



Food Zone: supporting rural entrepreneurship through regenerative tourism and green competences in Extremadura, Spain

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Project Number: 2022-1-ES01-KA 220-VET-000086688



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A decorative graphic on the left side of the slide. It features a semi-circular shape containing a photograph of a historic stone building with several windows. Above the building, there is a light blue sky area, and the top-left corner is filled with a cluster of colorful dots in various sizes and colors including green, yellow, orange, pink, and purple.

01 CÁCERES CHAMBER OF COMMERCE

CÁCERES CHAMBER OF COMMERCE



- **Public Law Body**
- **Purpose:** defend the general commercial and industrial interests of all the companies established in the province of Cáceres.
- **29 CEOs:** They come from the different productive sectors and form the plenary from which the President and the plenary are elected.





We work in different areas of specialisation, mainly support business, entrepreneurship, innovation, internationalisation, training and European projects related to topics of interest for the development of the region.

TOURISM



BUSINESS SUPPORT



INNOVATION





We are very keen on promoting entrepreneurship at all levels:



[...break]





02

FOOD ZONE PROJECT





ABOUT

The **objective** of the FOOD ZONE project is to improve the digital and green skills of local producers by fostering innovation and sustainable change in the agri-food tourism sector.



PROJECT PARTNERS



NICOSIA
TOURISM
BOARD

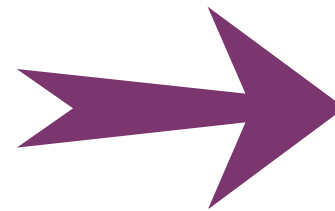




REGENERATIVE FOOD TOURISM

Objectives

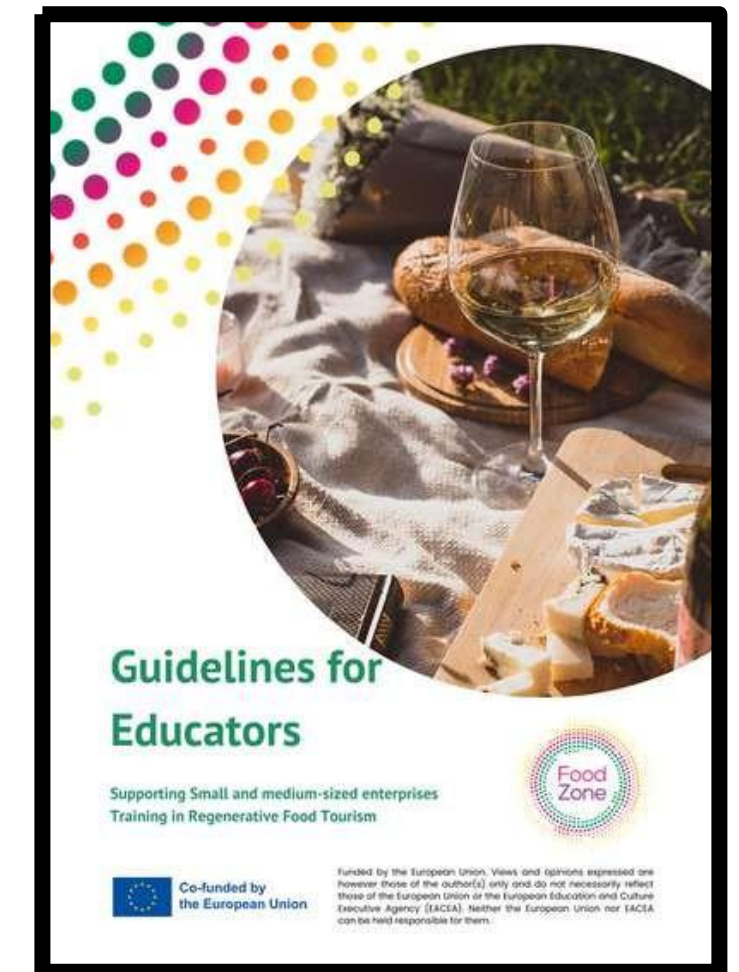
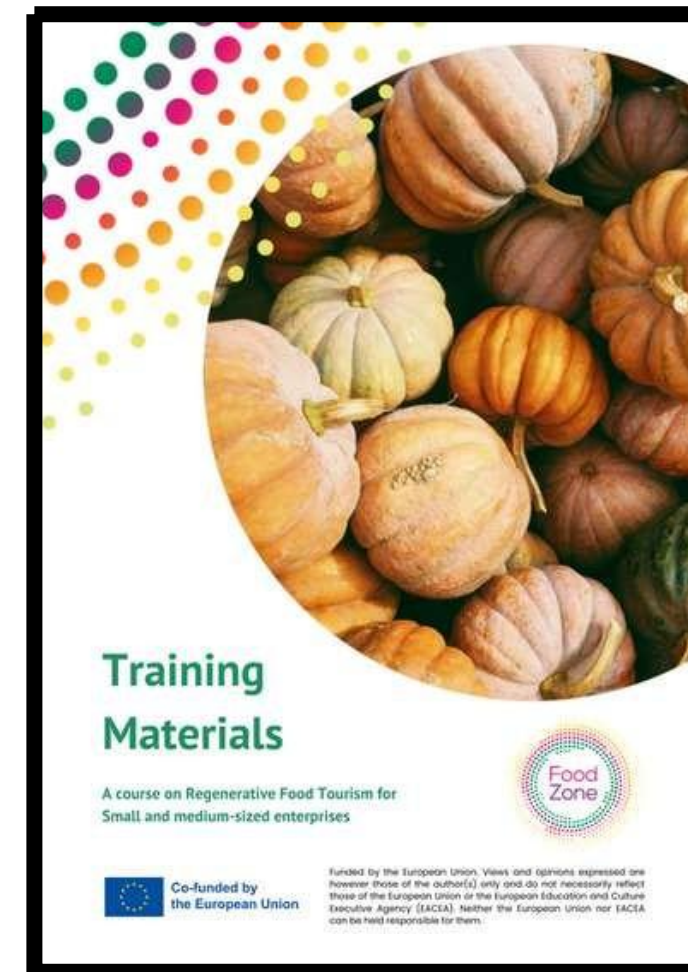
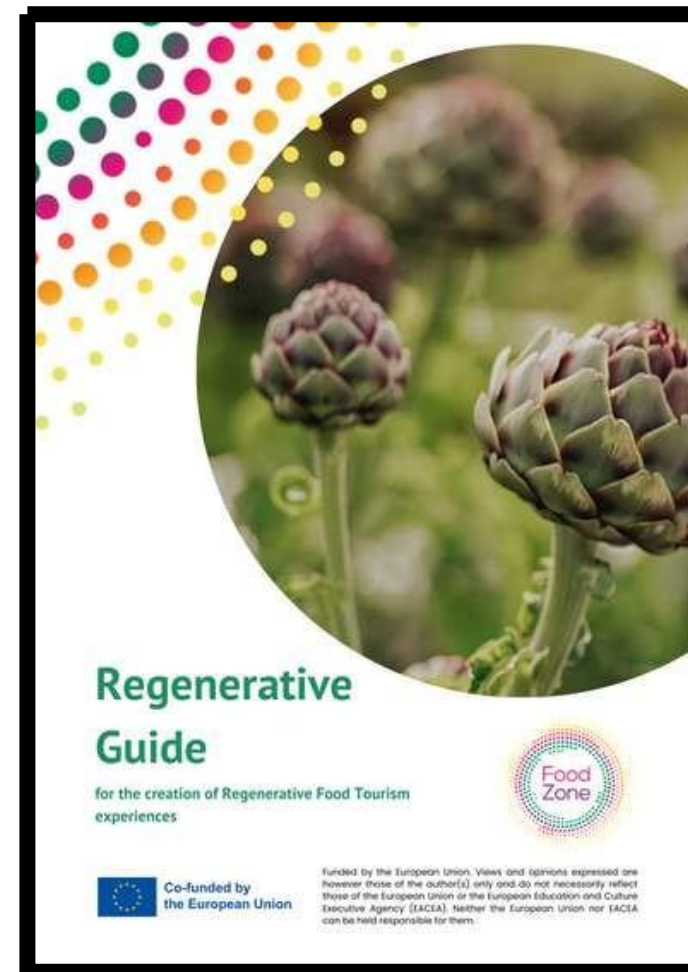
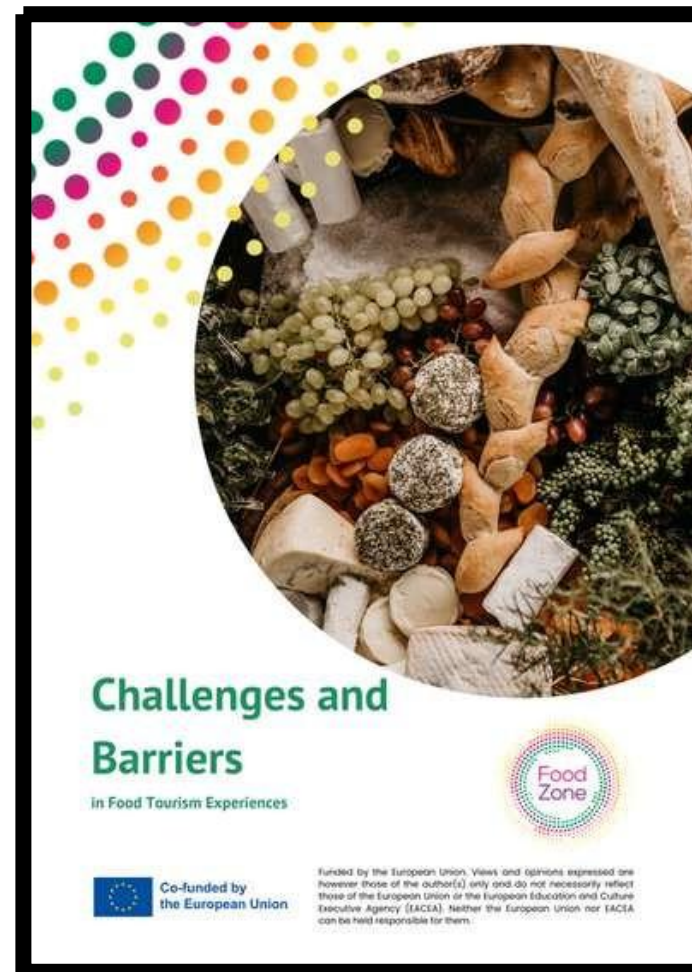
1. Support the development of **green skills**, and of Regenerative Food Tourism.
2. Protecting the environment, making **sustainable use of resources**, respecting nature and biodiversity
3. Support the development of **digital competences**
4. Increase flexibility of **Vocational Education and Training**



Target Groups

Professionals
Teachers
Education Providers
Other organisations

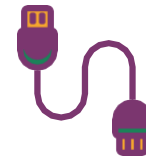
RESULTS



INCUBATOR METHODOLOGY



Regenerative Food Tourism



Local Production

Society Development

SWOT ANALYSIS

REGENERATIVE BUSINESS MODEL
CANVAS

ONE PAGER



03

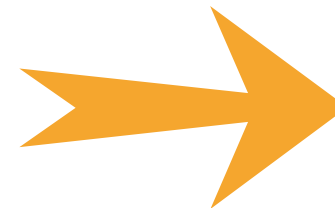
Incubator Experiences

O PALCO



ANA VINAGRE

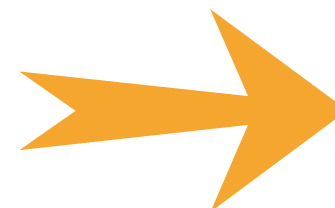
- O Palco CEO
- "The Stage" Regenerative Restaurant



A **Stage** that brings to life your favourite characters, the national ingredients.

Rehearsals that begin at each local producer and give life to a show on the main stage.

LIDENEX



Lidenex

MARIA TERESA PÉREZ MARTÍN

- Sustainable & Smart Cities Expert Trainer in Sustainable Tourism
- Consultant in Sustainable Development Projects



A **family-run business** inspired by its founder's vision to create a haven of peace in the *Extremadura Dehesa*, allowing guests to reconnect with nature and experience the beauty of the Spanish countryside.



04

RECOMMENDATIONS



Policy Recommendations

FOR TRAINING PROVIDERS AND EDUCATORS

RECOMMENDATION 1: Provide training programmes focused on the principles of Regenerative Food Tourism and raise awareness among professionals and tourists to bridge the knowledge gap.

RECOMMENDATION 2: Develop networks and partnerships between training providers, tourism businesses, and local players to share good practices and foster collaborative learning ecosystems that nurture a regenerative approach.

RECOMMENDATION 3: Incorporate regeneration into academic and professional training programmes to address the current gap in offerings despite what can be considered a growing number of sustainability focused programmes.





FOR TOURISM SMES, DMOS AND BUSINESS ORGANISATIONS

RECOMMENDATION 4: Explore accessible funding options such as EU grants, public-private partnerships, and local investment programmes to overcome financial barriers. Additionally, connecting with similar organisations through networks and collaborations can open up opportunities for partnerships and funding.

RECOMMENDATION 6: Develop locally tailored approaches to evaluate the ecological, economic, and social benefits of regenerative initiatives, ensuring they reflect the unique characteristics of each place. Practical tools like interviews, storytelling, focus groups, and qualitative impact assessments can help capture the nuanced, place-based outcomes that align with regenerative tourism principles.

RECOMMENDATION 5: Engage local communities through dialogue and co-design regenerative practices, awareness-raising, offer of bespoke activities, and training opportunities to sway people's mind.





FOR PUBLIC AUTHORITIES AND CHAMBERS OF COMMERCE

RECOMMENDATION 7: Advocate for streamlined and supportive regulatory frameworks that facilitate innovation and adoption of regenerative practices.

RECOMMENDATION 8: Provide incentives and create strong partnerships between public authorities and local stakeholders to drive and encourage regenerative tourism initiatives.

RECOMMENDATION 9: Simplify access to funding information and offer guidance to businesses on leveraging EU financial resources.

RECOMMENDATION 10: Conduct targeted advocacy campaigns to educate policymakers on the economic and environmental benefits of regenerative tourism.





05

Call to action: Manifesto

The 10 principles to foster a regenerative rural food and tourism ecosystem



Greencomp4Hosts aims to integrate the GreenComp into VET tourism curricula to empower tourism SMEs on their transition pathway towards digital and sustainable tourism.



A circular inset photograph on the left side of the slide shows three young children in a garden. In the foreground, a girl with long brown hair and a purple patterned dress smiles at the camera while holding a glass bowl filled with various fruits like peaches and oranges. Behind her, two other children, a boy in a purple shirt and a girl in a blue shirt, are standing and looking towards the camera. The background is a lush green garden with trees and sunlight filtering through the leaves.

Thank you for your attention and participation!

- <https://food-zone.eu/>
- [LinkedIn FoodZone](#)
- [FaceBook FoodZone](#)