



<b>Project Title</b>	Promoting Silver tourism through valorization of MED-diet and wellbeing routes in the CBC area
<b>Project Acronym</b>	Silver Wellbeing
<b>Priority Axis</b>	
<b>Specific Objective</b>	 2.1 Valorisation of cultural heritage and natural resources as a territorial asset of the Programme Area
<b>Lead Beneficiary (LB)</b>	University Hospital Consortium Corporation Polyclinic of Bari
<b>Project Partner 2</b>	University of Bari – Dpt. of Medicine
<b>Project Partner 3</b>	University of Ioannina Research Committee
<b>Project Partner 4</b>	Foundation For Research And Technology
<b>Project Partner 5</b>	Innopolis - Centre For Innovation And Cultures
<b>Objectives of the project</b>	<p>The proposal of new touristic itineraries wants as an opportunity for the CB Area, exploiting the silver economy as an asset of growth, that is expected to affect almost every segment of the world economy in the near future. The specific objective is the implementation of innovative tools developed in cooperation between different sectors such as: tourism, healthcare and agri-food with a contemporary constraint of healthcare costs.</p> <p>. Also patients with metabolic and cardiovascular problems could benefit by this Project, as well as people with obesity problems, eating disorders or simply interested in healthier and conscious diet Silver Wellbeing will increase the quantity and quality of tourism in both Regions,.</p>
<b>Expected Results</b>	The proposal of new touristic itineraries for wellbeing (routes of olive oils, wines, cereals) associated with historical and cultural heritage. Project's main target group is represented by "Silver Tourists" that will bind to the benefits of a vacation "healthy" thanks to the Mediterranean diet and lifestyle
<b>Output UniBa</b>	Organization of: round tables on food and culinary tourism in Bari inviting experts in healthy food, in experiential tourism and travel bloggers ; training course for local tourist operators on healthy tourism and med diet in CBC area; identification of possible new itinerary to Wine in Italy; training of Silver Wellbeing Guides, licenced tourist guides expert in food and healthy tourism
<b>Total Project Budget</b>	819.999,12
<b>Total Budget UniBa</b>	140378,04
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*Interreg V A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help **public institutions** and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries.*

*Interreg V A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.*

## Priority Axes



## The involved Regions are:



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