

I Giornata di informazione e comunicazione progetti di COOPERAZIONE INTERREGIONALE e TRANSNAZIONALE

*“MEdicinal PLAnts in a SUstainable Supply chain.
Experience of land-use practices”*

ME.PLA.SU.S.

Assunta D’Oronzio CREA-PB BASILICATA

UNIBAS Matera February, 3 2023



PROJECT PURPOSE

To Improve the supply chain of Medicinal Plants (PO) and promote the development of the Mediterranean territory.

To stimulate cooperation processes between farms, processing companies, research institutions and consulting services (Lucanian and foreigners).

The MEPLASUS Partnership is a new network where all Partners provide their experience and knowledge to define common policies and practices.

The exchange of good practices concerns:

- the enhancement of technological innovations in production and marketing of MPs;
- the maximizing the use of MPs waste.

PARTNERSHIP

LP: Council for Agricultural Research and Economics - Research Centre for Agricultural Policies and Bioeconomy (CREA-PB)

- Dr. Maria Assunta D'Oronzio - Scientific referent

PP1: Department of Science – University of Basilicata (DiS – UNIBAS)

- Prof. Monica CARMOSINO - Scientific referent

- Prof. Luigi MILELLA - Project Manager

PP2: Lucanian Development Agency for Innovation in Agriculture (ALSIA)

- Dr. Domenico CERBINO - Scientific referent

- Dr. Pietro ZIENNA - Project Manager

PP3: Hellenic Agricultural Organization – DEMETER (HAO-DEMETER),

Institute of Plant Breeding and Genetic Resources

- Dr. Eleni MALOUPA - Scientific referent

- Dr. Dimitris FOTAKIS - Project Manager

PP4: Faculty of Agriculture - University of Belgrade (UNI-BG)

- Prof. Aleksandra DIMITRIJEVIC - Scientific referent

- Prof. Ana VUJOSEVIC - Project Manager

Italy

STAKEHOLDERS

- n. 4 companies (Producers/processors of the EO under study in the MEPLASUS project) of the EVRA Italia srl, in Lauria (Basilicata);
- Farm Donadio di Chiaromonte (PZ);
- Comunità del Cibo;
- Donne in campo – CIA Basilicata, Potenza (Basilicata);
- ODAF
- Agriment
- Bioactiplan

Greece

- Verdus BioHerbs S.A (cultivation and distillation of MPs), www.verdusbioherbs.com;
- Aetheleon Greek, Oregano Organic Farm, <https://aetheleon.com>;
- Fasma Technologies, extraction methods with supercritical CO₂;
- Phytosophia, Biological, Aromatherapy products and herbs, ecological aromatic plants products, <https://www.phytosophia.gr>

Serbia

- TOMIC, Bavaniste (Vojvodina);
- Institute for medical plants research «Dr. Josif Pancic», Pancevo (Vojvodina);
- «HERBA», production and processing of medicinal plants, Belgrado;
- Bio salas Farago, Association «Natura Balkanika», village Orom (Vojvodina);
- Association «Natura Balkanika», Sabac



Origano



Rosa canina

Cappero



Finocchio marino



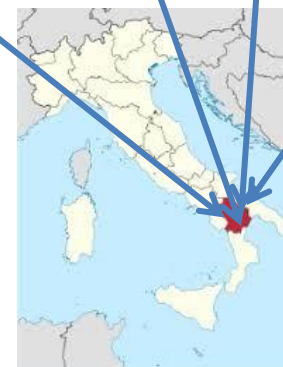
Carciofo selvatico



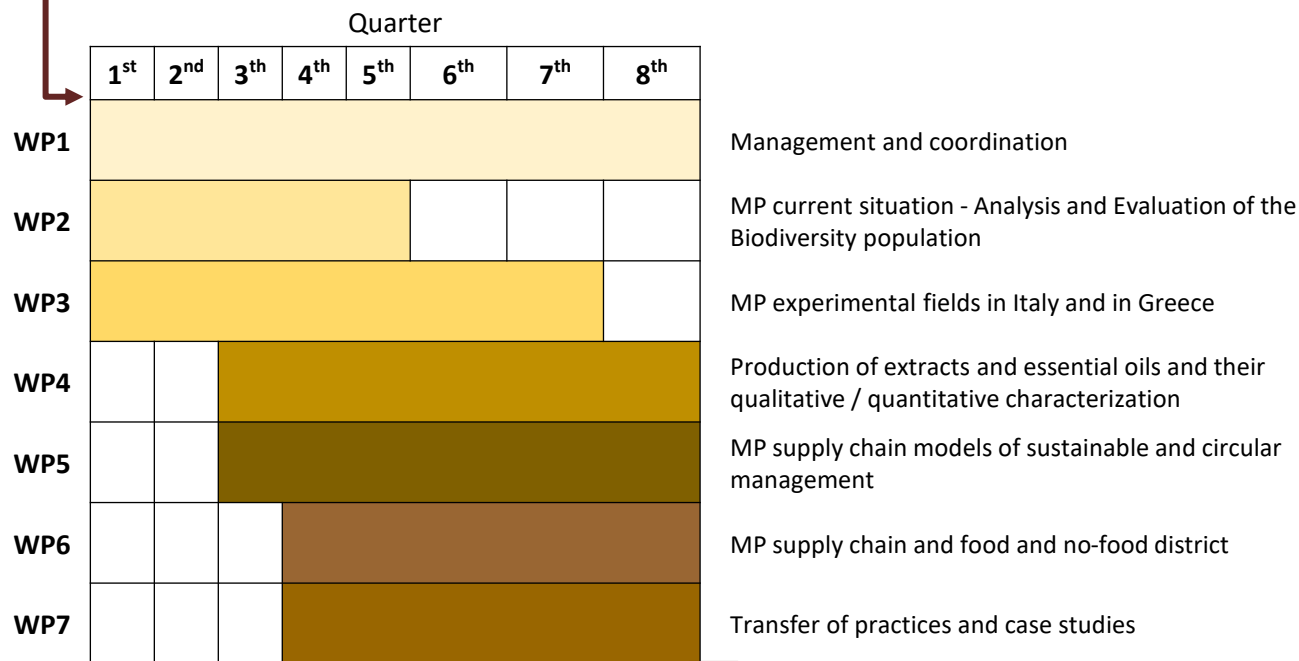
Zafferano



Rosmarino



START
18.11.21



END
17.11.23

Output realizzati al 31/12/2022



- Communication plan;
- Website (continuously being updated);
- ME.PLA.SU.S. Joint launch (March 29, 2022);
- Study day (July 14, 2022), "OFFICIAL PLANTS - Perspectives and tools for local supply chain development," Castelluccio superiore (PZ);
- Staff exchange (November 7-11, 2022), "Walking through the History of Medicinal Plants in Basilicata".

Output realizzati al 31/12/2022



➤ REPORT

- No. 4 of Monitoring and coordination (Joint launch, No. 2 Steering Committee, Semi-annual activity);
- No. 3 of Scientific Activities (Analysis of the MPs sector in Basilicata; Lucanian companies in the Officinal Plants sector: socio-economic survey and analysis of main needs; Socio-economic and cultural-historical analysis of MPs species in Partner Countries);
- No. 2 of Events (Study Day and Focus Group on 14.07.22; Staff Exchange on November 7-11, 2022);
- No. 2 related to technical visits at SUD Officinale Bioplant Company in Irsina (MT) and EVRA in Lauria (PZ);
- PUBLICATIONS (No. 4)

Output realizzati al 31/12/2022

➤ TECHNICAL VISITS

- EVRA Processing Plant, Lauria (PZ) July 14, 2022;
- SOUTH Officinale - BIOPLANT, Irsina (MT), October 2022;
- Amaro Lucano Museum; Pisticci (MT), November 8, 2022;
- Ethnobotanical Conservatory - Anthropology, Ethnomedicine, Medicinal Plants; Castelluccio superiore (PZ), November 8, 2022;
- ALSIA medicinal plant catalog field and Germplasm bank - Rotonda (PZ);
- Farm for "The mechanical harvesting of lemon balm," Rotonda (PZ);
- Laboratories of the UNIBAS Department of Pharmacy; University Campus of Potenza, November 10, 2022.



COMMUNICATION PLAN - 1

This COMMUNICATION PLAN identifies the main actions to be implemented within the MEPLASUS - Medicinal Plants in Sustainable Supply chain project, in order to increase knowledge relating to the Medicinal Plants supply chain and consolidate the exchange of information of the network of subjects that make up the partnership of the project.

For completeness, the plan reports some actions already identified in the WP of the project, alongside which others deemed essential for the full implementation of the same are identified.

It is specified here:

- a chronoprogramm is not indicated, which will instead conform to the project activities.
- for the actions identified in slide 5, the use of an expert professional is recommended.



THE PROJECT

MEdicinal PLAnts in a SUsustainable Supply chain. Experience of land-use practices.



Vision

The MEPLASUS project pursues a model of sustainable development that enhances the use of medicinal plants in a multiple and versatile way by developing an "Innovative Model" with low environmental impact for the circular management of the PO supply chain.



Mission

Meplasmus aims to strengthen the local micro-supply chains of the POs of the Pollino-Lagonegrese Rural District



Needs analysis

Website

<https://meplasmus.crea.gov.it/>

The site is organized into sections (the project, the working group, doc, news and reports - in the current state - the essential information of the project and the first activities carried out).

Not present: section dedicated to OP; information on supply chain numbers; disclosure report of the activities carried out.



Dissemination/animation

The project identifies the animation and dissemination actions in the seven WPs: workshops, study visits, exchange of good practices, scientific publications. Some of them have already been completed, others are in progress.

COMMUNICATION PLAN - 2

Proposed activities



Photo

Creation of a photographic catalog of PO, which can be published on the site and used for other dissemination-informative actions.



Video

To achieve:

- 1: **video interview with the project partnership representatives**, also with English subtitles;
- 2: **video clips (59") describing the PO**;
- 3: **short stories (1'30") of the main activities** (workshops, study visits, etc.). The activities will be appropriately indicated by the project manager



descriptive cards of medicinal plants

Each will contain the main information on cultivation and production, curiosities and uses, etc.

The cards can be combined in a catalogue, to be disseminated to stakeholders and potential ones (for example restaurateurs)



communicative strengthening of the animation/dissemination actions identified in the project

In particular, through:

- the dissemination of press releases announcing the appointments and subsequent synthesis of the same;
- the creation of photos;
- the collection of results (already in place).



website implementation

- Creation of a section/page, reachable through the navigation menu, dedicated to medicinal plants with photos, descriptions, and other information contained in the cards mentioned above.
- creation of space dedicated to the numbers of the sector and the supply chain. (for example, in home, report infographics with cultivated hectares/number of varieties).
- **updating with information related to the activities with previously referred to cards, reports and press releases.**

INTERNAL AND EXTERNAL COMMUNICATION

The website is the virtual place for greater sharing of information related to the project and medicinal plants and as such facilitates the connection between partners and the monitoring of activities.

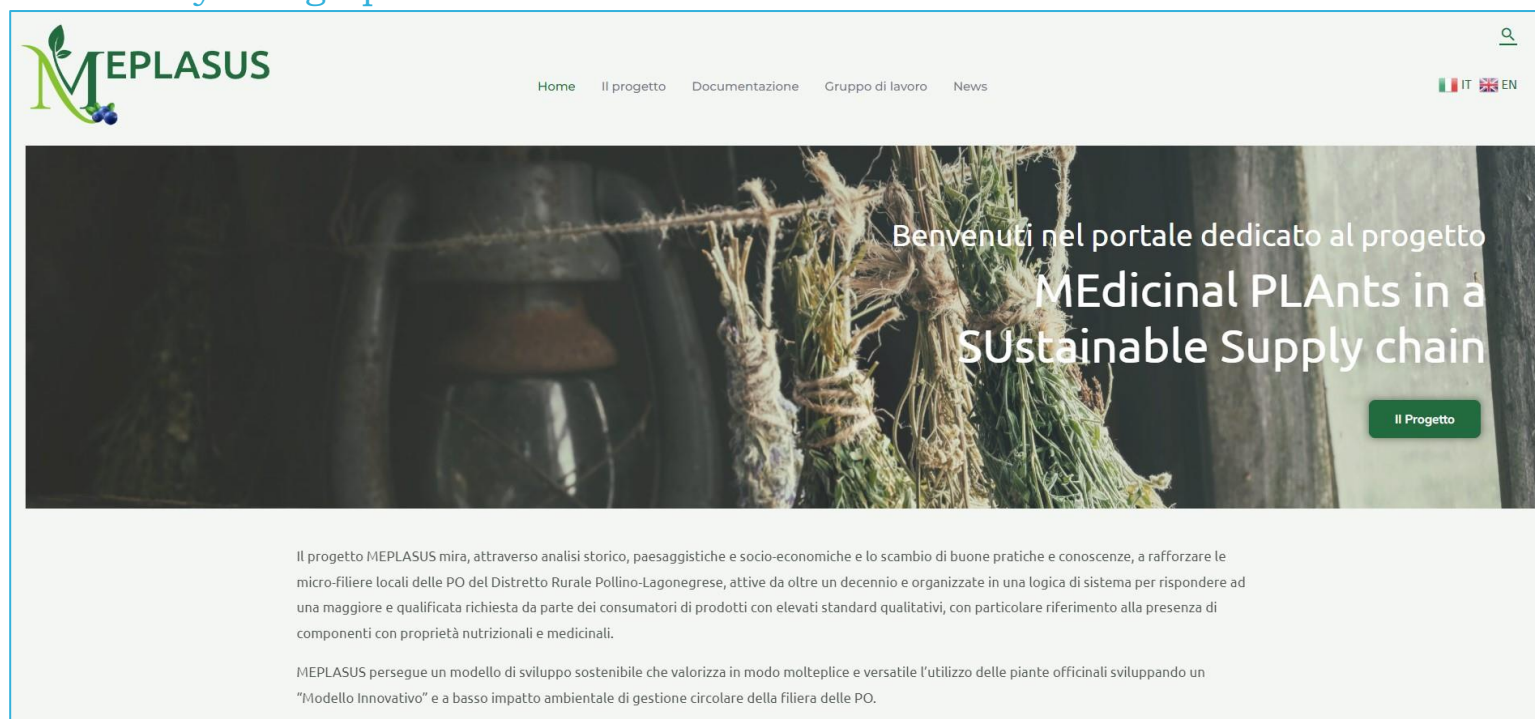
Benvenuti nel portale dedicato al progetto



January, 2022

Website: www.meplusus.crea.gov.it

Constantly being update



The screenshot shows the homepage of the MEPLASUS website. At the top left is the MEPLASUS logo, which features a stylized green 'M' with a leaf and a bunch of grapes. To the right of the logo is a navigation menu with links: Home, Il progetto, Documentazione, Gruppo di lavoro, and News. Further right are flags for Italy (IT) and English (EN), and a search icon. The main banner image shows bundles of dried medicinal herbs hanging from a wooden frame. Overlaid on the right side of the banner is the text: "Benvenuti nel portale dedicato al progetto MEDicinal PLAnts in a SUstainable Supply chain". Below this text is a green button labeled "Il Progetto". At the bottom of the page, there is a paragraph of text in Italian describing the project's goals and a quote from MEPLASUS about sustainable development.

MEPLASUS

Home Il progetto Documentazione Gruppo di lavoro News

IT EN

Benvenuti nel portale dedicato al progetto
**MEDicinal PLAnts in a
SUstainable Supply chain**

Il Progetto

Il progetto MEPLASUS mira, attraverso analisi storico, paesaggistiche e socio-economiche e lo scambio di buone pratiche e conoscenze, a rafforzare le micro-filiere locali delle PO del Distretto Rurale Pollino-Lagonegrese, attive da oltre un decennio e organizzate in una logica di sistema per rispondere ad una maggiore e qualificata richiesta da parte dei consumatori di prodotti con elevati standard qualitativi, con particolare riferimento alla presenza di componenti con proprietà nutrizionali e medicinali.

MEPLASUS persegue un modello di sviluppo sostenibile che valorizza in modo molteplice e versatile l'utilizzo delle piante officinali sviluppando un "Modello Innovativo" e a basso impatto ambientale di gestione circolare della filiera delle PO.

March 29, 2022

ME.PLA.SU.S. Joint launch

between the Partners involved in the implementation of the ME.PLA.SU.S. Project
Products: Brochure, Joint launch and Steering Committee Reports










MEdicinal PLAnts in a SUSTainable Supply chain.

Experience of land-use practices

[MEPLASUS Joint launch](#)

March 29, 2022
 from 12:00 to 14:30 (AM CET)



Segreteria:
 Salvatore Caricati salvatore.caricati@crea.gov.it
 Anna Romaniello: annalucia.romaniello@crea.gov.it

Program

12:00 h

- Welcome
 Dr. Maria Assunta D'ORONZIO - Scientific manager (CREA-PB)
 Dr. Michele Brucoli - Agriculture Department - Basilicata Region
- Project Presentation
 Dr. Maria Assunta D'ORONZIO - Scientific referent of CREA-PB
 Prof. Monica CARMOSINO - Scientific referent of UNIBAS "WP4"
 Prof. Luigi MILELLA - Project Manager
 Dr. Domenico CERBINO - Scientific referent of ALSIA "WP3"
 Dr. Pietro ZIENNA - Project Manager
 Dr. Eleni MALOUPA - Scientific referent (HAO DEMETER)
 Dr. Dimitris FOTAKIS - Project Manager
 Prof. Aleksandra DIMITRIJEVIC - Scientific referent of UNI-BG
 Prof. Ana VUJOSEVIC - Project Manager of UNI-BG
- Discussion on project activities and the 1st Study visit

from 14:00 to 14:30

- Steering Committee Meeting

REPORT

Giornata studio

Focus Group



MEdicinal PLAnts in a Sustainable Supply chain.
Experience of land-use practices



PIANTE OFFICINALI Prospettive e strumenti per lo sviluppo della filiera locale

14 LUGLIO 2022 | ore 10:00
CASTELLUCCIO SUPERIORE (PZ)

Conservatorio Etnobotanico – Antropologia, Etnomedicina, Piante Officinali



July 14, 2022 Castelluccio superiore (PZ), Italy

Study day

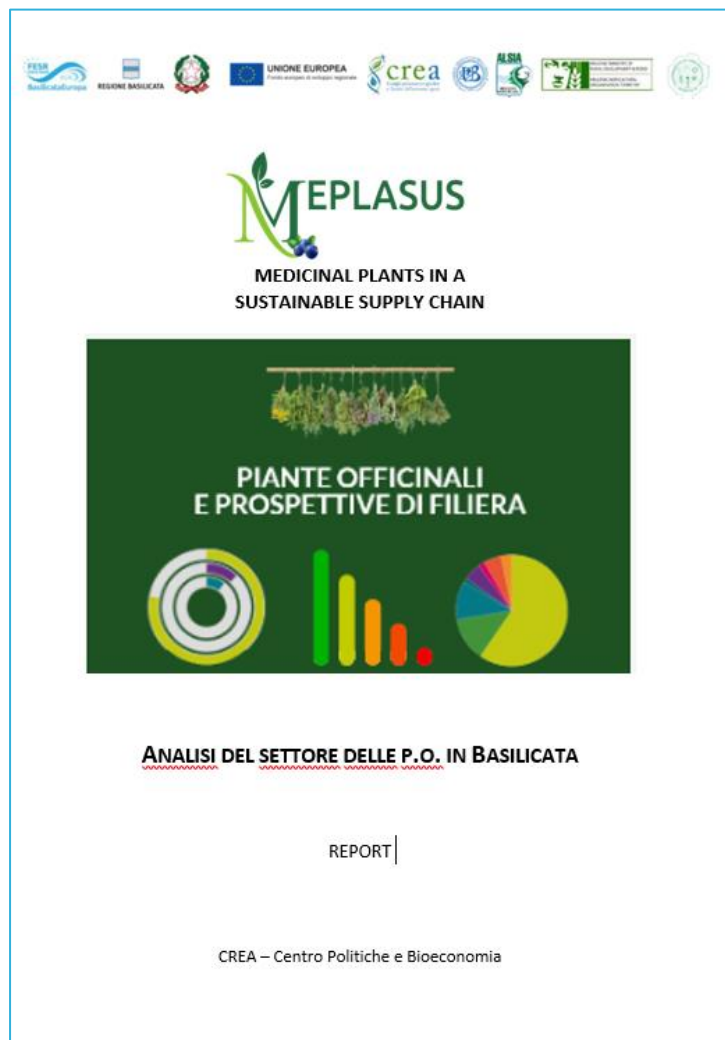
MEDICINAL PLANTS: PROSPECTS AND TOOLS FOR LOCAL SUPPLY CHAIN DEVELOPMENT

The day included different moments of work

when	what	note
Morning	Workshop	it was a time for discussion-study among Research Institutions and some stakeholders involved in the project;
Early afternoon	Focus	research institutes, farmers, processing companies and stakeholder participated; during the focus several critical issues and needs of Lucanian farmers emerged
Afternoon	Study visit	EVRA in industrial area of Lauria (PZ); it is a processing company specializes in the preparation of quality plant extracts from plant species cultivated or wild in the territory of the Pollino Park

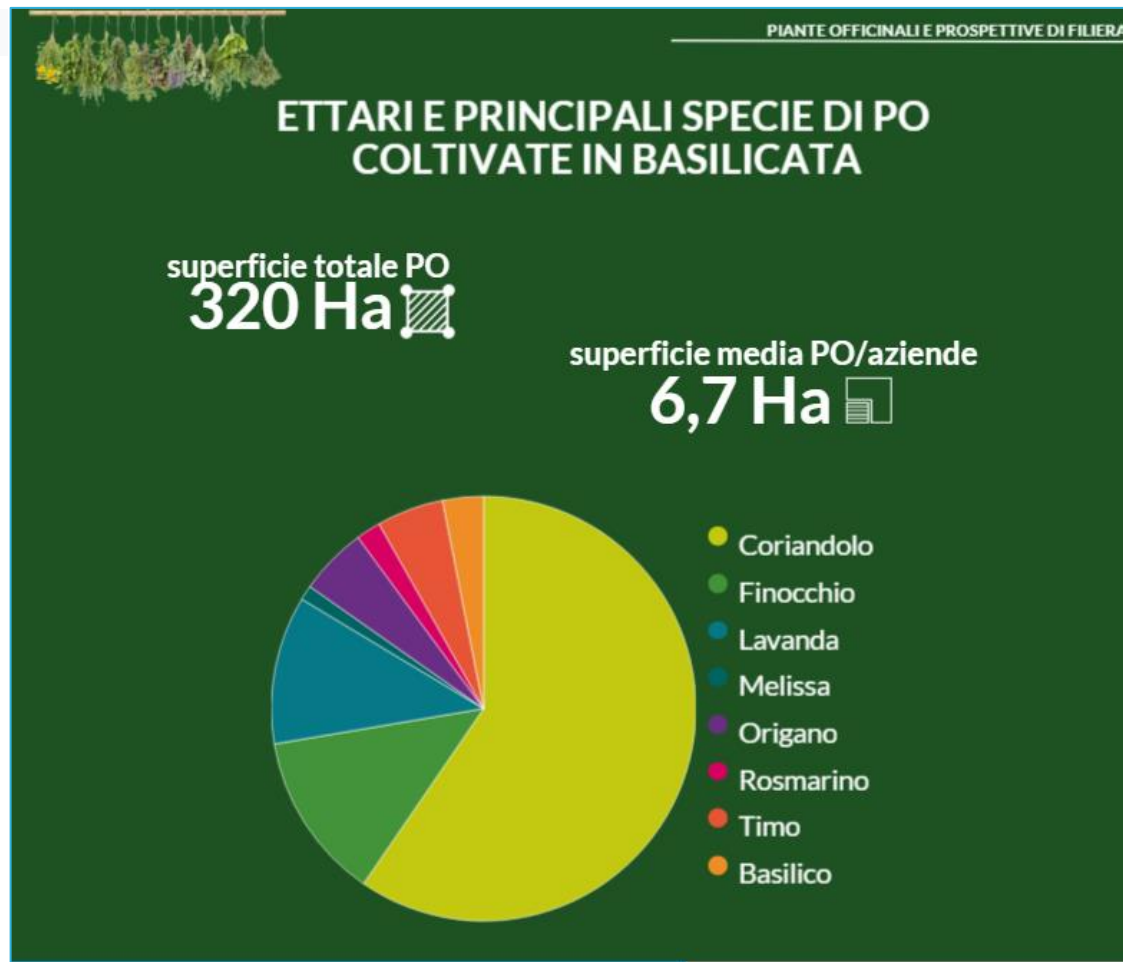


Products: Brochure, Workshop report, Focus Report, Visit Report, Certificate of attendance.



Analysis on MPs in Basilicata

Infographic 1



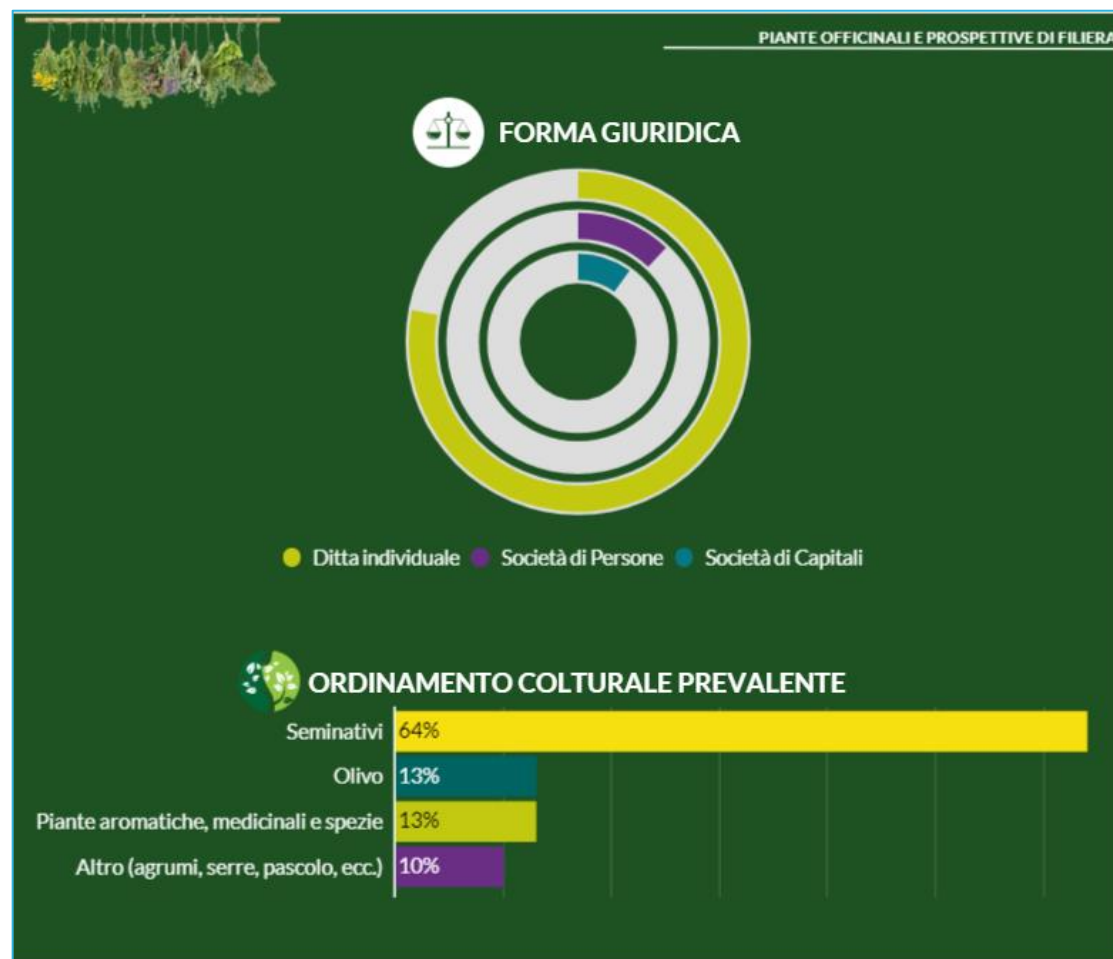
...analysis on MPs in Basilicata

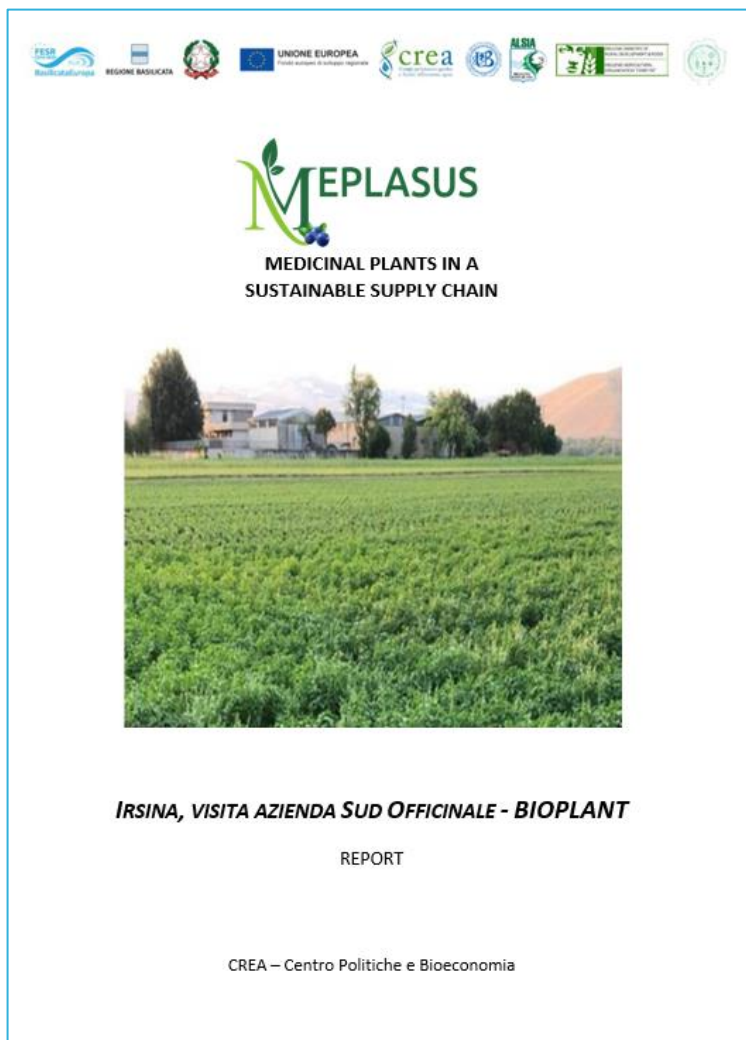
Infographic 2



...analysis on MPs in Basilicata

Infographic 3





October 2022 – Irsina, visit to Sud Officinale- BIOPLANT Company



REPORT

Visita

evra®

Località Galdo, Zona Industriale, Lauria (PZ)

MEPLASUS

MEDicinal PLAnts in a SUSTainable Supply chain.
Experience of land-use practices



PIANTE OFFICINALI
Prospettive e strumenti
per lo sviluppo
della filiera locale



MEPLASUS

MEDICINAL PLANTS IN A
SUSTAINABLE SUPPLY CHAIN



LE AZIENDE LUCANE DEL COMPARTO DELLE PIANTE OFFICINALI: INDAGINE
SOCIO-ECONOMICA E ANALISI DEI PRINCIPALI FABBISOGNI

REPORT SURVEY

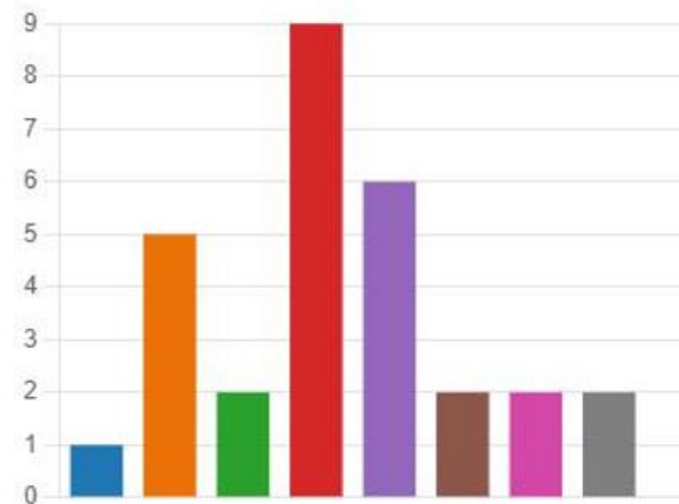
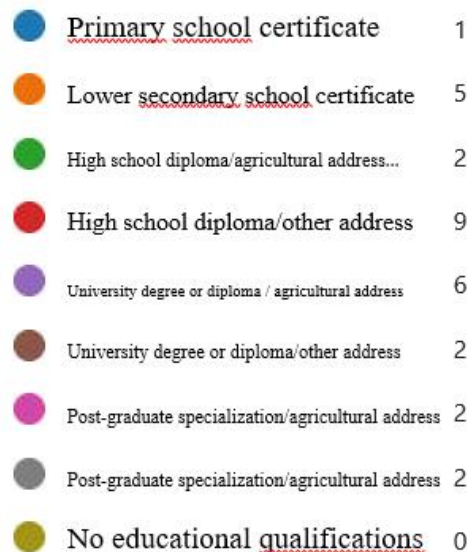
CREA – Centro Politiche e Bioeconomia

A first results analysis

Gender

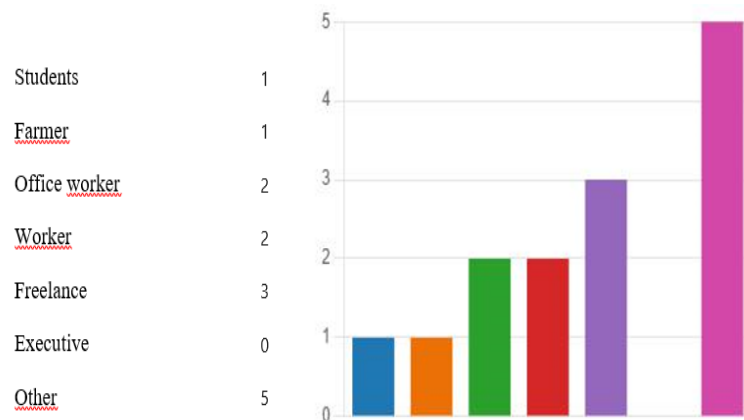


Academic qualifications

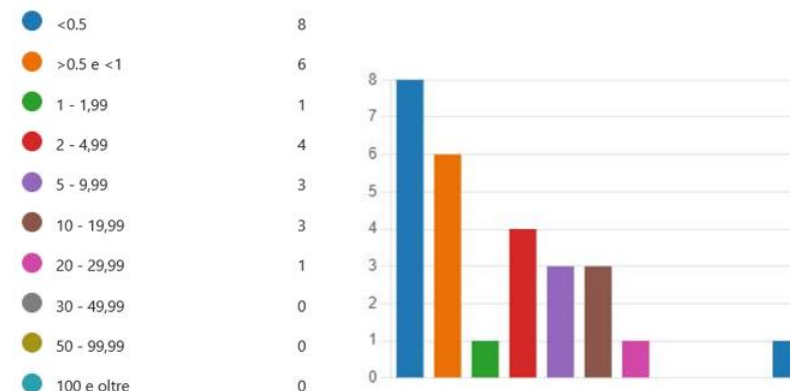


...Results analysis

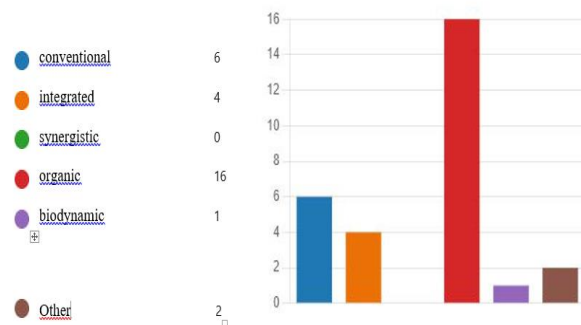
Details of previous work experience



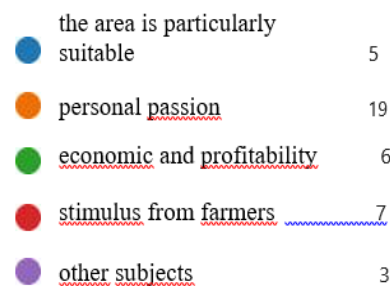
Agricultural area dedicated to medicinal plants



The agricultural production model you use



Reasons that led you to choose the cultivation of medicinal plants



November 7-11, 2022

First italian Study Visit

A WALK THROUGH THE HISTORY OF MEDICINAL PLANTS IN BASILICATA

Products: Brochure,
Program,
Study visit report,
Steering Committee Reports



November 7-11, 2022

First Italian Study Visit

A WALK THROUGH THE HISTORY OF MEDICINAL PLANTS IN BASILICATA

Its objective: to explore the aspects that characterize the local micro-chain of MP, encourage exchanges of knowledge and experience between the various subjects of the partnership, as well as the transfer of territorial models of development of marginal areas characterized by quality productions and a vocation for MP production.

Visit to:

- The Amaro Lucano Museum in Scalo di Pisticci (MT);
- The Ethnobotanical Conservatory and MPs Field in Castelluccio Superiore (MT);
- The ALSIA Center and MPs farm in Rotonda (PZ);
- The EVRA processing company in Lauria (PZ);
- The pharmacy laboratories of the UNIBAS in Potenza

First italian Study Visit **A walk through the history of medicinal plants in Basilicata**



MATERA



First italian Study Visit A walk through the history of medicinal plants in Basilicata



AMARO LUCANO MUSEUM- PISTICCI (MT)



First italian Study Visit A walk through the history of medicinal plants in Basilicata

Visit to **Ethnobotanical Conservatory - Anthropology, Ethnomedicine, Medicinal Plants** of Castelluccio Superiore (PZ) Basilicata region Italy

Ethnobotanical Conservatory is a Research and Documentation Center for the study of applied Botany and Ethnobotany



LAURIA (PZ)

CASTELLUCCIO SUPERIORE (PZ)

Visit to **EVRA Italy** processing plant in Lauria (PZ) Basilicata region Italy



evra[®]



First italian Study Visit A walk through the history of medicinal plants in Basilicata

ALSIA – A.A.S.D. «Pollino» – ROTONDA (PZ)

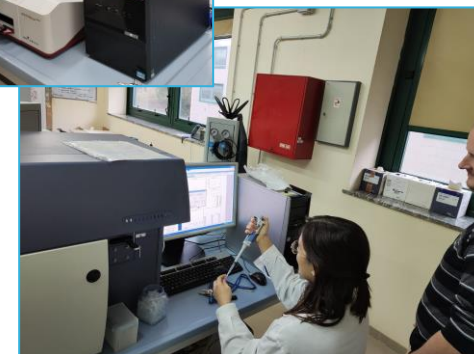


Tests of mechanical harvesting, drying and grinding of medicinal plants (lemon balm)

ALSIA – A.A.S.D. «Pollino» – ROTONDA (PZ)



First Italian Study Visit A walk through the pharmacy laboratories of the University of Basilicata (PZ)





**MEDICINAL PLANTS IN A
SUSTAINABLE SUPPLY CHAIN**



***ANALISI SOCIOECONOMICA E STORICO-CULTURALE
DELLE SPECIE DI PO DEI PAESI PARTNER.***

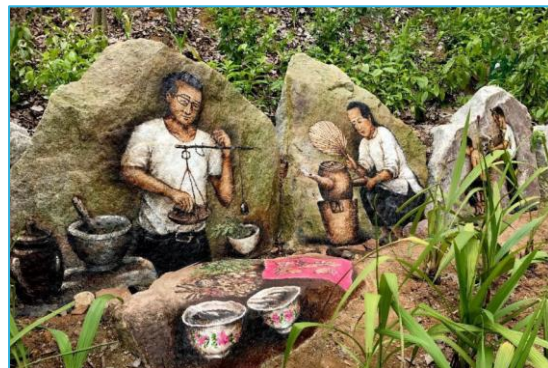
CREA – Centro Politiche e Bioeconomia

History and culture of medicinal plant

Ethnobotany as an interdisciplinary science (botany, phytochemistry, pharmacology, cultural anthropology) which analyzes and enhances the use of plants through the reading of the traditions of popular practices, historical memory of peasant civilization

OPPORTUNITIES

- modern medicine: the recovery of active molecules
- territories: natural and cultural biodiversity, recovery of ancient cultivars of fruit plants, vegetables, cereals, etc., enhancement of related cultivation techniques, conservation and enhancement of the typical features of each region
- latest trends: increasingly oriented towards the "natural" and "organic" both in the food and therapeutic fields



PAPERS

Sica C., Dimitrijević A., D'Oronzio M.A. (2021). *Officinal plants: an opportunity for socioeconomic development in Basilicata*. In: Proceedings of The Fifth International Symposium on Agricultural Engineering, ISAE-2021; Session IV pp. 7-13. 30th September – 2nd October 2021, Belgrade (Serbia)

D'Oronzio M.A. & Sica C. (2022). ME.PLA.SU.S., research and experimentation on medicinal plants with a view to sustainability. Agrifoglio magazine; May 16, 2022.

D'Oronzio M.A. (2022). BASILICATA: A STRATEGY FOR MEDICINAL PLANTS Characterization and enhancement of medicinal plants through a clear regional strategy. Ruralidea; May 16, 2022.

Carbone K., Licciardo F., Tarangioli S., D'Oronzio M.A., Assirelli A., Manzo A. (2022). Le piante officinali, colture alternative da reddito. Colture erbacee....

December 14, 2022

Matera (Italy)

Dissemination day: ME.PLA.SU.S. is presented as part of the first international workshop Project PAPRIKANET

FROM FARM TO PHARMACY

PAPRIKANET, Transnational Cooperation Project of the University of Basilicata (Dept. of Science, that is the PP1 of MEPLASUS)

The two projects have in common the development of "knowledge and innovation" in the field of natural substances with special reference to the enhancement of Basilicata's native species and medicinal species found there.



NEXT STEPS

- SCIENTIFIC PAPERS (under development two scientific papers);
- GREEK STUDY VISIT (expected in September 2023);
- DISSEMINATION SHEETS OF THE MAIN P.O.
- ANALYSIS OF SAFFRON AND ROSEHIP WASTE;
- ANALYSIS OF PLASTIC WASTE PRODUCED DURING THE PRODUCTION CYCLE AND PROCESSING;
- SUPPLY CHAIN GUIDELINES
- IMPLEMENTATION OF THE WEB SITE
- TRAINING FOR FARMS



Thank you for your attention!