



GRAD PAZIN
www.pazin.hr

City of Pazin is Administrative center of Istrian County in Croatia, with 8.638 inhabitants.

Main City office covers activities related to international cooperation and European funds, while Department of communal system, physical planning and construction, in their scope, deals with environmental protection and public utilities. Department of administration and social affairs is in charge of cultural activities, protection and valorization of cultural heritage. Department of economy, finance and budget is in charge of Annual budget and economy affairs such as tourism.



PUČKO OTVORENO UČILIŠTE POREČ
www.poup.hr

Public Open University - POU Poreč is a public institution established in 1960, dedicated to culture and education. Its Departments of Music and Theatre, Visual Arts, Cinema, and Education provide the citizens of Poreč with various artistic, cultural and educational programmes throughout the year, while nurturing amateurism in order to promote creativity and ensure better quality of life in the community. With a wide range of activities, the University plays the central role in the city's cultural life.



GRAD CRIKVENICA
www.crikvenica.hr

The **Town of Crikvenica** is a local government located on the coast of the Adriatic sea. The Town Administration has 38 employes in three departments; one in charge of finance, tourism and economy, one in charge of communal infrastructure, urban planning, environmental protection and assets, and one in charge of social welfare, education, sports, health care and local government. Crikvenica celebrates its Town Day on August 14 every year - the day when the name Crikvenica was mentioned for the first time in an official document in 1412. This year, Crikvenica celebrates 130 years of tourism.



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"



TEATRO PUBBLICO PUGLIESE
Consorzio Regionale per le Arti e la Cultura (LEAD PARTNER)
www.teatropubblicopugliese.it

TPP is a Regional Multi-disciplinary Network for theatre, dance, children's theatre, contemporary circus and music with the aim of the Promotion and Education of the public, recognized by the Italian Ministry of Cultural Heritage and Activities and by Puglia Region. 52 municipalities and Puglia Region have joined the TPP, with 90 seasons, 850 performances, 173.000 spectators per-year. The vocation to special projects finds its foundation in a stronger collaboration with and for the Puglia Region, carrying out control, coordination, simplification and supervision functions.



REGIONE ABRUZZO
Servizio della Cooperazione Territoriale IPA Adriatic
www.regione.abruzzo.it

Abruzzo Region – Service of Territorial Cooperation IPA Adriatic served as the Managing Authority of the most relevant and complex IPA Adriatic CBC Programme 2007-13, with 102 Projects, including several specifically regarding tourism, in 8 Countries, 4 EU Members and 4 IPA. Ms Paola Di Salvatore, Chief Executive since 2013, currently also in charge of EU Project Management Service, shares the vision of ETC as a chance to leverage sustainable development of tourism with natural and cultural heritage.



MARCHE TEATRO scarl
www.marcheteatro.it

Marche Teatro was founded in 2014 by consolidating the two historical experiences of Teatro Stabile delle Marche and Inteatro Festival; it's recognized by the Ministry of Culture and Heritage as "Theatre of significant cultural interest". It gathers tradition and contemporary, representing a new model thanks to a unique combination of activities and features, all tailored on enhancing local audience, supporting emerging artists, increasing national and international relationships and consolidating the role of this institution as cultural hub.

I-Archeo.S.



The Project represents the capitalization of “Archeo.S.” Project, funded by IPA Adriatic CBC Programme 2007-2013, in which Teatro Pubblico Pugliese, Abruzzo Region and Grad Pazin have cooperated, and that had the objective to analyze the issues concerning the enhancement of cultural heritage and to develop innovative models of governance.

I-Archeo.S will capitalize on:

- the methodology of valorization of the Cultural Heritage as defined in Archeo.S, i.e., by means of artistic, cultural & creative productions;
- the successful experience of the stakeholders working together as a “System”.

The Overall Objective of the Project is to build an Integrated System of Services for the Natural and Cultural Heritage, for a sustainable economic development. Therefore, the specific objectives of the project are to connect various economic stakeholders and strengthen their skills, to increase the attractive value of the lesser known tourist destinations and to create new tourist itineraries to deseasonalize tourist flows.

I-Archeo.S is conceived as a rational path of cooperation in which the Partnership and a “**Pool of Experts**” in sociology, creative economy and territorial and tourism marketing, such as Danijel Bertović, Rossana Cotroneo, Ottavia Ricci and Michele Trimarchi, will accompany stakeholders in the creation of a **Public-Private Cluster** (with a minimum duration of 5 years) in each of the 6 involved territories, in order to promote the economic potentials of the local cultural and environmental resources, with the objective to increase the quality of services offered, integrate territorial services and transform, or simply strengthen, them into new tourist destinations, respecting their conservation and the sustainability of interventions. Stakeholders involved will be: *SMEs, Public Bodies from the fields of sustainable tourism, management of Natural & Cultural heritage, agro-food, handcraft, culture and creativity.*

TIMELINE & ACTIVITIES



14-15-16 March 2018 in Puglia
HUMAN RESOURCES ENHANCEMENT STRATEGY LAB
during which the Pool of Experts led the Partnership in a strategic analysis of the capacities of their territories and provided them with guidelines and tools for the elaboration of the “**Chart for Evaluating the Quality Performance of Services of the Clusters**”.



9-10 May 2018 in Abruzzo
AWARENESS RAISING ACTIONS
the Pool of Experts will transfer to the Partnership the tools to conduct an in-depth social analysis of their territory and a territorial animation of the stakeholders structured in local Workshops.



28-29-30 June 2018 in Ancona
CREATIVITY VOCATIONAL TRAINING COURSE
the Pool of Experts will transfer to the Partnership the tools to involve Local stakeholders in the elaboration of the **thematic tourist itineraries**.



12-15 February 2019 in Crikvenica
20–23 February 2019 in Pazin
28 February - 5 March 2019 in Puglia
18-28 April 2019 in Abruzzo
29 April – 5 May 2019 in Porec
21-29 June 2019 in Ancona
PILOT ACTION

Each Partner together with its Public-Private Cluster will develop its thematic itinerary which will be conceived as **new creative products** (e.g. eco-routes, new intermodal plans, alternative ways of transportation, edutainment products, storytelling) that will combine innovation, multidisciplinary approaches to promote values expressed by Natural and Cultural Heritage.

The **Pilot Action** will be the occasion to test the itineraries which will be presented as Educational Tours dedicated to International Tour Operators.

TRANSFERABILITY and IMPLEMENTATION PLAN of Outputs and results

At the end of the Project the Pool of Experts will develop the document that describes the methodology adopted to create the new model of cooperation between public & private actors for a sustainable economic development. It will include guidelines to facilitate the implementation of that model by other organisations/regions/countries outside the current partnership.

“ A **MOBILE APP** will be created to improve the accessibility and fruition of the Cultural and natural heritage sites included in the tourist thematic itineraries. It will include all the services provided by the Public-Private Clusters of I-Archeo.S and that will also include suitable contents for people with disabilities. ”

