

STEERING COMMITTEE and JEC MEETING, EB WORKSHOP, CREATIVITY VOCATIONAL TRAINING COURSE

27-29 June 2018

Ancona

26.6.2018

Afternoon/evening: arrival of partners in Ancona

20.30 opening dinner

23.00 transfer to Villa Nappi, Polverigi

27.6.2018

10.00 – 13.00 **3RD STEERING COMMITTEE and JOINT EXPERTS COMMITTEE MEETING, Villa Nappi, Sala Sommier**

- Update of the works done during the local “Awareness Raising Actions” with the stakeholders;
- Update draft of the projects of tourist thematic itineraries;
- Work on the project of tourist thematic itinerary with the support of Pool of Experts (one to one);
- Update % of budget paid by each Partner
- Discussion about the draft of “Agreement for Scholastic Tourism”
- “Decalogue”/lineguides to develop the "Charter for the evaluation of the quality of services" by Pool of Experts

13.00 - 14.30 light lunch

27.6.2018

<p>14.30 - 17.30 CREATIVITY VOCATIONAL TRAINING COURSE, Villa Nappi, Sala Sommer</p>	<p>15.30 -17.30 EB Workshop, Villa Nappi, Sala Pianoforte</p>
<p>PARTICIPANTS: Partners and EB; Pool of Experts;</p>	<p>PARTICIPANTS: EB; Ottavia Ricci;</p>
<p>TOPICS: - Analysis of the participating Stakeholders in the “Local Creativity vocational training course” of Ancona; - Presentation from the PP of their ideas for the Local Creativity Vocational Training Course; - Pool of Experts transfer knowledge on:</p> <ul style="list-style-type: none"> • “Creative economy” for the new creative productions (act 3.4) that have to combine innovation, multidisciplinary approaches to promote values expressed by Natural/Cultural Heritage. • “Sustainable tourism-marketing” useful for the Public-Private Clusters to develop a sustainable tourism & to attract international tourist operators in 4.2. • Advices for the PP for the Local Creativity Vocational Training Course; 	<p>TOPICS: The Quality of Communication for the Project Partners’ itineraries</p>

17.30 - 18.00 transfer from Polverigi to Sirolo

18.00 – 19.00 **Local context and background:** visit of Sirolo

19.00 – 19.30 transfer from Sirolo to Portonovo

19.30 – 20.30 **Local context and background:** visit of Portonovo

20.30 – dinner and transfer from Portonovo to Polverigi

28.06.2018

9.30 – 10.00 Transfer to Ancona

10.00 – 11.45 **Local context and background:** tour of Ancona and Teatro delle Muse

11.45 – 12.00 break

12.00 – 13.00 **PRESS CONFERENCE, Teatro delle Muse, Sala Clio**

13.00 – 14.30 Light lunch

<p>15.30 – 18.00 LOCAL CREATIVITY VOCATIONAL TRAINING COURSE, Teatro delle Muse, Sala Clio</p>	<p>14.30 – 17.30 EB Workshop, at Teatro delle Muse, Salone delle Feste</p>
<p>PARTICIPANTS: Stakeholders; Pool of Experts; EB; Partners;</p>	<p>PARTICIPANTS: EB; Ottavia Ricci;</p>
<p>TOPICS:</p> <ul style="list-style-type: none"> • Presentation of Marche Teatro starting idea: the project submitted, the premises, the goals, the core idea • “Destination”: video of Inteatro Festival, intervention of Ottavia Ricci (Pool of Experts) • The institutional partners and stakeholders: Marche Region, Ancona Municipality, Polverigi Municipality • “Benchmarking and local context”: statistics from local context, benchmarking with other similar (or opposite) experience around the world, intervention of Michele Trimarchi and Rossana Cotroneo (Pool of Experts) • “Creating the cluster”: analysis of Marche Teatro cluster 	<p>TOPICS:</p> <ul style="list-style-type: none"> • Presentation Mob. App proposal; • The Quality of Communication for the Mob. App: <ul style="list-style-type: none"> - Languages; - Needs; - Interests; - Tools for communication;

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| <ul style="list-style-type: none">• The private stakeholders: intervention of stakeholder 1, stakeholder 2• Presentation of the Pilot Action draft <p>closing and greetings</p> | |
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20.00 dinner at Muse Bar (Teatro delle Muse)

21.15 **Performance:** “Nassim” (Teatro delle Muse)

22.45 transfer to Polverigi

29.06.18

<p>10.00 - 13.00 CREATIVITY VOCATIONAL TRAINING COURSE and 3RD STEERING COMMITTEE and JEC MEETING, Villa Nappi, Sala Sommer</p>	<p><i>10.00 -12.00</i> EB Workshop, Villa Nappi, Sala Pianoforte</p>
<p>PARTICIPANTS: Partners; Pool of Experts; EB;</p>	<p>PARTICIPANTS: EB;</p>
<p>10.00-10.30 Final suggestions of the Pool of Experts for the Local Creativity Vocational Training Courses;</p> <p>10.30 -13.00 Recap Project activities to do:</p> <ul style="list-style-type: none"> • Agreements for Public-Private Clusters; • development thematic itineraries with “new creative productions” 	<p>TOPICS:</p> <ul style="list-style-type: none"> • The Quality of Communication for the Pilot Action: <ul style="list-style-type: none"> ○ languages and timing

<p>(e.g. eco-roads, new intermodal plans, alternative ways of transferring, edutainment products, storytellers);</p> <ul style="list-style-type: none">• Chart for Evaluating the Quality Performance of Services;• Meeting in Porec; <p>- Mobile App Approval by SC;</p>	
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13.00 light lunch and departure