADER cooperation

1- Cine tourism

Our project aims to creating transnational synergies in order to better attract an increasing kind of tourism, namely Cinetourism. Nowadays, a great number of tourists decide to visit some places that are linked to cinematographic locations. Therefore, a more structured and specific offer is needed in order to attract cine-tourists in a more systematic manner.

The project aims at inserting local itineraries within a transnational network, that will be recognizable thanks to a specific brand.

2- Sustainable tourism maps for disabled people

The conditions of accessibility and quality of reception and mirage, on the one hand, an improvement and redevelop the system of tourism businesses and, thanks, access to services / products by people in old age or with disabilities.

My LAG in pictures BAROQUE



My LAG in pictures NATURE



My LAG in pictures FOOD



Contact details

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