

NEWSLETTER

AgriVET**ourism**



AgriVet **Tourism**

Enhancing Sustainable Agritourism through Vocational Education
and Training for Rural Development

Project No: 2024-2-BG01-KA210-VET-000267044

June 2026

Multiplier Events

**Three Countries.
Three Events. One Shared
Vision**

As the AgriVETourism project approaches its final milestone, all three partner countries successfully hosted their Multiplier Events — bringing together local stakeholders, agritourism operators, and VET professionals to share the project's results and promote sustainable rural development across Europe.

Multiplier Events are a key deliverable of the AgriVETourism project. Organised in each partner country during the final phase of the project, these events brought the work of 18 months of collaboration to the attention of local communities, decision-makers, agricultural professionals, and vocational education stakeholders.



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Bulgaria — Petrich

Organised by: Petrich Municipality

Each event was designed to present the project's main results — including the newly developed VET curriculum on sustainable agritourism — to a broad audience of relevant stakeholders, with the aim of maximising the reach and long-term impact of the project beyond its duration.

The Multiplier Event in Petrich was hosted by the coordinating organisation of the project, Petrich Municipality, in the municipality's main assembly hall. Participants gathered to hear about the AgriVETourism project journey — from the initial needs assessment of local agritourism facilities to the development of the VET curriculum and the outcomes of the training in Italy.

Local farmers, agritourism facility operators, representatives from regional rural development organisations, and municipal officers attended the event. The presentation highlighted how the project addresses real challenges faced by Bulgarian agritourism businesses — including lack of qualified staff, absence of structured training, and the need for sustainable operational practices.



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Italy — Naples

Organised by: MAREA S.C. A R.L.

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MAREA hosted a vibrant dissemination event in Naples. The event drew a lively audience that included university students, researchers, agri-food professionals, and young entrepreneurs interested in sustainable rural development and agritourism.

The presenter walked the audience through the full project cycle — from the transnational partnership and the needs identified at agritourism facilities across Bulgaria, Italy and Greece, through to the modular VET curriculum and the hands-on capacity building training held in Italy. The session included an interactive discussion on the results obtained (Risultati ottenuti), sparking a lively exchange between the presenter and participants.



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Greece — Veroia

Organised by: iAgroCert

iAgroCert organised the Greek Multiplier Event in Central Macedonia, in a formal conference room setting. The event attracted students, VET professionals, agritourism stakeholders,

and representatives from agricultural and tourism organisations operating in the region. The event opened with the AgriVETourism project presentation, giving the audience a comprehensive overview of the project's transnational approach and concrete deliverables. Attendees learned about the unique challenges of agritourism in Greece — where the sector involves not only farmers but also non-agricultural actors — and how the project's VET curriculum can serve as a practical tool for sustainable business improvement.

The Multiplier Events mark a turning point for the AgriVETourism project. They are not merely a reporting obligation — they are the moment where knowledge built across three countries is handed back to the communities who need it most. The conversations sparked at these events will outlive the project itself.



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