

# REPORT

## KEYQ+ FINAL CONFERENCE AND STUDY VISIT

Venice, Italy

23-24/09/2019

## Agenda

### Program of the cycle of final events of the project KeyQ+

#### Monday 23/9/2019 - Caorle – Pramaggiore - Portogruaro

**10.45** Meeting point at Caorle

Pontile stadio (in front of “Associazione Albergatori Caorle” Strada Nuova, 60 - Caorle) – Motorship  
**Departure for a guided tour by boat around points of interest from Veneto Orientale. Tour of the Caorle Lagoon, internal waters, traditional “casoni” (mentioned by Hemingway in his book “Across the River and into the Trees”)**

**13:00** Lunch at C’ Corniani village: Ca’ Corniani Azienda Agricola - Strada Provinciale 62, n. 28, Loc. Ca’ Corniani, 30021 Caorle (VE)

**14:30** second part of the tour to discover cultural and naturalistic treasures around the Caorle lagoon.

**16:00** Return to the meeting point in Caorle

**17:00 – 18:30** Mostra Nazionale Vini: Via Cavalieri di Vittorio Veneto, 13, 30020 Pramaggiore Blessaglia (VE)

**World cafe at the National Exhibition of Wines with stakeholders.** See a description of the methodology of “world cafe” in attachment. **Students from Lepido Rocco will offer coffee services and cookies.**

**19:00** Guided tour of the Winery of the Azienda Vitivinicola Ornella Bellia - Via Roma, 117 - 30020 Pramaggiore (VE) Italy (tel.: +39 0421 200679)

**19:30** KeyQ+ Educational dinner at the Ornella Bellia Winery - Via Roma, 117 - 30020 Pramaggiore (VE) Italy (<http://www.ornellabellia.it/>) **prepared and served by the students from Lepido Rocco.** Except the boat tour, all transfers by private cars of the participants.

#### Tuesday 24/9/2019 Venice

### Final conference

**Aula Mario Baratto, C’ Foscari – Dorsoduro 3246 – Venezia (VE) [www.unive.it/pag/30119/](http://www.unive.it/pag/30119/)**

10:00 Participants registration

**10:30** Institutional greetings

- Emilio Gandini – Scuola Centrale Formazione’s President
- Igor Merlić – Director AZRRI Agency for Rural Development of the Istrian Region (HR)
- Ezio Pinzan, Assessor for Agriculture, Forestry, Hunting, Fishery and Water Economy - Region of Istria
- Silvia Majer, INTERREG V-A Italy-Croatia Managing Authority, Region of Veneto: Greeting and introduction to the state of the art of the program

**11:00 Presentation of the KeyQ+ Project** and its products -Jasenska Kapuralin, AZRRI (Agency for Rural Development of the Istrian Region (HR)

**11:10 Round table: Case studies / experiences in comparison.**

Giampiero Rorato – journalist and wine and food expert: Introduction and moderation

- Pilot experiences in Istria and Veneto (Renato Perc – director of the Market of Pula, Elena Puh Belci – deputy-major of Pula, Alberto Visentin- director of Lepido Rocco – Pramaggiore (VE), Fausto Pivetta- major of Pramaggiore-VE)
- Pilot experiences in Friuli Venezia Giulia, Emilia Romagna and Losinj (Renata Purpura – CIVIFORM Trieste, Daniela Bernardi – deputy-major of Cividale del Friuli, Dalibor Cvitković - director Tourism Board of the Town of Mali Losinj, Laila Tentoni- president of Casa Artusi Forlimpopoli, Mario Montanari – manager from Regione Emilia Romagna)
- I–Ambassadors: Video intervention of a case study about joint promotion of plural destinations through social networks

**12:30 – 13:00 Conclusions and final greetings**

- Anna Flavia Zuccon, Department for Territorial Cooperation, Region of Veneto: the next future and perspectives for European Territorial Cooperation.

AFTERNOON

**Experiential program** (upon invitation - stakeholders / who signed the MoU)

**13:00 – 14:00** light lunch at Ca Foscari Cafeteria “Veniceat” - Dorsoduro 3246 – Venezia (VE)

**14:30-16:30** Guided tour along an “off-the-beaten paths” of cultural and historical points of interest in Venice

**16:30 -17:00** Final stop and greetings “as a local” in a traditional wine-shops/coffee-shops with tasting of Venetian “tapas” named “chicchetti” in the local dialect.

## Summary

Scuola Centrale Formazione has organized the final cycle of events of the project in Venice and some networking activities around the KeyQ+ Point in Pramaggiore (VE) and the KeyQ+ Itinerary in Veneto. This latter networking activities were planned and carried out with the cooperation of SCF's member Lepido Rocco, as part of its actions of animation of the KeyQ+ Point in Veneto (Pramaggiore). Those networking activities were targeted to stakeholders whom were previously involved in the project (the ones who signed the Memorandum of Understanding but not exclusively). The experiential tour of the Caorle lagoon and the visits to cultural interest points in the area has been "warm-up activities" to start the mutual knowledge of stakeholders and PPs from other regions. In the afternoon the program was dedicated to a "world café" around the project and its future perspectives. The final conference was held at Cà Foscari, "Aula Mario Baratto" in Venice – Dorsoduro. The Managing Authority, the regional authorities from Veneto, Emilia Romagna and Istria, but also local authorities from Emilia Romagna, Veneto, Friuli Venezia Giulia and Istria were present at the final conference in Venice, together with other guests and stakeholders from Italy, Croatia and Slovenia.

From Istria the following stakeholders took part in the final cycle of events: Ezio Pinzan (Assessor for Agriculture, Forestry, Hunting, Fishery and Water Economy - Region of Istria) Nikola Vuković (chef of the restaurant "La Grisa"), Sandi Siljan (professor of School of Tourism, Catering and Trade Pula) and Roberto Zović (professor of the School of Tourism, Catering and Trade Pula). The City of Pula organized a trip and accommodation for the Istrian delegation mentioned above that participated in the final KeyQ+ conference in Venice (Italy).



