

APRIL, 2023



# NEWSLETTER 1

UPSKILL+ QUALITY UPSKILLING IN AGROTURISM  
FOCUSED ON SUSTAINABLE INNOVATION  
AND EXPERIENCE

PROJECT NUMBER: 2022-1-ES01-KA220-ADU-000087959



## About Upskill+

### UPSKILL+ PROJECT OBJECTIVES

The Erasmus+ project "UPSKILL+: Quality training in agrotourism focused on innovation and sustainable experience" aims to improve training in agrotourism focused on innovation and sustainable experience.

The project seeks to address the need to strengthen social cohesion, agrotourism, and experiential tourism to alleviate the overexploitation of resources and local communities in depopulated rural areas. This way, business competencies in agrotourism will be improved through a personalized training itinerary based on innovation and sustainability.

The project partners include the Pliego Town Council and the Sierra Espuña Commonwealth, which lead the project, Fablim Le Labo des Territoires Alimentaires Méditerranées (France), Innoventum OY (Finland), I and F Education And Development (Ireland), SYNTHESIS Center for Research and Education (Cyprus), and ARCES EM Associazione (Italy).

UPSKILL+, which has a budget of €312,500, will foster cooperation among different actors in the sector to promote a sustainable and responsible approach to rural tourism. Over the course of two years, the partners will work to respond to these needs through the project results: a map of capacities, resources, and good practices, an innovative curriculum on agrotourism entrepreneurship, and a gamified digital platform that facilitates access to training resources and materials.

Additionally, a European network of agrotourism innovation agents will be established to present their support to the project and participants.

This issue's  
reads:

**ABOUT THE  
PROJECT**

**FIRST  
MEETING IN  
PALERMO**



**The first international meeting of the Upskill+ project was organized by the Italian partner A.R.C.E.S on March 7-8 2023 in Palermo**

## **Upskill+ kickoff meeting**

**TPM1 MEETING 7-8 MARCH 2023**

A brief summary of the project was done including the main objectives and results and with a special mention of the first tasks to be started.

### **2 - Analysis, Guide and Mapping of Agrotourism Entrepreneurship Training Paths and Experiences**

ARCES shared the methodology of the skills matrix. The questionnaires will be shared with potential users as well as stakeholders and they will include questions dividing the different profile groups. An additional form dedicated to companies, and other relevant stakeholders dedicated to the sector will be created.

#### **Next steps:**

- Approval of the questionnaires
- Translation
- Sharing the forms with the target groups.
- Two different questionnaires for two target groups
- To fill the Skill Matrix ARCES will collect the data and create a consolidated matrix.
- Elaborate 1 report per partner country

Project Partners are currently carrying out a sample survey to measure the needs in terms of skills among professionals, as well as setting up a skill group, composed of different agritourism stakeholders, which will be our advisory body throughout the creation of the training.



## TPM1 Meeting 7-8 March 2023 Next steps in Upskill+ Project

# Next steps in Upskill+ Project

### TPM1 MEETING FOLLOW UP

#### **3 - Innovative Upskilling and Reskilling CV, mentors training and Platform**

The team discussed their perspectives on the training curriculum and the mentor's figure.

After the discussion, it was agreed that the contents present in the modules would be general enough to apply to all or most territories, and the mentors' guide, would provide specific information on how to adapt the modules to the local environment and the different circumstances.

The figure of the mentor was also discussed, some profiles that could become mentors could be local development agents, successful agrotourism professionals with best practices examples, etc.







## STUDY VISIT - Agriturismo Villa Mirto

# Partners study visit

### AGRITURISMO VILLA MIRTO

In this study visit, partners had the opportunity to understand first-hand the concept of Agriturismo in Italy, where it has a very specific legal definition.

In general, an Agriturismo is effectively a farm designed to receive guests, whether for food (lunch and dinner), holiday accommodation, or a combination of the two.

An Agriturismo has to be a working farm in some way and the products they produce have to be used in the preparation of the food for the guests and 70% of the products used for cooking have to come from their own production or local products.



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PROJECT PARTNERS



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