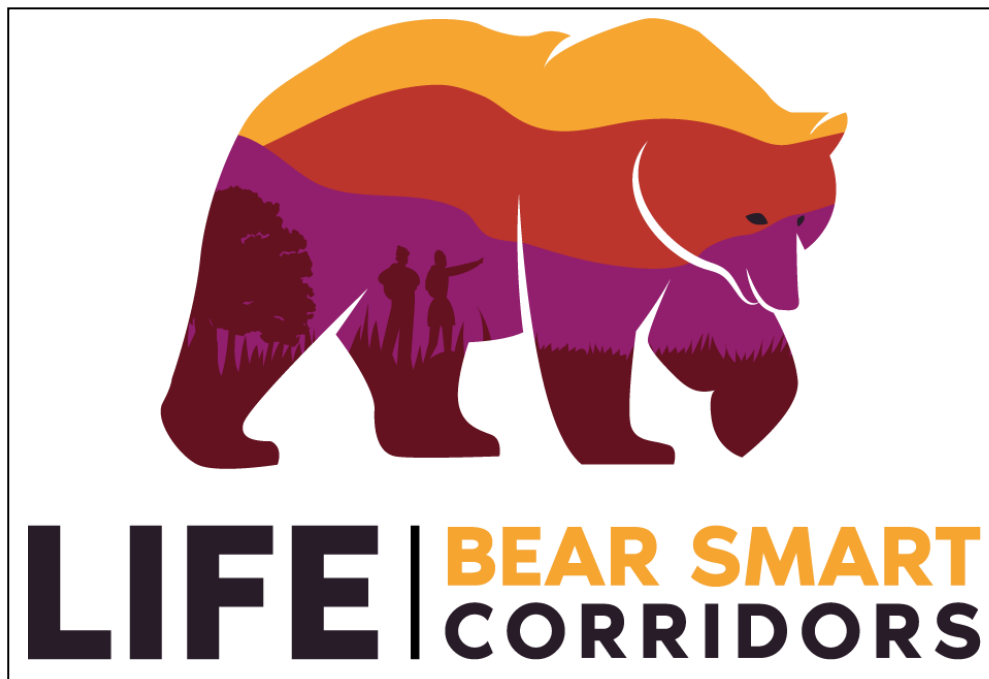




LIFE20 NAT/NL/001107  
LIFE Bear-Smart Corridors

REPORT OF STAGE 2 OF CEW  
E5 Capacity Enhancement Programme



December 2024

Valerio Reale – Rewilding Apennines Enterprise Manager



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## Introduction

**The present report was produced in the frame of Action E5 of the LIFE Bear Smart Corridors project, which started in 2023 with a capacity enhancement programme.**

*The action E5 is a continuation of the action A5, which produced a socio-economic analysis of the landscape (landscape business plan - LBP) in which the different BSCs are located, in the central Apennines, Italy. Through to the LBP, RA started to engage with several entrepreneurs in the landscape, who have been invited to participate on a voluntary basis to a capacity enhancement programme. The goal is to create a business network, involving local partners.*

*The following report includes the main highlight of year 2024, in which RA conducted several workshops and events to advance in the capacity enhancement programme and start animating the network. The following months will be used to finalise the protocols with local entrepreneurs and launch the network with a dedicated public event.*

The year 2024 marked an important one to advance in the bear smart community project, with a variety of workshops and events organised by the LIFE partners across all bear smart communities.

Each community has now been presented with an overview of what a bear smart community is, thanks to the public events carried out in action E1 and key stakeholders have been addressed through specific capacity building workshops, throughout the action C6. The following months will serve to advance in the establishment of local committees in each municipality with the goal to present coexistence plans in each town (Action C1), combining conservation actions and economic activities, aiming to increase social acceptance towards wild bears and prevent conflicts (through the mapping of bear attractants in each town, which should also serve as a framework for fundraising).

In this context, RA continues to work with its partners within and beyond the framework of the LIFE BSC, by supporting local businesses which have shown an interest in embracing a coexistence approach. Thirty-seven local entrepreneurs have been enrolled in the capacity enhancement programme and have participated in three workshops in 2024 and joined a number of experiences and commercial events, raising awareness on their products and contributing to the Bear Fund (over € 60.000 in 2024 between corporate donations and local businesses).

The network is a crucial tool to enable the functionality of new tourism products (in 2024 new collaborations have been explored to develop new experiences in the project area), within and beyond protected areas. The combination of wild and domestic elements - which translate in the possibility to experience wildlife-based experiences, as well as discovering new artisanal products less known in the market - is the trademark of the network, where keystone species meet quality-based products, grown and produced in this biodiverse landscape. As a result of these workshops, a new stamp has been designed to mark all products and services within the context of the network. A Chimera, a mythological figure which combines both figurative elements from the “wild” world, as well as domestic ones, has been chosen as result of the participatory workshops with local entrepreneurs to describe this identity, which while at times can be a source of conflicts to be addressed, can equally be an opportunity to position the central Apennines as a new hotspot in the European market for nature-based tourism and redefine what we mean by quality, in regards to products and experiences.

In 2025, two more workshops will be held and the network will be officially launched, during a dedicated event - partners are discussing the possibility to set up a bear smart community festival, with their own resources, to give visibility to both the network and the larger initiative.



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## THE CAPACITY ENHANCEMENT PROGRAMME – 2024 WORKSHOPS

Updated timetable of the workshops

TIMELINE	ACTIONS	LOCATION	DESCRIPTION
March 2023	Soft launch meeting	Bespoke visit to each BSC	First informal meeting between RA and entrepreneurs to present the whole project
May 2023	First Team Building Session with Wildlife Adventures	The session took place in Ortona dei Marsi on the 28 <sup>th</sup>	The first training session on the ground to explore one of the ecological corridor and understand the work that goes into nature conservation and rewilding
June 2023	Bear biology and coexistence practices	Online	RA
TIMELINE	TOPIC	LOCATION	ANIMATOR
October 2023	The economics of a bear smart community	Civita d'Antino	RA
November 2023	First Bear Fund Network	Rome	RA
May 2024	Responsible communication	Villetta Barrea	RA and PNALM
June 2024	Outdoor session on Brand identity	Bisegna	RA and PNALM
October 2024	Presentation of the results of the brand identity workshop – first draft of the logo	Online	RA
February 2025	Preparation of the launch of the network	In one of the BSC	RA
June 2025	Second team building session	In one of the corridor	RA
TIMELINE	ACTION	LOCATION	DESCRIPTION
August 2025	Second Bear Fund Networking Event	To be held in connection with BSC festival	A dedicated event to present the Bear Fund Network and attract potential investors and clients

In 2024 three workshops were held in the project area in the following dates:

- On May 21<sup>st</sup> held in Villetta Barrea on responsible communication by RA and PNALM;
- On June 26<sup>th</sup> held in Bisegna on the brand identity of the network by RA, PNALM and Wildlife Adventures;
- On October 30<sup>th</sup> an online workshop conducted by RA to present the result of 2024 and show a first draft of the stamp for the products of the network;



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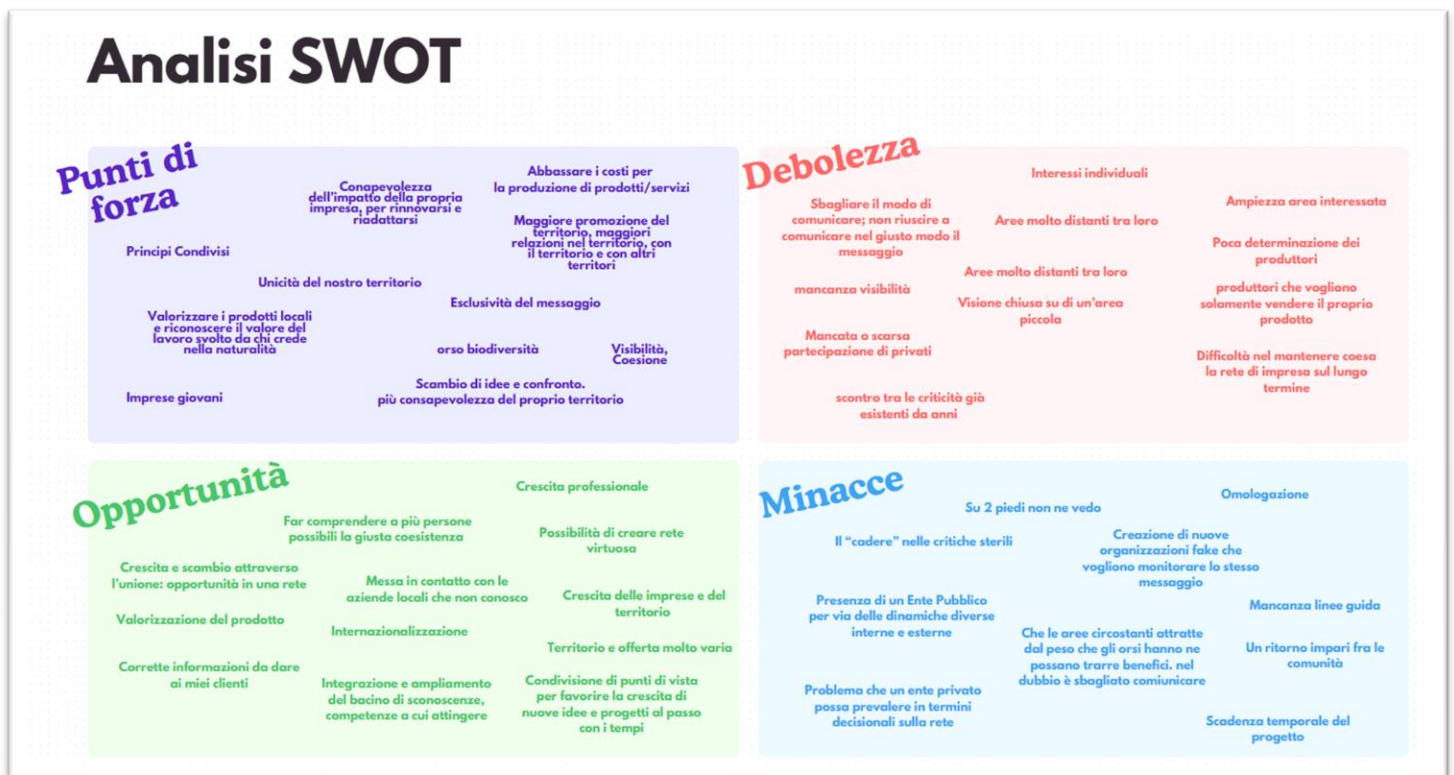


## BRIEF SUMMARY OF EACH WORKSHOP<sup>1</sup>:

### “Cucire Conessioni” (“Stitching connections”) workshop - Villetta Barrea, May 21<sup>st</sup> 2024

The first workshop of 2024 was held in Villetta Barrea, at the Hotel Degli Olmi, by both Rewilding Apennines and the PNALM. The presentation focused on the best practices that entrepreneurs should adopt to responsibly communicate their products and services, in a context where market practices must align with conservation efforts. A number of good and less positive case studies were shown, to highlight how communication can play a vital role in shaping people’s perception around wild areas. In particular the following topics were analysed:

- The crucial role of 2023, which marked an important year in terms of communication considering the tragic accident in Trentino<sup>2</sup> and the loss of one of the most prolific female bears in Abruzzo, Amarena<sup>3</sup>; both accidents have sparked discussions around safety measures between wild animals and humans and what is the role of tourism both in the Alps and the central Apennines;
- The elements that make the communication strategy of an NGO and a National Park similar and different were highlighted, to inspire entrepreneurs to rely both approaches;
- A number of different case studies were discussed to collectively agree on the communication strategy that the network should adopt in the future. A questionnaire was submitted to each of the fifth-teen participants and results were presented in the form of a SWOT analysis (see below)



<sup>1</sup> During the first and second workshop an anonymous questionnaire was submitted to collect information. All questionnaires are in custody of RA and can be consulted. The questionnaires are in Italian.

<sup>2</sup> [https://www.repubblica.it/cronaca/2023/04/06/news/andrea\\_papi\\_runner\\_morto\\_orso\\_trentino-395213353/](https://www.repubblica.it/cronaca/2023/04/06/news/andrea_papi_runner_morto_orso_trentino-395213353/)

<sup>3</sup> [https://www.repubblica.it/cronaca/2023/09/18/news/orsa\\_amarena\\_autopsia-41494929/](https://www.repubblica.it/cronaca/2023/09/18/news/orsa_amarena_autopsia-41494929/)



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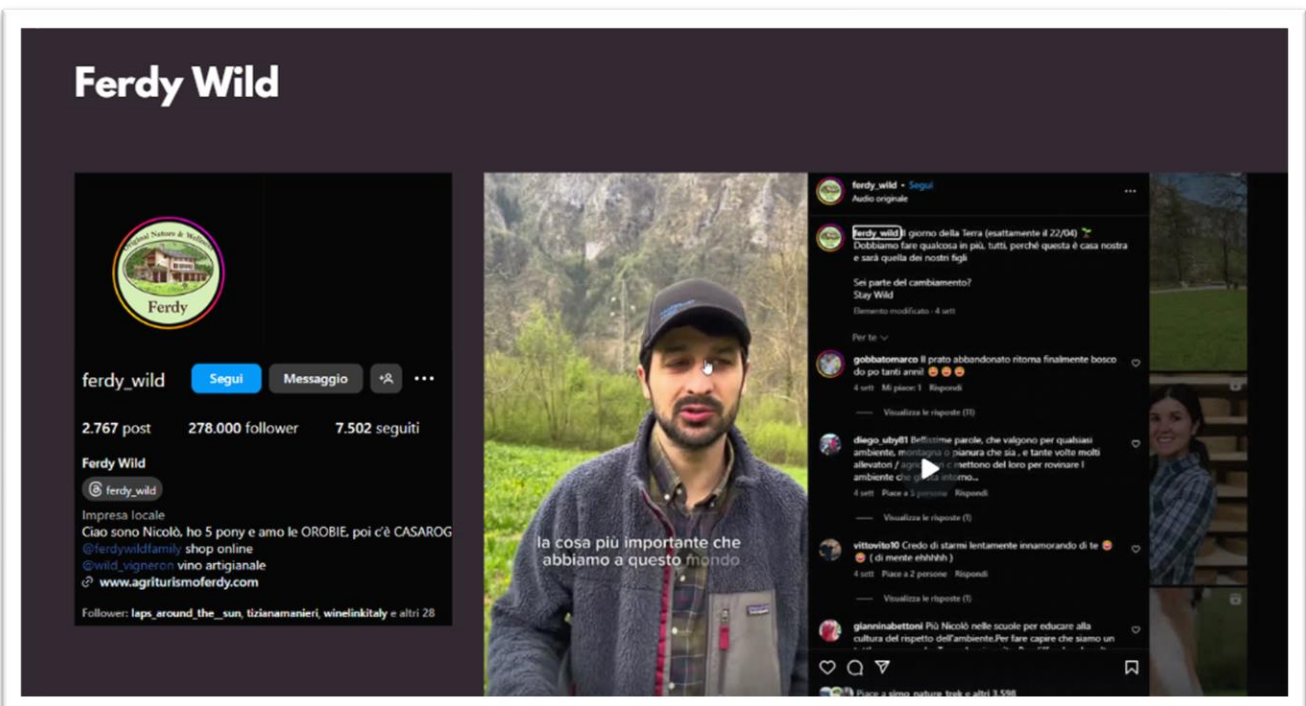


This workshop was a preparatory one in view of the following meeting, which aim was to identify the key messages of the network in terms of a new brand identity (why is this network different from the others? What makes it special?).



**Pacina**  
**Produttori di vino, legumi e**  
**altro - 65 ettari (11 di vigna)**

*Pacina Family Business – a good example of responsible communication*



*Ferdy Wild family business – a more opportunistic example of communication*



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### Key messages from the workshop

- One of the main challenges emerged from this workshop is the need to overturn an intrinsic condition of these territories, namely that the relation between protected areas and corridors should not be perceived as a form of competition, instead as an opportunity to diversify experiences and develop new tourism products. From a market perspectives corridors areas are not considered a “destination” while those businesses located inside protected areas can rely on a well-defined status. Hence, the communication strategy of the network will have to articulate this in a way that can bring more income to everyone, regardless of their location.
- Another challenge will be to communicate the great variety of public bodies and NGOs connected to the network. Unlike other example of business networks, one of the things that makes this network different is the presence of many actors from the institutional community and civil society, which translate also in the need to develop a new identity which can represent this condition, without having to include all logos of all actors involved every time.

The full presentation (“Cucire Conessioni” in Italian) is attached to the present report in a PDF version.

### **The Brand Identity workshop – Bisegna, June 26<sup>th</sup> 2024**

On June 26<sup>th</sup> RA and PNALM, in collaboration with Wildlife Adventures, conducted an outdoor session in Bisegna, with a guided walk to the mountain hut of Terraegna. The goal of this workshop was to collectively identify the key messages to create a clear brand identity for the network, given the challenges and conditions highlighted in the previous meeting. The workshop was divided into two sessions:

- The first session was conducted by Umberto Esposito from Wildlife Adventures, in order to inspire participants to think about the identity of the network by showing wild animals signs of presence and thinking about the conservation actions which need to be in place to ensure the quality of tourism experiences that the market demands today. The walk was also joined by Daniela Gentile, who has an extensive experience as a bear biologist working for the PNALM. Notions of bear biology and bear monitoring practices were reinforced.
- The second session was held by RA and PNALM. An anonymous questionnaire was submitted to all participants to investigate the following messages:

*Why the network is important to you?*  
*A childhood memory connected to the landscape*  
*Imagine the network in 2033 – what achievements have we reached?*  
*What are the challenges that we have to achieve this position?*

The aim was to identify the key elements to define the brand identity of the network through a participatory approach, by collectively choosing the main messages to focus on. The need was to communicate the variety of products and services which can be experienced within the network, as well as the variety of actors involved, both from the public and private sector.

### Key messages from the workshop:

The workshop was very much necessary to spark the discuss towards some of the intrinsic challenges of this initiative. The network is connected to the development of the bear smart community: how can business contribute to advance in this process? How can they motivate the stakeholders to advance in the collective goal to make the BSC a brand?



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More specifically, the following risks have been highlighted:

- *Sustainability of the network: how does the network contribute to make the landscape more sustainable? It is important to go beyond “greenwashing”, how do we achieve this?*
- *Who is going to pay to advance the BSCs once the LIFE ends?*
- *New criteria are needed to enable more businesses to be part of the network?*
- *Is it possible to create new opportunities to work beyond these workshops?*

### Results:

The questionnaires were analysed by RA and PNALM and results were further discussed individually with each participant, in order to produce a reference document which could be used to create a new stamp for the products available in the network.

The messages to focus were summarized as following:

- It is necessary to find something new, moving away from the conventional nature/bear narrative, while still maintaining a connection with natural aspects;
- It is important to connect with the authenticity of the offering, the territory of the central Apennines = study, research into the "why" of things (study of biodiversity in all its forms);
- The intertwining of the past (understood as inspiration and tradition) and the future (the ability to go beyond tradition, renewing the offering);
- Working on the mythology/narrative of indigenous civilizations, which had a different way of seeing things compared to ours, particularly in relation to the "non-human" world;

These four points summarize 4 objectives and 4 areas of communication (on which to base the narration of the network) and research:

1. It is important to go beyond the bear: it is not the bear itself, but what it represents. The naturalness of the habitat and our relationship with it, which raises questions about why we make certain choices;
2. The central Apennines must become a model in Europe, a brand recognized by everyone for its authenticity; we cannot continue associating Italy solely with landscapes like Tuscany, Langhe, or the Amalfi Coast. In a historical moment of crisis, we must rediscover authenticity (and especially, regarding the climate crisis, take concrete actions to protect the landscape that sustains us);
3. Going beyond what the world knows about Abruzzo: rediscovering the origins of those Italian civilizations that are little known. Indigenous communities offer us insights for living more harmoniously with our surroundings (this also relates to recovering techniques, like the use of clay in winemaking, or agroecology, which draws from traditional knowledge);
4. Bringing out the oldest part of Italy, before various factors – such as religion or language – influenced our perception of the world around us. What existed beyond all this, before our “identity” was formed?



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At this stage, research was made to identify symbols which could embody these messages, touching upon on several disciplines, such as art, culture and history. As a result, the symbol of the “chimera sannitica” was identified as a potential stamp for the products.

*The Chimera was engraved on the disc-armors of the first inhabitants of the Alto Sangro territory: the Safini, later nicknamed “Samnites” by the Romans. It was found in the necropolises of Campo Consolino in Alfedena, Colleciglio in Barrea, Val Fondillo in Opi, and Omini Morti in San Biagio Saracinisco. This image identified, from the 8th century B.C. until the advent of the Romans, a “community” in a vast area that included the Alto Sangro and, beyond the mountains, Atina in Lazio and part of Molise: the community of the Pentri Samnites, who would later resolutely oppose the expansion of Rome.*

*A specimen of the Samnite chimera has also been found in Marsica, and some therefore believe it was the symbol of the goddess Angizia, whose sanctuary was located in Luco dei Marsi. Today, many artisans reproduce it in various materials.*

### The Chimera as tool to overcome the challenges and tell a new side of the story:

While at a first glance the choice of a mythological figure may seem unconventional, it actually allows the communication strategy of the network to unfold on many different layers.

First and foremost, it touches upon that sense of wonder and magic that wild animals bring to an area. That level of mysticism that can inspire people to discover a new place. Secondly, it allows the communication of the network, and its promotion, to describe both the wild and domestic elements of the area (as a matter of fact, the chimera chosen to represent the stamps of the products is made by combining the body of a bear and the head of a goat, giving an opportunity to show that things are connected). Finally, it highlights a connection to an historical part of these communities that is still little known, concerning the presence of pre-Roman civilizations, from which we have drawn our identity and tradition – let’s consider, for example, the earliest cases of integrated agriculture and winemaking (that we are re-discovering today).

In our cultural and economic context, it is necessary to come to terms with the topic of biodiversity: we cannot only speak of and promote forms of biodiversity that are convenient for us - as a specific variety tomato or a form of unpasteurised cheese - but we, also, must embrace those forms that are, to some degree, more “uncomfortable.” Today, there is much talk of returning to natural products and forgotten production techniques, but can we truly recover this knowledge without also restoring a relationship with a more authentic landscape? Wild animals are, in a sense, indicators of the quality of the environment. Why is a sterile territory more famous than an authentic one<sup>4</sup>? Why do we think about quality and excellence only in regards to a technique?

The symbol of the Chimera, in this sense, offers an opportunity to shed light on this story in a provocative way, highlighting the stories of tourism providers and local artisans of the landscape, upon which communication actions can be developed.

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<sup>4</sup> As discussed previously, Italy is more known for its man-made destinations – such as Tuscany or Langhe - than for its authentic ones.



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*A representation on the Chimera Sannitica shown by network member Giandomenico Amodèi from Trip in Molise during the 2024 press tour*

### **Result of 2024 events and first draft of the stamp – online workshop, October 30<sup>th</sup> 2024:**

Between the second workshop in Bisegna and the third one of 2024, the network got together for a number of events and experiences. The last online workshop aimed to present the result of each event, as well as showcasing a first draft of the stamp.

In 2024, the network was presented during three commercial events and six thematic experiences.



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The commercial events were RURALE and DEGUSCANNO, to both which the network was invited to participate by local organizers (in the case of RURALE local chef Claire Staroccia from Stiffe, who has also joined some of the sessions in 2023, and by a local cooperative COTAS of Scanno, in the case of DEGUSCANNO).

RURALE:

RA joined two events of RURALE, a community led farmers market organized in Stiffe by Claire Staroccia in the context of their RITO PANE home restaurant. The editions took place on the 11<sup>th</sup> of August and the 8<sup>th</sup> of September. Among the **highlights** of these **events** the following notes are reported:

- The events were characterized by a wide audience of visitors, many of which from the city of L'Aquila and the coastline, as well as Rome. Visitors also occurred from Austria, Germany and Slovenia
- Each edition saw an average number of 30 visitor to the stand
- The average spending capacity was medium-high
- Over € 400 of products were sold in each edition



*A view of the stand during RURALE in August*



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To each visitor a brief summary of the project was provided as well as showing a map where products come from

#### DEGUSCANNO:

Deguscanno is a food and wine festival organized in the bear smart community of Scanno by a local cooperative of tourism services (COTAS). RA was invited to join on the 9<sup>th</sup> and 10<sup>th</sup> of November 2024, with a selection of products from the network. The **highlights** of the event were:

- The location was very well curated, with unused old shops and cellars being opened for the occasion;
- The audience was mostly Italian, from the Abruzzo region and Rome; the first day was dedicated to the wine and the second to the beer;
- An average of 45 visitors attended the stand
- The spending capacity was higher on the first day;
- Over 350 euro of products were sold during each day by the vendors;



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2024 thematic experiences:

In 2024 RA, in collaboration with its partner Wildlife Adventures, operated six thematic experiences connected to rewilding and the bear smart community.

*A thematic experience is a multiple day experience, which is either operated within the context of the “rewilding week”, which is a programme designed by RA to shed light on the work of the NGO, or within the context of one of the tours that RA has designed with its partners. For each one of these experiences there is a contribution to the Bear Fund.*

In 2024, RA and WA, operated four rewilding weeks (24-28 April, 22-26 May, 10-14 July, 23-27 October), one tour with RA’s partner Exodus Travels (31 August - 6 September) and a very first experience touching upon the Gran Sasso area with The New Scientist Discovery Tours (23-28 September).

The **highlights** of these experiences were:

- Twenty-seven participants from Europe, Asia and USA;
- € 4275 collected for the bear fund;
- 15 municipalities were visited thanks to these tours and new areas have been explored, such as the Roveto valley and the Gran Sasso area;
- 15 jobs in the project area have been supported through to these thematic experiences in 2024;



A slide of the presentation about Exodus tour in central Apennines, where three municipalities have been visited (Pettorano sul Gizio, Ortona dei Marsi, Pescasseroli) and four enterprises have been supported (Wildlife Arvanetures, Il Torchio, Melagusto, Az. Agricola Fasoli). On the right an article from BBC Wildlife about bear smart communities and nature-based tourism.



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A slide of the presentation about the new tour with The New Scientist in central Apennines, where six municipalities have been visited (Pettorano sul Gizio, Ortona dei Marsi, Pescasseroli, Barisciano, Castel del Monte, Santo Stefano di Sessanio) and five enterprises have been supported (Wildlife Adventures, Valeria Gallese, Az. Agricola Pelino, Il Torchio, Melagusto)



A slide of the presentation about the RW in October in central Apennines, where five municipalities have been visited (Pettorano sul Gizio, Ortona dei Marsi, Civita D'Antino, Rocca Pia, Cappadocia) and eight enterprises have been supported (Wildlife Adventures, Il Torchio, Melagusto, SHINE, Osteria Zahrtman, Alla Casa Vecchia, La Fantescia, Ponte Rio)



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The first draft of the stamp:

The online presentation also focused the first draft of the stamp for the network’s products. The key elements, at the heart of the communication strategy, have been further reinterpreted as following:

RELATION BETWEEN PAST AND FUTURE	WILD AND DOMESTIC
Be connected to the area, without looking at the past in a nostalgic way but taking inspiration from it	Be able to communicate properly both elements, knowing the challenges to preserve wild areas, as well as great artisanal products
COEXISTENCE	BEYOND THE BEAR
Become a coexistence ambassador, communicate your product and the wider mission	Expand the usual semantic connected to the bears, by keeping a bond with the animal as it is an economic and cultural symbol

First draft:



Specificities:

- The figure was created to combine the concepts of coexistence, inclusivity, and unity
- It is composed of **three emblematic animals**: the **Bear**, the **Goat** (as a typical livestock animal), and the **wings of a bird of prey** (Griffons)
- The elements have been integrated into a shape that evokes both a **stamp** and a **gear**, to convey a sense of movement
- The sense of movement is further emphasized by the pose of the fantastical creature, which recalls a “*classic*” *chimera*. The different directions of the heads reflect the concept of simultaneously looking to the **past** and the **future**
- The colors **yellow** and **green** have been drawn from the *Rewilding Europe Brand Manual 2019*: both are connected to the concept of **food** and **nature**.

Furthermore, an MoU has been designed to be submitted in 2025 to each participant of the capacity enhancement programme, to determine how to use the stamp (on which product and how that product contributes to the bear fund).



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## Next steps:

Looking ahead at 2025, the following steps have been programmed:

- RA is looking for a video maker, to create visual content to animate a new IG profile, to communicate in a more consistent way all experiences and enterprises within the network;
- Enterprises who want to become members will sign an MoU with RA and its partners, to continue being part of all activities;
- In 2025, two more workshops will be conducted, planning the launch of the network – which will probably take place within the context of a bear smart community festival, to be held in a bear smart community.

## Update list of businesses enrolled in E5

(Inside or in the near proximity of a bear smart community municipality)

	NAME	TYPE	LOCATION	WEBSITE	Email
1	Shine Laboratorio Artigianale	Artisan	Pescasseroli	<a href="https://www.laboratorioshine.it/">https://www.laboratorioshine.it/</a>	<a href="mailto:shine.laboratoriosapone@gmail.com">shine.laboratoriosapone@gmail.com</a>
2	Rito Pane	Food	Stiffe	<a href="https://www.instagram.com/ritopane/">https://www.instagram.com/ritopane/</a>	<a href="mailto:cstaroccia@gmail.com">cstaroccia@gmail.com</a>
3	Filippone	Sleep	Gioia dei Marsi	<a href="https://www.hotelristorantefilippone.com/">https://www.hotelristorantefilippone.com/</a>	<a href="mailto:info@filippone.it">info@filippone.it</a>
4	Iori SRL	Food	Gioia dei Marsi	<a href="https://www.ioriweb.com/">https://www.ioriweb.com/</a>	<a href="mailto:amministrazione@ioriweb.com">amministrazione@ioriweb.com</a>
5	Dendrocopos	Tourism	Morino	<a href="https://coopdendrocopos.com/">https://coopdendrocopos.com/</a>	<a href="https://coopdendrocopos.com/">https://coopdendrocopos.com/</a>
6	Antica Osteria Zahrtman	Food	Civita d'Antino	<a href="https://www.osteriazahrtmann.it/">https://www.osteriazahrtmann.it/</a>	<a href="mailto:info@osteriazahrtmann.it">info@osteriazahrtmann.it</a>
7	Antica Ciociaria	Food	Alvito	<a href="https://www.anticaciociaria.it/">https://www.anticaciociaria.it/</a>	<a href="mailto:anticaciociaria@libero.it">anticaciociaria@libero.it</a>
8	Cantina Cominium	Wine	Alvito	<a href="https://cantinacominium.com/">https://cantinacominium.com/</a>	<a href="mailto:mapinto@alice.it">mapinto@alice.it</a>
9	Il Palazzo BB	Sleep	Scanno	<a href="https://ilpalazzobb.it/">https://ilpalazzobb.it/</a>	<a href="mailto:info@ilpalazzobb.it">info@ilpalazzobb.it</a>
10	Da Nonna Li	Sleep	V. Barrea		<a href="mailto:danonnali@gmail.com">danonnali@gmail.com</a>
11	Hotel Degli Olmi	Sleep	V.Barrea	<a href="https://www.hotel-olmi.it/">https://www.hotel-olmi.it/</a>	<a href="mailto:donatodinunzio@gmail.com">donatodinunzio@gmail.com</a>
12	Rifugio delle Rocca	Sleep	Castel del Monte	<a href="https://www.rifugiodellarocca.it/">https://www.rifugiodellarocca.it/</a>	<a href="mailto:susanna.salvati61@gmail.com">susanna.salvati61@gmail.com</a>
13	LanAquilana	Wool	S. Stefano	<a href="https://www.facebook.com/lanaquilana/?locale=it_IT">https://www.facebook.com/lanaquilana/?locale=it_IT</a>	<a href="mailto:lanaquilana@gmail.com">lanaquilana@gmail.com</a>
14	La Bifora e Le Lune	Sleep	S. Stefano	<a href="https://labiforalelune.com/">https://labiforalelune.com/</a>	<a href="mailto:mirellacucchiella@gmail.com">mirellacucchiella@gmail.com</a>



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15	Il Torchio	Food	Pettorano sul Gizio	<a href="https://www.facebook.com/ristorante.pizzeria.iltorchio.kitchen.wine/?locale=it_IT">https://www.facebook.com/ristorante.pizzeria.iltorchio.kitchen.wine/?locale=it_IT</a>	<a href="mailto:iltorchiopettorano@gmail.com">iltorchiopettorano@gmail.com</a>
16	Az. Agricola Fasoli	Farmer	Pettorano sul Gizio		
17	Ponte Rio	Sleep	Pettorano sul Gizio	<a href="https://www.booking.com/hotel/it/ponte-rio.it.html">https://www.booking.com/hotel/it/ponte-rio.it.html</a>	
18	Petrelli Carne	Farmer	Acquasanta Terme	<a href="https://www.facebook.com/petrellicarni/?locale=it_IT">https://www.facebook.com/petrellicarni/?locale=it_IT</a>	<a href="mailto:agripetrelli@gmail.com">agripetrelli@gmail.com</a>
19	Castel di Luco	Sleep	Acquasanta Terme	<a href="https://www.instagram.com/casteldiluco/">https://www.instagram.com/casteldiluco/</a>	<a href="mailto:casteldiluco@tiscali.it">casteldiluco@tiscali.it</a>
20	Casa di Cura	Brewery	Crognaleto	<a href="https://www.birrificioalacasadicura.it/">https://www.birrificioalacasadicura.it/</a>	<a href="mailto:info@birrificioalacasadicura.com">info@birrificioalacasadicura.com</a>
21	Le Tre Porte	Cultural association	Isola del Gran Sasso	<a href="https://www.letreporte.it/">https://www.letreporte.it/</a>	<a href="mailto:info@letreporte.it">info@letreporte.it</a>
22	Frantoio GS	Olive Oil	Isola del Gran Sasso	<a href="https://www.frantoiogransasso.it/">https://www.frantoiogransasso.it/</a>	<a href="mailto:info@frantoiogransasso.it">info@frantoiogransasso.it</a>
23	Il Giardinetto	Sleep	PSG		<a href="mailto:e.vittomassei@yahoo.it">e.vittomassei@yahoo.it</a>
24	La Fantasca	Sleep	PSG	<a href="http://www.lafantesca.com/">http://www.lafantesca.com/</a>	<a href="mailto:info@lafantesca.com">info@lafantesca.com</a>
25	Melagusto	Cidery	Ortona dei Marsi	<a href="https://momcucinavegetariana.it/">https://momcucinavegetariana.it/</a>	<a href="mailto:info@momcucinavegetariana.it">info@momcucinavegetariana.it</a>
26	Lo Chalet	Food	Carrito		
27	Alla Casa Vecchia	Cheesemaker	Pacentro	<a href="https://www.allacasavecchia.com/">https://www.allacasavecchia.com/</a>	<a href="mailto:vir_sciore@outlook.it">vir_sciore@outlook.it</a>
28	Il Cavallo dell'Appennino	Farmer	Anversa degli Abruzzi		
29	Fattoria San Felice	Farmer	Vastogirardi	<a href="https://www.facebook.com/login?next=https%3A%2F%2Fwww.facebook.com%2Fp%2FFattoria-San-Felice-100057107125630%2F%3Flocale%3Dit_IT">https://www.facebook.com/login?next=https%3A%2F%2Fwww.facebook.com%2Fp%2FFattoria-San-Felice-100057107125630%2F%3Flocale%3Dit_IT</a>	
30	Antico Monastero di San Pietro	Farmer	Scanno	<a href="https://www.anticomonasterosanpietro.com/">https://www.anticomonasterosanpietro.com/</a>	
31	Valle Scannese	Farmer	Scanno	<a href="https://www.vallescannese.com/">https://www.vallescannese.com/</a>	
32	Rifugio dei Sanniti	Sleep	Borrello	<a href="https://rifugiodeisanniti.it/">https://rifugiodeisanniti.it/</a>	<a href="mailto:giuseppedirenzo2@inwind.it">giuseppedirenzo2@inwind.it</a>
33	Fonteluna	Cheese farm	Vastogirardi	<a href="https://www.caseificiofonteluna.it/">https://www.caseificiofonteluna.it/</a>	<a href="mailto:anna.scocc@hotmail.it">anna.scocc@hotmail.it</a>
34	Dolce Arte	Pastry	Vastogirardi	<a href="https://www.instagram.com/___dolcearte/">https://www.instagram.com/___dolcearte/</a>	<a href="mailto:giorgiaamicone@hotmail.it">giorgiaamicone@hotmail.it</a>
35	Il forno di Gaetano	Bakery	V.Barrea	<a href="https://www.facebook.com/p/Il-forno-di-Gaetano-100064202794071/">https://www.facebook.com/p/Il-forno-di-Gaetano-100064202794071/</a>	<a href="mailto:info@ilpaccodabruzzo.it">info@ilpaccodabruzzo.it</a>



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36	Az Agricola Petronio	Farmer	Castel del Monte	<a href="https://www.gransassolagapark.it/dettaglio_produitori.php?id_aziende=12563">https://www.gransassolagapark.it/dettaglio_produitori.php?id_aziende=12563</a>	
37	Az. Agricola Pelini	Farmer	Castel del Monte	<a href="https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2Fp%2FAzienda-Agricola-Alessandro-Pelini-100057519607937%2F%3Flocale%3Dit_IT">https://www.facebook.com/login/?next=https%3A%2F%2Fwww.facebook.com%2Fp%2FAzienda-Agricola-Alessandro-Pelini-100057519607937%2F%3Flocale%3Dit_IT</a>	

### Bear smart community guides involved in the programme

(Which either operate independently or belong to a larger organization/DMC)

	NAME	TYPE	LOCATION	Email
38	Antonella Ciarletta	Guide	V.Barrea	<a href="mailto:antonella.ciarletta66@gmail.com">antonella.ciarletta66@gmail.com</a>
39	Roberta Ianni	Guide	S. Stefano	<a href="mailto:viaggiatorinelparco@gmail.com">viaggiatorinelparco@gmail.com</a>
40	Simone Barletta	Guide	Molise	<a href="mailto:barlettasimone02@gmail.com">barlettasimone02@gmail.com</a>
41	Pierdomenico Amodei	Guide	Molise	<a href="mailto:amodei.pierdomenico@gmail.com">amodei.pierdomenico@gmail.com</a>
42	Umberto Esposito	Guide	Abruzzo	<a href="mailto:info@wildlifeadventures.it">info@wildlifeadventures.it</a>
43	Francesco Palladino	Guide	Abruzzo	<a href="mailto:soundtrekking10@gmail.com">soundtrekking10@gmail.com</a>

### Existing and new bear-smart collaborations:

RA currently operates, in collaboration with Wildlife Adventures, six thematic experiences and new ones have been tested. As of December 2024, RA is in conversation with Much Better Adventures and The Bearleaders, to promote two brand new experiences in the project area.

Much Better Adventures (MBA) is a multi-award-winning travel company founded by Alex Narracott, Sam Bruce and Guy Bowden with the goal of building a global travel company that could play a significant role in the fight to protect the world's wild places. Seeking to build the world's most positive impact travel company, they offer a curated collection of active adventures run by expert local hosts in 50+ countries, with 5% of revenues (not profits) supporting rewilding and reforestation projects. In 2020, Much Better Adventures co-founded the Tourism Declares movement, which led to the Glasgow Declaration at COP26, to enable everyone in tourism to implement the Climate Action Plans needed to halve sector emissions by 2030. In 2024 MBA interview RA on the bear smart



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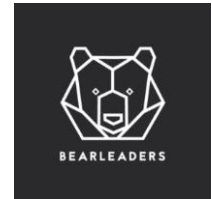
info@life-bearsmartcorridors.com



community initiative and tourism to promote a new dedicated experience, with a contribution to the bear fund.

<https://www.muchbetteradventures.com/magazine/rewilding-apennines/>

The Bearleaders is a Dutch based platform that promotes high-ends experiences in the context of luxury travels and gastronomy. RA and Hotel Degli Olmi are working to put together a proposal for 2025 with hotel owner Donato Di Nunzio, who will act as a host during the trip.

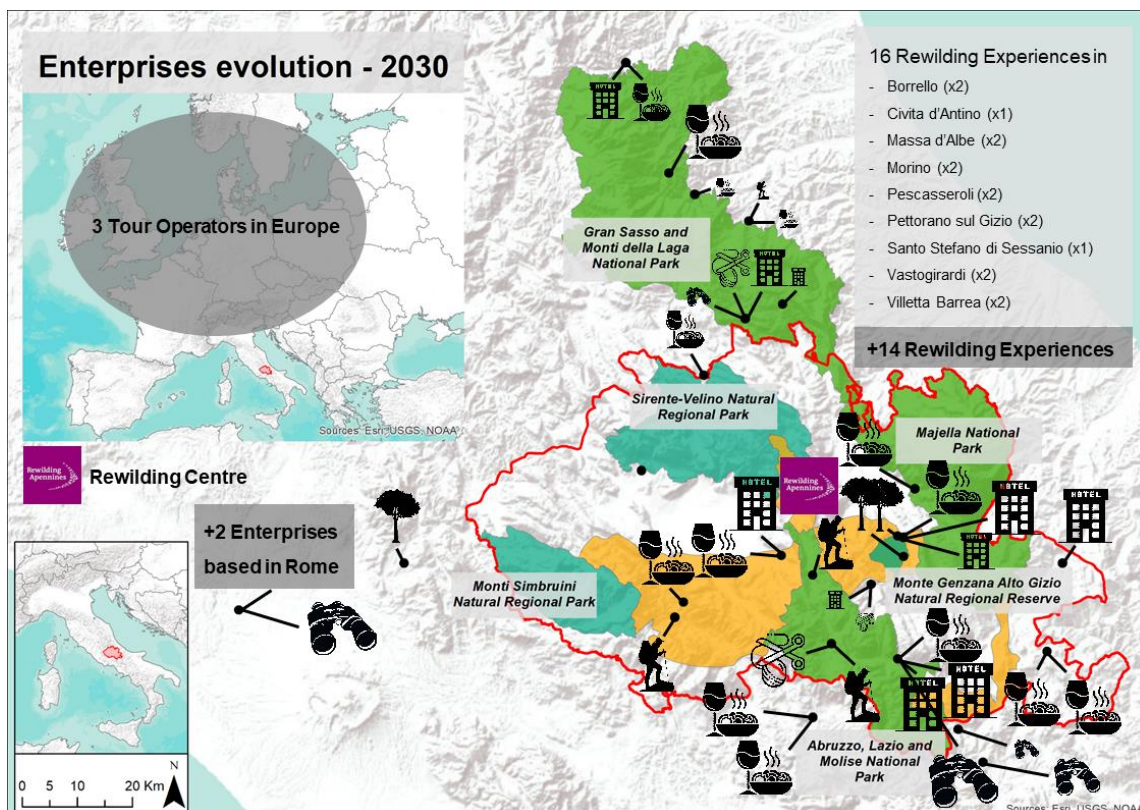


<https://www.bearleaders.com/hosted-experiences>

Beyond these new trips, RA is in the process of renewing a partnership agreement with UK based travel agency Exodus Travels, which is already touring in the project area. Exodus donated €65.000 to the bear fund in 2024 and aims to do the same in 2025, supporting bear smart community actions, especially in regards to the purchase of bear proof bins and electric fencing.



Finally, RA estimate that the goal to sustain a fully operating network by 2030 is to have around 35 experiences in the project area, on an annual basis. To achieve this, RA has committed to create a rewilding centre which will act as an operational base for the trips and the network, with a dedicated team.



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*The vision for 2023 in the central Apennines regarding the network, with 30 thematic experiences operating in the landscape and a rewilding centre at the heart of the project area.*

## **CONCLUSIONS:**

The year 2025 will be a crucial one for the development of the bear smart community initiative: on the one hand local committees will have to be established in each bear smart community by all project partners, the business network will have to become part of the bear smart community programme in each town, with dedicated meetings and events, to animate the market and give more visibility to these businesses. The challenge will be to maintain a high degree of professionalism in handling the relationship with each business and show concrete benefit to each one of them. This is the reason why RA is working with its own resources to further advance in the promotion of the network by creating a dedicated profile on social media. Furthermore, RA will continue to advance in the tourism strategy, by operating new thematic experiences and by creating new partnerships to support the network (including the creation of a rewilding centre which will act as a catalyser for all economic activities such as nature-based products, thematic experiences, trainings and beyond). A new press tour with Exodus Travel is tentatively scheduled for the 7<sup>th</sup> to the 12<sup>th</sup> of May 2025.

A bear fund protocol will have to be determined and signed by all partners, including the donations from each business. An important tool to support the bear fund and advance in the funding of the BSC's will be the mapping of bears attractants in each municipality, as by having a clear definition of potential risks and conflicts in the area, the project team could better address the following stakeholders: a) new donors and sponsors will be able to assess why is it necessary to continue to invest on the development of the bear smart communities and b) companies and businesses who want to support the initiative will be able to measure the tangible impact that they make through their donations.



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