



REVIVE

Interreg
Euro-MEDCo-funded by
the European UnionConselleria de Turisme,
Cultura i Esports
Agència d'Estratègia TurísticaCambra de Comerç
Mallorca

Developing community based innovative business models for the revival of the internal areas in the Mediterranean – REVIVE Technical and Steering Committee Meeting

11-12 November 2025, Mallorca, Spain

Agenda

Day 1 - Project Technical and Steering Committee Meeting

(Venue: Hotel Iberostar Waves Cristina)

- 09:00** **Welcome words**
- 09:15** **Balearic Islands Project Pilot key digital solution: Nubia market**
- Garden Hotels: sustainable tourism initiatives
 - Nubia Marketplace: Digital platform for HORECA conscious buying.
- 10:00** **Opening of the Technical Meeting** - ANETEL/ READ S.A.
- 10:15** **Review of WP2 and WP3 implementation** (part 1):
Status of the Action Plans implementation WP2 and WP3 actions -
All partners (5-10 min. per partner).
- 11:00** **Coffee break**
- 11:20** **Review WP2 and WP3 implementation** (part 2) - All partners
- 11:45** **Pilot evaluation and next steps** - CNR IBE
- 12:00** **Review of WP3: Mediterranean Digital Innovation Hubs – MCC.**
- Activity 3.1: MED Digital innovation hubs (MDIHs) set up and digital laboratories for improving skills:
 - MDIH framework update - MCC
 - International Digital Laboratory - ANETEL
 - Activity 3.3 Data integration: Platform development and compilation of data
 - Discussion
- 13:00** **Lunch**
- 14:30** **Review of WP4: Scaling out and Sustainability – ANETEL.**
- Carbon Footprint monitoring – CNR.
- 15:00** **Communication:** – SWG RRD.
- 15:30** **Financial issues**, approval of actions for the next semester, AOB - ANETEL.
- 16:00** **End of meeting**



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Mallorca**18:00** **Walking tour**, Palma city centre**20:30** **Dinner in Palma****Day 2 - Pilot area Visit – Pla de Mallorca****08:45** Bus pickup (Venue: main entrance, Hotel Iberostar Waves Cristina)

09:30 **Son Fornés Archaeological Museum.** Welcome words by:
 Mr. Jaume Bauzá, Minister of Tourism, Culture & Sports, Balearic Islands Gov.
 Mrs. Joana Maria Mancomunitat, Pla de Mallorca President
 Mrs. Paula Amengual, Major of Montuïri municipality.
Son Fornés archaeological site was founded at the beginning of the Talayotic period, around 900 BC, and is one of the most important prehistoric settlements in Mallorca. The archaeological site has committed to digitalization to promote this cultural asset and is a good example in the frame of the REVIVE project.

11:30 **The mountain of the 3 sanctuaries: Nostra Senyora de Cura** (Our Lady of Care), **Nostra Senyora de Gràcia** (Our Lady of Grace) **and Sant Honorat.**
This mystical mountain is the highest point of Es Pla region and the second most important place for retreats and pilgrimages of the island and is an important cultural asset of the Pla de Mallorca

13.30 **Terragust - Agrofarm visit & Lunch**
Terragust offers unique gastronomic experiences to discover the local food, how it is grown and when it is harvested. Visitors learn about the crops, taste fruits and vegetables, and enjoy a meal in a countryside environment combining agro and tourism activities. Its products are recognized by the quality seal "Som Pagesos de Mallorca" (Farmers from Mallorca), a certification that distinguishes fresh fruits and vegetables made in the island that meet organic production standards.

16:00 **Immersive experiences demo**

19:00 **Finca Treurer visit & local products tasting**
The finca dates from 1603 and combines agritourism activity with production of extra virgin olive oil produced from Arbequina olive, a typical variety from the island that has the "Mallorcan olive designation of origin". Finca Treurer has 9 agritourism renovated rooms in a 16th century building, offers visitors hospitality in a traditional farming finca and the possibility to learn about the production of extra virgin olive oil.

21:30 **Return to the Hotel**

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