

30
settembre

Lo sviluppo economico attraverso la cultura: il sistema Friuli Venezia Giulia

Verso la prima Fiera regionale della cultura e creatività

Creative Days

online
ENGLISH
EVENT

Quattro giorni dedicati alle Imprese Culturali e Creative del Friuli Venezia Giulia per sviluppare relazioni, conoscere progetti e creare opportunità.

GIOVEDÌ 30 SETTEMBRE 2021 | 3 PM - 5 PM

THE STRENGTHENING OF ICCS AS A GROWTH ENGINE FOR SUSTAINABLE TOURISM

Creative and digital development models play an important role in promoting sustainable and regenerative tourism. In the wake of the pandemic, a new framework based on resilience to revive both the creative and tourism sectors includes more than ever before entrepreneurial and digital upskills, as well as the implementation of sustainable practices. With this in mind, the event offers an opportunity for discussion between local and transnational players recently involved in projects combining creativity, tourism, digital and sustainability. At the same time, thanks to the presentation of a selection of ideas developed as part of the CCI4T incubation program, this event aims to promote the exchange of knowledge and insights to improve and grow the sectors in question.

Moderator: **Claudio Visentin and Claudia Baracchini** - Friuli Innovazione

CULTURAL AND CREATIVE INDUSTRIES 4TOURISM: ACTIVITIES, OUTPUT AND EXPECTED IMPACT

Daide De Nicolò, Anna Ressa - Tecnopolis STP, Bari - Puglia

CREATIVITY & TOURISM: THE ADVANTAGES OF A CREATIVE AND DIGITAL RESOURCES FOR ANTIFRAGILE TOURISM: "FRIULI VENEZIA GIULIA AWARDED AS 2021 BEST CREATIVE DESTINATION IN ITALY"

Giovanna Tosetto - Tourism Designer Expert and Destination Advisor

DIGITALIZATION & SUSTAINABILITY AS GROWTH DRIVERS:

Serious games as strategic digital marketing tools to promote cultural heritage and tourism

Goran Pavlov - IRI Cluster for research, development and innovation - CCI4Tourism

INSIGHTS FROM ADRIAN CULTURAL AND CREATIVE THEMATIC CLUSTER:

- **EMOUNDERGROUNDS case study: Emotional and innovative exhibits for an experiential tourism**
Ida Carolla, Project Manager of EMOUNDERGROUNDS project on behalf of Nardò Municipality
Italo Spada, Director of New Technologies and Design Department of CETMA, the European Research Center for Technologies Design and Materials.
- **E-SERVICES AND DIGITALIZATION. An opportunity to boost creative enterprises and sustainable tourism**
Marino Cavallo - Città Metropolitana di Bologna, Italy

CCI4Tourism TRANSNATIONAL INCUBATION PROGRAM QUICK FIRE-PITCH IDEAS

introduced by **Claudia Baracchini** - Project Manager CCI4T Friuli Innovazione

- **BLAWALK**, Italy
- **COUNTESS GRETA**, Slovenia
- **E-Animal**, Bosnia Erzegovina
- **Accessible Tourism**, Greece
- **Slovenia photo tours**, Slovenia



4.30 PM - 17.00

Conclusions

Claudio Visentin

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