

Re.Herb

Objectives of project Re.Herb:

- ◆ Documentation and promotion of aromatic and therapeutic plants and trees of western Greece and southern Italy.
- ◆ Systemic and scientific documentation of relevant historical and ethnological elements, traditional uses and therapeutic properties of the plants, as well as of methods of production, conservation and distribution of their products.
- ◆ Research on the specific attributes of the registered aromatic and therapeutic plants and trees.
- ◆ Development of consulting services for producers, distributors and consumers.

Project

Re.Herb «Recording, documentation, promotion and distribution of the aromatic and therapeutic herbs, plants and plant products»

NEWSLETTER

Issue 2 – May 2014

The project Re.Herb «Recording, documentation, promotion and distribution of the aromatic and therapeutic herbs, plants and plant products», which is implemented in the framework of Axes 1 of the European Territorial Cooperation Program “Greece - Italy 2007-2013”, Measure “Strengthening competitiveness and innovation” (funded by European Union and by national Funds of Greece and Italy), aims at recording, documenting and promoting the aromatic and therapeutic plants and trees growing in the regions of western Greece and southern Italy, through the systemic and scientific recording and documentation of the relevant historical and ethnological elements, of the plants traditional uses and therapeutic attributes, as well as of the methods of production, conservation and distribution of the products produced.

The project includes a research study on the particular properties of the totality of the documented aromatic and therapeutic plants and trees in the region of western Greece and southern Italy.

This research aims to enrich the provision of valid consulting services to producers, distributors and consumers, i.e. facilitating the possibility for international registration of traditional goods of the region, thus bringing considerable benefits to national economies.

In parallel, actions of information dissemination, public awareness and networking between those who are interested, are being developed, as well as other actions of publicity and information, such as communicating information to citizens, businesses and public institutions, regarding the beneficial attributes of the aromatic and therapeutic plants and trees.

Information concerning the aromatic and therapeutic plants and trees will be largely provided via a web portal developed in the framework of the project.



European Territorial Cooperation Program “Greece-Italy 2007-2013” -
Strengthening competitiveness and innovation

The Programme is co-funded by European Union and by
National Funds of Greece and Italy.

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Events organised in the context of the Project

November 2013 – May 2014

On Sunday, December 1st 2013, Province of Taranto organized, in Martina Franca (IT) a Street Event, in the framework of project Re.Herb.

In the context of a local outdoor trade exhibition organized for 400 years in the area, the opportunity was provided to project partners to present the project' s objectives and activities.

The event lasted from 9 am until 5 pm and its objective was to provide visitors with information not only about project' s objectives and activities, but also about aromatic and medicinal herbs, of the areas represented by the partners participating in the project.

The two Greek partners represented in the street event (Region of Western Greece and Regional Unit of Epirus) had organized one kiosk each, in which printed promotional material of the project and of the areas involved (brochures, maps etc.) were placed for the visitors to take away. The local aromatic and medicinal plants that were presented, mainly from the region of Preveza, attracted the attention of visitors. Regional Unit of Epirus had organized an exhibition of local in Epirus aromatic and medicinal plants with labels describing their attributes (characteristics, therapeutic uses etc.). More specifically, the representatives of the Region of Epirus/ Regional Unit of Preveza, demonstrated the most common aromatic and medicinal plants of the Region, such as yarrow, lavender, oregano, balm, dandelion, sage and chamomile. There was also a PowerPoint and video presentation of the natural beauties and tourist attractions of the Prefecture Preveza. Representatives of the two Greek partners distributed informative material to the visitors and were promoting the two areas in lively conversations with them. They were also giving information about Greece' s aromatic and medicinal plants both in English and in Italian (using an English – Italian interpreter).

Visitors got familiar with the herbs of the region of Epirus, noting similarities and differences between plants and herbs in southern Italy and in Greece. Also, the visitors had the opportunity to have an experience of the beauties and the special characteristics of the Region of Epirus, by watching the relevant videos, which attracted the visitor' s attention, by examining the promotional material of the Region of Epirus which was available, and also by the direct contact with representatives of Regional Unit of Preveza.

Several guests already had knowledge of the plants and herbs such as oregano, chamomile and lavender, and were interested in learning more about their uses, and many were those who were interested to buy some of the packaged items (which of course were only for demonstration purposes) .

Local producers, with whom there was an exchange of views on the cultivation of these plants and also on distribution of their products, were present.

The first printed edition of the Newsletter was also distributed at the Street Event.



Representatives of the RE.HERB project partners at the street event in Martina Franca, with the Mayor (third person on the right).



On 14 & 15 December 2013 a Seminar entitled "Aromatic & Medicinal Plants" was held in Patras. The Seminar was organized by the Management Institution of Chelmos-Vouraikos with the assistance of the Inter-University Network "BIOFLORA" and the University of Patras/ Department of Biology (project partner).

On February 25, 2014, an Open Discussion with producers, vendors and state institutions executives (including a presentation of Re.Herb) was held in Patras, organized by the University of Patras/ Department of Biology in the framework of the project.

The Region of Epirus/ Regional Unit of Preveza organized, in the framework of the Project RE.HERB, a group meeting of professionals on aromatic and medicinal herbs and plants (local agricultural producers and entrepreneurs of the secondary sector and trade) on Friday, March 7, 2014, in Preveza.

The meeting began at 18:00, with an opening speech by Mr. Nikolaos Dimitriadis, General Manager of the company STRATIS STRATEGIES & ACTIONS OF INFORMATION SOCIETY LTD (external expert to Regional Unit of Preveza), who presented the project RE.HERB, followed by the speech of Mrs. Maria Kominis representing the laboratory of collection, drying and packaging of aromatic and medicinal plants and herbs "KOMINI MARIA". In the closing session, a lively discussion took place and questions were posed from the participants to the speakers.

The meeting was attended by 21 persons, professionals from the domain of aromatic and medicinal herbs and plants, local agricultural producers, traders in the secondary sector and trade, as well as representatives of Regional Unit of Preveza / Region Epirus and Local state officials.

Next steps-actions

After the Technical Meeting which was held in Thessaloniki on 14 March 2014, the Managing Authority approved to extend the duration of the project that will now be completed on 31 July 2014.

The extension was decided to be necessary in order for the partners to have the required time to complete the actions of the project in the best possible way and to address various issues encountered during implementation.

During this period it is expected that on going public bids carried out by the partners will have been completed and the respective external contractors will have finished and delivered in time their deliverables (project's web site etc.).

Actions related to publicity, promotion and networking of the project will be scheduled and implemented shortly by the Regional Unit of Preveza and the Region of Western Greece.

The preparation of the first studies regarding data collection and registration of therapeutic and aromatic plants that exist in the areas of the project partners, have already been completed by scientists.



Meeting with groups of professionals on aromatic and therapeutic herbs and plants, speakers N. Dimitriadis, General Manager of the company STRATIS and Mrs. M. Komini owner of the laboratory of collection, drying and packaging of aromatic and medicinal plants and herbs "KOMINI MARIA."



The kiosks of the Greek partners.



Open Discussion at Patra, with manufacturers, retailers and government responsible executives.

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