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(SA-0300429)

Ecological Development through farming for
enhancing the urban ENvironment

Kick-off Meeting

Monteroduni (Italy), 06-07/11/2025

-agenda-

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Kick-off meeting:

o Purpose: organised within a reasonable deadline after the approval of the SC, in order to ensure that all partners are ready to start the implementation work and are clear about what steps to take next

o Scope: a) all partners should be present, b) represents an overview of the project contents and gives the new staff of the project, who did not take part in the preparatory meetings, the opportunity to introduce themselves

o Participation of Programme relevant bodies is to be considered in the light of both strategic role and decisions to be made.

Day 1, 6th of November 2025 (Monteroduni - IS)

Location: Castello Pignatelli – Via Principe Pignatelli, 1, 86075 Monteroduni IS ([Google Maps](#))

Time	Topic	Speaker
13:00 - 14:00	Light lunch – welcome coffee - registration	
14:00 – 14:10	Welcome speech - introduction to the overall agenda	PP6 – Gal Molise
14:10 – 14:40	Introduction to the programme	Ms Chiara Campanile JS – TBC
14:40 – 15:10	Introduction to the communication rules	Ms Carmela Sfregola JS – TBC
15:10 – 15:30	Presentation of EDEN project	LP – Conversano
15.30 – 16:30	Partners’ presentation	All partners
16:30 – 17:00	Financial management/reporting	LP – Conversano
17:00 – 17:30	Communication activities	PP3 – Free to Travel
17:30 – 18:00	EDEN’ next steps (WP1 overview)	PP4 – Niksic
18:00 – 18:30	Project Management Unit & Steering Committee establishment	All partners
18:30 – 18:45	Conclusions	

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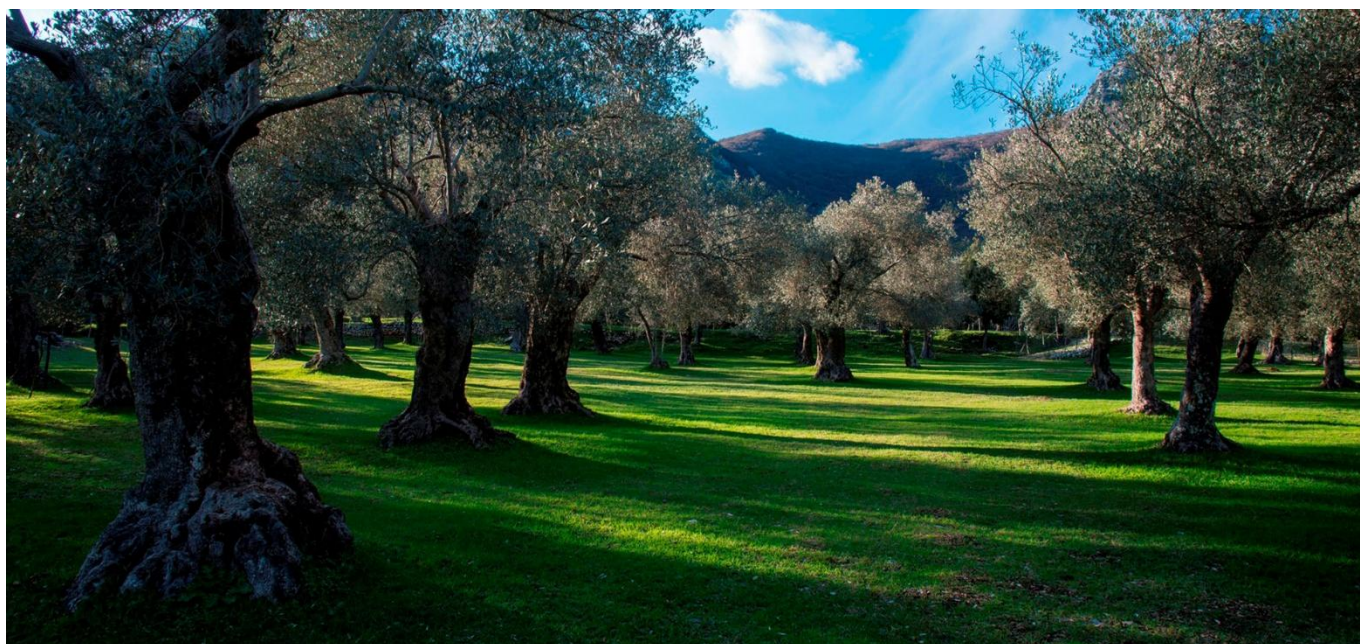
20:00 Social dinner

Day 2, 7th of November 2025 (Monteroduni - IS)

Location: [Parco Regionale dell'Olivo di Venafro](#)

Time	Topic
09:00 – 09:30	Welcome coffee – registration
09:30 – 13:00	On the spot visit to Parco Regionale dell'Olivo di Venafro

13:00 Social lunch



The [Olive Park of Venafro](#) is the **first protected area in the world dedicated to the olive tree**, unique in its kind across the Mediterranean. Its establishment aims to **promote and preserve traditional olive**

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growing, which in Venafro reached remarkable prominence and prestige—so much so that the **Romans considered the local olive oil the finest in the ancient world**. No other olive-growing area in the world can boast such a combination of historical depth, literary references, and agricultural continuity.

The Park also represents an **opportunity for regeneration** for a territory that, despite its exceptional **landscape, natural, and historical qualities**, has suffered in recent decades from neglect and abandonment.

The area of the Regional Park has been officially included in the **National Register of Historical Rural Landscapes** (Decree No. 6419 of 20 February 2018, issued by the Italian Ministry of Agriculture, Food, Forestry, and Tourism).

The Park safeguards a **Roman-origin olive landscape**, still preserving olive trees that are **over a thousand years old—some estimated between 1,000 and 2,000 years**—belonging to the ancient **Aurina (or Licinia) variety**, praised by classical authors such as **Columella** and **Pliny the Elder** for the exceptional quality of its oil. The area extends over approximately **30 hectares**, comprising a system of **terraces, dry-stone walls, and rich agricultural biodiversity**, offering a living testimony to the **harmonious coexistence between humans, agriculture, and the Mediterranean landscape** throughout the centuries.

The visit to the **Olive Park of Venafro** holds particular relevance in relation to the **objectives of the EDEN project**, as it represents:

- A **model of sustainable and identity-based agriculture**, capable of integrating environmental protection, cultural enhancement, and local development;
- An **example of rural and peri-urban landscape regeneration**, consistent with EDEN's mission to create productive and educational green spaces that reconnect communities with nature and rural heritage;
- A **laboratory for environmental and agricultural education**, where traditional farming practices meet modern conservation and sustainability methods, inspiring the training and awareness-raising activities foreseen by the project.

In summary, the **Olive Park of Venafro** stands as an emblematic example of the **“urban–rural interface”**, where agricultural memory becomes a tool to build new models of **ecological resilience, community participation, and natural capital valorization**—all of which are key principles underpinning the **EDEN approach**.