



FRESH WAYS

Cross-border mechanisms
for Green Intermodal
and Multimodal Transport
of Fresh products

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Newsletter n° 6



Introduction

The project **“FRESH WAYS - Cross-border mechanisms for Green Intermodal and Multimodal Transport of fresh products”** is co-funded by the Interreg V-A Greece-Italy 2014-2020 Programme with a total budget of 2.737.235,00 EUR.

Airports of Puglia S.P.A. leads the project partnership, which is composed of the Chamber of Commerce, Industry, Crafts, Agriculture of Bari, the University of Salento – Department of Innovation Engineering, the Chamber of Commerce of Preveza, and the University of Patras – Department of Civil Engineering. The Department for Local Public Transport and Major Projects of Puglia Region will participate to the project implementation as associated partner.



The overall objective of FRESH WAYS is to develop a strategy to optimize the transport system by reducing the dependency on road and maritime solutions and increasing the range of available connections between Italy and Greece.

The project aims at increasing passenger traffic between the two countries, and testing the use of the available space inside the aircraft holds to transport fresh products. Moreover, a cooperation platform, involving Public Administrations, research centres and business sector, is being developed and promoted in order to identify the most innovative and suitable future solutions in the field of eco-sustainable transport.

The project will last 59 months, from July 31, 2018, to June 30, 2023.



Transferring- Synergetic event of Interreg FRESH WAYS and Interreg AETHER projects

The University of Patras and the Region of Western Greece have successfully organized  on 24th of January  at the Patras New Port, the collaborative synergetic event titled "Intelligent Aerial Cities: Innovation opportunities for sustainable infrastructure and transportation".



The event offered to the participants the opportunity to exchange knowledge and views on sustainable multimodal transport and efficient use and exploitation of natural and cultural resources.

The event was held in English language, with the participation from honored guests and speakers.





Transferring- Synergetic event of Interreg FRESH WAYS and Interreg AETHER projects

🌀 The event investigated the viability and transferability of the results of the two projects and has examined the potential impact of the results of the two projects on current/under planning in the cross border area of GREECE – ITALY.

The opening remarks were given by Mr. Fokion Zaimis, Deputy Governor of Entrepreneurship Research and Innovation, Region of Western Greece, and Prof. Yorgos Stephanedes, Professor emeritus of the University of Patras. Mr. Gianfranco Gadaleta, JS Coordinator Interreg Greece – Italy, and Mr. Mario Spilotros, Project Manager of AETHER, Regional Strategic Agency for The Eco-Sustainable Development of the Territory – Apulia Region, Lead partner of AETHER project, also gave their welcome speeches.





New hangar at Aeroporti di Puglia

We're happy to announce the completion of works to build a new hangar at Aeroporti di Puglia, our project partner and lead beneficiary of FRESH WAYS.

The improvements of the airport infrastructure allows for better checking, storing and preserving of goods and fresh products that are exchanged between Greece and Italy via air transport.

The upgraded facilities in the premises of the airport in Italy will help optimise the transport system, preventing risks of product deterioration and ensuring the shipment integrity during the supply chain operations.





Final Project Meeting of the FRESH WAYS project

The **Final Project Meeting** was organised by **Preveza Chamber** on 15 June 2023 in the Margaronia Royal Hotel. In this final meeting, we reflected on the successes, challenges, and lessons learned along the way. We're also charting a course for the future, identifying how the FRESH WAYS project's impact can be sustained and expanded beyond its initial scope.

During the meeting the Project Officer of the Joint Secretariat of Interreg Greece Italy Programme, **Mrs Tina Ranieri** presented in detail the closure procedure of the project.

Also, **Airports of Puglia** announced the opening of the hangar within the airside airport **on 29 June in Bari**. Afterwards all partners expressed their satisfaction for project's results. At the end, **Preveza Chamber** thanked all partners for the great collaboration and wished new collaborations in the future.





Final Conference of FRESH WAYS Project

Preveza Chamber organized with a great success on **Thursday 15th of June 2023** in the **Hotel Margarona**, in **Preveza**, the Final Conference of the **FRESH WAYS** project.

The Final Conference was attended, in person and on-line, by representatives of the project partnership, by many stakeholders, such as the Municipalities of Preveza and Pargas, ETVA VI.PE. S.A., the Hellenic Transport Chamber Business Association, the University of Ioannina, the Federation of Tourist Accommodation Entrepreneurs of Preveza Regional Unit, by members of the Board of Directors of Preveza Chamber, and by local fresh foods producers as well.





Final Conference of FRESH WAYS Project

The **President of Preveza Chamber** highlighted the significance of the logistics sector in the region and expressed the Chamber's interest in establishing an Agri-Food Logistic Center in the Industrial Area of Preveza under the FRESH WAYS project.

Various experts and speakers presented outcomes, proposals, and developments related to the project, including multimodal transport infrastructures, an ICT platform, and a Business Plan for the Agri-Food Logistic Center in Preveza.

Finally, after the end of the Final Conference, a cross-border gastronomy event was held to promote local fresh agri-food products, with the participation of one (1) Italian chef, **Mr. Pasquale Lembo**, and one (1) Greek, **Mr. Giorgos Palisidis**.





Press Conference at the conclusion of FRESH WAYS

On June 29, 2023, Airports of Puglia organized a press conference to conclude the cross-border cooperation project FRESH WAYS.

To implement integrated and sustainable transport solutions that are economically advantageous for the cooperating area, Airports of Puglia identified a specific logistics platform at the "AdP" Hangar located in the airside area of Bari Airport, near the west aircraft apron.

The event started with a press conference, during which the **President of the Airports of Puglia, Mr. Antonio Maria Vasile**, stated that the cross-border cooperation projects like FRESH WAYS represent an excellent tool to support specific projects that contribute to stimulating the economic development of the areas involved.

Next, **Regional Councilor for Economic Development of the Puglia Region, Mr. Alessandro Delli Noci**, explained that Puglia continues to focus on the logistics sector and it does it by enhancing sustainable integrated transport solutions, as in this case.





Press Conference at the conclusion of FRESH WAYS

Furthermore, **Mr. Gianfranco Gadaleta, JS Coordinator of the of Interreg VA Greece-Italy 2014-2020 Programme**, explained that the FRESH WAYS project is of strategic importance for the Greece-Italy Programme as it has created this hub, an example of innovative logistics for storing fresh products from the entire Program area, ready to be distributed to other European destinations.

Lastly, **Mr. Ioannis Bouris, President of the Preveza Chamber**, emphasized the role of the FRESH WAYS project in fostering enhanced cooperation between Puglia and the Preveza area.





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Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy



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