



FRESH WAYS

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

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FRESH WAYS

Newsletter n° 1



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 2.621.935 EUR.

Airports of Puglia S.P.A. will lead 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 the FRESH WAYS project is to develop a strategy to optimize the transport system of a special class of quality products, namely fresh food by reducing the dependency on road and maritime solutions and increasing the range of available connections between the two Countries involved.

In particular, the project aims at increasing passenger traffic between Italy and Greece 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 the business sector, will be 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 24 months, from July 31, 2018 to July 30, 2020.



Kick off Meeting

The Kick-off meeting of the FRESH WAYS project was held on 11 and 12 October 2018 at the headquarter of Airports of Puglia, Palese-Bari.



Press conference

Airports of Puglia S.P.A, Lead partner of this project held a Press conference that discussed the challenge of increasing the transport of fresh products between Italy and Greece, by optimizing the aircraft space, which is already used for passenger traffic.



"Airports of Puglia has been devoting great efforts to cross-border cooperation projects in the last years since they fall under the company's internationalization strategy. As a matter of fact, our strategy, besides including the main continental hubs, takes into high consideration also those neighbouring but not easily accessed areas" – declared Tiziano Onesti, President of Airports of Puglia.



Second project meeting

The second meeting of the FRESH WAYS project was held on 18 and 19 March 2019 at the University of Patras Department of Civil Engineering, Greece.

At the meeting, the partners had the opportunity to discuss about the next steps of the project and to better define the common steps to follow.



Focus Group workshops

Focus Group workshops of the FRESH WAYS project were held in Preveza, Greece on June 26, 2019. The meetings were organized by the Chamber of Preveza.

At the workshops, local businessmen and producers had the opportunity to learn about the project and to express their views on the project activities.



➔ The attendees had the chance to inquire on the potential benefits of the project, and on the ways in which they could incorporate these benefits within their companies. They asserted their will to test a trial version of the platform and provide their feedback.



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