SERVICES AND APPLICATIONS FOR CULTURAL TOURISM CATALOGUE

Atlas

Adriatic Cultural Tourism Laboratories
(WP5.1.2/Sipro Spa, June 2019)

The aim of this catalogue is to highlight best practices in cultural tourism, with the aim to share contents and methodologies among the ATLAS project partners (PPs), ensure mutual learning and transfer of knowledge and competencies, in order to provide concrete support for further development of existing projects and/or to plan and implement new ones.

SUMMARY

Friuli Innovazione (LP)

Cultural and Creative Incubator - Pre-incubation and Incubation Programme

Project general information
PROJECT PARTNER
Friuli Innovazione (LP) Centro di Ricerca e di Trasferimento Tecnologico Scarl   https://friulinnovazione.it/en/
PROJECT NAME
Cultural and Creative Incubator - Pre-incubation and Incubation Programme
LOCALIZATION OF PROJECT ACTIVITIES
Friuli Venezia Giulia Region (FVGR), ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Friuli Venezia Giulia Region (FVGR), ITALY
LINKS
http://www.regione.fvg.it/rafvg/cms/RAFVG/cultura-sport/attivita-culturali/FOGLIA308/   https://friulinnovazione.it/it/consulenza-e-supporto/startup/progetti-startup-e-idee-di-impresa/imprese-culturali-creative-e-turistiche/

Project features and results
PROJECT TARGET(S)
Sectors targeted relate to cultural, creative and tourism fields.   The project addresses to both B2C and B2B targets, e.g.: aspiring entrepreneurs, cultural and creative companies, tourism companies/operators and freelancers.   Each aspiring recipient presented an application through the RFVG's website.   FVGR assigned five recipients – whose application resulted to be successful - to each incubator involved in project activities.

SCOPE AND AIM OF THE PROJECT
The project is aimed to create and develop of new enterprises in the cultural, creative and tourism industries in Friuli Venezia Giulia region.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
The promoter of the project is the Friuli Venezia Giulia Region (FVGR). The operational coordinator of the project is Area Science Park (http://en.areasciencepark.it/). Incubators involved are: • Friuli Innovazione (https://friulinnovazione.it/en/) • Bic Incubatori FVG (http://www.incubatori.fvg.it/) • Polo Tecnologico Pordenone "Andrea Galvani" (https://www.polo.pn.it/en) • Innovation Factory, an in-house company of Area Science Park (http://if.areasciencepark.it/)

PROJECT FUNDING AND SUSTAINABILITY
The project is backed thanks to public funding (i.e. both regional and EU funds). Funding is used to provide support services to recipients in business development activities.

RESULTS
The pre-incubation and incubation programme is still in progress. No results have been achieved so far.

Cultural and Creative Incubator - Acceleration and Consolidation Programme

Project general information
PROJECT PARTNER
Friuli Innovazione (LP) Centro di Ricerca e di Trasferimento Tecnologico Scarl https://friulinnovazione.it/en/
PROJECT NAME
Cultural and Creative Incubator - Pre-incubation and Incubation Programme
LOCALIZATION OF PROJECT ACTIVITIES
Friuli Venezia Giulia Region (FVGR), ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Friuli Venezia Giulia Region (FVGR), ITALY
LINKS
http://www.regione.fvg.it/rafvg/cms/RAFVG/cultura-sport/attivita-culturali/FOGLIA308/ https://friulinnovazione.it/it/consulenza-e-supporto/startup/progetti-startup-e-idee-di-impresa/imprese-culturali-creative-e-turistiche/

Project features and results
PROJECT TARGET(S)
Sectors targeted relate to cultural, creative and tourism fields. The project addresses to both B2C and B2B targets, e.g.: aspiring entrepreneurs, cultural and creative companies, tourism companies/operators and freelancers. Each aspiring recipient presented an application through the RFVG's website. FVGR assigned five recipients – whose application resulted to be successful - to each incubator involved in project activities.
SCOPE AND AIM OF THE PROJECT
The project is aimed to develop existing enterprises active in the cultural, creative and tourism sectors in the Friuli Venezia Giulia region.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
The promoter of the project is the Friuli Venezia Giulia Region (FVGR). The operational coordinator of the project is Area Science Park (http://en.areasciencepark.it/). Incubators involved are: • Friuli Innovazione (https://friulinnovazione.it/en/) • Bic Incubatori FVG (http://www.incubatori.fvg.it/) • Polo Tecnologico Pordenone "Andrea Galvani" (https://www.polo.pn.it/en) • Innovation Factory, an in-house company of Area Science Park (http://if.areasciencepark.it/)
PROJECT FUNDING AND SUSTAINABILITY
The project is backed thanks to public funding (i.e. both regional and EU funds). Funding is used to provide support services to recipients in business development activities.
RESULTS
The acceleration and consolidation programme is still in progress. No results have been achieved so far.

IDA (PP1)

Heart of Istria - Heritage and arts of Istria

Project general information
PROJECT PARTNER
IDA (PP1)
PROJECT NAME
Heart of Istria - Heritage and arts of Istria
LOCALIZATION OF PROJECT ACTIVITIES
Kope, SLOVENIA Izola, SLOVENIA Piran, SLOVENIA Istarska županija, CROATIA Buzet, CROATIA

CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED

The project aimed at the creation and promotion of **cross-border touristic itineraries throughout the Istria region**. Istria is very peculiar area thanks to its complex and heterogeneous cultural tradition. Deeply cut into the Adriatic, with its greatest part in the Republic of Croatia, a lesser one in the Republic of Slovenia and the smallest one in the Republic of Italy, Istria is an area where three main European populations – Slavic, Latin and German - meet, collide and permeate. Each of them left evidence in the culture, on monuments and the mentality of Istrian people. Such itineraries are:

- **The Path of castles and cultural landscape.** It involves scientific and tourist evaluation of precise cultural heritage in Istria, particularly that involving castles, strongholds, fortified towns and specific architectonic elements of rural landscape. Aforementioned structures exemplify how different architectonic styles in castle engineering have been interwoven, rather than devastated, throughout different historic periods, as well as to testify about multinational and multi-ethnic co – existence in this area. Following castles and fortifications will be elaborated under the programme of this activity: Socerb, Pietrapelosa, Momjan, Pazin, Dvigrad, Svetvinčenat, Kršan, Kožljak, Roc, Hum, Draguć, St. Lovreć.

- **Archaeological parks of Istria**. It includes evaluation actions on the preserved sites with the aim of creating new tourist destinations. The Slovene applicant will develop a new tourist destination located on the archaeological site at the Bay of San Simon near Izola. Together with the remains of the Roman villa and the port, the site ranks as one of the most important archaeological sites in Slovenia. The Croatian applicant will evaluate, elaborate, as well as prepare publishing material concerning the archaeological parks in Brijuni, Nesactium, Vižula and Červar Porat. The itinerary "The Path of Gods" will elaborate the presence of ancient religions and worshipped deities in this area. Itinerary development will include research about archaeological sites involving historically indisputable stories regarding ancient civilian population, their standards and values of living, from not only secular but also spiritual aspect in Istria.

- **The Path of the traditional practices and heritage of Istrian towns**. It includes the evaluation of the cultural heritage of the coastal and inland towns, through the study and presentation of the key urban elements. Emphasis will be laid on the medieval town statutes, e.g. of Izola and Piran. The Statutes represent distinctive expression of the Istrian culture and identity.

LINKS

http://www.heartofistria.com/index.php?id=102

Project features and results
PROJECT TARGET(S)
Target groups managed by the project are: local population, tourists, employees of scientific, educational and tourist institutions.
SCOPE AND AIM OF THE PROJECT
Istria has many predispositions to develop cultural tourism with the intention of preserving cultural resources that are in most cases unprotected and exposed to damaging. Istria and neighbouring Slovene region have joint cultural heritage what makes cross – border collaboration even more feasible in creating an undivided cultural tourist area. The project The Heart of Istria will create good foundation for continuous co - operation and sustainable cultural cross – border development thanks to exact evaluation of the cultural heritage and tourist promotion of new cultural itineraries. Additionally, the project will encourage interdisciplinary co – operation gathering experts from cultural, tourist and scientific sectors as well as collaboration with various relevant institutions, which will make a positive impact on final results and products. Distribution and promotion will facilitate dissemination of final results with the aim of widening the main project idea even after its implementation. Specific **objectives** pursued through project actions are: • to enhance already existing or to create new tourist destinations in towns or rural areas in Istria; • to establish joint tourist area and cross-border cooperation in culture and tourism fields; • to stimulate a cooperation with relevant national, regional, municipal or local institutions; • to reveal a good practice model; • to promote and enhance local cultural heritage; • to raise public awareness concerning cultural heritage through dissemination actions concerning project results and achievements and promoting new tourist products. This project was realised through four integral work packages: i) effective project management, ii) itinerary of cultural heritage in urban and rural areas of Istria, iii) itinerary of architectural and archaeological heritage in Istria, iv) publishing, promotion, dissemination and verification of final results. Scientific and tourist methods will lead to publishing of final results, a tourist booklet about medieval frescoes, statutes, castles, archaeological parks, the Venetian architectural monuments and other parts of the cultural heritage that had been previously neglected.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Project partners involved are: • University of Primorska i SRC - Koper, SLOVENIA (www.zrs-kp.si): Applicant and 1st partner • Municipality of Koper - Koper, SLOVENIA (http://www.koper.si/): Slovenian partner • Municipality of Izola - Izola, SLOVENIA (http://www.izola.si/): Slovenian partner • Municipality of Piran - Piran, SLOVENIA (http://www.piran.si/): Slovenian partner • The County of Istria, Department for Education, Culture and Sport – Labin, CROATIA (www.istra-istria.hr): Applicant and partner • The Town of Buzet – Buzet, CROATIA (www.buzet.hr): Croatian partner

PROJECT FUNDING AND SUSTAINABILITY
Project "Heart of Istria: Heritage and arts of Istria" was co-financed through INTERREG IIIA Neighbourhood Programme Slovenia-Hungary-Croatia 2004/2006. INTERREG is the widest Community initiative, financed from European Regional Development Fund. The main goal of the initiative is to increase economic and social cohesion through the promotion of cross-border cooperation, hence balancing the development of the whole territory of the Community (EU and border regions).

Project "Heart of Istria" has been conceived three years ago with the idea to reveal the hidden cultural heritage of Istria but not in any manner: indeed, the chosen method joins cross-border cooperation of institutions, scientists, cultural and tourism workers, ensuring preservation and revitalization of cultural heritage at the same time, including its visibility.

The project implemented in consisted in four main components: efficient project management (home-news), paths of cultural heritage through urban and rural areas of Istria, paths of architectural and archaeological heritage of Istria, and dissemination, promotion and verification of project results.

Greatest value and, at the same time, biggest challenge delivered by the project cooperation of partners institutions, as well as scientists and institutions involved in the project. During such cooperation activities cross-border Slovenian-Croatian paths were created and then published in promotional booklets.

These paths are composed of less promoted, but still important destinations of cultural tourism, showing a growing market demand. These paths are:

- Paths of castles and cultural landscapes, including Istrian castles and fortified towns;
- Paths of sacral arts, including Istrian churches with frescoes;
- Path of tradition and heritage of Istrian towns, including publication of medieval statutes;
- Development of Istrian towns from perspective of urban planning, involving architectural heritage of Istrian towns and hence emphasizing Venetian architectural heritage;
- Archeologic parks of Istria, including creation of itineraries through archaeological parks and path of ancient gods, reflecting the story of religious cults of ancient population of Istria.

Four brochures describing paths have been published, each of them had been translated into four languages: Croatian, Italian, English and Slovenian. Such publications describe four subjects in detail: Istrian frescoes, Istrian castles, Istrian archaeological parks – Path of Gods and Istrian architectural heritage of Venetian times. Brochures are the results of scientific and touristic research, synergetic effects of experts' cooperation from both sides of the border. A leaflet (written in five languages) thematically follows each brochure and comes with a map of localities connected by numbers to photographs of localities described in the brochure, DVD material, i.e. promotional movie relating to the four mentioned topics. Brochures are distributed to institutions in tourism industry and culture and, given its educational impact, a part of the run has been distributed to libraries and schools throughout towns and municipalities.

Working on brochures, project team continuously performed scientific research, resulting in scientific articles relating to the four mentioned topics, being a base for texts in brochures. These articles will be

published in Annales, Slovenian partner's scientific publication.

Fifth in a row, Path of tradition and heritage of Istrian towns includes publication of statues of medieval towns of Izola and Piran, by Slovenian partner. Moreover, Slovenian partners have published a book on Pietra Pelosa, and Dance macabre in Istrian frescoes. During the project, a research on cultural tourism in Istria was conducted.

Four workshops have been organized during the project: two in Koper an Poreč, organized by the Slovenian partners (Tourism offer and its carriers in Istria – Poreč, Tourism offer and its carriers in Istria – Koper) and two by Croatian partner (Istrian identity and rural architecture, and Beram through past – Colorful trail of Istrian frescoes). Moreover, "Days of Architecture" in Piran have been organized, as well as experts' excursions through localities of cultural heritage, in organization of Slovenian partner. Croatian partner has implemented geodesic and architectural sondation of Kožljak castle, while two scientific articles are under preparation (cultural heritage and promotion of cultural heritage).

SIPRO (PP2)

Creation of a new open lab in Ferrara at the former Teatro Verdi

Project general information
PROJECT PARTNER
S.I.PRO. (PP2) Agenzia Provinciale per lo Sviluppo S.p.A. https://www.siproferrara.com/index.php/it/
PROJECT NAME
Creation of a new open lab in Ferrara at the former Teatro Verdi
LOCALIZATION OF PROJECT ACTIVITIES
Municipality of Ferrara, Emilia Romagna Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Historical centre of the City of Ferrara - Teatro Verdi. Teatro Verdi is a theatre located in the historic centre of Ferrara, that was closed in 1985. A progressive deterioration of the building began, but the degradation also affected the surrounding area, therefore the Teatro Verdi, which has always been privately owned, was acquired by the Municipality of Ferrara in January 1999, precisely to start the work of architectural and environmental rehabilitation of the complex and the urban context in which it is inserted.
LINKS
http://www.laboratoriaperti.it/ferrara http://servizi.comune.fe.it/8071/ex-teatro-verdi

Project features and results
PROJECT TARGET(S)
One of the main objectives of the project is the redevelopment of a strategic area in the historic centre of Ferrara through the inclusion of new activities and activities for cultural tourism. New regenerated spaces will be at the service of citizens and tourists for cultural-creative events (B2C target).

SCOPE AND AIM OF THE PROJECT
The idea of redevelopment of the former Teatro Verdi, aimed at creating an Open Laboratory, requires an integrated project that arises from the sum of an architectural design and a space management plan that aims to develop sustainable mobility and of bicycle culture. By location, characteristics of the spaces and historical identity, the former Teatro Verdi is a potential centrality for the future of the city, a link between the building circuit and the pedestrian area of the city centre.
PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
The **Municipality of Ferrara** has managed the financing and the restoration works of the building in collaboration with the **City of Culture / Culture association of the City** that dealt with the restoration and the **Giacomo Brodolini Foundation** which deals with the management of the structure and organization of events.
PROJECT FUNDING AND SUSTAINABILITY
The Verdi Theatre redevelopment project was made possible thanks to European funding POR-FESR (Axis 6) with a 20% co-financing by the Municipality of Ferrara.
RESULTS
The declination of an "Open Laboratory" is aimed at the dissemination and promotion of knowledge of cultural heritage through the themes of cycling and, more generally, of sustainable mobility, so as to constitute a further articulation of public and semi-public spaces, not only reachable but also partly accessible by bicycle for citizens and tourists, like any other square in the centre.

SMAP / Smart MAPping

Project general information
PROJECT PARTNER
S.I.PRO. (PP2) Agenzia Provinciale per lo Sviluppo S.p.A.   https://www.siproferrara.com/index.php/it/
PROJECT NAME
SMAP / Smart MAPping   Mapping of public building heritage in the Province of Ferrara for ICC functions   (MACC Project Italy - Slovenia)
LOCALIZATION OF PROJECT ACTIVITIES
All municipalities in the Province of Ferrara, Emilia Romagna Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Public buildings that are not in use and located in historical centres of the municipalities of the province of Ferrara.
LINKS
https://www.siproferrara.com/images/stories/mappatura_edifici.pdf

Project features and results
PROJECT TARGET(S)
The SMAP project aimed to draw an active mapping of "sleeping" buildings scattered in the city of Ferrara and in its province. In this respect, it is fully part of the activities planned by the MACC project.   The importance of this project lies indeed in the realization of a cross-border centre of technical and scientific professionalism existing in the field of contemporary art and, more generally, of creativity, capable of supporting and supporting companies and institutions in research activities, realization of materials, communication actions and coordination between subjects.   At the base of this purpose lies the action of mapping the places that, due to the context and characteristics of the actual state, can accommodate activities of economic and social regeneration linked to the creative chain (B2C target).

SCOPE AND AIM OF THE PROJECT

The work of mapping the buildings involved a large majority of the Municipalities belonging to the Province of Ferrara. Specifically, 18 Municipalities out of 26 were mapped (including activities such as: visit, building identification, cataloguing of buildings), relating to 90.5% of the Province's territory (in terms of territorial extension). The remaining 8 Municipalities were not included in the mapping activities because no buildings of interest were identified.

The filing of abandoned buildings resulted in a synthesis of different information (identified during the survey and post-survey) to give a reading of the buildings identified with respect to their potential for reuse and the strategic hypotheses of governance for their functioning.
Specifically, these are the indicators used:
1) Assumptions of functions related to the ICC sector (culture and creativity industry). Identification of innovative functions (cultural and creative productions) to be included in the identified buildings. They can be single functions or sets of functions that interact with each other.
2) Hypothesis of physical regeneration for different work phases. Compared to the functions identified, which are the building activities useful for the regeneration of the identified building heritage.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED

Sipro, as partner of the MACC project, in collaboration with the **City of Culture / Culture Association of the City** and **all Municipalities of the province of Ferrara**, that carried out the mapping of abandoned public places.

PROJECT FUNDING AND SUSTAINABILITY

The mapping project for unused buildings in the province of Ferrara has been fully funded by the European funds of the Italy-Slovenia project "MACC".

RESULTS

One of the objectives achieved thanks to the mapping was to deliver to the public administrations, trade associations, individual entrepreneurs and agencies for the development of the territories an instrument of knowledge of the places to be revitalized, of the opportunities for systemizing the vocations present and of the ways / paths through which to revitalize. The punctual and in-depth mapping of the territory of Ferrara, the result of a 5-month research campaign in the field, has therefore brought to light the image of a potentially effervescent place able to respond, if strategically stimulated and organized, to different current issues in the creative and new economies sector of the ICC (creative and cultural sector) sector.

Promotion of "Nature and culture" holidays project: "Ferrara feelings"

Project general information
PROJECT PARTNER
S.I.PRO. (PP2) Agenzia Provinciale per lo Sviluppo S.p.A.   https://www.siproferrara.com/index.php/it/
PROJECT NAME
Promotion of "Nature and culture" holidays project: "Ferrara feelings"
LOCALIZATION OF PROJECT ACTIVITIES
Province of Ferrara - Municipalities of Comacchio, Goro, Codigoro, Mesola and Ferrara, Emilia Romagna Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Delta del Po Park area, Castle of Mesola, Pomposa Abbey, City of Comacchio, Adriatic coast and seaside. The Regional Park of Delta del Po, situated in the Emilia Romagna region, was set up in 1988 through a special Regional Law (Regional Law 27/88) and is part of the system of the protected areas of Emilia Romagna. The park is divided into six "stations" around the southern area of the Po Delta, whose northern part belongs to the Veneto Region, along the coast of Ferrara and Ravenna and near Argenta. In 1999 the northern part of the territory was included in the Unesco site as World Heritage "Ferrara, city of the Renaissance and its Po Delta".   Until 2011 the park was managed by a Consortium that was made up of the two provinces of Ferrara and Ravenna and of the nine municipalities (Comacchio, Argenta, Ostellato, Goro, Mesola, Codigoro, Ravenna, Alfonsine, Cervia) whose borders are within the park.
LINKS
https://www.comacchio.it/scheda/473/Vacanze-Cultura-e-Natura-citt%C3%A0-e-mare-uniti-nel-turismo   https://www.ferraraitalia.it/progetto-vacanze-cultura-natura-per-un-territorio-tutto-da-vivere-tra-slow-tourism-storia-musei-citta-darte-enogastronomia-e-mare-154112.html

Project features and results

PROJECT TARGET(S)
Nature and culture project is a promotional tourism campaign related to Ferrara and its province. It is realized through collaboration between the public and private sectors and aims to enhance the connection between art, sea and nature, a project to promote tourism in the Ferrara, Comacchio and Po Delta areas. Targets of the actions are the German-speaking tourist markets (strategic for the Po Delta area: Germany, Austria and Switzerland) and the national market (Italian tourists). As for a promotional action, expected 30-second TV commercials aired, according to a multi-week rotation starting March 5th, on German private channels most closely co-branded with the most famous German weather forecast site, Wetter.com, as well as 1,000 airs on the channel tv of the site itself. Spot also on some of the main national broadcasters in view of the Easter holidays and Spring bridges, as well as advertorials on print and online newspapers and web actions (announcements and sponsored posts), all having as their theme the unbeatable combination of suggestive landscapes of the Po Delta and the cultural offer of the territories, from the Museum of Judaism of Ferrara (MEIS) to the Museum of the Ancient Delta of Comacchio (B2C target).

SCOPE AND AIM OF THE PROJECT
The project, which began in 2018, will continue until 2021 with actions to promote and commercialize the main tourist products in the province of Ferrara: cities of art, beach tourism and nature tourism.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Public stakeholders involved are: Emilia Romagna Region (Apt + Destinazione Romagna); Province of Ferrara; Municipalities of Ferrara, Codigoro, Mesola, Comacchio.   **Private stakeholder** involved is: VisitFerrara Consortium which is managing the project.

PROJECT FUNDING AND SUSTAINABILITY
The project will be implemented with regional funds managed by APT Servizi srl and "Destinazione Romagna, an in-house company of the Region. The total investment is 700,000 euros. The Municipality of Ferrara has contributed to the realization of the project allocating a sum of 60 thousand euros to the VisitFerrara Consortium which is managing the project in the Province of Ferrara.

RESULTS
For the first time in the Ferrara area, this latter has been promoted and marketed as a "destination" and not just as individual accommodation facilities. The result is therefore the proposal of an experience that will contribute to the growth of cultural tourism in the whole territory.

Project "Boldini and the city": Supply of smart speaker devices for hotels to promote the exhibition of the painter Boldini"

Project general information
PROJECT PARTNER
S.I.PRO. (PP2) Agenzia Provinciale per lo Sviluppo S.p.A. https://www.siproferrara.com/index.php/it/
PROJECT NAME
"Boldini and the city" Supply of smart speaker devices for hotels to promote the exhibition of the painter Boldini
LOCALIZATION OF PROJECT ACTIVITIES
Municipality of Ferrara, Emilia Romagna Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
The site was the Diamanti palace, located in Ferrara historical city centre. Palazzo dei Diamanti is a venue belonging to the Municipality of Ferrara where exhibitions of international importance are held, thereby contributing to the city's reputation as a centre of art and culture. Such exhibitions are organized jointly by Fondazione Ferrara Arte, Gallerie d'Arte Moderna e Contemporanea di Ferrara and the Settore Attività Culturali of the Comune di Ferrara.
LINKS
https://www.youtube.com/watch?v=5ejZRpWbKew http://www.palazzodiamanti.it/modules/core/lib/d.php?c=efhAF

Project features and results
PROJECT TARGET(S)
Targets were both national and international tourists who were hosted in project members' accommodation facilities during the time that the exhibition had been displayed (B2C target). Smart speaking devices were available in 19 hotels located in the city of Ferrara with the aim to promote and to deliver information about the exhibition "Boldini and fashion" on display at Palazzo dei Diamanti.

SCOPE AND AIM OF THE PROJECT
The experimental project is the spearhead of "Boldini and the city", the maxi container that involves various economic, tourist and cultural activities including Ascom, Cna, Confesercenti, Consorzio Visit and some high schools to promote the exhibition in a compact way and not only. The digital launch is only the culmination of the project which will offer reciprocal discounts between exhibition and commercial activities, artefacts made by art workshops inspired by portraits of the "divine" of the Ferrarese painter and, perhaps, even themed showcases. This experience is one of many announced at the exhibition presentation conference that were held in the Pinacoteca to prepare Ferrara and tourists for the inauguration of the exhibition.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Stakeholders involved were: Municipality of Ferrara, VisitFerrara Consortium, FerraraArte, digital companies, private accommodation facilities active in the city of Ferrara, local trade associations.

PROJECT FUNDING AND SUSTAINABILITY
The project had been backed with private funds.

RESULTS
The exhibition "Boldini and fashion" was not a "simple" exhibition but a true, capillary event capable of involving the productive, commercial, cultural and receptive realities of Ferrara. Ferrara was the first city in Italy in which smart speakers had been used as a means of promoting state-of-the-art tourism.

TECNOPOLIS (PP3)

Tou.Play

Project general information
PROJECT PARTNER
TECNOPOLIS (PP3) Parco Scientifico e Tecnologico - Società consortile a responsabilità limitata unipersonale http://www.tecnopolispst.it/
PROJECT NAME
Tou.Play
LOCALIZATION OF PROJECT ACTIVITIES
Puglia Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
LINKS
http://www.touplay.it/

Project features and results
PROJECT TARGET(S)
Project targets are all touristic operators (B2B), guides (B2B), students (B2C), municipalities (B2B/B2C), national and international tourists (B2C).
SCOPE AND AIM OF THE PROJECT
The project is aimed at the development of game design and storytelling actions for cultural products and services.
PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
PROJECT FUNDING AND SUSTAINABILITY
The project has been funded in part through the PIN measure.

RESULTS

UniPu (PP5)

TECH-TOUR - Technology and tourism: augmented reality for the promotion of the Roman and Byzantine itineraries

Project general information
PROJECT PARTNER
UniPu (PP5) Università Juraj Dobrila di Pola https://www.unipu.hr/
PROJECT NAME
TECH-TOUR Technology and tourism: augmented reality for the promotion of the Roman and Byzantine itineraries
LOCALIZATION OF PROJECT ACTIVITIES
• Cities of Aquileia, Milano, San Mauro, Altino, Montegrotto Terme, San Basilio **- ITALY** • Cities of Brijuni, Rijeka, Porec, Pula, Peroj, Medulin, Valtura, Fazana - **CROATIA** • Cities of Zajecar, Naissus, Sirmium, Kostolovac, Remesiana - **SERBIA** • City of Ljubljana - **SLOVENIA**

CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED

The "**Roman Itinerary**" - **Iter Romanum** - extends along the remains of the old Roman Road, as designed at the Peutingers' map Tabula Peutingeriana from the IV century, with some minor divergences. It passes through four European countries: Italy, Slovenia, Croatia and Serbia. Over centuries, from ancient to modern times, this road has been connecting people living in different parts of Europe. Along this route, a unique mixture of cultural influences, forming common European heritage, can be identified. Roman Itinerary encompasses another ancient Roman route, Via Annia, from the II century BC, stretching through northern Italy. It involves the following sites:

- Felix Romuliana, **Serbia**, III Century A.D. (http://www.techcooltour.com/en/routes/roman/felix-romuliana)
- Insullae Pullariae, **Croatia**, I-VII Century A.D. (http://www.techcooltour.com/en/routes/roman/insullae-pullariae)
- Aquileia, Fondo Cossar, **Italy**, I-IV Century A.D. (http://www.techcooltour.com/en/routes/roman/fondo-cossar)
- Naissus, **Serbia**, I Century B.C. (http://www.techcooltour.com/en/routes/roman/naissus)
- Tarsatica, **Croatia**, I-V Century A.D. (http://www.techcooltour.com/en/routes/roman/tarsatica-croatia)
- Parentium, **Croatia**, II Century B.C. (http://www.techcooltour.com/en/routes/roman/parentium-croatia)
- Basilica Apostolorum, **Italy**, I-IV Century A.D. (http://www.techcooltour.com/en/routes/roman/basilica-apostolorum-italy)
- Aquileia, Foro Romano, **Italy**, I Century A.D. (http://www.techcooltour.com/en/routes/roman/foro-romano-italy)
- Emonan House, **Slovenia**, IV-V Century A.D. (http://www.techcooltour.com/en/routes/roman/emona)
- Aquileia, Porto Fluviale, **Italy**, I Century A.D. (http://www.techcooltour.com/en/routes/roman/porto-fluviale)
- Pula, **Croatia**, I Century A.D. (http://www.techcooltour.com/en/routes/roman/pula-croatia)
- Sirmium, Serbia (http://www.techcooltour.com/en/routes/roman/sirmium-serbia)
- Aquileia, Sepolcreto, **Italy** (http://www.techcooltour.com/en/routes/roman/sepolcreto)
- Dragonera, **Croatia**, I-VII Century A.D. (http://www.techcooltour.com/en/routes/roman/dragonera-croatia)
- Aquileia, Fondo Cal, **Italy**, I-IV Century A.D. (http://www.techcooltour.com/en/routes/roman/fondo-cal)
- Vizula, **Croatia**, I Century A.D. (http://www.techcooltour.com/en/routes/roman/vizula-croatia)
- Aquileia, Fondo Pasqualis, **Italy**, IV Century A.D. (http://www.techcooltour.com/en/routes/roman/add-title)
- San Mauro, **Italy**, II-I Century B.C. - XVI Century A.D. (http://www.techcooltour.com/en/routes/roman/san-mauro-italy)
- Early Christian Centre, **Slovenia**, I-V Century A.D. (http://www.techcooltour.com/en/routes/roman/emonaarcheological-park-early-christian-centre)
- Viminacium, **Serbia**, I Century A.D. (http://www.techcooltour.com/en/routes/roman/viminacium-serbia)
- Altinum, **Italy**, I Century B.C.- IV Century A.D. (http://www.techcooltour.com/en/routes/roman/altino-italy)
- Nesactium, **Croatia** (http://www.techcooltour.com/en/routes/roman/nesactium-croatia)
- Montegrotto Terme, **Italy**, I Century A.D. (http://www.techcooltour.com/en/routes/roman/kjkljkljklj)

- Aquileia, Basilica, **Italy**, IV Century A.D. (http://www.techcooltour.com/en/routes/roman/basilica-aquileia-italia)
- Fazana, **Croatia** (http://www.techcooltour.com/en/routes/roman/fazana-croatia)
- Remesiana, **Serbia** (http://www.techcooltour.com/en/routes/roman/remesiana-serbia)
- Aquileia, Südhalle, Italy, IV Century A.D. (http://www.techcooltour.com/en/routes/roman/sudhalle-italy)
- San Basilio, **Italy** (http://www.techcooltour.com/en/routes/roman/san-basilio)

The **"Byzantine Itinerary" – Iter Byzantinum** – is a route connecting Byzantine sites in four countries: Italy, Serbia, Croatia and Slovenia. The territories of these countries were of highest importance for the Byzantium especially during the reign of the Justinian I (VI century), also called "the last Roman emperor" because he regained lost territories of the former Western Roman Empire, occupied by barbarian Germanic tribes. The route connects sites that were under Byzantine influence over centuries, linking the native place of Justinian in Serbia with the sites at the coasts of Italy, Croatia and Slovenia, that played important role in his military campaign for regaining the West. It involves the following sites:

- Naissus, **Serbia**, I Century B.C. (http://www.techcooltour.com/en/routes/byzantine/naissus)
- Pula, **Croatia**, I Century A.D. (http://www.techcooltour.com/en/routes/byzantine/pula-croatia)
- Santa Maria Delle Grazie, Grado, **Italy** (http://www.techcooltour.com/en/routes/byzantine/basilica-of-s-maria-delle-grazie-italy)
- Insullae Pullariae, **Croatia**, I Century B.C. (http://www.techcooltour.com/en/routes/byzantine/insullae-pullariae-croatia)
- Basilica St. Maria Assunta, Island of Torcello, Venice, **Italy**, VII Century A.D. (http://www.techcooltour.com/en/routes/byzantine/basilica-st-maria-assunta-italy)
- Cattedrale Di S. Stefano, Caorle (Province of Venice), **Italy**, VIII Century A.D. (http://www.techcooltour.com/en/routes/byzantine/caorle)
- Dragonera, **Croatia**, I-VII Century A.D. (http://www.techcooltour.com/en/routes/byzantine/dragonera-croatia)
- Remesiana, **Serbia**, I Century A.D. (http://www.techcooltour.com/en/routes/byzantine/add-title)
- Justiniana Prima, **Serbia**, VI Century A.D. (http://www.techcooltour.com/en/routes/byzantine/justiniana-prima-serbia)
- Capritana Insula, **Slovenia** (http://www.techcooltour.com/en/routes/byzantine/capris)
- Nesactium, **Croatia** (http://www.techcooltour.com/en/routes/byzantine/nesactium-croatia)
- Parentium, **Croatia**, II Century B.C. (http://www.techcooltour.com/en/routes/byzantine/parentium-croatia)
- Pons Trajani Et Pontes, **Serbia**, II-III Century A.D. (http://www.techcooltour.com/en/routes/byzantine/coming-soon)

http://www.techcooltour.com/en/app

Project features and results

PROJECT TARGET(S)

Project main targets are cultural national and international tourists and local communities.

The project "TECH -TOUR Technology and Tourism: Augmented Reality for Promotion of Roman and Byzantine Itineraries" aims to promote two historical trans-national EU cultural routes exploiting developed ICT tools and exploring new media potential in promotion of cultural heritage. Retracing the history of influences, exchanges and developments of two great empires, Roman and Byzantine, which shaped the cultural landscape of Europe, the project aims at defining the common thread that link places and regions and helps represent the richness and uniqueness of European cultural identity.

The project TECH-TOUR aims to promote two historical trans-national EU cultural routes by marking specific points of cultural and historical value along the routes, exploiting developed ICT tools (Augmented Reality) and creating cross media communication platform TECHCOOLTOUR, by placing twelve interactive infoboards and transforming the routes into virtual open-air museums.

Within the project, twelve archaeological sites in four countries are marked with Augmented Reality info boards. When viewed through smartphone devices, the boards trigger virtual presentations and offer additional info to visitors, thus transforming the routes into virtual, open-air museums. The ICT tool developed through the project activities is TechCoolTour, a mobile app that offers unique range of multimedia information about the mapped Roman and Byzantine cultural heritage sites in the project area. App end-users find information on archaeological locations layered over the camera live view and access additional information such as images, stories and routes to the sites. Web presentation and augmented reality mobile application are designed and developed within the project by LiveViewStudio, one of the project partners.

The emphasis shall be put on the unifying potential of the two routes promoted by the project – the Roman and the Byzantine itineraries - connecting the Western and the Eastern part of the Roman Empire, with its two capitals, Rome and Constantinople, reflected in the historical, cultural, military and economic importance of the routes. Today the cultural and historical unity of the EU is non visible, and the shared cultural heritage is perceived not as belonging to a common EU past, but to the member states states on the route at an individual level. Mapping a new pan-European route as a unique and recognizable cultural product and connecting the selected points on the route into a unique system will help the integration of the cultural heritage on the route, giving it its own European identity. Such integration of the common cultural heritage on the route will reinforce the sense of the community and connections among participating countries.

With such premises, main objectives of the project can be defined as it follows:
- To map and promote two cultural routes focusing on their interrelation in creating common European identity

- To show the potential of mobile technologies for the development of innovative communication at cultural heritage sites
- To support innovation in cultural tourism services
- Support local economies through an enhanced visibility

Project's **final goals** are:
- To create an innovative concept for the promotion of the cultural heritage by implementation of new ICT applications, ad-hoc marketing strategies and trans-national cooperation of the participating countries.
- To enhance integration of SMEs, business community, public institutions and other subjects in the field of cultural tourism within partner countries, so as to create a network of human resources, promote entrepreneurship and encourage synergies with similar actions within participating countries.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED

The project consortium involves a wide range of stakeholders from 4 EU countries (one old Member State, a new Member State and two Candidates) belonging to a neighbouring geographical area.

The project partnership is of 12 entities: Public Authorities (regional and local), Cultural Institutions and Bodies, a Creative Studio for digital communication solutions and Chambers of Commerce thus assuring a comprehensive involvement of key-actors able to effectively realise a "cultural tourism product" within the project life-cycle as well as assure continuity after its life time.

Project partners are:
- Eurosportello del Veneto, Italy (www.eurosportelloveneto.it, http://www.techcooltour.com/en/project/partners/eurosportello-del-veneto)
- Municipality of Rovinj – Rovigno, Istria, Croazia (www.rovinj.hr, http://www.techcooltour.com/en/project/partners/grad-rovinj)
- Regione Veneto, Italy (https://www.regione.veneto.it/, http://www.techcooltour.com/en/project/partners/regione-del-veneto)
- LiveViewStudio, Cross media creative agency, Belgrade, Serbia (www.liveviewstudio.com, http://www.techcooltour.com/en/project/partners/LiveViewStudio)
- Fondazione Aquileia, Italy (www.fondazioneaquileia.it, http://www.techcooltour.com/en/project/partners/fondazione-aquileia)
- Rijeka City Department of Culture, Croatia (http://www.rijeka.hr/eng, http://www.techcooltour.com/en/project/partners/grad-rijeka)
- Arheološki Muzej Istre, Pula, Croatia (http://www.ami-pula.hr/, http://www.techcooltour.com/en/project/partners/arheoloki-muzej-istre)
- Urban Development Center, Belgrade, Serbia (http://centarzaurbanirazvoj.com/, http://www.techcooltour.com/en/project/partners/centar-za-urbani-razvoj)
- Marco Polo System, Mestre, Venice, Italy (http://www.marcopolosystem.it/, http://www.techcooltour.com/en/project/partners/marco-polo-system)
- Mestni Muzej Ljubljana (Museums and Galleries of Ljubljana), Slovenia (www.mgml.si, http://www.techcooltour.com/en/project/partners/mestni-muzej-ljubljana)
- AIC Forum (Forum of the Adriatic and Ionian Chambers of Commerce), Ancona, Italy (www.forumaic.org, http://www.techcooltour.com/en/project/partners/aic-forum)
- Gospodarska Zbornica Slovenije (Chambers of Commerce), Ljubljana, Slovenia (https://www.gzs.si/, http://www.techcooltour.com/en/project/partners/gospodarska-zbornica-slovenije)

PROJECT FUNDING AND SUSTAINABILITY
The project has been funded with 23/G/ENT/CIP/11/B/N02S008 "Trans-national cooperation projects on European Cultural Routes".
RESULTS
Project **actions** implemented and realized: • mapped and promoted two cultural rutes: Roman Itinerary and Bizantine Itinerary; • TECHCOOLTOUR - augumented reality mobile application; • developed ICT tools (Augmented Reality) and creating cross media communication platform TECHCOOLTOUR; • placed twelve interactive infoboards - virtual open-air museums

UnionCamere del Veneto (PP6)

Human Capital Development, EU projects training, information services, networking

Project general information
PROJECT PARTNER
Unioncamere Del Veneto (PP6) Unione Regionale Delle Camere Di Commercio Del Veneto www.ven.camcom.it/
PROJECT NAME
Human Capital Development, EU projects training, information services, networking (services provided by the entity)
LOCALIZATION OF PROJECT ACTIVITIES
Veneto Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Service activities related to regional cultural and/or heritage sites, such as: • Prosecco Hills (UNESCO site) and Treviso Province; • Dolomiti (UNESCO site) and Belluno Province; • Regional Cultural Heritage; • Regional public and private villas and castles; • Venezia (metropolitan area and UNESCO site); • Natural heritage and outdoor activities (rural and peripherical areas). With specific reference to the Interreg Italy-Croatia programme area, sites promoted are: • Castello del Catajo, Battaglia Terme, Padua, Veneto (http://www.castellodelcatajo.it/); • Natural thermal cave of S. Elena Hill - natural monument, Battaglia Terme, Padua, Veneto; • Villa Draghi Museo del termalismo - archaeology museum, Montegrotto Terme, Padua, Veneto; • Parco Letterario (literary park) Francesco Petrarca e dei Colli Euganei, Padua, Veneto (http://www.parcopetrarca.com/); • Cycling, mountain biking and walking routes along the Veneto region.
LINKS
http://www.ven.camcom.it

Project features and results
PROJECT TARGET(S)
Services targets are: • Local enterprises, especially SMEs; • Consortia and business associations; • Business clusters; • Cultural and Creative Industries; • Research centres and universities; • Tourism operators; • Tourism stakeholders active and operating in the Veneto Region.
SCOPE AND AIM OF THE PROJECT
Unioncamere Veneto is the association of the 7 Chambers of Commerce, Industry, Crafts and Agriculture of the Veneto Region. Services delivered by Unioncamere are backed by general scope and aim of the body itself, which is to support and promote the regional economic system by facilitating the relationships among the Veneto Regional Government and the other Local Authorities.
PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Public stakeholders involved are: • Chambers of Commerce, Veneto Region; • Destination Management Organisations; • Local municipalities, Public owned museums, Villas and sites. **Contribution** of public stakeholders to the services lies in activities related to: cooperation in defining key policies, development of legal framework analysis, statistical framework, development of intermediary services for SMEs- analysis. **Private stakeholders** involved are: local SMEs; private-owned museums, villas and sites; trade organisations, intermediary organisations, consortia and clusters; RIR - Innovative Regional Networks.
PROJECT FUNDING AND SUSTAINABILITY
Services are public funded, specifically through Regional, National and EU funds.

RESULTS
Unioncamere develops the proposed services upon specific mandate received from the Chambers of Commerce and based on annual or multi-annual programmes defined with the Veneto Region.

Project general information
PROJECT PARTNER
Unioncamere Del Veneto (PP6) Unione Regionale Delle Camere Di Commercio Del Veneto   www.ven.camcom.it/
PROJECT NAME
Networking, Training, B2B (services provided by the entity with the support of Eurosportello del Veneto)
LOCALIZATION OF PROJECT ACTIVITIES
Veneto Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Service activities related to regional cultural and/or heritage sites, such as: • Prosecco Hills (UNESCO site) and Treviso Province;   • Dolomiti (UNESCO site) and Belluno Province;   • Regional Cultural Heritage;   • Regional public and private villas and castles;   • Venezia (metropolitan area and UNESCO site);   • Natural heritage and outdoor activities (rural and peripherical areas).   With specific reference to the Interreg Italy-Croatia programme area, sites promoted are: • Castello del Catajo, Battaglia Terme, Padua, Veneto (http://www.castellodelcatajo.it/);   • Natural thermal cave of S. Elena Hill - natural monument, Battaglia Terme, Padua, Veneto;   • Villa Draghi Museo del termalismo - archaeology museum, Montegrotto Terme, Padua, Veneto;   • Parco Letterario (literary park) Francesco Petrarca e dei Colli Euganei, Padua, Veneto (http://www.parcopetrarca.com/);   • Cycling, mountain biking and walking routes along the Veneto region.
LINKS
http://www.eurosportelloveneto.it

Project features and results

PROJECT TARGET(S)
Services targets are: • Local enterprises, especially SMEs; • Consortia and business associations; • Business clusters; • Cultural and Creative Industries; • Research centres and universities; • Tourism operators; • Tourism stakeholders active and operating in the Veneto Region.
SCOPE AND AIM OF THE PROJECT
Unioncamere del Veneto offers support to the enterprise and SMEs located in the Veneto Region in the cultural and tourism sector, within the services offered to the companies. Unioncamere is part of the Enterprise Europe Network a network of organisations at European level offering advanced services to the companies for: networking; training, B2B and B2Credit services. These services are delivered at regional level.
PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Public stakeholders involved are: • Chambers of Commerce, Veneto Region; • Destination Management Organisations; • Local municipalities, Public owned museums, Villas and sites. **Contribution** of public stakeholders to the services lies in activities related to: cooperation in defining key policies, development of legal framework analysis, statistical framework, development of intermediary services for SMEs- analysis. **Private stakeholders** involved are: local SMEs; private-owned museums, villas and sites; trade organisations, intermediary organisations, consortia and clusters; RIR - Innovative Regional Networks.
PROJECT FUNDING AND SUSTAINABILITY
Services are public funded, specifically through EU funds.

RESULTS
Unioncamere del Veneto have been developing the proposed services for more than 20 years. In the recent years, such services have been integrated with the Eurosportello, integrating competencies with specific services dedicated to: • innovation services for SMEs also focused on creative industries and cultural heritage promotion; • training and mobility services for entrepreneurs; • research and development; • B2B promotion.

Information about programmes, grant opportunities, European legislation, research of commercial and technological partners and support in the internationalization process.

Project general information
PROJECT PARTNER
Unioncamere Del Veneto (PP6) Unione Regionale Delle Camere Di Commercio Del Veneto www.ven.camcom.it/
PROJECT NAME
Information about programmes, grant opportunities, European legislation, research of commercial and technological partners and support in the internationalization process (services provided by the entity with the support of the FriendEurope Consortium and Eurosportello del Veneto)
LOCALIZATION OF PROJECT ACTIVITIES
Veneto Region, ITALY
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Service activities related to regional cultural and/or heritage sites, such as: • Prosecco Hills (UNESCO site) and Treviso Province; • Dolomiti (UNESCO site) and Belluno Province; • Regional Cultural Heritage; • Regional public and private villas and castles; • Venezia (metropolitan area and UNESCO site); • Natural heritage and outdoor activities (rural and peripherical areas). With specific reference to the Interreg Italy-Croatia programme area, sites promoted are: • Castello del Catajo, Battaglia Terme, Padua, Veneto (http://www.castellodelcatajo.it/); • Natural thermal cave of S. Elena Hill - natural monument, Battaglia Terme, Padua, Veneto; • Villa Draghi Museo del termalismo - archaeology museum, Montegrotto Terme, Padua, Veneto; • Parco Letterario (literary park) Francesco Petrarca e dei Colli Euganei, Padua, Veneto (http://www.parcopetrarca.com/); • Cycling, mountain biking and walking routes along the Veneto region.
LINKS
http://friendeurope.it/

Project features and results
PROJECT TARGET(S)
Services targets are: • Local enterprises, especially SMEs; • Consortia and business associations; • Business clusters; • Cultural and Creative Industries; • Research centres and universities; • Tourism operators; • Tourism stakeholders active and operating in the Veneto Region.
SCOPE AND AIM OF THE PROJECT
Eurosportello del Veneto is the organization of the Friend Europe consortium (which includes 10 offices located in the North-Eastern regions in Italy, i.e. Veneto, Friuli Venezia Giulia, Trentino Alto Adige) that coordinates and brings support to enterprises by providing a wide range of services. The consortium is part of the Enterprise Europe Network (EEN), a European network promoted by the Directorate-General for Enterprise and Industry of the European Commission that gathers nearly 600 member organizations. The EEN operates in all the 28 EU Member States, in the candidate countries, in the Member States of the European Economic Area and in other Third Countries.
PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Public stakeholders involved are: • Chambers of Commerce, Veneto Region; • Destination Management Organisations; • Local municipalities, Public owned museums, Villas and sites. **Contribution** of public stakeholders to the services lies in activities related to: cooperation in defining key policies, development of legal framework analysis, statistical framework, development of intermediary services for SMEs- analysis. **Private stakeholders** involved are: local SMEs; private-owned museums, villas and sites; trade organisations, intermediary organisations, consortia and clusters; RIR - Innovative Regional Networks.

PROJECT FUNDING AND SUSTAINABILITY
Services are public funded, specifically through EU funds.
RESULTS
Friend Europe is the consortium that implements the services of the Enterprise Europe Network in the regions of Veneto, Friuli Venezia Giulia and Trentino Alto Adige, the largest network to support SMEs worldwide, present in more than 50 countries and comprising over 600 local partners. Friend Europe is coordinated by Unioncamere del Veneto and includes within it another 9 partners from the world of chambers of commerce, research centres and centres for innovation and technology transfer. The network and its members combine their international business experience with local expertise to help companies introduce their innovation to the market. Members of the Friend Europe consortium provide personalized assistance to accelerate business growth, develop new business and technology partnerships, promote credit access and participate in European funding programs.

STEP RI (PP7)

BALKAN ROADS

Project general information
PROJECT PARTNER
Step Ri (PP7) Science and Technology Policy Research Institute (CSIR)
www.csir-stepri.org/
PROJECT NAME
BALKAN ROADS
LOCALIZATION OF PROJECT ACTIVITIES
• Balkan peninsula • Ukraine • Trieste (Italy)
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Balkan Roads is a 8.000 km road trip through one of the most naturally diverse regions of the world. Sites promoted are cultural and/or natural heritage sites in Croatia, Serbia, Bosnia and Herzegovina, Montenegro, Albania, North Macedonia, Greece, Bulgaria, Romania, Moldova, Slovenia, Italy, Turkey, Ukraine.
LINKS
https://balkanroads.co/ https://www.facebook.com/BalkanRoads/

Project features and results
PROJECT TARGET(S)
Project target are especially young, enthusiast travellers (B2C) who are keen on experiencing the local lifestyle, adventure and education.

SCOPE AND AIM OF THE PROJECT
The aim of the project is to develop the application for traveling through the countries of Balkan peninsula. Balkan Roads is a circular road trip across the Balkan peninsula using old Yugo cars while guests will tailor the intensity and character of their trip using more than 100 adventurous or cultural-traditional experiences along the way. The goal of the project is to provide the user of the application and tourists with a real local experience. The users pick checkpoints, which are more than 100, according to their wishes. The main principle is not to use highways, the app is sending the most interesting facts about the places you pass, things you can try, what to eat and drink while travelling. The project is working on a whole new touristic trend of feeling, tasting, educating and living the true local story.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Local private and public stakeholders ("checkpoints") throughout the Balkans are indispensable in order to provide a real local experience for the traveller.

PROJECT FUNDING AND SUSTAINABILITY
For 2018, project had been funded with City of Rijeka SMEs non-refundable small grants.

RESULTS
All partnerships are concluded, checkpoints are investigated, old cars are bought, and development of the application is currently in process. Within the ATLAS project, new checkpoints in Kastav were established, thus valorising Kastav autochthonous products and experiences (family farm Dejan Rubeša "Plovanić", Belica Association, etc.).

Walk the Walk of Kastav - The Never-ending Story of Kastav

Project general information
PROJECT PARTNER
Step Ri (PP7) Science and Technology Policy Research Institute (CSIR)   www.csir-stepri.org/
PROJECT NAME
BALKAN ROADS
LOCALIZATION OF PROJECT ACTIVITIES
The project takes place in Kastav, Croatia.
CULTURAL AND/OR NATURAL HERITAGE SITE(S) PROMOTED
Sites promoted are located in the city of Kastiav, Croatia: Fortica, Loža, Voltica, Crekvina, Žudika, St. Jelena church, Lokvina, The Holy Trinity church, town walls, Local Ethnographic Museums.
LINKS
http://www.kastav-euroway.com/   https://www.facebook.com/kastav.euroway/

Project features and results
PROJECT TARGET(S)
Project targets are both national and international tourists (B2C target).
SCOPE AND AIM OF THE PROJECT
The goal of "The Never-ending Story of Kastav" project is the popularization of children's entrepreneurship and tourism through the valorisation of cultural heritage and history of Kastav. The idea was to connect the love for the town of Kastav and its history with learning English.   The aim is to provide local tour guides who know every corner of the town like no one else, presenting the town in a different, interesting and playful way through the education of the youngest citizens.

PUBLIC / PRIVATE STAKEHOLDER(S) INVOLVED
Local public stakeholders involved are: The City of Kastav, Kastav Tourist Bord.
PROJECT FUNDING AND SUSTAINABILITY
Project had been funded by Croatian Children's Foundation.
RESULTS
Three sightseeing tours have already been organized, which were led by local children who attend language courses at Euroway language school, and one theatre play performed also by Euroway students. Within the ATLAS project, collaboration with Balkan roads team was accomplished and due to that the sightseeing tour is upgraded. Project leaders are currently working on the protection of intellectual property.