

## Regione Malcantone/CH

### Panorama agro-alimentare del Malcantone

Nel Malcantone sono attivi diversi produttori locali che forniscono una vasta gamma di prodotti agricoli, freschi e trasformati. Per facilitare e promuovere l'acquisto di questi prodotti, la Regione Malcantone ha lanciato il progetto per definire una mappa agro-alimentare della regione. Lo scopo è quello di valorizzare le risorse locali dando loro maggiore visibilità e mostrando il loro rapporto con il territorio.

L'obiettivo del progetto «Panorama agro-alimentare del Malcantone» è quello di valorizzare le risorse locali dando loro maggiore visibilità e mostrando il loro rapporto con il territorio. La valorizzazione delle risorse locali rappresenta uno dei temi privilegiati dello sviluppo regionale sostenibile. Lo scopo è quello di promuovere un'agricoltura sostenibile che valorizzi il territorio e la collettività.

### Food and Agriculture in the Malcantone Region

A number of local producers are active in the Malcantone area, supplying a range of fresh and processed farm produce. In order to promote the sale of these products, the Malcantone Region has launched a plan to create a map of the food and agriculture in the Region. The idea is to enhance the local resources, make them more visible and present them in relation to the territory.

The objective of the «Food and Agriculture Map in the Malcantone Region» is to enhance the local resources, make them more visible and present them in relation to the territory. Enhancing local resources is one of the main pillars of sustainable regional development. The target is to promote the sort of sustainable agriculture that can create value for the community and for the territory.

## Romoos/CH

### Zyberli-Land - Familiendorf Romoos

Mit dem Ziel, die Nebenerwerbsmöglichkeiten insbesondere in der Landwirtschaft auszubauen, entstand in Romoos die Idee «Familiendorf Romoos». Mit diesem Projekt sind die Vorzüge von Romoos durch eine attraktive Angebotspalette für Kinder und Familien zu erschliessen. Aushängeschild des Projektes ist ein geplanter Landschaftsspielpark. Die Ziele des Projekts sind der Aufbau eines Landschaftsspielparkes mit 12 Erlebniswelten in der Gemeinde Romoos zur Attraktivitätssteigerung für Familien.

Durchführung von Zyberliwerkstätten mit der Bevölkerung um Ideen zu regenerieren und Projekte von Erlebniswelten zu starten. Eine Standortgruppe eruiert die bestgeeigneten Standorte, eine Logo, Werbung und Kommunikationsgruppe bestreitet das Marketing und eine Finanzgruppe versucht die Finanzierung der 12 Erlebniswelten aufzutreiben. Es werden Familien im Dorf gehalten und neue Familien werden angezogen. Dadurch werden auch die lokalen Produkte gestärkt.

### Zyberli-Land - Romoos Family Village

The idea of a «Romoos Family Village» emerged in Romoos with the aim of broadening subsidiary earning possibilities, particularly in agriculture. Under the project the attractions of Romoos are to be developed through an appealing range of offers for children and their families. The project's figurehead is the planned landscape game park. The goal of the project is to create a landscape game park with 12 adventure worlds in the municipality of Romoos to increase the village's family appeal.

Staging of Zyberli workshops with local residents to regenerate ideas and launch projects for adventure worlds. A site group is to examine the most suitable locations; a logo, advertising and communication group is to focus on the marketing; and a finance group will seek to secure the funding for the 12 adventure worlds. The loyalty of families to the village is ensured, and new families are attracted. Local produce also receives a boost as a result.

