

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Libera Terra Mediterraneo: Organic food production on seized properties

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Name:	Libera Terra Mediterraneo
City, country:	Palermo, Italy
Name of entrepreneur/ founder:	Giovanni Luca Faraone (CEO)

Description

The consortium Libera Terra Mediterraneo is a business entity that guides and coordinates the activities of various Libera Terra cooperatives and of other stakeholders. It was established between companies that gravitate around the Libera Terra project with the idea of contributing towards its development and growth. It builds in particular on the joint production activities of the cooperatives 'Placido Rizzotto', 'Pio La Torre', 'Terre di Puglia', 'Lavoro e non solo', 'Joe Montana', 'Le Terre di Don Pepe Diana' and 'Liberamente', which are part of 'Libera Associazioni Nomi e Numeri contro le mafie'. Several partners are part of the consortium, including Egocentro, a leading tour operator in the responsible tourism sector, which is well-known for its professionalism. The consortium's contribution is decisive because of its technical and organizational competence, and because of its key role in logistics support. Among its main activities: the marketing of products branded 'Libera Terra', 'Centopassi' and 'Libera Terra Puglia', the communication activities of cooperatives, the organisation of sightseeing tours to the cultural sites that surround the cooperatives. The consortium's aim is to give support to those cooperatives that work on lands and properties confiscated from the mafia and to become a benchmark and driving force for the diffusion of a new model of transparent and fair economy.

Investment

'Libera il g(i)usto di viaggiare' is the new responsible tourism activity launched by Libera. It is a branch of the Libera Terra Mediterraneo Consortium. It stems from a desire to promote the Libera Terra project and the lands where it is based, giving visibility to structures, locations and realities connected to the world of the cooperatives. It aims to uncover a new profile for many territories, usually only known for being the setting of criminal activities, opening up new channels for responsible and sustainable tourism and for socio-economic activities.

Stakeholders

The main stakeholders of this project are the Libera Terra Mediterraneo consortium and Egocentro srl. Alongside them are 'Libera Associazioni Nomi e Numeri contro le mafie', other associazioni and cooperatives that operate in the region and various suppliers.

Employment generation

The responsible tourism activities of the consortium Libera Terra occupy a few people responsible for overall administration and coordination of activities with the receiving cooperatives.

Timeline	A few first example of responsible tourism were developed by the cooperative 'Placido Rizzotto' from 2002 onwards. These were the first steps of an activity that grew overtime. It all started from simple welcoming of people who came to visit the cooperatives in Sicily to learn about their work and daily struggle against the mafia, but it soon turned into something more organised, which now comprises professional catering for daily tours, planning and supervision of regular volunteer camps, and general tour organisation, from the start to the end of a trip. 'Libera il g(i)usto di viaggiare' was eventually born in November 2009 to develop this on-the-ground network of cooperatives that were engaged in responsible tourism and were promoting their local areas through tourism channels.
Feasibility study	The growing number of requests from people willing to visit properties and cooperatives which had been confiscated from the mafia prompted the creation of this new branch of economic activities.
Geo-social-economic setting	Not available.
Key features	'Libera il g(i)usto di viaggiare' aims to accommodate students, young professionals, friends of all ages and give them the opportunity to take centre stage in their trip. It gives people the possibility to have an amazing experience, thanks to the value of the places they visit, the services they receive, the people they meet, the activities they embark on and topics they deal with. The aim of 'Libera il g(i)usto di viaggiare' is to satisfy and enrich customers, selecting routes and services and customizing the proposals on the basis of individual needs, always with a constant attention towards the quality, reliability and professionalism of the structures involved.
Overall rational and motivation	Not available.
Strenghts	'Libera il g(i)usto di viaggiare' offers a kind of tourism based on the principles of social and economic justice, that fully respects environment and cultures, and that contributes to the development of different realities within the various Italian regions. And for best results, it selects partners and service providers that operate under the principles of justice, respecting both labor and the environment. The offering is aimed at curious travelers, knowledge lovers and all those who want to turn their trip into an unforgettable experience, a real opportunity for experimentation, discussion, reflection and –of course– relaxation.
Challenges and constraints	<p><i>Constrains:</i></p> <ul style="list-style-type: none"> – Due to the highly-social objective of the project, prices tend to be higher than the market's counterparts. – Seasonal limitations. – Difficulty in identifying suppliers that fully reflect the principles of the project (ethical standards, legality, high quality of service, economic competence). <p><i>Challenges:</i></p> <ul style="list-style-type: none"> – Improve value-for-money of the project.. – Improve the quality of the offering. – Expand the reference market. – Create better tools to select and monitor suppliers.

Direct activities and Impacts	The project is contributing to increase awareness of the issue of the mafia and its impact on everyday social and economic activities, especially with the younger generations. In Sicily there are now 2 main rural agriculture structures responsible for welcoming tourists and travellers. Libera is working with them to include their local networks in the areas where they are operating.
Use of innovative Technologies	Not available.
Evidence of a holistic approach/world view	Not available.
Scale of benefits	Not available.
Policies, incentives and regulations needed	'Libera il g(i)usto di viaggiare' was born thanks to Law 109/1996 on the social use of goods confiscated from the mafia. It was born with the aim of promoting the Libera Terra project and the work of the cooperatives that are part of it, using tourism as an innovative way to reach new markets and increase social impact.
Lessons and recommendations	Not available.
References	Enza Sorci Libera il g(i)usto di viaggiare Tel.: 0918577655 Fax: 0918579541 e-mail: info@ilgiustodiviaggiare.it