I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Specific objective 3.1 "Make natural and cultural heritage a leverage for sustainable and more balanced territorial development"

Title of deliverable (as in SIU): **reports of the Laboratories**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.2 Awareness Raising Actions

Partner in charge (author): **LP-P1**

Partners involved: **LP,P1, P2, P3, P4, P5**

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TEATRO PUBBLICO PUGLIESE AWARENESS RAISING ACTION REPORT

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European Regional Development Fund

INTRODUCTION

On these 9th, 10th days of the month of May of the year 2018 the "Awareness raising action" (act 3.2) has taken place in Pescara at Abruzzo Region, Viale Giovanni Bovio 425.

During this Laboratory the Pool of Experts has transferred to the SC the tools to led:
  i)   an in-depth social analysis of their territory;
  ii) a territorial animation of the stakeholders.

The structure of the local "Awareness raising action" that Partners should follow to obtain results from the stakeholders should be as follows:

  -   Presentation of the Project
  -   Introduction of the Experts (with participation also at a distance)
  -   Stakeholders introduce themselves
  -   Brainstorming of the stakeholders divided in working groups
  -   Abstracts of the itineraries
  -   Questionnaires and focus group
  -   Assessment of the produced abstracts

The objective of the Local "Awareness raising action" has to be:

- to understand if the participating stakeholders are able to cooperate;
-to detect an aggregator of each working group of stakeholders;
-to identify the human resources that stakeholders can involve into the Project;
- to mix ideas and share interests;

The tools produced by the Pool of Experts to lead the Laboratories are:

Rossana Cotroneo:
  -   Questionnaire for the Stakeholders;
  -   Power Point for the Focus Group;

Ottavia Ricci:
  -   Power Point:
    ▪ Unknown destination

▪ The tourist product
▪ What is a destination
▪ How to create a travel itinerary

SUGGESTIONS OF THE POOL OF EXPERTS TO ANIMATE THE WORK OF THE STAKEHOLDERS IN EACH PARTNER TERRITORY.

Michele Trimarchi:
-to cross the projects;
-to take the past and transform it in richness for the future;
- to create something new;
-to involve the "makers", artisans of the future;
- to give to the tourist the possibility to chose the activities;
-to give time to tourists;

Rossana Cotroneo:
-to analyse who are the tourists that usually arrive in the PPs' territories;
- create modular itineraries;

Ottavia Ricci:
-give to the stakeholders the possibility to share their works;
- geolocalize on Google the perimeter on which to work;
-recognition of existing projects for cost effectiveness and synergies;
-to network;
- to image ourselves as user of the itineraries;
- do not be discouraged by the mobility factor;
- to be creative and have fun creating;
- empathy;

The above mentioned tools and suggestions given by the Pool of Experts have been immediately used during the "Awareness raising action" (act 3.2) that has taken place in Pescara with stakeholders of Abruzzo Region.