

# PROJECT WEBSITE AT PROGRAMME WEB PLATFORM UPDATE 1

Deliverable D2.1.7

WP2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 1  
Activity Title: Start-up activities  
Partner in Charge: PP2  
Partners involved: PP2  
Status: Final

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## 1. INTRODUCTION

As part of the Programme communication strategy, projects are required to contribute to the content of the Italy-Croatia CBC Programme portal aimed at promoting all funded operations. The Public Institution Development Agency Sibenik Knin County as a WP2 Leader will be in charge of updating the website on a regular basis with project's contents and news, to raise awareness and inform a large audience. It will also provide target audience with access to relevant project outputs and deliverables.

The Project webpage is one of the most important information and publicity tools that can be used as it constitutes the project's main information gate. It will enable the information of the vast community of recipients about the project, its findings, the progress that have been made and the upcoming events. The overall objective of the TAKE IT SLOW website is to present the project in a clear, understandable and detailed way to all stakeholders.

## 2. PROJECT WEB SITE

Link: <https://www.italy-croatia.eu/web/take-it-slow>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

### 2.1. PROJECT NEWS



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

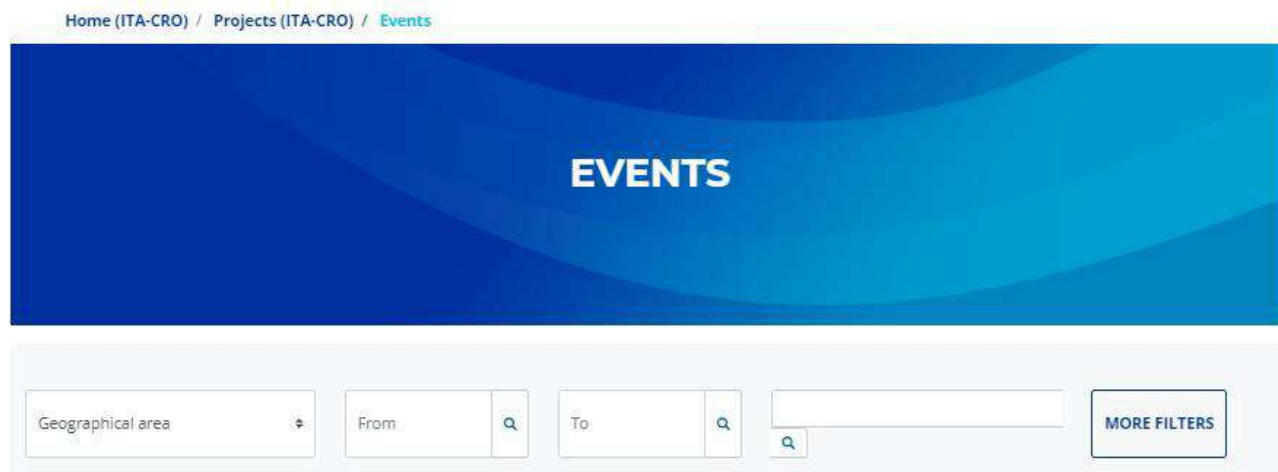
All the articles prepared by the project on ongoing project activities and updates should be prepared regularly in order to inform the project stakeholders of the project progress and uploaded in the “NEWS” section.

Use template for project news:

Field	What
Title of the news ( <i>mandatory</i> )	<ul style="list-style-type: none"> <li>• <i>insert title of the news</i></li> </ul>
Abstract ( <i>mandatory</i> )	<ul style="list-style-type: none"> <li>• <i>insert abstract (subtitle)</i></li> </ul>
Full text ( <i>mandatory</i> )	<ul style="list-style-type: none"> <li>• <i>insert full text; the text can be accompanied with the link, images</i></li> </ul>
Date from ( <i>mandatory</i> )	<ul style="list-style-type: none"> <li>• <i>date of the news</i></li> </ul>
Image ( <i>mandatory</i> )	<ul style="list-style-type: none"> <li>• <i>provide image: 680x450 pixel; format .jpeg that will be displayed on project news main section</i></li> </ul>
Image of the gallery ( <i>mandatory</i> )	<ul style="list-style-type: none"> <li>• <i>provide images and pictures 680x450 pixel; format .jpeg that will be displayed under text in gallery</i></li> </ul>

## 2.2. PROJECT EVENTS

Home (ITA-CRO) / Projects (ITA-CRO) / Events



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

All the events organized by the project, both online and offline, should be announced in the “EVENTS” section.

Use template for project events:

Field	What
Title of the event (mandatory)	<ul style="list-style-type: none"> <li>• <i>insert title of the event</i></li> </ul>
Abstract (mandatory)	<ul style="list-style-type: none"> <li>• <i>insert abstract (subtitle)</i></li> </ul>
Full text (mandatory)	<ul style="list-style-type: none"> <li>• <i>insert full text; the text can be accompanied with the link, images</i></li> </ul>
Date from (mandatory) From hour	<ul style="list-style-type: none"> <li>• <i>here the event starts</i></li> </ul>
Date to (mandatory) To hour	<ul style="list-style-type: none"> <li>• <i>here the event ends</i></li> </ul>
Event reference person: (mandatory)	<ul style="list-style-type: none"> <li>• <i>name surname</i></li> <li>• <i>phone</i></li> <li>• <i>email</i></li> </ul>
Place (mandatory)	<ul style="list-style-type: none"> <li>• <i>insert the name of the location (text)</i></li> </ul>
Address (mandatory)	<ul style="list-style-type: none"> <li>• <i>insert the specification of the address (text)</i></li> </ul>
Image	<ul style="list-style-type: none"> <li>• <i>provide image: 680x450 pixel; format .jpeg that will be displayed on project event main section</i></li> </ul>
Image of the gallery	<ul style="list-style-type: none"> <li>• <i>provide images and pictures 680x450 pixel; format .jpeg, that will be displayed under text in gallery</i></li> </ul>

## 2.3. DOCUMENTS AND TOOLS

All the final project deliverables of the WP2 Project communication (such as infographics, Posters, Articles published on the newspapers, relevant magazines and portals, other promotional materials etc.) and of the thematic WPs (such as Guidelines, Thematic research and analysis etc.) should be uploaded in the LIBRARY – DOCUMENTS and TOOLS section.

## LIBRARY

Learn about TAKE IT SLOW through our results

PROJECT COMMUNICATION	+
TOOLS	+

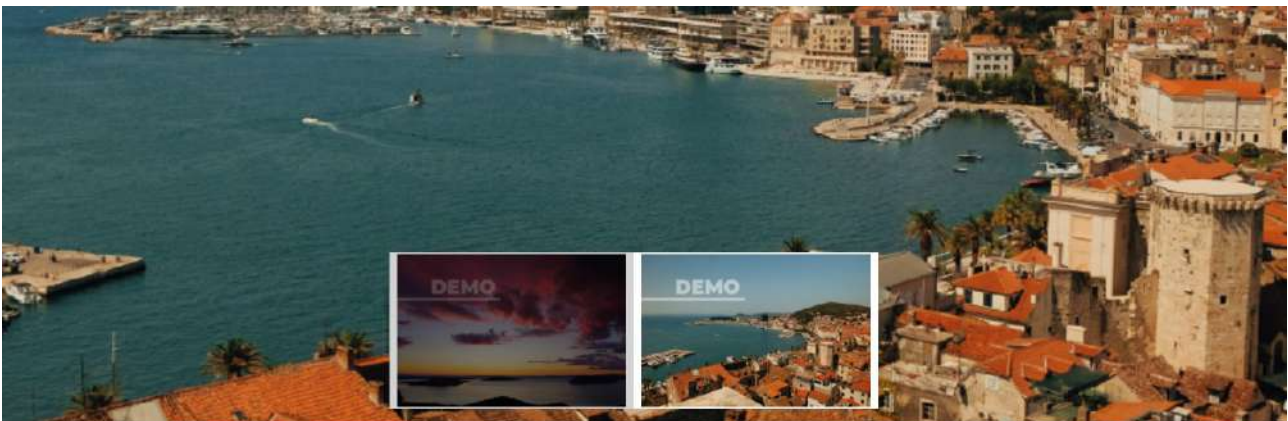
SEE ALL DOCS & TOOLS

Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

## 2.4. MULTIMEDIA

### PHOTOS :

The most representative project photos that are testimony and storytell project activities the best way can be upload and displayed on project home page. Also, all photos produced during the pilot actions and project events should be uploaded in MULTIMEDIA section.



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

### VIDEO:

All project videos, video-interviews should be linked from the project Youtube channel:

[https://www.youtube.com/channel/UC\\_zafmSNyXbnerSDddb2SIw](https://www.youtube.com/channel/UC_zafmSNyXbnerSDddb2SIw)



# PROJECT WEBSITE AT PROGRAMME WEB PLATFORM UPDATE 2

Deliverable D2.1.7

WP2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 1025547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 2  
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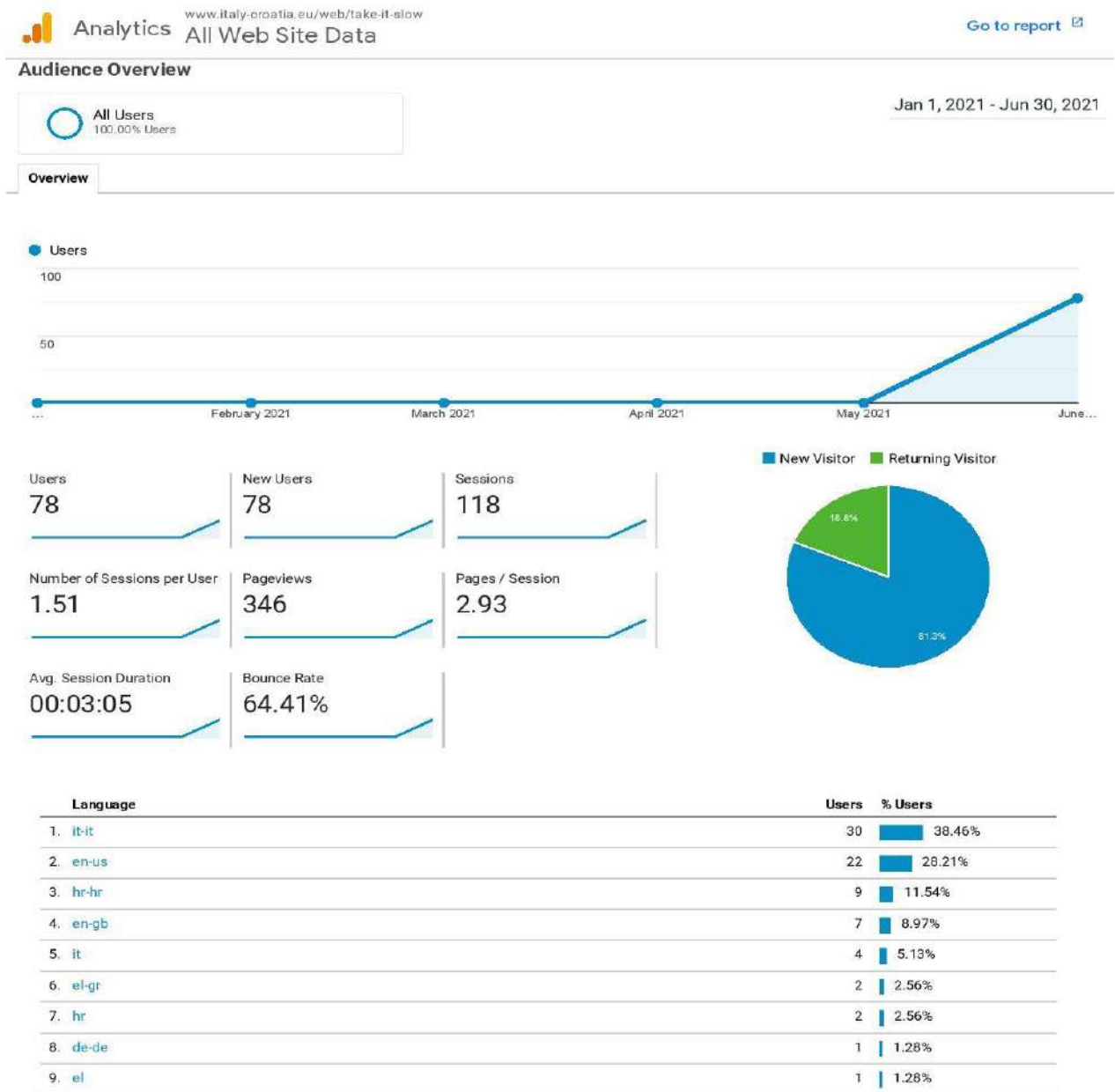
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# 1. PROJECT WEB SITE

Web site tracking behavior for project TAKE IT SLOW was implemented by Programme on June 15th 2021 and by the June 30<sup>th</sup> 2021 there were:

- 346 page views
- 78 new users
- 118 sessions



Source: Google Analytics

## 1.1. PROJECT NEWS

Project news were updated with 12 articles on ongoing project activities and updates (meetings, workshops):



<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-2nd-steering-committee-meeting-successfully-held-1>

**TAKE IT SLOW 2ND STEERING COMMITTEE MEETING SUCCESSFULLY HELD**

Published on 24/02/2021 (last modified 25/02/2021)

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**TAKE IT SLOW 2nd Steering Committee was held on 25th and 26th February 2021**

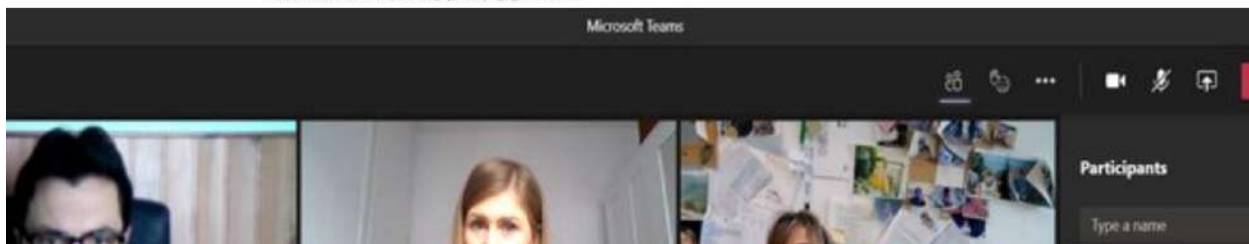
TAKE IT SLOW 2nd Steering Committee was held on 25th and 26th February 2021. In the organization of the Public Institution Split Dalmatian Development Agency RERA. All 12 Croatian and Italian partners, including the Lead Partner Dubrovnik-Neretva Region, attended the meeting online, due to COVID-19 circumstances.

TAKE IT SLOW project, full name Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, is designed to capitalize on the natural and cultural heritage of the Adriatic region and create new slow tourism offering through sustainable and specialization concepts - green, innovative and creative.

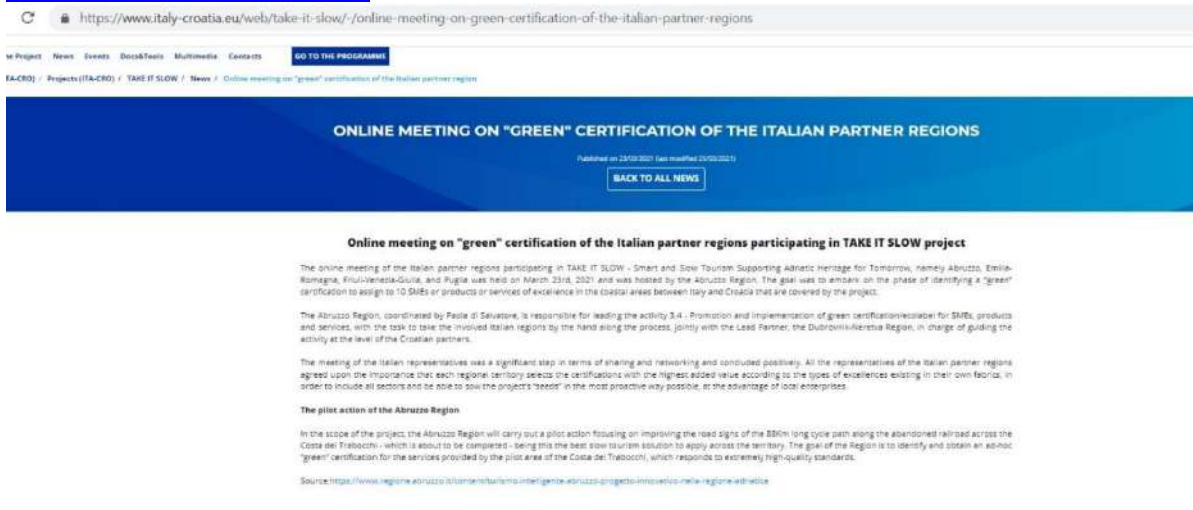
One of the goals is to raise accessibility and promote slow tourism experience of tangible and intangible heritage through valorization and interpretation by cultural and creative industries. As part of the meeting, Public Institution Split Dalmatian Development Agency RERA presented Black Heritage in the island of Brač as one of the cultural heritage pilot destinations where accessibility will be improved through project activities.

Through the project itself, an effective tourism framework for management, marketing and promotion will also be developed and the transfer of methodology and know-how to actors on local, regional, national and EU level will be enabled. Public Institution Split Dalmatian Development Agency RERA is leading the efforts in the process of analyzing current policies in the project area and recommending the best ones for partner implementation while the University of Zadar is supporting with the methodology which was presented at the meeting.

This spring one of the partner focuses will be engaging various stakeholders in tourism in educational meetings on how to adapt quicker to the market conditions, which is proving to be even more valuable in these challenging times facing a global pandemic.



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-2nd-steering-committee-meeting-successfully-held-1>



<https://www.italy-croatia.eu/web/take-it-slow/-/online-meeting-on-green-certification-of-the-italian-partner-regions>

**ONLINE MEETING ON "GREEN" CERTIFICATION OF THE ITALIAN PARTNER REGIONS**

Published on 23/02/2021 (last modified 23/02/2021)

[BACK TO ALL NEWS](#)

**Online meeting on "green" certification of the Italian partner regions participating in TAKE IT SLOW project**

The online meeting of the Italian partner regions participating in TAKE IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, namely Abruzzo, Emilia-Romagna, Friuli-Venezia-Giulia, and Puglia was held on March 23rd, 2021 and was hosted by the Abruzzo Region. The goal was to embark on the phase of identifying a "green" certification to assign to 10 SMEs or products or services of excellence in the coastal areas between Italy and Croatia that are covered by the project.

The Abruzzo Region, coordinated by Paolo di Salvatore, is responsible for leading the activity 3.4 - Promotion and Implementation of green certification (ecolabel for SMEs, products and services, with the task to take the involved Italian regions by the hand along the process, jointly with the Lead Partner, the Dubrovnik-Neretva Region, in charge of guiding the activity at the level of the Croatian partners.

The meeting of the Italian representatives was a significant step in terms of sharing and networking and concluded positively. All the representatives of the Italian partner regions agreed upon the importance that each regional territory selects the certifications with the highest added value according to the types of excellences existing in their own fabrics, in order to include all sectors and be able to solve the project's "needs" in the most proactive way possible, at the advantage of local enterprises.

**The pilot action of the Abruzzo Region**

In the scope of the project, the Abruzzo Region will carry out a pilot action focusing on improving the road signs of the 880km long cycle path along the abandoned railroad across the Costa del Trabocco, which is about to be completed - being this the best slow tourism solution to apply across the territory. The goal of the Region is to identify and obtain an eco-label "green" certification for the services provided by the pilot area of the Costa del Trabocco, which responds to extremely high-quality standards.

Source: <https://www.regione.abruzzo.it/comunicazioni/tema/inglese/abruzzo-progetto-innovativo-nelle-regione-adriatiche>



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/online-meeting-on-green-certification-of-the-italian-partner-regions>

https://www.italy-croatia.eu/web/take-it-slow/-/friuli-venezia-giulia-promotes-fvg-in-movement-10.000-steps-to-health-




European Regional Development Fund

The Project News Events Docs&Tools Multimedia Contacts **GO TO THE PROGRAMME**

ITA.CRO / Projects (ITA.CRO) / TAKE IT SLOW / News / Friuli Venezia Giulia promotes "FVG in movement - 10.000 steps to health"

**FRIULI VENEZIA GIULIA PROMOTES "FVG IN MOVEMENT - 10.000 STEPS TO HEALTH"**

Published on 10/09/2021 (last modified 10/09/2021)

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**As part of the Interreg "Take it Slow" project the Region embraces the objectives through the enhancement of tourist itineraries suitable to all**

As part of the Interreg Italy - Croatia "Take it Slow" project, Friuli Venezia Giulia embraces the shared objectives to develop a sustainable and accessible tourism management and promotion model through the enhancement of the "FVG in Movement - 10.000 steps to health" itineraries. These paths have been created to encourage the population to exercise, develop the culture of movement and well-being, and promote correct practices, important at all ages.

All itineraries are short, easy and develop in areas away from traffic. Many are also accessible to people with mobility disabilities. Therefore, they are proposals suitable for all targets: the elderly, families with children, people with disabilities, both residents of Friuli Venezia Giulia and tourists.

Through the "Take it Slow" project, PromoTurismoFVG will have the opportunity to communicate these itineraries at a European level, giving tourist visibility to places in the region still to be discovered and encouraging the appreciation of the varied mosaic of natural, cultural, historical and artistic treasures of Friuli Venezia Giulia: a region that from the Friuli Alps and Dolomites to the Adriatic Sea, passing through theilly territory, offers safety, natural distancing and slow and sustainable tourism.

The itineraries of "FVG in Movement - 10.000 steps to health" touch various areas of the region, different from each other for landscape and traditions. Mountain enthusiasts will be able to choose, for example, the routes that cross Lake Cavazzo, Trionfoni di Sopra or the village of Prisanca, for those who love the sea there is a walk in Duino Aurizina. The offer includes to Friuli Collinare is rich, with easy trekking in Pagnagna, one of the most beautiful villages in Italy, San Daniele and Ragnagna. There is no shortage of proposals to discover art gems such as Spilimbergo, Sacile and Udine.

The realization and promotion are managed by Federici& ANCI FVG, in collaboration with PromoTurismoFVG, the University of Udine and all the municipalities that have joined the project.

**RELATED NEWS**

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/friuli-venezia-giulia-promotes-fvg-in-movement-10.000-steps-to-health->

https://www.italy-croatia.eu/web/take-it-slow/-/tpp-live-12-april-2021-at-11.00-a.m.-presentation-of-take-it-slow-smart-and-slow-tourism-supporting-adriatic-heritage-for-tomorrow-




European Regional Development Fund

The Project News Events Docs&Tools Multimedia Contacts **GO TO THE PROGRAMME**

CROJ / Projects (ITA.CRO) / TAKE IT SLOW / News / TPP LIVE: 12 April 2021 at 11.00 a.m. - PRESENTATION OF TAKE IT SLOW "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"

**TPP LIVE: 12 APRIL 2021 AT 11.00 A.M. PRESENTATION OF TAKE IT SLOW "SMART AND SLOW TOURISM SUPPORTING ADRIATIC HERITAGE FOR TOMORROW"**

Published on 05/04/2021 (last modified 10/05/2021)

[BACK TO ALL NEWS](#)

**By April 20, you can join the expressions of interest in the creation of a "Local Community of Practice"**

The appointments with #TPPLIVE, the special of the Teatro Pubblico Pugliese dedicated to deepening the varied world of theater, culture and live entertainment, are back.

The episode, broadcast live on Monday 12 April at 11 am on the Facebook page of the TPP and on that of the Municipality of Fasano, is dedicated entirely to TAKE IT SLOW "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow", strategic project founded by Interreg V.A. Italy-Croatia CBC Programme, of which Teatro Pubblico Pugliese is a Partner and the Tourism and Culture Department of the Puglia Region is an Associate Partner, together with 5 other Italian Bodies and 3 Croatian Partners.

Guests of the episode, conducted by Ileana Sapone and Maddalena Tuland, will be: Cinzia Ceroli, Councilor for Tourism and Culture of the Municipality of Fasano; Angelofabio Attalico of the Tourism and Culture Department of the Puglia Region, Technical Manager of the Via Francigena in the South on behalf of the European Association of Via Francigena Ways and expert of the TPP for this project; Giuseppe Di Urso, president of the Teatro Pubblico Pugliese and Lino Manopperta, head of the Tpp project area.

The Project is aimed at the management and promotion of the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourists destination, developing models of management of tourist destinations with a bottom-up approach to encourage local communities to face the impacts of the tourism industry and at the same time protect and promote the rich natural and cultural heritage of their territory.

In Puglia, Teatro Pubblico Pugliese, in collaboration with Puglia Region - Department of Tourism, Economy of Culture and Valorization of the Territory, will orient its project activity on the enhancement of an area (micro-destination) of the route of the Via Francigena - Cultural Route of the Council of Europe, following the route of the Via Traiana.

The micro-destination is between Capotino - a hamlet of the Municipality of Monopoli (BA), Torre Canne - a hamlet of the Municipality of Fasano (BR) and Fasano itself, a territory rich in fortified farms, olive trees, rural churches, rock settlements, places of extraordinary naturalistic, historical and environmental interest.

Following a bottom-up approach, Teatro Pubblico Pugliese has published a notice for the collection of expressions of interest for the creation of a "Local Community of Practice" (LCP), for a collective improvement. The deadline for submitting your application for participation in the LCP is 20 April 2021. The notice for the submission of applications is published on the website of the TPP [www.teatropubblicopugliese.it](http://www.teatropubblicopugliese.it), "Transparent Administration" section.

During the episode of the #TPPLIVE it will be possible to interact with guests by asking questions live. Fb.

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/tpp-live-12-april-2021-at-11.00-a.m.-presentation-of-take-it-slow-smart-and-slow-tourism-supporting-adriatic-heritage-for-tomorrow-1>

## TPP LIVE: TAKE IT SLOW, THE TOURISM THAT UNITES EXPERIENCES AND COMMUNITIES

Published on 12/04/2021 (last modified 12/15/2021)

[BACK TO ALL NEWS](#)

### Presentation of the project of which the Pugliese Public Theater is a partner

#### By April 20, you can join the expressions of interest in the creation of a "Local Community of Practice"

The appointments with #TPPLIVE, the special of the Teatro Pubblico Pugliese dedicated to deepening the varied world of theater, culture and live entertainment, are back.

The episode, broadcasted live on Monday 12 April at 11 am on the Facebook page of the TPP and on that of the Municipality of Fasano, was dedicated entirely to TAKE IT SLOW ("Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"), strategic project funded by Interreg V-A Italy-Croatia CBC Programme, of which Teatro Pubblico Pugliese is a Partner and the Tourism and Culture Department of the Puglia Region is an Associate Partner, together with 5 other Italian Bodies and 5 Croatian Partners.

Guests of the episode, conducted by Irene Segone and Maddalena Tuleri, were: Cinzia Caroli, Councilor for Tourism and Culture of the Municipality of Fasano; Angelofabio Attilio of the Tourism and Culture Department of the Puglia Region, Technical Manager of the Via Francigena - Cultural Route of the Council of Europe, following the route of the Via Triliana; and expert of the TPP for this project: Giuseppe D'Urso, president of the Teatro Pubblico Pugliese and Lino Manoppo, head of the TPP project area.

The Project is aimed at the management and promotion of the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination, developing models of management of tourist destinations with a bottom-up approach to encourage local communities to face the impacts of the tourism industry and at the same time protect and promote the rich natural and cultural heritage of their territory.

In Puglia, Teatro Pubblico Pugliese, in collaboration with Puglia Region - Department of Tourism, Economy of Culture and Valorization of the Territory, will orient its project activity on the enhancement of an area (micro-destination) of the route of the Via Francigena - Cultural Route of the Council of Europe, following the route of the Via Triliana.

The micro-destination is between Capotosto - a hamlet of the Municipality of Monopoli (BA), Torre Canne - a hamlet of the Municipality of Fasano (BR) and Fasano itself, a territory rich in fortified farms, olive trees, rural churches, rock settlements, places of extraordinary naturalistic, historical and environmental interest.

Following a bottom-up approach, Teatro Pubblico Pugliese has published a notice for the collection of expressions of interest for the creation of a "Local Community of Practice" (LCP) for a collective improvement. The deadline for submitting your application for participation in the LCP is 26 April 2021. The notice for the submission of applications is published on the website of the TPP [www.teatropubblicopugliese.it](http://www.teatropubblicopugliese.it), "Transparent Administration" section.

Read more at: <https://www.facebook.com/ProjectTPP/posts/270053031427796>

DIRETTA 49

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/live-tpv-take-it-slow-the-tourism-that-unites-experiences-and-communities>

## ONLINE MEETING OF LOCAL COMMUNITY OF PRACTICE OF PROJECT PARTNER TEATRO PUBBLICO PUGLIESE

Published on 30/04/2021 (last modified 12/05/2021)

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### On May 4th at 6.30 pm the 1st meeting between the Local Community of Practice on Zoom

36 are the subjects who have responded to the notice of the Teatro Pubblico Pugliese aimed at collecting expressions of interest for the creation of a "Local Community of Practice" (LCP) for a collective improvement, that have chosen to take part in the path of support, sharing of experiences and collaboration of the Take It Slow Project, "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow".

A strategic project funded by the Interreg V-A Italy-Croatia CBC Programme - of which Teatro Pubblico Pugliese is a partner, together with the 6 Italian Regions overlooking the Adriatic and the Puglia Region - Department of Tourism, Economy of Culture and Enhancement of the Territory, which is an Associate Partner, in addition to 5 Croatian Partners - aimed at the management and promotion of the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination, developing models for managing tourist destinations with a bottom-up approach to encourage local communities to address the impacts of the tourism industry and at the same time protect and promote the rich natural and cultural heritage of their territory.

The first meeting to present the project to all the LCP participants is scheduled for May 4th at 6.30 pm on zoom. This is a virtual meeting, in compliance with the regulations in force to hinder the spread of SARS-CoV-2 infection (COVID-19). Among the participants, in addition to the Project Office Manager of Teatro Pubblico Pugliese, Lino Manoppo, there will also be Cinzia Caroli, Councilor for Tourism and Culture of the Municipality of Fasano and Angelofabio Attilio of the Tourism and Culture Department of the Puglia Region, Technical Manager of the Via Francigena in the South on behalf of the European Association of Via Francigena Ways and expert of the TPP for this project.

With them the representatives of farms specialized in organic crops and productions, to those recognized as slow food presidium of the Apulian territory, passing through artists and designers, tour operators specialized in slow tours, electric vehicle rental companies. Furthermore, the Municipality of Fasano, the Pro-Loco of Fasano and Monopoli, various associations for the enhancement of natural, cultural and historical resources, and institutional realities such as the FAI Committee of Brindisi, Confindustria-Brindisi, the University of Bari "Aldo Moro", Department of Economics, Management and Business Law, the ITS Tourism and Cultural Heritage Foundation - Puglia, the Regional Natural Park "Dune Costiere Da Torre Canne A Torre S. Leonardo", Automobile Club Grottole - Bari and Bari.

In Puglia, Teatro Pubblico Pugliese, in collaboration with the Puglia Region - Department of Tourism, Economy of Culture and Enhancement of the Territory, will focus its project activity on the enhancement of an area (micro-destination) of the Via Francigena - Cultural Itinerary of the Council of Europe, following the route of the Via Triliana.

The micro-destination is between Capotosto - hamlet of the Municipality of Monopoli (BA) and two hamlets of the Municipality of Fasano: Torre Canne and Selva; an area rich in fortified farms, olive trees, rural churches, rock settlements, places of extraordinary naturalistic, historical and environmental interest.

Through a series of actions, the "Local Community of Practice" will therefore have the opportunity to express its point of view and condition the tourism development strategies of the chosen area, and will become part of the Cross Border Platform for quality management of Adriatic Region, an instrument that will facilitate new partnerships, the creation of networks and the exchange of best practices and will promote a forward-looking tourism offer with unique experiences for visitors.

At the end of the path of support, sharing of experiences and collaboration foreseen by the TAKE IT SLOW Project, the TPP will support the design and implementation of innovative policies, products and services of sustainable tourism based on the natural and cultural heritage of the area Capotosto-Torre Canne-Selva di Fasano with the aim of improving the accessibility of some natural and cultural sites present in it.

The project also foresees the organization of guided tours open to international stakeholders that will be managed by involving the LCP.

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/online-meeting-of-local-community-of-practice-of-project-partner-teatro-pubblico-pugliese>



**The first out of three workshops on the subject of smart specialization in green, slow and sustainable tourism, within the TAKE IT SLOW project, was held on May 26<sup>th</sup>, 2021.**

The first out of three workshops on the subject of smart specialization in green, slow and sustainable tourism, which are to be organized within the European TAKE IT SLOW project, was held on May 26<sup>th</sup>, 2021. The workshop was organized by the University of Zadar and the goal was the dissemination of knowledge and best practice in smart specialization in green, slow and sustainable tourism.

The workshop participants had an opportunity to follow lectures prepared by Ms. Ivana Malešić from the European Court of Auditors (ECA) and Mr. Alfredo de Ugueri from the Regional Tourism Agency PUGLIARONDOZIONE.

Ms. Malešić gave a presentation on the topic "Smart specialization as a basis for the development of local units", in which she explained the concept of smart specialization, by going through a process such as defining smart specialization, its main features, 33 principles, steps in developing a strategy and many more.

The second presenter, Mr. Alfredo de Ugueri presented the "Awarenpuglia" campaign. The campaign was focused on the promotion of authenticity and identity of the Puglia region (Italy) as a way of creating a sustainable demand in tourism practice. Through this campaign, the Puglia region has promoted itself in a creative way as a destination that nourishes the uniqueness and identity of the region, with the goal of a sustainable tourism development and diversification on the tourism market.

The recording of the workshop is available on the TAKE IT SLOW YouTube channel.



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/1st-smart-specialization-workshop-1>



**The second smart specialization workshop on the subject of smart specialization in green, slow and sustainable tourism was held on June 24<sup>th</sup>, 2021. The workshop was organized by the University of Zadar within the TAKE IT SLOW project. Its main goal was the dissemination of knowledge and best practices in smart specialization in the field of green, slow and sustainable tourism**

The second smart specialization workshop on the subject of smart specialization in green, slow and sustainable tourism was held on June 24<sup>th</sup>, 2021. The workshop was organized by the University of Zadar within the TAKE IT SLOW project. Its main goal was the dissemination of knowledge and best practices in smart specialization in the field of green, slow and sustainable tourism.

The workshop participants had the opportunity to attend lectures prepared by Ms. Iva Tolić from the Institute for Development and International Relations and Ms. Maša Klemenčič from the Slovenian Tourist Board. The first presentation was held by Ms. Tolić on the topic "Innovations in sustainable tourism". She explained the concept of sustainable tourism, what innovations in tourism mostly include, but she also gave examples of best practices of innovations in sustainable tourism worldwide, in the EU and the Adriatic-Ionian Region. Furthermore, she explained how the coronavirus crisis has affected entrepreneurial innovations in tourism, but she also gave some guidelines on how innovation could be improved and better implemented in tourism.

The second presenter, Ms. Maša Klemenčič gave a presentation on the topic "Green & boutique products in Slovenian tourism". She talked about the Strategy for sustainable growth of Slovenian tourism 2017 – 2021, which has had the goal to improve recognizability and the image of the country, sustainable growth, and a higher added value. Ms. Klemenčič described the main principles of the green philosophy and the steps that had to be taken for the green transformation of Slovenia. Within this transformation, Slovenia has implemented the Green Scheme of Slovenian tourism, with the National program for the development of sustainable tourism, a certification program, and a label for destinations and providers – Slovenia Green. As a result of continuous market research, Slovenian Tourist Board also started with the implementation of the Slovenian unique experiences brand and certificate, which represents a collection of unique, authentic experiences of premium quality, supporting the story of green boutique Slovenia and the I feel Slovenia brand.

The recording of the workshop is available on the official TAKE IT SLOW YouTube channel and it can be watched [here](#).

The third smart specialization workshop on the subject of green, slow and sustainable tourism will be held on July 7<sup>th</sup>, 2021 via the Zoom platform.

For more information about the programme of the third workshop and other upcoming events please follow:

Website: <https://www.italy-croatia.eu/web/take-it-slow/events>

Facebook: <https://www.facebook.com/takeitslowproject/>

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-smart-specialization-workshop-within-the-take-it-slow-project>



## 1ST MEETING OF LOCAL COMMUNITY OF PRACTICE OF PROJECT PARTNER REGION OF ISTRIA

Published on 25/06/2021 (last modified 08/07/2021)

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### 1st meeting of Local Community of Practice (LCP) of project partner Region of Istria, Administrative Department for Culture and Heritage was held on June 25, 2021 in Momjan in Agritourism San Mauro

1st meeting of Local Community of Practice was held on June 25, 2021 in Momjan in Agritourism San Mauro, organized by the Region of Istria Administrative Department for Culture and Heritage, a partner in the TAKE IT SLOW project.

The project, project partnership, and main goals through five work packages and a series of related activities were presented during the meeting. Special emphasis was placed on activities related to the Local Community of Practice as a group of persons involved in the value chain in tourism of micro destinations and on activities related to the virtual visitor centre House of Istrian Castles in Momjan.

The milestones of drafting an Action Plan for Smart Tourism, the definition of Smart City and Smart Tourism with examples of good practice were presented and the questionnaire for the valorization of natural and cultural resources, intangible and tangible heritage, micro destinations, products and services of central Istria was completed.

12 participants arriving from different sectors and target groups made an important contribution to future visions of the development of smart projects, products, and services, which will be continued during future project meetings and events.



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/1st-meeting-of-local-community-of-practice-of-project-partner-region-of-istria>

## RURAL TOURISM MORE SUSTAINABLE FOLLOWING THE MODEL OF THE CAMALDOLESE FOREST CODE

Published on 29/06/2021 (last modified 05/07/2021)

[BACK TO ALL NEWS](#)

### The pilot action of the TAKE IT SLOW project involving Italy and Croatia at the Monastery of Fonte Avellana has been completed

The working table of the local practice community is made up of local and regional authorities (public sector), the tourism industry (private sector), the civil sector (NGO), and the scientific community that operates in the micro-tourism destination. "A network action for the protection and enhancement of the intangible cultural heritage of the Camaldolese Forest Code", says Gianluca Carrara Sole Director of Svim, the Marche Region Development Agency.

The Pilot Action and Local Community of Practice meeting was organized by Svim, as part of the TAKE IT SLOW project: "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow", of which it is a partner, together with 11 organizations including in Croatia - RERA SD public institution for coordination and development of the Split-Dalmatian County, Public Institution Šibenik-Knin County, Development Agency, University of Zadar, Region of Istria; in Italy - PromotourismoPVG, Veneto region, Molise Region, Emilia Romagna region, Abruzzo Region, Puglia Region - Department of Tourism, Economics of Culture and Valorisation of the Territory (Associated partner).

"A strategic cross-border cooperation project, - said Ludovico Cavenni Mayor of Serra Sant'Abbondio - with the first meeting in Fonte Avellana, which aims to implement the intelligent management of micro-tourism destinations to stimulate local communities in "address the impact of the tourism industry and at the same time protect and promote the rich natural and cultural heritage that characterizes the intervention area.

"The Camaldolese Forest Code" - chosen by Svim, to represent the concept of sustainability - is a tangible example of multifunctional, flexible, and durable management of environmental resources, and socio-economic development for many local communities in the Italian and non-Italian Apennines, only "declares don. Gianni Giacomelli Prior of the Monastery of Santa Croce of Fonte Avellana. "Here the environment, the natural resources and in particular the forest ones, have been profoundly transformed by the prolonged action of man, becoming the product of a historical and cultural process, of interaction between social, economic and natural factors".

Svim with TAKE IT SLOW in Fonte Avellana intends, together with the Community of Practice, to enhance the historical and cultural heritage inherent in the management of the territory and natural resources carried out by the Camaldolese monks, between 1027 and 1866. The Community of Practice will focus on the potential of material / intangible heritage of the Camaldolese Forest Code, as an attraction for the development of sustainable tourism of the Italy-Croatia cross-border destination, exchanging knowledge, defining and implementing pilot actions, to test new policies, products, and services, through the signing of a "Pact of action" in order to ensure the sustainability of the project.

The Forest Code of Practice is the result of the cooperation between the local authorities and the local community of practice, which will be implemented in the future.

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/rural-tourism-more-sustainable-following-the-model-of-the-camaldolese-forest-code>

## 100 BEST EXPERIENCES OF SUSTAINABLE TOURISM ALL OVER THE ADRIATIC AREA

Published on 29/06/2021 (last modified 05/07/2021)

[BACK TO ALL NEWS](#)

### A new cross border cluster of sustainable, smart and slow tourism

#### 100 best experiences of sustainable tourism gathered all over the Adriatic area, between Italy and Croatia

Aiming to build up a cluster of sustainable and slow products and services based on natural and cultural heritage, Veneto Region, as a partner of the European TAKE IT SLOW project and task leader for the specific action, supported by all Partners gathered almost 100 best experiences from the entire project area, which involves 6 Italian regions and 5 Croatian counties.

The objective of the collection was to highlight how in each destination sustainability is being promoted and fostered, in Italy as well in Croatia, in the island, rural and inland areas, creating a big picture to prepare the path to improve the competitiveness of typical product and services of Adriatic region, by boosting creativity, innovation, flexibility and knowledge in new products and services development process.

Regarding the criteria adopted in the collecting process, experiences had to be related to and supporting sustainable and/or slow tourism, considering the first one as that form of tourism that meets the needs of travelers and host territories while protecting and enhancing opportunities for the future, as well as slow tourism can be described as that one based on a special experience which tourist realizes in interaction with the local community, their natural environment, culture, tradition, customs, gastronomy, etc, considered in the context of sustainable and responsible tourism by respecting the specifics and needs of the local community, unlike mass tourism which most often neglects it. Furthermore, it wasn't mandatory, in experiences gathering, to be a proper tourism offer. For instance, they could be also an innovative business model, an app, or a digital system.

The result was a rich and varied overview of best practices, a wide-ranging survey that ranges from cultural to accessible, from adventure to gastronomy, from sport to education tourism, embracing plenty of stakeholders belonging to the public as well to the private sector, and bringing together different innovative approaches related to sustainability in tourism. This Cluster for smart, sustainable, and slow products will contribute to mitigating high seasonality pressure in the involved areas, raise the level of competitiveness on International markets, develop sustainable high-tech solutions for typical products and services, moreover supporting higher quality tourism.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/100-best-experiences-of-sustainable-tourism-all-over-the-adriatic-area>

## A SELECTION OF "GREEN" CERTIFICATIONS FOR THE ITALIAN PARTNERS

Published on 30/05/2021 (last modified 05/07/2021)

[BACK TO ALL NEWS](#)

### To strongly foster the tourism sector and directly involve the local operators in the Italian and Croatian regions participating in the project TAKE IT SLOW the focus is to identify several "green certifications" to be assigned to 10 SMEs, or products, or services of excellence in the coastal area between Italy and Croatia.

To more strongly foster the tourism sector and directly involve the local operators in the Italian and Croatian regions participating in the project Take It Slow - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, the focus of Activity 3.4, Promotion and implementation of green certification/ecolabel for SMEs, products is on identifying several "green certifications" to be assigned to 10 SMEs, or products, or services of excellence in the coastal area between Italy and Croatia. A way of promoting smart and slow tourism to enhance and promote the Adriatic region as a green and slow tourist destination accessible - throughout the year - in the Mediterranean region, based on common natural and cultural heritage.

To discuss the existing options the Italian partners can provide the tourism operators in their contexts, the 4 Italian regions involved in the activity, namely Abruzzo, Veneto, Emilia Romagna, and Puglia, met via an online meeting hosted by the Abruzzo Region on March 23rd.

The Abruzzo Region, coordinated by Paola di Salvatore, is responsible for leading the activity for the Italian side, with the task to take the involved Italian regions by the hand along the process, jointly with the Lead Partner, the Dubrovnik-Neretva Region, in charge of guiding the activity at the level of the Croatian partners.

The meeting of the Italian representatives was a significant step in terms of sharing and networking and concluded positively. All the representatives of the Italian partner regions agreed upon the importance that each regional territory selects the certifications with the highest added value according to the types of excellences existing in their own fabric so that all sectors are included, thus sowing the project's "seeds" in the most proactive way possible, at the advantage of local enterprises.

In particular, each Italian region has selected the following certifications which are the most suitable for their territories.

#### Abruzzo Region

The Abruzzo Region fosters the creation of a network of accommodation facilities and complementary services capable of promoting the development and qualification of the cycling offer, called "Abruzzo Bike Friendly". The "Abruzzo Bike Friendly" regional network is an initiative whose primary objective is to raise the quality level of the experience tourists are offered to live in the regional territory. The creation of this network aims to create a permanent collaboration between tour (and non tour) operators and to be able to build a competitive tourist product in the field of cycle tourism and road and off-road cycling. Two are the labels the stakeholders can achieve according to the level of qualified services delivered to tourists, "Abruzzo Bike Friendly Standard" and "Abruzzo Bike Friendly Superior".

#### Emilia Romagna Region

The Emilia-Romagna Region endorses "Terrabici by Emilia-Romagna", the regional network of accommodation facilities and complementary services capable of promoting the development and qualification of the cycle tourism offer. "Terrabici by Emilia-Romagna" regional network is an initiative promoted by "APT Servizi" (the Regional Agency for Tourism Promotion) and its primary objective is to raise the quality level of the experience offered to tourists. The network's members provide a service that allows tourists to easily enter the most beautiful scenic places, hear stories about them and appreciate a pleasant cycle tour during which they can relax, have fun and learn. The "Terrabici"

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/a-selection-of-green-certifications-for-the-italian-partners>

## 1.2. PROJECT EVENTS

The 6 events organized by the project, both online and offline, were announced in the “EVENTS” section :

**European Regional Development Fund**

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[Home](#) / [About the Project](#) / [News](#) / [Events](#) / [Docs&Tools](#) / [Multimedia](#) / [Contacts](#) / [GO TO THE PROGRAMME](#)

[Home](#) / [ITA-CRO](#) / [Projects \(ITA-CRO\)](#) / [TAKE IT SLOW](#) / [Events](#) / [2nd TAKE IT SLOW Steering Committee Meeting](#)

### 2ND TAKE IT SLOW STEERING COMMITTEE MEETING

Published on 22/02/2021 (last modified 22/02/2021)

[BACK TO ALL EVENTS](#)

**START DATE**  
Feb 25, 2021 14:00:00

**END DATE**  
Feb 26, 2021 16:50

**PLACE**  
Online Meeting

**2nd Steering Committee Meeting will be organized online via MS Teams on February 25th –26th where project partners will discuss the current state of the TAKE IT SLOW project**

2nd TAKE IT SLOW Steering Committee Meeting will be organized online via MS Teams on February 25th - 26th where project partners will discuss the current state of the TAKE IT SLOW project.

**Participants - project partners**

- LP - DUBROVNIK-NERETVA COUNTY
- FP1 - PUBLIC INSTITUTION REKASD FOR COORDINATION AND DEVELOPMENT OF SPLIT DALMATIA COUNTY
- FP2 - PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY
- FP3 - UNIVERSITY OF ZADAR
- FP4 - ISTRA COUNTY
- FP5 - PROMOTURISMORVIG
- FP6 - VENETO REGION
- FP7 - EMILIA-ROMAGNA REGION
- FP8 - SVILUPPO MARCHE SRL - SVM SRL REGIONAL DEVELOPMENT AGENCY
- FP9 - ABRUZZO REGION
- FP10 - MOLISE REGION
- FP11 - APULIAN PUBLIC THEATRE - REGIONAL CONSORTIUM FOR ARTS AND CULTURE
- FP12 - PUGLIA REGION

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-take-it-slow-steering-committee-meeting>

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[Home](#) / [ITA-CRO](#) / [Projects \(ITA-CRO\)](#) / [TAKE IT SLOW](#) / [Events](#) / [TPP LIVE: 12 April 2021 at 11.00 a.m. PRESENTATION OF TAKE IT SLOW "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"](#)

### TPP LIVE: 12 APRIL 2021 AT 11.00 A.M. PRESENTATION OF TAKE IT SLOW "SMART AND SLOW TOURISM SUPPORTING ADRIATIC H

Published on 12/04/2021 (last modified 12/05/2021)

[BACK TO ALL EVENTS](#)

**START DATE**  
Apr 12, 2021 11:11

**TPP LIVE: 12 April 2021 at 11.00 a.m.**

**PRESENTATION OF TAKE IT SLOW "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"**

The appointments with #TPPLIVE, the special of the Teatro Pubbico Pugliese dedicated to deepening the varied world of theater, culture and live entertainment, are back.

The episode, broadcast live on Monday 12 April at 11 am on the Facebook page of the TPP and on that of the Municipality of Fasano, is dedicated entirely to TAKE IT SLOW "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow", strategic project founded by Interreg VLA Italy-Croatia CBC Programme, of which Teatro Pubbico Pugliese is a Partner and the Tourism and Culture Department of the Puglia Region is an Associate Partner, together with 5 other Italian Bodies and 5 Croatian Partners.

Guests of the episode, conducted by Ilana Sapone and Maddalena Tuland, will be: Cinzia Caroli, Councilor for Tourism and Culture of the Municipality of Fasano; Angelofabio Attolico of the Tourism and Culture Department of the Puglia Region, Technical Manager of the Via Francigena in the South on behalf of the European Association of Via Francigena Ways and expert of the TPP for this project; Giuseppe D'Urso, president of the Teatro Pubbico Pugliese and Lino Manosparta, head of the Tpp project area.

During the episode of the #TPPLIVE it will be possible to interact with guests by asking questions live Fb.

Link to watch online: <https://www.facebook.com/ProgettTPP/posts/268216198278226>

### RELATED EVENTS

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/tpp-live-12-april-2021-at-11.00-a.m.-presentation-of-take-it-slow-smart-and-slow-tourism-supporting-adriatic-heritage-for-tomorrow->

## TEATRO PUBBLICO PUGLIESE: THE 1ST MEETING OF LOCAL COMMUNITY PRACTICE OF TAKE IT SLOW PROJECT

Published on 30/04/2021 last modified 12/05/2021

[BACK TO ALL EVENTS](#)

START DATE  
May 04, 2021 h.6:30pm  
END DATE  
May 04, 2021 h.

On May 4th at 6.30 pm the first meeting between the participants of the "Local Community of Practice" of project partner Teatro Pubblico Pugliese

The first meeting to present the project by project partner Teatro Pubblico Pugliese to all the LCP participants is scheduled for May 4th at 6:30 pm on zoom. This is a virtual meeting. In compliance with the regulations in force to hinder the spread of the Covid-19 infection.

### RELATED EVENTS

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/teatro-pubblico-pugliese-the-1st-meeting-of-local-community-practice-of-take-it-slow-project>

## 1ST SMART SPECIALIZATION WORKSHOP

Published on 10/05/2021 last modified 18/05/2021

[BACK TO ALL EVENTS](#)

START DATE  
May 26, 2021 h.09:00  
END DATE  
May 26, 2021 h.12:30  
PLACE  
Online  
CONTACT  
Katerina Rokic  
[✉ rokic21@unizd.hr](mailto:rokic21@unizd.hr)

THE UNIVERSITY OF ZADAR is pleased to invite you to the 1ST SMART SPECIALIZATION WORKSHOP which will be organized online by the ZOOM platform on May 26th, 2021 at 09:00 A.M.–12:30 P.M. (CET).

THE UNIVERSITY OF ZADAR is pleased to invite you to the 1ST SMART SPECIALIZATION WORKSHOP which will be organized online by the ZOOM platform on May 26th, 2021 at 09:00 A.M.–12:30 P.M. (CET).

This will be the first out of three workshops on the subject of smart specialization in green, slow, and sustainable tourism, which will be held on 26th May 2021 via the Zoom platform. The workshop will include presentations prepared by Mrs. Ivana Maletić from the European Court of Auditors and Mr. Alfredo de Liguori from the Regional Tourism Agency PUGLIAPROMOZIONE.

#### PARTICIPANTS:

Representatives of the project partners: Dubrovnik-Neretva Region, Public Institution RERA SD for Coordination and Development of Spilva/Dalmatian County, Public Institution Development Agency of Šibenik-Knin County, University of Zadar, Region of Istria, PromoTurismoFVG, Veneto Region, Emilia-Romagna Region, Sviluppo Marche Srl – Svim Srl Regional Development Agency, Abruzzo Region, Molise Region, Apulian Public Theatre – Regional Consortium for Arts and Culture, Puglia Region, local communities of practice and stakeholders related to before mentioned project partners (general public; local, regional and national public authorities; cultural and natural heritage management bodies; regional and local development agencies, enterprises, associations, regional innovation agencies; NGOs; education and training organizations as well as universities and research institutes); presenters in the workshop Mrs. Ivana Maletić and Mr. Alfredo de Liguori and other interested parties.

To receive a link to join the online smart specialization workshop, participants need to fill out an online registration form.

The registration will be closed on May 21st, 2021.

Online registration form:

[https://zoom.us/join/registration/WN\\_AB8GCIKRRGGQz0vnsMEGLQ](https://zoom.us/join/registration/WN_AB8GCIKRRGGQz0vnsMEGLQ)

Please, find more information in the invitation and in the programme.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/1st-smart-specialization-workshop>

## 2ND SMART SPECIALIZATION WORKSHOP

Published on 15/06/2021 (last modified 16/06/2021)

[BACK TO ALL EVENTS](#)

**START DATE**  
Jun 24, 2021 h.09:00  
**END DATE**  
Jun 24, 2021 h.12:30  
**PLACE**  
Online Zoom platform  
**CONTACT**  
**Katarina Kokić**  
[✉ kkoki21@unitz.hr](mailto:kkoki21@unitz.hr)

### UNIVERSITY OF ZADAR

is pleased to invite you to the:

#### 2nd SMART SPECIALIZATION WORKSHOP

This will be the second out of three workshops on the subject of smart specialization in green, slow, and sustainable tourism, which will be held on 24th June 2021 via the Zoom platform. The workshop will include presentations prepared by Ms. Iva Tolić from the Institute for Development and International Relations and Ms. Maša Klemenčič from the Slovenian Tourist Board.

#### PARTICIPANTS:

Representatives of the project partners: Dubrovnik-Neretva Region, Public Institution RERA SD for Coordination and Development of Split-Dalmatia County, Public Institution Development Agency of Šibenik-Krin County, University of Zadar, Region of Istria, Promoturismo-FVG, Veneto Region, Emilia-Romagna Region, Sviluppo Marche-Sri - Svim Srl Regional Development Agency, Abruzzo Region, Molise Region, Apulian Public Theatre - Regional Consortium for Arts and Culture, Puglia Region, local communities of practice and stakeholders related to before mentioned project partners (general public; local, regional and national public authorities; cultural and natural heritage management bodies; regional and local development agencies, enterprises; associations, regional innovation agencies; NGOs; education and training organizations as well as universities and research institutes); presenters in the workshop Ms. Iva Tolić and Ms. Maša Klemenčič and other interested parties.

A link for joining the 2nd online smart specialization workshop can be found [HERE](#).

Other information you may need to join the webinar are:

Webinar ID: 959 0547 9074

[Passcode: 463116](#)

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-smart-specialization-workshop>

## UNDER THE COLORS OF THE SUNSET: A SEASIDE STROLL IN LIGNANO SABBIA DORO

Published on 11/06/2021 (last modified 14/06/2021)

[BACK TO ALL EVENTS](#)

**START DATE**  
Jun 25, 2021 h.19:30h  
**END DATE**  
Jun 25, 2021 h.20:40h  
**PLACE**  
Lignano Sabbiadoro - Porto Casoni Via Lagunare/Via Lungolaguna  
Trento  
**CONTACT**  
**Alessia Del Bianco Rizzardo**  
[✉ takettslow@promoturismo.fvg.it](mailto:takettslow@promoturismo.fvg.it)

### PROMOTURISMO FVG - FEDERSANITA' ANCI FVG - COMUNE DI LIGNANO SABBIA DORO

are pleased to invite you to the event:

#### FVG IN MOVIMENTO 10.000 PASSI DI SALUTE

#### UNDER THE COLORS OF THE SUNSET: A SEASIDE STROLL IN LIGNANO SABBIA DORO

Presentation of the suggestive path that develops along the embankment, embellished by the row of tamarisk trees, on the edge of the lagoon, where in hidden corners, ducks, mallards and swans live safely and protected.

It will be an opportunity also to discover some best practice from other Italian regions as Calabria and Sicilia.

The event will be held in the presence and it will be by invitation.

Local and regional authorities, local and regional associations and stakeholders will be invited.

All Project Partners are invited.

The presentation will be in Italian, with the possibility of having the translation into English.

Registration to the event is required by sending an email to [takettslow@promoturismo.fvg.it](mailto:takettslow@promoturismo.fvg.it)

The registration will be closed on 20th June 2021

Please find more information in the invitation and in the agenda.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/under-the-colors-of-the-sunset-a-seaside-stroll-in-lignano-sabbiadoro>

### 1.3. DOCUMENTS AND TOOLS

The final project deliverables of the WP2 Project communication (posters) were uploaded in the LIBRARY – DOCUMENTS



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

### 1.4. MULTIMEDIA

VIDEO:

2 Project videos were linked from project YouTube page:

HOME PAGE – VIDEOS: <https://www.italy-croatia.eu/web/take-it-slow>

Video 1: The first out of three workshops on the subject of smart specialization in green, slow and sustainable tourism, which are to be organized within the European TAKE IT SLOW project, was held on May 26th, 2021. The workshop was organized by the University of Zadar and the goal was the dissemination of knowledge and best practices in smart specialization in green, slow and sustainable tourism: <https://www.youtube.com/watch?v=HVvlluPjC4M>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

Video 2 : The second out of three workshops on the subject of smart specialization in green, slow and sustainable tourism, which are to be organized within the European TAKE IT SLOW project, was held on June 24th, 2021. The workshop was organized by the University of Zadar and the goal was the dissemination of knowledge and best practices in smart specialization in green, slow and sustainable tourism: <https://www.youtube.com/watch?v=PRKvuREI2OI>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

# PROJECT WEBSITE AT PROGRAMME WEB PLATFORM

## UPDATE 3

Deliverable D2.1.7

WP2 – PROJECT COMMUNICATION



Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 1  
Activity Title: Start-up activities  
Partner in Charge: PP2  
Partners involved: PP2  
Status: Final

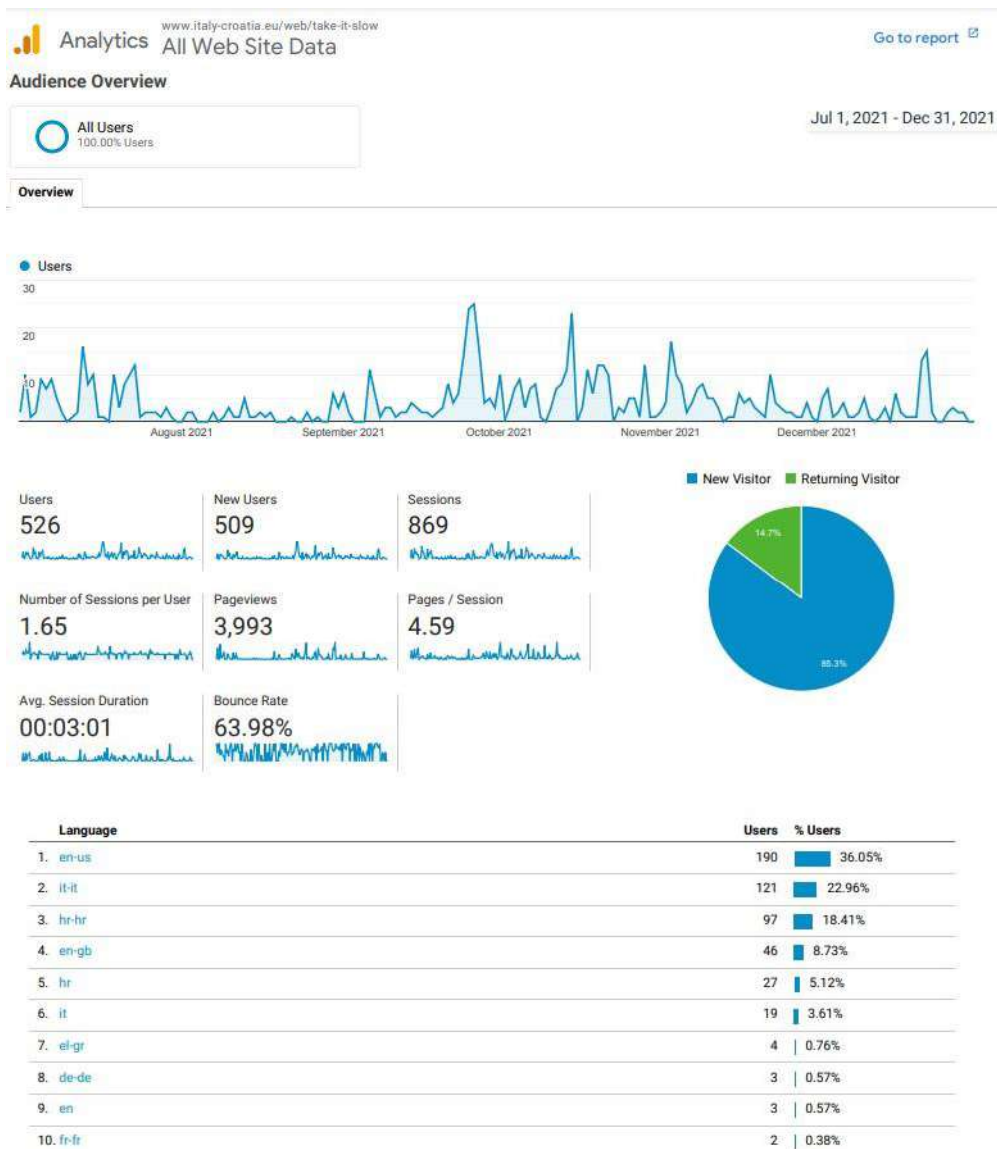
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# 1. PROJECT WEB SITE

Web site tracking behavior for project TAKE IT SLOW was implemented by Programme on June 15th 2021 and from July 1<sup>st</sup> through December 31th 2021 there were:

- 3993 page views
- 509 new users
- 869 sessions



Source: Google Analytics

## 1.1. PROJECT NEWS

Project news were updated with 21 articles on ongoing project activities and updates (meetings, workshops):



**3RD SMART SPECIALIZATION WORKSHOP WITHIN THE TAKE IT SLOW PROJECT**

**The third, and last workshop in this series on the topic of smart specialization in green, slow and sustainable tourism, was held on 7th June 2021, and as was the case in the previous two workshops, the main goal was the dissemination of knowledge and examples of best practices in smart specialization in green, slow and sustainable tourism.**

Within the TAKE IT SLOW project, three workshops on the topic of smart specialization in green, slow and sustainable tourism were organized. The first two workshops were held on May 26th and June 24th, 2021. The third, and last workshop in this series, was held on 7th June 2021, and, as was the case in the previous two workshops, the main goal was the dissemination of knowledge and examples of best practices in smart specialization in green, slow and sustainable tourism.

During this workshop, the participants had the opportunity to attend lectures prepared by UG Ana Dobrović from Inovation Zadar (Innovative Zadar) and Mr. Ivan Rajčić from City of Zadar. The first presentation on the agenda, 'SDM 4.0 - Zadar Urban Mobility - smart mobility solutions for visitors and tourists', was held by Ms. Ana Dobrović. She presented the 'SDM 4.0 - Zadar Urban Mobility' project, led by Inovation Zadar (Innovative Zadar) and through the presentation she gave examples of smart technologies in public and alternative transport. The project had the main goal of increasing the share of public transport and other alternative forms of transport in the traffic system, but also reducing road traffic in Zadar urban area through the promotion of public transportation systems, increasing traffic efficiency, control city area service system and accessibility of city services. It is without a doubt that the quality of transport services in the destination has an important influence on the overall quality of tourist offers in the city, and, most importantly, on the quality of the tourist experience in the destination.

The second presenter, Mr. Ivan Rajčić held a presentation on the topic 'Smart Tourism - examples of challenges and opportunities'. Mr. Rajčić explained the term smart tourism and why smart tourism is important for different stakeholders within a tourism destination, while also mentioning some of the challenges related to smart tourism solutions that SDs and destinations face. He presented several inspiring projects in the field of smart tourism and showed the workshop participants that the implementation of smart technologies in a destination tourism not only leads to a unique tourist experience and improves tourist satisfaction with the destination, but it also makes the destination management more efficient.

The recording of the workshop is available on the official TAKE IT SLOW YouTube channel and it can be watched here:  
 For more information about other upcoming events within the TAKE IT SLOW project please follow:  
 Facebook: <https://www.facebook.com/takeitslowproject>  
 Instagram: <https://www.instagram.com/takeitslowproject/>  
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Link: <https://www.italy-croatia.eu/web/take-it-slow/-/3rd-smart-specialization-workshop-within-the-take-it-slow-project-1>



**Italy - Croatia TAKE IT SLOW**

**EUROPEAN UNION**

**European Regional Development Fund**

**TAKE IT SLOW 3RD STEERING COMMITTEE MEETING**

**The 3rd SC meeting between the Partners of the TAKE IT SLOW Project will be held on 15 and 16 July 2021 in Fasano, Puglia**

The 3rd SC meeting between the Partners of the TAKE IT SLOW Project will be held on 15 and 16 July 2021 in Fasano, Puglia. One of the project activities is aimed at promoting sustainable tourism and enhancement of the area between Castello - Torri Carra - and Bello di Fasano, located on the Via Francigena - Cultural Route of the Council of Europe.

The meeting will be attended by 6 Italian organisations: Promoturismo Friuli Venezia Giulia, Veneto Region, Silvano Malche Srl - BVM S14 Regional Development Agency and Emilia-Romagna Region (in streaming link), Abruzzo Region, Molise Region in attendance, and 5 Croatian Partners: the Dubrovnik-Neretva Region (Lead Partner), the RER4 SD public institution for the coordination and development of the Šibenik-Dalmatian County, the Public Institution Development Agency of Šibenik-Knin County will be in attendance, the University of Zadar and the Region of Istria in streaming link.

The meeting will be an important opportunity for discussion about activities at the center of the project and to promote the micro-destinations, the natural and cultural heritage involved, and to get to know the participants of the Local Community of Prastio (LCP).

The Pugliese Public Theater, as a Partner of the Take It Slow Project, will organize the meeting together with the Puglia Region - Departments of Tourism, Economic and Cultural and Valorization of the Territory, Municipality of Fasano and Cooperativa Serepis, Coordinator of the LCP.

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-3rd-steering-committee-meeting-in-fasano-puglia-on-15th-and-16th-july-2021>

# TAKE IT SLOW

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TAKE IT SLOW / News / TAKE IT SLOW 3rd Steering Committee Meeting was successfully held in hybrid format

## TAKE IT SLOW 3RD STEERING COMMITTEE MEETING WAS SUCCESSFULLY HELD IN HYBRID FORMAT

Published on 16/07/2021 (last modified 16/07/2021)

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### The 3rd SC meeting between the Partners of the TAKE IT SLOW Project was held on 15 and 16 July 2021

TAKE IT SLOW 3rd Steering Committee Meeting was held in a hybrid format (online and in attendance) on 15th and 16th July 2021 in Fasano, Puglia, in the organization of the Pugliese Public Theater together with the Puglia Region-Department of Tourism, Economics of Culture and Valorisation of the Territory, Municipality of Fasano and Cooperativa Serapie, coordinator of the LCP.

The meeting was attended by Italian organizations: PromoTurismo Fvul Venezia Giulia, Veneto Region, Sviluppo Marche Srl - SMM 24 Regional Development Agency and Emilia Romagna Region in hybrid format and Abruzzo Region, Molise Region in attendance. Of five Croatian Partners: the three of them: the Dubrovnik-Neretva Region (Lead Partner), the RERA-ED public institution for the coordination and development of the Spilč-Dalmatinska County, and the Public Institution Development Agency of Šibenik-Kvar County were in attendance while the University of Zadar and the Region of Istria attended the meeting in a hybrid format.

TAKE IT SLOW project, full name: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, is designed to capitalize on the natural and cultural heritage of the Adriatic region and create new slow tourism offering through sustainable smart specialisation concepts - green, innovative and creative.

The meeting was an important opportunity for discussion about activities at the center of the project and to promote the micro-destinations, the natural and cultural heritage involved. As part of the meeting, the Pugliese Public Theater presented Caotolo - Torre Canale - and Selva di Fasano, located on the Via Francigena - Cultural Route of the Council of Europe as one of the cultural heritage pilot destinations where accessibility will be improved through project activities.

Through this project itself, an effective tourism framework for management, marketing and promotion will be developed and the transfer of methodology and know-how to actors on local, regional, national, and EU level will be enabled. Public Institution Spilč-Dalmatinska County RERA is in the process of analyzing current policies in the project area and recommending the best ones for partner implementation while the Veneto Region gathered almost 100 best experiences from the entire project area, which involves 5 Italian regions and 5 Croatian counties. The objective of the collection was to highlight how in each destination sustainability is being promoted and fostered, in Italy as well as in Croatia.

The meeting also saw partners in attendance, visiting areas such as the Fasanesse Case Museum, the Twily Tour, the Dolmen of Montebano, the Minerato - Fasano Selva, the Museum of Egnazio.

For the next periods, partners will engage in the implementation of project activities regarding project pilot areas, development of destination marketing plan, and implementation of green certificate/label for SMEs, products, and services.

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-3rd-steering-committee-meeting-was-successfully-held-in-hybrid-format>

# TAKE IT SLOW

EUROPEAN UNION

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TAKE IT SLOW / News / Conclusions of the Smart Specialization Workshops organized within the TAKE IT SLOW project

## CONCLUSIONS OF THE SMART SPECIALIZATION WORKSHOPS ORGANIZED WITHIN THE TAKE IT SLOW PROJECT

Published on 20/07/2021 (last modified 20/07/2021)

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### Concepts of smart, integrated, sustainable, accessible, year-round, green, and slow tourism development are important emphasis throughout the TAKE IT SLOW project

Throughout the TAKE IT SLOW project, an important emphasis is put on concepts of smart, integrated, sustainable, accessible, year-round, green, and slow tourism development. In order to spread and encourage the dissemination of knowledge and experience in these topics, the University of Zadar was responsible for organizing workshops on the topic of smart specialisation in green, slow and sustainable tourism. In total, three workshops were held from May to July 2021. The workshops were held online via the Zoom platform, due to the COVID-19 epidemiological situation, but also to ensure that anyone interested in the theme can easily participate.

The first workshop was held on 15 July 2021, and the participants had the opportunity to listen to presentations prepared by Mr. Luca Miletto from the European Court of Auditors and Mr. Alfredo de la Iglesia from the Regional Tourism Agency Public Institution of Spilč. The experts on the next workshops were Mr. Tiziana Tosi from the Institute for Development and International Relations and Mr. Matej Staničić from the Dubrovnik-Neretva Region and the workshop was held on June 24th, 2021. The third, and the last workshop, took place on July 15th, 2021, and during this workshop, presentations were held by Mr. Ana Godevid from Inovativna Zadar (Innovative Zadar) and Mr. Ivan JUREK from Croatia.

The main participants of these workshops were project partners included in the TAKE IT SLOW project and their local stakeholders, but the workshops were open for anyone interested in the topics covered. Each workshop was announced via the TAKE IT SLOW web page and TAKE IT SLOW social media accounts. The participant count goal for this workshop, as foreseen by the TAKE IT SLOW project, was 100 people across all three workshops held. The workshop received excellent feedback and this goal was successfully achieved by a total number of 203 participants.

In order to ensure the durability and transferability of the knowledge on the topics covered, the recordings of the workshops are made available on the TAKE IT SLOW website and the TAKE IT SLOW YouTube channel for all of those that want to nurture the innovative mindset and advocate themselves in smart specialisation in green, slow and sustainable tourism.

For more information about other upcoming events within the TAKE IT SLOW project, please follow:

- Website: <https://www.italy-croatia.eu/web/take-it-slow>
- Facebook: <https://www.facebook.com/italycroatiaslow>
- Instagram: <https://www.instagram.com/italycroatiaslowproject/>
- Twitter: <https://twitter.com/italycroatiaslow>
- YouTube: [https://www.youtube.com/channel/UC\\_gahm8UjZehwE0D99z25w](https://www.youtube.com/channel/UC_gahm8UjZehwE0D99z25w)

You are viewing Iva Tulić's screen [View Options](#)

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/conclusions-of-the-smart-specialization-workshops-organized-within-the-take-it-slow-project>

## PRESENTATION OF TAKE IT SLOW PROJECT AT INTERNATIONAL VENICE BIENNALE CINEMA

Published on 30/09/2021 (last modified 01/10/2021)

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**TAKE IT SLOW project will be presented at this year's International Venice Biennale Cinema, on September 2nd, 2021.**

The TAKE IT SLOW project will be presented at this year's International Venice Biennale Cinema. The aim of this informative initiative is to raise awareness about operations of one European programme & its projects and improve the knowledge related to the use of EU funds of the media representatives, while highlighting also their cultural and visual component.

The initiative is specifically dedicated to representatives of the local/ regional/national press, TV, radio and specialized magazines working in the culture, tourism, climate and transport related sectors, but also to the Programme stakeholders interested in the current achievements of the European Territorial Cooperation impacts in both countries.

TAKE IT SLOW presentation will be held on 2nd September 2021, starting at 16h at the Biennale cinema space of the Veneto Region in Lido (Venice) by Mirela Raič, a representative for the Lead partner, Dubrovnik Neretva County.

[Read more about the Agenda here.](#)

### RELATED NEWS

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/presentation-of-take-it-slow-project-at-international-venice-biennale-cinema>

## PRESENTATION OF TAKE IT SLOW PROJECT IN VENICE

Published on 30/09/2021 (last modified 30/09/2021)

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**TAKE IT SLOW project was presented at this year's International Venice Biennale Cinema, on September 2nd, 2021.**

On September 2nd in Venice, Italy, at the event organized by Italy-Croatia CBC Programme, the TAKE IT SLOW project was presented by Mirela Raič, a representative for the Lead partner, Dubrovnik Neretva County.

This event aimed to raise awareness about operations of the Italy-Croatia CBC Programme and its projects and improve the knowledge related to the use of EU funds of the media representatives, while highlighting also their cultural and visual components.

The event also dealt with the cultural and communication dimension of European projects of the INTERREG Italy-Croatia Cross-Border Cooperation Program, and as part of the TAKE IT SLOW presentation, a project video promoting the cultural and natural heritage of 12 partners participating in the project was shown. Through the project itself, simple solutions for managing micro-tourist destinations will be designed so that local communities can cope with the impacts of (mass) tourism, but also preserve such heritage and lifestyle.

The project video shown at the event is available on the official TAKE IT SLOW YouTube channel and it can be watched [here](#).

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/presentation-of-take-it-slow-project-in-venice>

# TAKE IT SLOW

## EUROPEAN UNION

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TAKE IT SLOW / News / 2nd meeting of Local Community of Practice of project partner Public Institution Development Agency of Šibenik-Knin County

### 2ND MEETING OF LOCAL COMMUNITY OF PRACTICE OF PROJECT PARTNER PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY

Published on 21/09/2021 (last modified 09/10/2021)

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**2nd meeting of Local Community of Practice (LCP) of project partner Public Institution Development Agency of Šibenik-Knin County was held on September 20, 2021 in Murter.**

2nd meeting of Local Community of Practice (LCP) of project partner Public Institution Development Agency of Šibenik-Knin County was held on September 20, 2021 in Murter, Murter-Kornati Municipality.

The aim of this meeting was to assess and discuss the state of cultural and natural heritage in the municipality of Murter-Kornati. The meeting was also the opportunity for presenting the activities that will take place in the next project period as well as for introducing local stakeholders (LCP) to the project (open-air museums, the educational programme "Murter-Kornati" which will be arranged on the urban walls of Gradac Island).

Through a series of actions, the Local Community of Practice (LCP) will have the opportunity to express its point of view and conditions of the tourism development strategies of the project area.

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-meeting-of-local-community-of-practice-of-project-partner-public-institution-development-agency-of-sibenik-knin-county>

# TAKE IT SLOW

## EUROPEAN UNION

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TAKE IT SLOW / News / Launch of an annual EU organic day

### LAUNCH OF AN ANNUAL EU ORGANIC DAY

Published on 24/09/2021 (last modified 09/10/2021)

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**On September 23rd, the European Parliament, the Council and the Commission celebrated the launch of an annual 'EU organic day'. The three institutions signed a joint declaration establishing from now on each 23 September as "EU organic day" to raise awareness of organic production.**

On September 23rd, the European Parliament, the Council and the Commission celebrated the launch of an annual 'EU organic day'. The three institutions signed a joint declaration establishing from now on each 23 September as 'EU organic day' to raise awareness of organic production.

This follows up on the Action Plan for the development of organic production, adopted by the Commission on 25 March 2021, which announced the creation of such a day to raise awareness of organic production.

To more strongly foster the tourism sector and directly involve the local operators in the Italian and Croatian regions participating in the project TAKE IT SLOW, the focus of Activity Promotion and implementation of green certification/collaboration (SMEs, products) on identifying several 'green certifications' to be assigned to sites, or products, or services of excellence in the coastal area between Italy and Croatia.

A way of promoting smart and slow tourism to enhance and promote the Adriatic region as a green and slow tourist destination accessible throughout the year - in the Mediterranean region, based on common natural and cultural heritage.

Read more about the launch of an annual EU organic day [here](#).

Link: <https://www.italy-croatia.eu/web/take-it-slow/-/launch-of-an-annual-eu-organic-day>

# TAKE IT SLOW

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TAKE IT SLOW / News / Commemorating World Tourism Day and presenting the TAKE IT SLOW project

### COMMEMORATING WORLD TOURISM DAY AND PRESENTING THE TAKE IT SLOW PROJECT

Published on 24/09/2021 (last modified 18/10/2021)

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#### The University of Zadar is organizing a public event TAKE IT SLOW - SLOW FOOD FROM RAVNI KOTARI commemorating World Tourism Day

The University of Zadar is organizing a public event TAKE IT SLOW - SLOW FOOD FROM RAVNI KOTARI. As the TAKE IT SLOW project is designed to establish, manage and promote the Adriatic Region as a smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean based on the joint natural and cultural heritage of its islands, inland, coastal and rural Adriatic, this event will symbolically be held on the World Day of Tourism, 27<sup>th</sup> September 2021.

Since the main topic the University of Zadar has chosen to focus on as a part of the TAKE IT SLOW project is the traditional gastronomy of the area of Ravni Kotari, this event will put a strong emphasis on that.

The event will be held in the courtyard of the Museum of Ancient Glass in Zadar. As a part of the event, a panel discussion with relevant stakeholders from the public and private sector will be held. The topic of the discussion will be the possibilities of development of agro-gastronomic tourism based on the concept of the so-called «slow food» in Zadar County, with a special emphasis on the Ravni Kotari area. Afterwards, a press conference with a presentation of the TAKE IT SLOW project will be held. Event participants will also have an opportunity to try freshly prepared traditional dishes and indigenous wines from Ravni Kotari.

The event will be streamed via the TAKE IT SLOW Facebook page and YouTube channel.



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/commemorating-world-tourism-day-and-presenting-the-take-it-slow-project>

# TAKE IT SLOW

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TAKE IT SLOW / News / 2nd LOCAL COMMUNITY OF PRACTICE MEETING OF REGION OF ISTRIA

### 2ND LOCAL COMMUNITY OF PRACTICE MEETING OF REGION OF ISTRIA

Published on 01/10/2021 (last modified 06/10/2021)

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#### 2nd Local Community of practice Meeting was held online via zoom platform, on 29th of September 2021, in organisation of Administrative Department for Culture and Heritage of Region of Istria and HD Consulting Ltd., in the frame of TAKE IT SLOW project

TAKE IT SLOW project, milestones of drafting an Action Plan for Smart Tourism, the definition of Smart City and Smart Tourism with examples of smart European cities good practices were presented during the meeting.

Smart Tourism Destination concept was presented in relation to accessibility of resources and destinations, sustainability, sharing information and user experience, as well as tools for implementation, challenges and key success factors of smart tourism.

Theoretical concepts will be used as starting points for development of Smart Socialisation Action Plan for Morjan area and Inland Istria together with project ideas shared by 18 participants of Local Community of Practice.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-local-community-of-practice-meeting-of-region-of-istria>



# TAKE IT SLOW

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TAKE IT SLOW / News / Via Francigena Road to Rome 2021

## VIA FRANCIGENA: ROAD TO ROME 2021

Published on 11/10/2021 (last modified 18/10/2021)

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The Local Community of Practice of the Take It Slow Project, of project partner Teatro Pubblico Pugliese participated at the event "Via Francigena: Road to Rome 2021"

The event "Via Francigena: Road to Rome 2021" took place in Fasano on October 19<sup>th</sup> and it was held by the Associazione Europei della Via Francigena (AEVF), The Local Community of Practice of the Take It Slow Project, of project partner Teatro Pubblico Pugliese coordinated by Cooperativa Deraps, Mrs. Luisa Bruch, Director and representative of the European Association of the Via Francigena for the Council of Europe, and Angelabito Assiuto, from the Dipartimento Turismo e Cultura della Regione Puglia, technical manager of Southern Via Francigena on behalf of AEVF.

In the meeting titled "La valorizzazione della micro-destinazione legata alla via Francigena verso la sostenibilità del prodotto turistico e per una promozione orientata integralmente del prodotto" it was discussed the themes of sustainable tourism, paths, Via Francigena and its cultural and economic benefits. D&A di Fasano and Curatore di Duani participated as the meeting which was held at the Maseo Pugliese.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/via-francigena-road-to-rome-2021>

# TAKE IT SLOW

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TAKE IT SLOW / News / "Take it Slow": young people tell and promote sustainable Veneto

## "TAKE IT SLOW": YOUNG PEOPLE TELL AND PROMOTE SUSTAINABLE VENETO

Published on 14/10/2021 (last modified 14/10/2021)

[BACK TO ALL NEWS](#)

200 students from 10 high schools attended the launch of the Take it Slow training course, promoted by Veneto Region, inaugurated with the meeting "Redesigning the Future of Tourism"

The Tourism Department of the Veneto Region, in collaboration with Centro Internazionale Città dell'Acqua Onlus and the UNESCO Global Network of Water Museums, inaugurates the 2021-2022 school year with a pilot educational project for schools, dedicated to the provinces of Venice, Padua, and Rovigo and financed by the European project "TAKE IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" - a strategic project in the frame of the Interreg Italy - Croatia program, of which the Tourism Directorate is a partner together with 6 other Italian regional entities and 5 Croatian, focused on sustainability.

The training activity was launched on the 14th of October, with the online primary meeting entitled "Redesigning the Future of Tourism (half via zoom), with the presence of 200 students from 10 classes. At the meeting attended, as a speaker, Mr. Mauro Giovanni (the director of Veneto Region Tourism Department), Mr. Roberto Bultrini, director of Centro Internazionale Città dell'Acqua Onlus, Mr. Stefan Marchionni, Veneto Region Tourism Department executive. During the Q&A session, a lot of questions have been done by the classes, showing how high the interest is towards this thematic.

To train young people by actively involving them, stimulating their creativity on the themes of slow, accessible, and sustainable tourism, making them personally "directors" of the narration and promotion of the territory, these are the aims of the training project.

The project, structured in two phases, will continue throughout the school year: from Adria (Corien) Institute to Porto Viro (Colombo Institute), from Rovigo (De Amicis Institute) to Dolo (Lazzari Institute) up to Padua (ITIE Einaudi - Gramsci di Padova and IPSAR Piero D'Abano di Abano), the participation of the schools was not long in coming. With the opening of the school year 2021-2022, supported by students, students will participate, in the first phase, in interactive workshops - in the classroom or virtually, based on the evolution of the pandemic - with the aim to explore issues related to sustainable ecotourism along the inland waterways of river navigation - from the Po Delta to the medieval canals of the Euganean Hills, from the Venetian Lagoon to the Venetian Coast - and the natural and cultural heritage of water, understood as a resource for sustainable development and the quality of slow tourism. An immersion to deepen and embrace the concept of awareness linked to tourism and territorial promotion, completed with guided excursions, by bike, on foot, or aboard traditional boats, to discover and rediscover the itineraries presented: Delta del Po, Euganean Hills, Venetian Lagoon and Eastern Veneto.

It will follow a creative moment, with the second phase, in which the students, supported by the UNESCO Global Network of Water Museums, will try their hand at making short films with the stop-motion technique. Thanks to individual tutoring and in-depth workshops on digital techniques, on the composition of the storyboard with participatory tools, and on graphics and contents, each class will develop a digital product that giving shape to their own authentic vision of sustainable tourism, to spread and promote it on social networks. The most deserving works will participate in the Unesco contest on "The Water We Want", organized by the Global Network of Water Museums (as a "flagship initiative" of UNESCO-WHE).

Thanks to the TAKE IT SLOW educational project, students will have the opportunity to put themselves in the "direction" to tell the world, with innovative digital tools, the welcoming charm of sustainable Veneto.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-young-people-tell-and-promote-sustainable-veneto>

**THE EUROPEAN CHARTER TO RELAUNCH SUSTAINABLE TOURISM IN VENETO**  
Published on 28/10/2021 (last modified 26/11/2021)  
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**Almost 50 participants at the public event in Galzignano Terme (Euganean Hills), promoted by Veneto Region in collaboration with the Park Authority. With the European Charter for Sustainable Tourism in Protected Areas, the territory gains innovative methodologies and international certifications.**

On October 12th, at the auditorium of Galzignano Terme, a public forum was held, open to tourism operators in the Collin Eugane (Euganean Hills) area, to enhance the sustainable tourism offer, through the CETSA (European Charter for Sustainable Tourism in Protected Areas). A concrete tool to deal with current issues and an increasingly competitive market such as that related to sustainable tourism, as well as to promote the protection of local communities and networking between sector operators.

Veneto Region Tourism Department, finances the operation through the European project "TAKE IT SLOW", aimed at promoting slow, sustainable, and accessible tourism in the Adriatic area - which was presented to the audience.

There are three phases, foreseen by the Charter starting from the accession of the protected area, to move to the trailing involvement of local tourism companies, with relative certification, and concluding with the creation of sustainable tourist packages by tour operators, thus creating a double certification guarantee. Three stages that simultaneously guarantee networking between the multiple actors of the territory, mutual promotion, and international recognition: the Charter is certified by the European Federation.

With this initiative, the Veneto region has a double target: on the one hand, to make the project known, spreading its objectives and actions as much as possible; on the other hand, to strengthen the harmony between public and private sectors at a local level and together to ensure dynamism and competitiveness in the global market, starting from the European one, through international cooperation.

Adopting the CETSA means, for territories, enriching themselves with a European level certification and advanced method tools that allow giving ever greater strength to the sustainable tourism offer. And to boost networking, bringing together companies, tour operators, institutions, and local communities to be able to give effective answers to types of public, and customers, increasingly demanding and informed.

During the public event, in the presence of the director of the Veneto Region Tourism Department Organizational Unit, Mr. **Meuro Giovanni Viki**, and the president of the Euganean Hills Regional Park Authority, Mr. **Biccardo Masin**, every operator of the Euganean Hills territory - linked to food services, accommodation, organization of visits - had the opportunity to present himself and start to actively participate in the co-planning of actions for the next four-year period 2022-2026. After the opening session, a new course for sustainable tourism in the Hills, made of local synergies and European cooperation, has begun, with the support of the Veneto Region.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/the-european-charter-to-relaunch-sustainable-tourism-in-veneto>

**3RD LOCAL COMMUNITY OF PRACTICE MEETING OF REGION OF ISTRIA**  
Published on 22/10/2021 (last modified 06/11/2021)  
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**3rd Local Community of practice Meeting was held online via zoom platform on 21st of October 2021 in the organisation of Administrative Department for Culture and Heritage of Region of Istria and HD Consulting Ltd., in the frame of TAKE IT SLOW project**

During the meeting, 27 project proposals arriving from Montjan as the focal point and Internal Istria as a wider area were presented.

Projects were proposed by different members of the Local Community of Practice and harmonised with smart tourism expert recommendations to incorporate them in Smart Tourism Action Plan.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/3rd-local-community-of-practice-meeting>

## MEETING OF LOCAL COMMUNITY OF PRACTICES OF PROJECT PARTNER PUBLIC INSTITUTION SPLIT DALMATIA DEVELOPMENT AGENCY RERA

Published on 22/10/2021 (last modified 22/10/2021)

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Project partner Public Institution Split Dalmatia Development Agency RERA (PI RERA SD) organized a Local community of practices meeting on 8th October 2021 on island Brač.

Project partner Public Institution Split Dalmatia Development Agency RERA (PI RERA SD) organized a Local community of practices meeting on 8th October 2021 on island Brač.

After a brief overview on project activities implementation by PI RERA SD, Institute for Development and International Relations - IRUI presented to members of LCP the key policy instruments applicable to cross-border cooperation and influence the research, preservation, management, interpretation, marketing and promotion of cultural and natural heritage for the development of sustainable tourism. IRUI explained the importance of Smart action plan for sustainable tourism development.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/meeting-of-local-community-of-practices-of-project-partner-public-institution-split-dalmatia-development-agency-rera>

## RAVNI KOTARI - A BITE FOR THE FUTURE - VIDEO PRESENTATION

Published on 22/10/2021 (last modified 22/10/2021)

[BACK TO ALL NEWS](#)

The University of Zadar organized its 2nd innovative public event "RAVNI KOTARI - A BITE FOR THE FUTURE" on 21st October 2021

In the topic of this event, as well as the previous one held on 27th September 2021, with the assistance of the development of agro-tourism in the area of Ravni Kotari, the idea was to participate in many different activities such as growing herbicide resistant grapes, crop products and traditional local food preparations on the local or substitute of agro-gastronomic tourism in Ravni Kotari and many more.

The presentation part of the programme can be viewed on the TAKE IT SLOW YouTube channel and check the photos of the event in the gallery.



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/ravni-kotari-a-bite-for-the-future-video-presentation>

# TAKE IT SLOW

EUROPEAN UNION

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[TAKE IT SLOW](#) / [News](#) / [1st Hybrid Round Table of partner Region of Istria - video](#)


## 1ST HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA - VIDEO

Published on 09/11/2021 (last modified: 09/11/2021)

[BACK TO ALL NEWS](#)

Region of Istria - Regione Istriana, Administrative Department for Culture and Heritage organized its 1st Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism of TAKE IT SLOW project.

Watch the recording of the 1st Hybrid Round Table of partner Region of Istria - Regione Istriana and also on the project official YouTube channel and also below:



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/1st-hybrid-round-table-of-partner-region-of-istria-video>

# TAKE IT SLOW

EUROPEAN UNION

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[TAKE IT SLOW](#) / [News](#) / [2nd Hybrid Round Table of partner Region of Istria - video](#)

## 2ND HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA - VIDEO

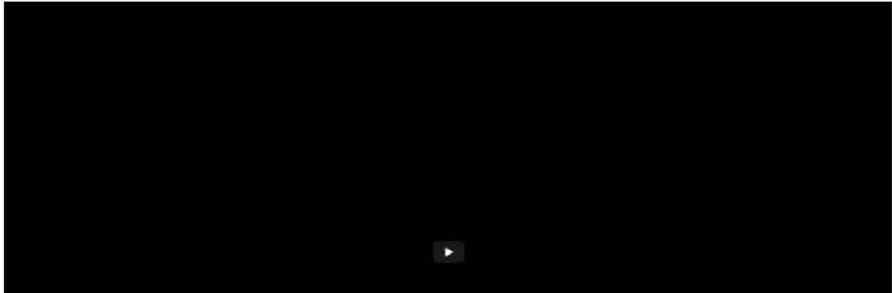
Published on 11/11/2021 (last modified: 09/11/2021)

[BACK TO ALL NEWS](#)

Region of Istria - Regione Istriana, Administrative Department for Culture and Heritage organized its 2nd Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism of TAKE IT SLOW project.

At the meeting the experts presented discussed the Smart Tourism Action Plan of the Region of Istria, application of multimedia on selected examples of natural and cultural heritage and visitor centers and Smart Destination.

Watch the recording of the 2nd Hybrid Round Table of partner Region of Istria and also on the project official YouTube channel and also below:



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-hybrid-round-table-of-partner-region-of-istria-video>

# TAKE IT SLOW

EUROPEAN UNION

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Doc&Tools Multimedia Contacts **GO TO THE PROGRAMME**

TAKE IT SLOW / News / Ecological Agriculture and Production Workshop of partner the University of Zadar

## ECOLOGICAL AGRICULTURE AND PRODUCTION WORKSHOP OF PARTNER THE UNIVERSITY OF ZADAR

Published on 10/11/2021 | Last modified 04/12/2021

[BACK TO ALL NEWS](#)

**The University of Zadar has held its first in the series of workshops on the topic of process of certification. The workshop was held on 8th November 2021, at the University of Zadar New Campus.**

The University of Zadar has held its first in the series of workshops on the topic of process of certification. The workshop was held on 8th November 2021, on the University of Zadar New Campus. The main target audience were small and medium enterprises in the sector of agriculture, manufacturing and tourism. The presentations covered themes such as the possibilities and limitations of the introduction of EU eco-certificates and eco-labels in agriculture and production, as well as the benefits from the application of certificates and labels.

Lectures were given by Ana Maričić Usar, B. Sc. Ing. from the Biotechnikon Entreprenurial Centre, during which she explained the differences between conventional and ecological agriculture and production and different regulations that must be regarded. Ms. Maričić also emphasized the role of ecological products certification and opportunities for the placement of such products.

The training provided an opportunity for representatives of small and medium enterprises, representatives of public and scientific institutions and students, who attended the training in large numbers, for a quality and competent discussion, but also a chance for them to give interesting proposals for increasing the volume of ecological training and production in Zadar County.

The following trainings will focus on technical aspects of production and market aspect of EU eco-certificates and eco-labels. For more information about the upcoming workshops and other project news, please follow:

Web: <https://www.italy-croatia.eu/web/take-it-slow/>

Facebook: <https://www.facebook.com/italycroatiaweb/>

Instagram: <https://www.instagram.com/italycroatiaproject/>

Twitter: <https://twitter.com/italycroatiaweb>

YouTube: [https://www.youtube.com/channel/UC\\_gafm5kylfbrmD0dca223w](https://www.youtube.com/channel/UC_gafm5kylfbrmD0dca223w)

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/ecological-agriculture-and-production-1>

# TAKE IT SLOW

EUROPEAN UNION

European Regional Development Fund

Doc&Tools Multimedia Contacts **GO TO THE PROGRAMME**

TAKE IT SLOW / News / ECOLOGICAL AGRICULTURE - TECHNICAL ASPECTS

## ECOLOGICAL AGRICULTURE – TECHNICAL ASPECTS

Published on 01/12/2021 | Last modified 29/12/2021

[BACK TO ALL NEWS](#)

**The second out of three workshops on the subject of ecological production and eco-labelling, which are foreseen by the TAKE IT SLOW project, was held on November 29, 2021.**

The second out of three workshops on the subject of ecological production and eco-labelling, which are foreseen by the TAKE IT SLOW project, was held on November 29, 2021. The University of Zadar organized the workshop and the goal was to raise awareness and knowledge and share best practices in ecological agriculture and production.

The workshop participants had an opportunity to listen to the lectures prepared by Ms. Ana Maričić Usar from Biotechnikon, a project management company, and control and certification body for ecological agriculture in Croatia. This was also an opportunity for a qualified discussion.

Ms. Maričić Usar gave a presentation on technical aspects of ecological agriculture, in which she explained the role and the details of the certification process. The lecture included the specifics of the applicable regulations covering plant production, animal husbandry, as well as the processing of ecological products. This lecture was aimed at producers and potential producers, intending to convert their agricultural production into ecological, employees of the local support services and scientific institutions, as well as students.

The next workshop will be held in January 2022. This workshop will emphasize the subject of value-adding, especially focusing on the marketing issues and joint initiatives, which can help producers to achieve and enhance the growth of their production volumes, as well as their revenues. It will also cover the importance of local production, elements of short supply chains, and value-adding in the distribution channels, to fulfil the projects goals and expected results.

For more information about the upcoming workshop and other project news, please follow:

Web: <https://www.italy-croatia.eu/web/take-it-slow/>

Facebook: <https://www.facebook.com/takeitslowproject/>

Instagram: <https://www.instagram.com/takeitslowproject/>

Twitter: <https://twitter.com/takeitslowaustria>

YouTube: [https://www.youtube.com/channel/UC\\_gafm5kylfbrmD0dca223w](https://www.youtube.com/channel/UC_gafm5kylfbrmD0dca223w)

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/ecological-agriculture-technical-aspects-1>

# TAKE IT SLOW

EUROPEAN UNION

European Regional Development Fund

Docs&Tools Multimedia Contacts **GO TO THE PROGRAMME**

TAKE IT SLOW / News / 220 STUDENTS INVOLVED IN VENETO REGION'S TRAINING CLASSES ON SUSTAINABLE TOURISM

## 220 STUDENTS INVOLVED IN VENETO REGION'S TRAINING CLASSES ON SUSTAINABLE TOURISM

Published on 22/12/2021 (see modified 22/12/2021)

[BACK TO ALL NEWS](#)

**220 students from 10 high schools attended the 1st phase of the TAKE IT SLOW training laboratories promoted by Veneto Region, focused on sustainable, accessible, and slow tourism.**

The Tourism Department of the Veneto Region inaugurated the 2021-2022 school year with an educational project for high school students. Following the launch, held on the 14th of October, the first phase successfully took place, ending in the first weeks of December.

The training, organized in collaboration with Centro Internazionale Città dell'Acqua Onlus and the UNESCO Global Network of Water Museums, was followed by 10 classes of high schools from the eligible provinces (Venice, Padua, and Ravenna), involving 220 students for a total of 38 hours of face-to-face teaching. The topics of this first phase, led by Città dell'Acqua, had the aim of exploring issues related to sustainable ecotourism along the inland waterways of river navigation and sustainable tourism development.

The second phase, to be held in January-February 2022, will be a creative moment, where the students, supported by the UNESCO Global Network of Water Museums, will try their hand at making short films with the stop-motion technique. The most deserving works will participate in the UNESCO competition "The Water We Want", organized by the Global Network of Water Museums.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/220-students-involved-in-veneto-region-s-training-classes-on-sustainable-tourism>

## 1.2. PROJECT EVENTS

The 10 events organized by the project, both online and live in person, were announced in the "EVENTS" section :



The screenshot shows the website header with the 'TAKE IT SLOW' logo and 'EUROPEAN UNION' branding. Below the header, there is a navigation menu and a main content area. The main content area features a blue banner with the title '3RD SMART SPECIALIZATION WORKSHOP' and a 'BACK TO ALL EVENTS' button. Below the banner, there is a section for the 'UNIVERSITY OF ZADAR' which is pleased to invite you to the '3rd SMART SPECIALIZATION WORKSHOP'. The text below this section provides details about the workshop, including the date (14-15 February 2022), location (Zadar, Croatia), and contact information for the organizing institution.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/3rd-smart-specialization-workshop>

Home Events Downloads Multimedia Contacts **GO TO THE PROGRAMME**

Project (ITA-CRO) / TAKE IT SLOW / Events / 3RD TAKE IT SLOW Steering Committee Meeting

## 3RD TAKE IT SLOW STEERING COMMITTEE MEETING

Published on 04/03/2021 last modified 04/03/2021

[BACK TO ALL EVENTS](#)

**START DATE**  
14.10.2021 09:00

**END DATE**  
14.10.2021 12:00

**PLACE**  
Fassano, Puglia

**ADDRESS**  
Dante 3/Born of the Municipality of Fassano

**CONTACTS**  
**Anna Skala**  
anna.skala@interreg.it

**July 15th – 16th, 2021**  
Hybrid meeting  
Online and live meeting from Fassano  
in the organization of

PP11 ADRIAN PUBLIC THEATRE - REGIONAL CONSORTIUM FOR ARTS AND CULTURE

- Online and live meeting:
- PP10-CRO - PROJECT PARTNER:
  - LP - DUBROVNIK-NERETVA COUNTY
  - PP1 - PUBLIC INSTITUTION ERA SO FOR COORDINATION AND DEVELOPMENT OF SPLIT DALMATIA COUNTY
  - PP2 - PUBLIC INSTITUTION DEVELOPMENT AGENCY OF SIBENIK-KRKA COUNTY
  - PP5 - UNIVERSITY OF ZADAR
  - PP4 - STRA COUNTY
  - PP3 - PROMOTURISTVOVIG
  - PP6 - VENETO REGION
  - PP7 - EMILIA-ROMAGNA REGION
  - PP8 - SVALIIPPO MARCHE IRL - DIMI IRL REGIONAL DEVELOPMENT AGENCY
  - PP9 - ABRUZZO REGION
  - PP10 - SARDINIA REGION
  - PP11 - ADRIAN PUBLIC THEATRE - REGIONAL CONSORTIUM FOR ARTS AND CULTURE
  - PP12 - PUGLIA REGION

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/3rd-take-it-slow-steering-committee-meeting>

Home Events Downloads Multimedia Contacts **GO TO THE PROGRAMME**

Project (ITA-CRO) / TAKE IT SLOW / Events / Presentation of TAKE IT SLOW project at International Venice Biennale Cinema

## PRESENTATION OF TAKE IT SLOW PROJECT AT INTERNATIONAL VENICE BIENNALE CINEMA

Published on 04/03/2021 last modified 04/03/2021

[BACK TO ALL EVENTS](#)


**START DATE**  
02.09.2021 14:00

**END DATE**  
02.09.2021 17:00

**PLACE**  
Venice Region government space at Hotel Grand Canal

**ADDRESS**  
Fundamenta 42/Gliedre Venezia, 01, 30133

**CONTACTS**  
**Stefano Biondini**  
stefano.biondini@interreg.it



**TAKE IT SLOW project will be presented at this year's International Venice Biennale Cinema, on September 2nd, 2021.**

The TAKE IT SLOW project will be presented at this year's International Venice Biennale Cinema. The aim of this informative initiative is to raise awareness about operations of the European programme & its projects and improve the knowledge related to the key fields of the media, transnational, digital, rights, sport, social, cultural and visual cooperation.

The initiative is specifically dedicated to representatives of the local regional/national press, TV, radio and specialized magazines working in the cultural, tourism, cinema and transport related sectors, but also to the Programme stakeholders interested in the current achievements of the European Territorial Cooperation impacts in both countries.

TAKE IT SLOW presentation will be held on 2nd September 2021, starting at 10h at the Biennale cinema space of the Venice Region in Lido (Venice) by Mirna Raič, a representative for the lead partner, Dubrovnik-Neretva County.

[Read more about the event here](#)

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/presentation-of-take-it-slow-project-at-international-venice-biennale-cinema-1>

## TAKE IT SLOW – SLOW FOOD FROM RAVNI KOTARI

Published on 14/09/2021 (last modified: 15/09/2021)

[BACK TO ALL EVENTS](#)

**START DATE**  
Sep 27, 2021 11:00:00

**END DATE**  
Sep 27, 2021 11:13:00

**PLACE**  
Museum of Ancient Glass in Zadar

**CONTACT**  
Katarina Kokić  
[kokic21@uni-zd.hr](mailto:kokic21@uni-zd.hr)

**The University of Zadar is organizing a public event TAKE IT SLOW – SLOW FOOD FROM RAVNI KOTARI commemorating World Tourism Day**

The University of Zadar is organizing a public event TAKE IT SLOW – SLOW FOOD FROM RAVNI KOTARI. As the TAKE IT SLOW project is designed to establish, manage and promote the Adriatic Region as a smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean based on the joint natural and cultural heritage of its islands, inland, coastal and rural Adriatic, this event will symbolically be held on the World Day of Tourism, 27th September 2021.

The event will be held in the courtyard of the Museum of Ancient Glass in Zadar. As a part of the event, a panel discussion with relevant stakeholders from the public and private sector will be held. The topic of the discussion will be the possibilities of development of eno-gastronomic tourism based on the concept of the so-called "slow food" in Zadar County, with a special emphasis on the Ravni Kotari area. Afterwards, a press conference with a presentation of the TAKE IT SLOW project will be held. Event participants will also have an opportunity to try freshly prepared traditional dishes and indigenous wines from Ravni Kotari.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-slow-food-from-ravni-kotari>

## RAVNI KOTARI – A BITE FOR THE FUTURE

Published on 14/09/2021 (last modified: 20/09/2021)

[BACK TO ALL EVENTS](#)

**START DATE**  
Oct 21, 2021 11:00:00

**END DATE**  
Oct 21, 2021 11:15:00

**CONTACT**  
Katarina Kokić  
[kokic21@uni-zd.hr](mailto:kokic21@uni-zd.hr)

**The University of Zadar is organizing the second public event on the subject of possibilities of the development of eno-gastronomic tourism based on the concept of the so-called slow food in the Zadar Region, and especially in the area of Ravni kotari. This event is the continuation of the previous public event held on the 27th September 2021.**

The event "RAVNI KOTARI – A BITE FOR THE FUTURE" will be held on the 21st October 2021 on Bulo family farm in Birevo (Zadar County). In the focus of the event programme will be traditional dishes and drinks, but also other forms of tangible and intangible heritage related to eno-gastronomy of Ravni kotari as key resources for the development of quality tourist offer in this area. The programme will be split into two parts.

The first part of the programme will last from 10:00 a.m. to 12:00 p.m. and it will include students from the University of Zadar as primary participants. The students will have an opportunity to participate in grape harvesting and proceeding in the vineyard, playing traditional games and planting traditional fruit crops.

The second part of the programme starts at 12:00 p.m. and it will, besides the University of Zadar students, also include relevant stakeholders from the public and private sector. For this part of the programme, many interesting activities are foreseen - local products and traditional tools fair, presentation of traditional brandy making process, cooking contest with traditional recipes and dishes from Ravni kotari and presentations on the topic of possibilities of eno-gastronomic tourism in Ravni kotari.

The presentation part of the programme will be later available via the TAKE IT SLOW YouTube channel.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/ravni-kotari-a-bite-for-the-future>



## 1ST HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA

Published on 28/10/2021 (last modified 26/10/2021)

[BACK TO ALL EVENTS](#)

**START DATE:**  
Nov 04, 2021 9:11:00PM

**END DATE:**  
Nov 04, 2021 9:12:00P

**CONTACT:**  
**Santita Ilic**  
[carola.ili@ista-istria.hr](mailto:carola.ili@ista-istria.hr)

**On Thursday, November 4th, 2021, Region of Istria, Administrative Department for Culture and Heritage is organizing its 1st Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism.**

The event will be organized through an online Zoom platform for members of LCF of the Region of Istria and other relevant stakeholders and it will also be streamed through project YouTube channel.

The expert presenters will discuss the Master Plan for Tourism Development of the Istria County/ Development Tourism Strategy of Central Istria, Marketing plan of Istria County tourism, Development of a Smart Action Plan and Application of Smart Tools in Tourism and Agronomy.

For more info check the invitation

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/1st-hybrid-round-table-of-partner-region-of-istria>

## ECOLOGICAL AGRICULTURE AND PRODUCTION

Published on 05/11/2021 (last modified 05/11/2021)

[BACK TO ALL EVENTS](#)

**START DATE:**  
Nov 04, 2021 4:11:33P

**END DATE:**  
Nov 04, 2021 4:14:33P

**PLACE:**  
University of Zadar Main Campus, Multimedijski 1117

**ADDRESS:**  
Ulica 01. Drzica Tuzinara 111, 73000 Zadar

**CONTACT:**  
**Estelita Rakic**  
[Estelita@zadar.hr](mailto:Estelita@zadar.hr)



**The first in a series of workshops related to eco-labeling and certification in agriculture and production organized by the University of Zadar and the TAKE IT SLOW project**

The University of Zadar is organizing its first workshop in an upcoming series of workshops that are going to be held on the topic of eco-labeling and certification in agriculture and production.

The first workshop is going to be held on 4 November 2021 at the University of Zadar, Main Campus (Multimedijski 1117).

During the workshop, many different topics will be discussed, such as the possibilities and importance of ecological agriculture and production, benefits that farmers and producers have from ecological production and ecological products, issues with the process of implementation of eco-labels, and certification, importance of ecological products and many more.

Dr. Ana Štambler from the Governmental Agronomical Center will give presentations on the following topics:

- Historical development of ecological agriculture and production
- Development of eco-labels and certification in agriculture and production
- The role of eco-labels and certification in agriculture and production

The main target groups for the workshops are SMEs but all interested parties are welcome to join.

Please find more information in the invitation and on the agenda.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/ecological-agriculture-and-production>

News Events Docs&Tools Multimedia CONTACTS **GO TO THE PROGRAMME**

Projects (ITA-CRO) / TAKE IT SLOW / Events / 2ND HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA

### 2ND HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA

Publication on 06/11/2021 Last modified 06/11/2021

[BACK TO ALL EVENTS](#)

**START DATE**  
Nov 10, 2021 11:11:00

**END DATE**  
Nov 10, 2021 11:32:00

**ORGANIZER**  
Sandra IRL

[✉ Sandra.IRL@regione-istria.it](mailto:Sandra.IRL@regione-istria.it)

**On Wednesday, November 10th, 2021, Region of Istria, Administrative Department for Culture and Heritage is organizing its 2nd Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism**

The event will be organized through an online Zoom platform for members of LCP of the Region of Istria and other relevant stakeholders and it will also be streamed through project Facebook account. The expert presenters will discuss the Smart Tourism Action Plan of the Region of Istria, application of multimedia on selected examples of natural and cultural heritage and visitor centers and tourism Metaverse. For more info check the invitation.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/2nd-hybrid-round-table-of-partner-region-of-istria>

News Events Docs&Tools Multimedia CONTACTS **GO TO THE PROGRAMME**

Projects (ITA-CRO) / TAKE IT SLOW / Events / PMI DAY - SUSTAINABILITY AND HYBRID ROUND TABLE

### PMI DAY - SUSTAINABILITY AND HYBRID ROUND TABLE

Publication on 17/11/2021 Last modified 17/11/2021

[BACK TO ALL EVENTS](#)

**START DATE**  
Nov 18, 2021 9:30:00

**Step right up students, journalists, and stakeholders interested in sustainability! It's almost time for PMI DAY, taking place on November 18th at 9:30am at the Selvemini Auditorium, in Fasano in the organization of project partner Teatro Pubblico Pugliese, Progetti TPP**

On November 18, 2021 at 9:30am at the auditorium of I.I.S.S. GAETANO SALVEMINI di Fasano, project partner Teatro Pubblico Pugliese, Progetti TPP, commemorating the PMI DAY, is organizing meeting where the students, local administrators, journalists and stakeholders will have opportunity to meet with members of LCP and find more about their approach to sustainability.

PMI DAY is an initiative that sees every year small and medium-sized enterprises associated with Confindustria open doors to young people but also to administrators of local networks, etc. Such an experience gives students the opportunity to see the productive reality up close and learn about the commitment and talent that entrepreneurs and their collaborators deepen into making products and services, the results achieved and the projects of the future.

The theme of this edition is "Sustainability", the main topic of the Take It Slow project; therefore, during the meeting on November 18th some of the Local Community companies will tell the students of the Selvemini Institute about their own approach to local sustainable growth. Sustainability understood as environmental, social and economic for a development based on an efficient use of natural resources, which looks at the reduction of inequality and social inclusion, so as to give life to lasting growth and to a widespread welfare. In line with the goals defined by the UN 2030 Agenda.

Find more about the event at: <https://www.teatropubblico.com/ProgettiTPP/post/402889304210699>

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/pmi-day-sustainability-and-hybrid-round-table>

News Events Desk&Tools Multimedia Contacts **GO TO THE PROGRAMME**

Projects (874-080) / TAKE IT SLOW / Events / ECOLOGICAL REAGRICULTURE – TECHNICAL ASPECTS

### ECOLOGICAL AGRICULTURE – TECHNICAL ASPECTS

PROGRAMME (2019/2021) (2019/2021) (2019/2021)

[BACK TO ALL EVENTS](#)


**START DATE**  
Nov 26, 2021 11:30:00

**END DATE**  
Nov 26, 2021 14:00

**PLACE**  
University of Zadar Near Campus, Multimedia Hall 117

**ADDRESS**  
Uluka Br. Franje Tuđmana 24 | 23000 Zadar

**CONTACT**  
Katerina Kralic  
kkralic21@gmail.com



The University of Zadar is organizing its second workshop in a series of workshops that are going to be held on the topic of eco-labeling and certification in agriculture and production.

The workshop "Ecological agriculture – technical aspects" will be held on November 26th 2021 on the University of Zadar Near Campus (Multimedia Hall 117).

This workshop represents a thematic continuation of the first workshop ("Ecological agriculture and production"), held on November 8th, 2021, which covered topics such as the possibilities and limitations of the process of introducing EU eco-certificates and eco-labels in agriculture and production, benefit from the application of certification and labels, etc.

The main focus of the second workshop will be the technical aspects of ecological agriculture, and the topics will once again be covered by Ana Mandić Usak, B.Sc. Ing. from the Biotechnical Entrepreneurial Center. Please find more information in the invitation and on the agenda.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/ecological-agriculture-technical-aspects>

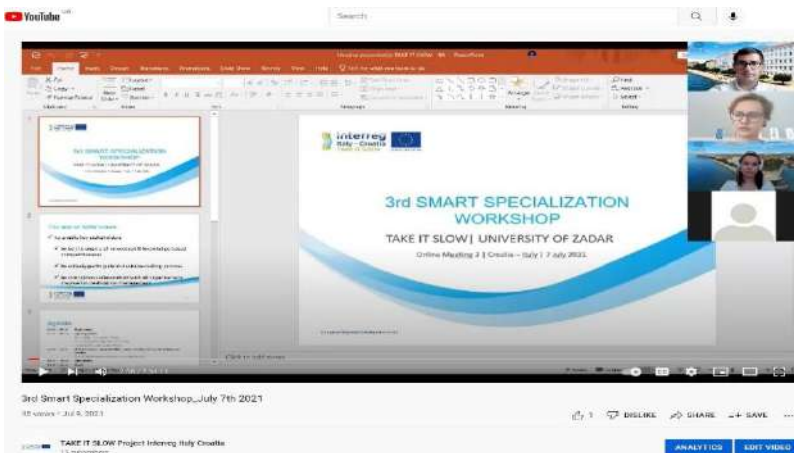
### 1.3. MULTIMEDIA

VIDEO:

6 Project videos were linked from project YouTube page:

HOME PAGE – VIDEOS: <https://www.italy-croatia.eu/web/take-it-slow>

**Video 1** : The third, and last workshop in series of on the topic of smart specialization in green, slow and sustainable tourism, was held on 7th July 2021, and, as it was the case in the previous two workshops, the main goal was the dissemination of knowledge and examples of best practices in smart specialization in green, slow and sustainable tourism : <https://www.youtube.com/watch?v=SxGt9mzfNfY&t=25s>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

**Video 2 :** The TAKE IT SLOW video presentation was presented on September 2 at this year's International Venice Biennale Cinema. The aim of this informative initiative is to raise awareness about operations of Italy-Croatia CBC Programme & its projects and improve the knowledge related to the use of EU funds of the media representatives, while highlighting also their cultural and visual component : <https://www.youtube.com/watch?v=4MaWJTwMibI>



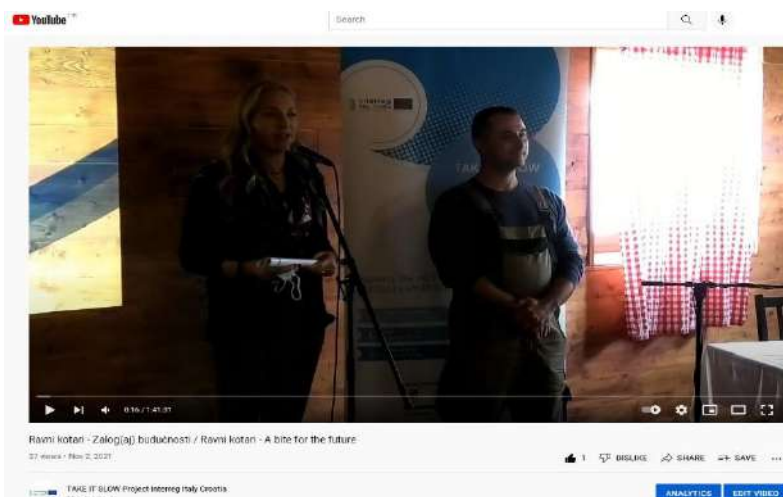
Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

**Video 3 :** The University of Zadar organized a public event TAKE IT SLOW – SLOW FOOD FROM RAVNI KOTARI on September 27th, commemorating World Tourism Day. As a part of the event, a panel discussion with relevant stakeholders from the public and private sector was held. The topic of the discussion were the possibilities of development of eno-gastronomic tourism based on the concept of the so-called « slow food » in Zadar County, with a special emphasis on the Ravni kotari area : [https://www.youtube.com/watch?v=vrV\\_mcAQ2gM&t=34s](https://www.youtube.com/watch?v=vrV_mcAQ2gM&t=34s)



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

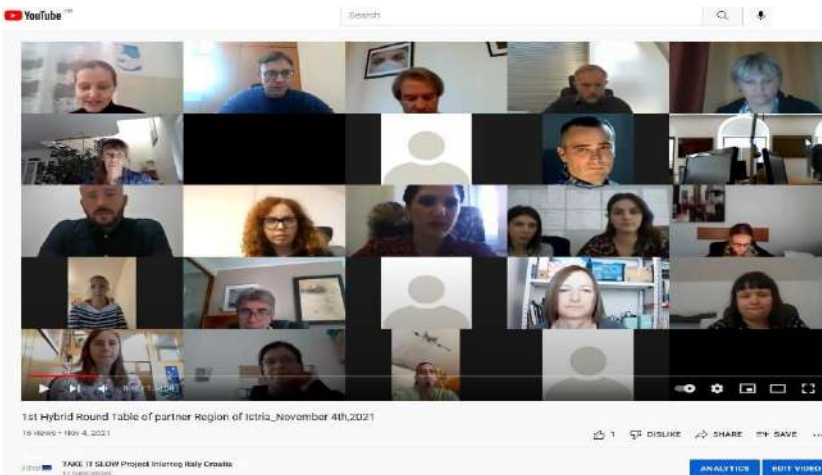
**Video 4 :** The University of Zadar organized its 2nd innovative public event “RAVNI KOTARI–A BITE FOR THE FUTURE” on 21st October 2021. In the focus of this event, as well as the previous one held on 27th September 2021, were the possibilities of the development of eno-gastronomic tourism in the area of Ravni kotari. Attendees had the opportunity to participate in many different activities, such as grape harvesting, traditional games, local products and traditional tools fair, presentations on the topic of possibilities of eno-gastronomic tourism in Ravni kotari and many more : <https://www.youtube.com/watch?v=HS3-iMMPX5Q&t=2141s>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

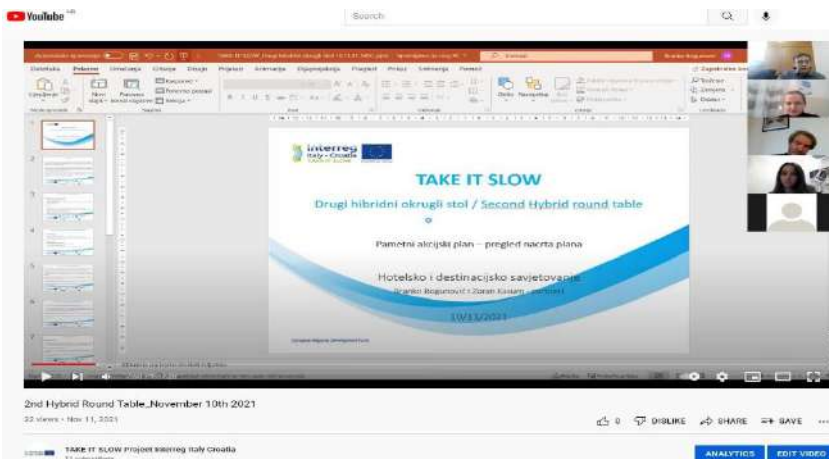
**Video 5 :** On Thursday, November 4th, 2021, Region of Istria - Regione Istriana, Administrative Department for Culture and Heritage organized its 1st Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism of TAKE IT SLOW project. The meeting was organized through an online Zoom platform for members of LCP of the

Region of Istria and other relevant stakeholders : <https://www.youtube.com/watch?v=6QI9-uWGx2Y&t=495s>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

**Video 6** : On Wednesday, November 10th, 2021, Region of Istria - Regione Istriana, Administrative Department for Culture and Heritage organized its 2nd Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism of TAKE IT SLOW project. This meeting, like the previous one, was organized through an online Zoom platform for members of LCP of the Region of Istria and other relevant stakeholders : <https://www.youtube.com/watch?v=CDqTO1nzXgY&t=20s>



Source: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

# PROJECT WEBSITE AT PROGRAMME WEB PLATFORM

## UPDATE 4

Deliverable D2.1.7

WP2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 1  
Activity Title: Start-up activities  
Partner in Charge: PP2  
Partners involved: PP2  
Status: Final



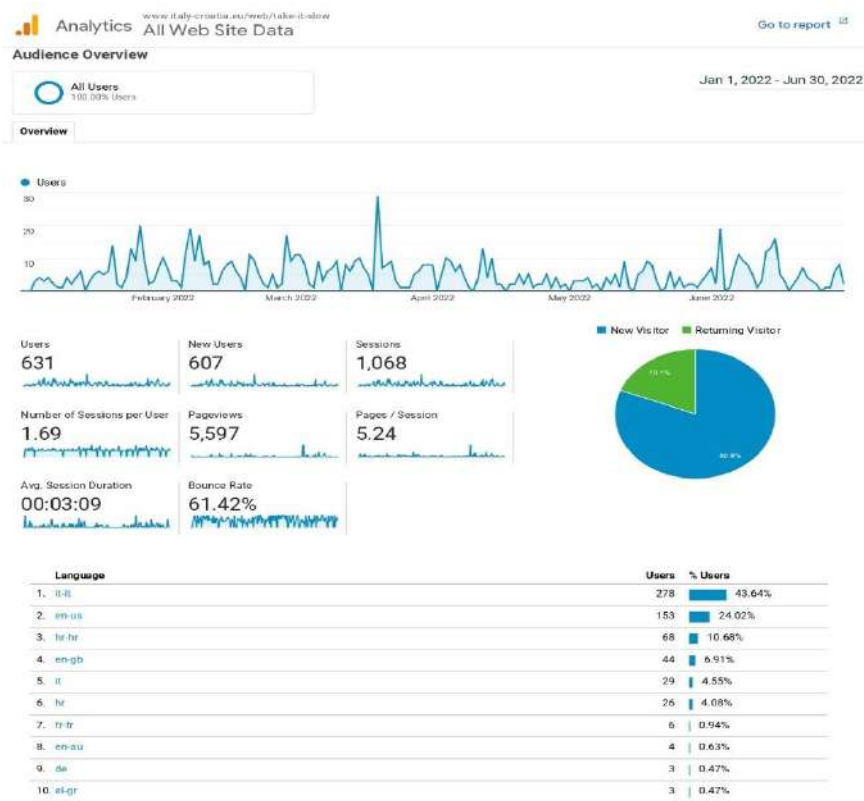
## TABLE OF CONTENTS

1. PROJECT WEB SITE .....	2
1.1. PROJECT NEWS.....	3
1.2. PROJECT EVENTS .....	13
1.3. MULTIMEDIA.....	18

## 1. PROJECT WEB SITE

Web site tracking behavior for project TAKE IT SLOW was implemented by Programme on June 15th 2021 and from January 1<sup>st</sup> through June 30th 2022 there were:

- 5597 page views
- 631 new users
- 1068 sessions



Source: Google Analytics

## 1.1. PROJECT NEWS

Project news were updated with 16 articles on ongoing project activities and updates (meetings, workshops):

Article #1 (February 7, 2022):



**VENETO REGION: 3 FREE SPECIALIZED TRAININGS ON SUSTAINABLE TOURISM DEVELOPMENT FOR OPERATORS**

Published on 07/02/2022 (last modified 31/03/2022)

[BACK TO ALL NEWS](#)

Three different customized programs, 32 hours of lessons for each course, for a total of 96 hours of training activities.

Around 400 people attended the launch event of the specialized training courses about sustainable tourism development provided by the Veneto Region Tourism Department in the frame of the TAKE IT SLOW project.

Around 300 entrepreneurs, operators and stakeholders will attend the lessons, held by acknowledged experts in the field of sustainable tourism.

Link : <https://bit.ly/3uuMUQz>

Article #2 (February 9, 2022):



**A CROSS-FERTILIZATION ONLINE MEETING BY THE UNIVERSITY OF ZADAR**

Published on 09/02/2022 (last modified 21/02/2022)

[BACK TO ALL NEWS](#)

On the 9th February 2022, the University of Zadar has organized a cross-fertilization online meeting within the TAKE IT SLOW project. The meeting was held between the University of Zadar project team, students of the final year of the graduate programme Entrepreneurship in Culture and Tourism at the University of Zadar, and the director of the Ravni Kotari Tourist Board, Mr. Vanja Čvrlijak.

The students had the task within the course Marketing in culture and tourism to develop a marketing campaign based on the tourism offer of Ravni Kotari. Since Ravni Kotari is the pilot area that the University of Zadar has chosen within the project, this was a great opportunity to connect the students in the field of tourism that are

Link: <https://bit.ly/3usqejW>

Article #3 (February 14, 2022):



TAKE IT SLOW EUROPEAN UNION  
European Regional Development Fund

About the Project News Events Docs&Tools Multimedia Contacts **GO TO THE PROGRAMME**

Home (ITA-CRO) / Projects (ITA-CRO) / TAKE IT SLOW / News / THE 4TH SC MEETING BETWEEN THE PARTNERS OF THE TAKE IT SLOW PROJECT WAS HELD ONLINE ON THE 10TH AND 11TH OF FEBRUARY 2022

## THE 4TH SC MEETING BETWEEN THE PARTNERS OF THE TAKE IT SLOW PROJECT WAS HELD ONLINE ON THE 10TH AND 11TH OF FEBRUARY 2022

Published on 14/02/2022 (last modified 21/02/2022)

**BACK TO ALL NEWS**

TAKE IT SLOW 4th Steering Committee Meeting was held online on the 10th and 11th February 2022 in the organization of the Public Institution Development Agency of the Šibenik-Knin County.

Besides the organizer, the meeting was attended by 5 Croatian partners: the Dubrovnik-Neretva Region (Lead Partner), the RERA SD public institution for the coordination and development of the Split-Dalmatia County, the University of Zadar, the Region of Istria and 6 Italian organizations: Veneto Region, Sviluppo Marche Srl - SVM SR Regional Development Agency, Emilia-Romagna Region, Abruzzo Region, Molise Region and Teatro Pubblico Pugliese.

TAKE IT SLOW project, full name Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, is designed to capitalize on the natural and cultural heritage of the Adriatic region and create new slow tourism offering through sustainable smart specialization concepts: green, innovative and creative.

Link: <https://bit.ly/3nMeHbq>

Article #4 (February 18, 2022):



TAKE IT SLOW EUROPEAN UNION  
European Regional Development Fund

About the Project News Events Docs&Tools Multimedia Contacts **GO TO THE PROGRAMME**

Home (ITA-CRO) / Projects (ITA-CRO) / TAKE IT SLOW / News / VENETO: 62 TERRITORIAL ENHANCEMENT ACTIONS FROM THE FORUM OF THE EUROPEAN CHARTER OF SUSTAINABLE TOURISM

## VENETO: 62 TERRITORIAL ENHANCEMENT ACTIONS FROM THE FORUM OF THE EUROPEAN CHARTER OF SUSTAINABLE TOURISM

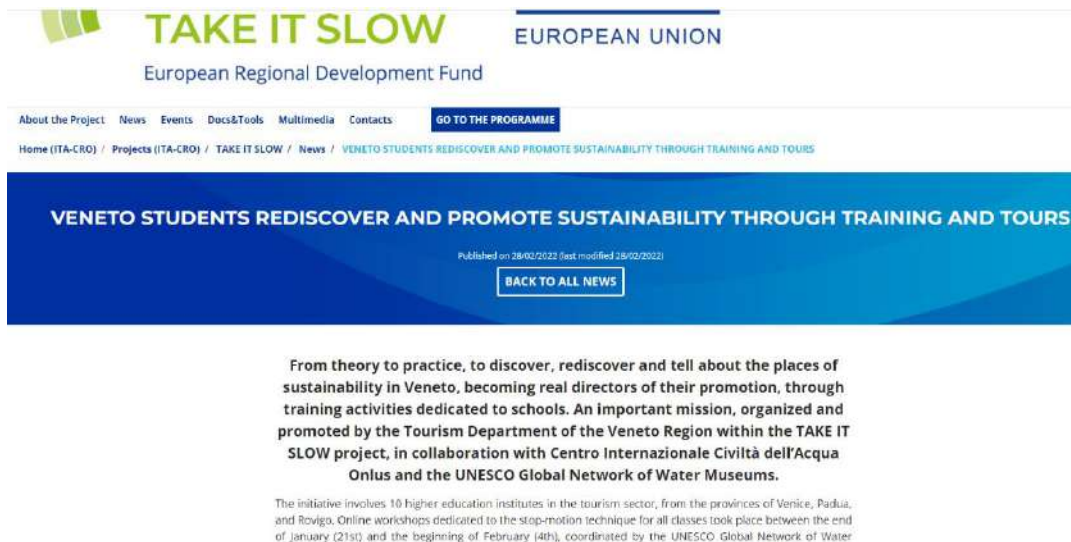
Published on 18/02/2022 (last modified 21/02/2022)

**BACK TO ALL NEWS**

The Forum for the approval of the actions relating to the CETS (European Charter for Sustainable Tourism in Protected Areas) process was held on Monday 14th February, thus starting phase 2. The initiative is promoted by the Veneto Region Tourism Department, within the framework of the TAKE IT SLOW project, and is developed in collaboration with the Regional Park of the Euganean Hills.

Link: <https://bit.ly/3AuLTM7>

Article #5 (February 28, 2022):



**TAKE IT SLOW** EUROPEAN UNION  
European Regional Development Fund

Home (ITA-CRO) / Projects (ITA-CRO) / TAKE IT SLOW / News / VENETO STUDENTS REDISCOVER AND PROMOTE SUSTAINABILITY THROUGH TRAINING AND TOURS

**VENETO STUDENTS REDISCOVER AND PROMOTE SUSTAINABILITY THROUGH TRAINING AND TOURS**

Published on 28/02/2022 (last modified 28/02/2022)

[BACK TO ALL NEWS](#)

**From theory to practice, to discover, rediscover and tell about the places of sustainability in Veneto, becoming real directors of their promotion, through training activities dedicated to schools. An important mission, organized and promoted by the Tourism Department of the Veneto Region within the TAKE IT SLOW project, in collaboration with Centro Internazionale Civiltà dell'Acqua Onlus and the UNESCO Global Network of Water Museums.**

The initiative involves 10 higher education institutes in the tourism sector, from the provinces of Venice, Padua, and Rovigo. Online workshops dedicated to the stop-motion technique for all classes took place between the end of January (21st) and the beginning of February (4th), coordinated by the UNESCO Global Network of Water

Link: <https://bit.ly/3P658j6>

Article #6:



**QUESTIONNAIRE FOR THE NEW BRAND OF THE MICRO DESTINATION CAPITOLO-TORRE CANNE-FASANO-SELVA FASANO**

Published on 11/03/2022 (last modified 11/03/2022)

[BACK TO ALL NEWS](#)

**Tourism, «The importance of calling each other...»: The questionnaire for the new brand of the micro destination Capitulo-Torre Canne-Fasano-Selva di Fasano has started and is open until March 27, 2022.**

The questionnaire is to identify the most representative name of the micro-destination Capitulo-Torre Canne-Fasano-Selva di Fasano.

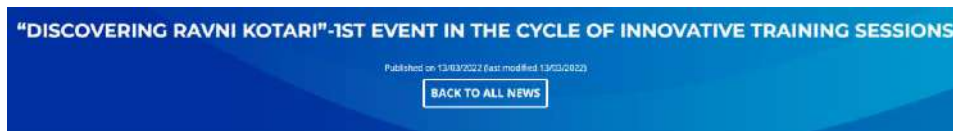
The questionnaire addresses residents, but also tourists and stakeholders, LCP (Local Community of Practice), and micro-destination operators. The initiative is included in the place branding activity which is planned by Teatro Pubblico Pugliese under TAKE IT SLOW Project Interreg Italy-Croatia.

The idea for this micro-destination under TAKE IT SLOW project was born with the objective of thinking and putting in practice policies, innovative sustainable tourism products, and services based on the natural and cultural heritage of the Capitulo area Torre Canne-Fasano-Selva di Fasano. A project with a basin approach, implemented in collaboration with a «Local Community of Practices» (LCP), formed by 37 subjects between companies, associations, scientific communities, activities in the territory and coordinated by Cooperativa Serapia.

If you are a resident of the micro-destination Capitulo-Torre Canne-Fasano-Selva di Fasano, fill out the questionnaire here: <https://bit.ly/3Rl8f8W>

Link : <https://bit.ly/3Rl8f8W> (Published on March 11, 2022)

Article #7



**The first event in the cycle of innovative training sessions within the TAKE IT SLOW project - «Discovering Ravni Kotari» - was held on March 10th, 2022. The event was organized by the University of Zadar within the project activity CB cluster of sustainable slow products & services based on natural and cultural heritage and is focused on learning about natural and cultural tangible and intangible in an authentic environment.**

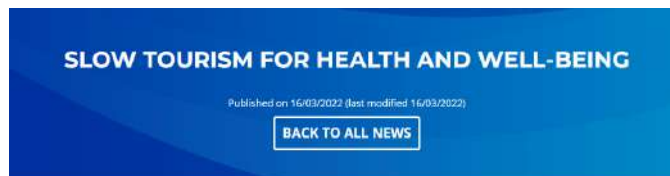
Participants of the first innovative training session were students of the undergraduate study programme of Culture and Tourism and graduate students of Entrepreneurship in Culture and Tourism from the Department of Tourism and Communication studies at the University of Zadar.

The importance of valorization of cultural and natural heritage, as well as the beauty of Ravni Kotari was brought closer to the participant by Mr. Josip Matassi from the company «Blaver Consulting», accompanied by Mr. Ivica Škriljević from the travel agency «TRAVEL».

The participants visited the Benkovac Fair, which is an event with a century-old tradition that is held every 10th of the month, as well as the medieval castle Kaštel Benković in the town of Benkovac, which is now used as a museum. The Benkovac Heritage Museum, as a key factor in preserving the cultural and historical heritage of the

Link: <https://bit.ly/3AvKnJy> (March 13, 2022)

Article #8:



**TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with DIREZIONE SALUTE FVG and FEDERSANITA' ANCI FVG, has organized, on March 15th, 2022, webinar dedicated to slow and sustainable tourism for health and well-being.**

The webinar, which was aimed at tourist guides, the reception staff of the FVG Info Points, and IATs, attracted more than 50 participants.

The importance of health and physical and mental well-being are issues that are increasingly present also in tourism, especially after the experience of the COVID-19 pandemic on a global scale.

To respond to these new requests, numerous initiatives have been born that aim to encourage physical activity at all ages and make it increasingly accessible and sustainable. During the webinar, all these issues were addressed, bringing the Interreg TAKE IT SLOW project as best practice.

Watch the recording of the webinar, in Italian:



Link : <https://bit.ly/3ynAlHN> (March 16, 2022)

Article #9:

SLOW, ACCESSIBLE AND SUSTAINABLE TOURISM IN FRIULI VENEZIA GIULIA

Published on 16/03/2022 (last modified 16/03/2022)

BACK TO ALL NEWS

**TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with FEDERSANITY ANCI FVG and ORDINE DEI GIORNALISTI FVG, has organized on March 10th, 2022, webinar dedicated to slow, accessible and sustainable tourism in Friuli Venezia Giulia.**

The webinar, which was aimed at journalists attracted more than 40 journalist from different parts of Italy.

In the course of 2020, the spread of the COVID-19 pandemic on a global scale represented and still continues to represent one of the most important threats to health recorded in recent decades. In this regard, the role of journalism is fundamental, intervening by supporting projects linked to lifestyles that promote health and prevention.

Precisely with this objective, numerous initiatives have recently been born that aim to encourage physical activity at all ages and making it increasingly accessible and sustainable. During the webinar all these issues were addressed, bringing the experience of Friuli Venezia Giulia within the Interreg TAKE IT SLOW project.

Link : <https://bit.ly/3AxtSg0> (March 16, 2022)

Article #10:

OPEN AIR MUSEUM "MURTERSKE VEDUTE"

Published on 01/04/2022 (last modified 01/04/2022)

BACK TO ALL NEWS

**Development Agency of Šibenik-Knin County is implementing under TAKE IT SLOW, a pilot project that includes the establishment and equipping of an open-air museum "Murterske vedute" (Murter views) in the Murter-Kornati municipality, more precisely on the locality Gradina.**

This locality was chosen as a project micro-destination area, an area of rich natural and cultural heritage with the aim of additional tourist valorization, educating citizens and visitors about its purpose and use as well as additional branding not only of the municipality of Murter-Kornati but also of the wider Adriatic area.

It's important to mention that the first archeological beach in Croatia is also located on Gradina, precisely on the archeological site of Colentum, an ancient city that flourished most probably in the 1st century AD during the reign of the Roman Emperor Nero and Vespasian.

This beach, which is two hundred meters long, is the only one of its kind in Croatia, and it combines history, archeology, oceanography, and cultural, sports, and recreational tourism.

Equipping of the museum is expected to be finalized by the beginning of this summer.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/open-air-museum-murterske-vedute->  
(Published on April 1, 2022)

Article #11:



**The University of Zadar has organized its 2nd event in the cycle of innovative training sessions on the 9th of April 2022. This event was a follow-up to the previous event in the cycle, which was organized for the students of the undergraduate study programme of Culture and Tourism and graduate students of Entrepreneurship in Culture and Tourism from the Department of Tourism and Communication studies at the University of Zadar.**

This time the event was held for the interests of private accommodation in the area of Zadar County and the goal of the innovative education event was to acquaint visitors with the offer of the natural and cultural heritage of Ravni Kotari through a guided tourist city and a conversation with different stakeholders who work in providing the accommodation of Ravni Kotari. The topics featured by the event were covered by the expert Julija M. Jakić Matasović and Mr. Miro Štibićević.

Finally, the group visited a settlement in Ravni Kotari called Duga Rava and, specifically, the (dis)covery. Foundation museum and the town of Senj. There they learned about local tourism and its special features on the offer of the park and the area. They also visited the park area (dis)covery. Foundation, a medieval castle located in the town of Senj which is today used as a museum - the Slavonian Heritage Museum. In this part of the programme, they had an opportunity to learn about the history of the city of Senj and the interpretation of the museum in the Museum hall. The park also has a very beautiful view and a beautiful view.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/discovering-ravni-kotari-2nd-event-in-the-cycle-of-innovative-training-sessions> (April 12, 2022)

Article #12:



**Terre di Fasano is the name chosen by Fasano citizens for the tourist destination of the territory.**

With 303 votes it was the most voted brand out of a total of over 2100 citizens who participated in the initiative.

The name will represent the area between Capotolo, Torre Canne and Selva di Fasano (in particular: Capotolo, Torre di Greco, Pozzo Jacopo, Svalentin, Montalbano, Fasano, Selva di Fasano, Luanto, Crocchiole, Sportivo, Canale di Fiume).

The community was called to vote for the most representative brand name last weekend in Piazza Citta in Fasano in a four-day talk event dedicated to the topics of sustainability and promotion related to tourism. The citizens voted for the name in the info Point located in Piazza Citta, on a smartphone, specifically framing QR code, and online, by connecting to the links published on the Prologica Citta di Fasano and Progetto TPO.

The initiative was included in the activity of "Place Branding" started by Teatro Pubblico Pugliese - Regional Consortium for Arts and Culture, Municipality of Fasano and Marone&B Srl within the framework of the TAIS II 2019 project "Branding Italy - Coast of Apulia - Teatro Pubblico Pugliese in a partner and Regione Puglia - Department Tourism, Culture Company and Territory Sviluppo in an associated partner.

The "Place Branding" or quality brand identifies and transmits a territory, its tourist offer, its values and in the same time positions the offer in a specific segment of the market so that the demand from the tourist is satisfied and therefore can convert the interest in the fruition and visit to the territory.

After the market research carried out by Marone&B Srl and developed, on the one hand, on the analysis of

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/terre-di-fasano-brand-name-for-area-capitolo-torre-canne-and-selva-di-fasano> (April 14, 2022)



Article #13 (May 13, 2022):



**Within the TAKE IT SLOW, the project partners from Croatia and Italy had the opportunity to visit Denmark as part of a study trip from May 2nd to May 6th, 2022.**

**The study trip was an excellent opportunity to visit different stakeholders who play a significant role in tourist development with an emphasis on smart, sustainable, and slow tourism.**

TAKE IT SLOW project partners started their trip in Copenhagen, with a presentation from Heidi Maak, CEO of Vius Rejer, a very experienced Danish tour operator with programs to Croatia and Italy. The presentation was a great opportunity to exchange experiences on how to focus on local gastronomy, the cultural, the historical, and not least the social content. After the presentation, the partners made a stroll through Nørrebro, or as TimeOut magazine called it in 2021: 'The coolest neighborhood in the world'. This neighborhood on the northern side of Copenhagen's lakes is a dazzling blend of historic landmarks, ultramodern architecture, and food and drink joints.

The second day of the trip started with the visit to the workshop of the creative art artist Thomas Danibo, the creator of the artistic trails in nature. An excellent example of how to connect people internationally through creativity and art and how to create a new tourism destination product. Later, the partners had the opportunity to meet with Andersen Johansen from Destination Fyn, a Fyn-based cluster for tourism that attracts holiday and commercial guests with the capacity to boost earnings in the tourism industry with an emphasis on innovation and cooperation in outdoor tourism. Following the presentation, the partners visited Haler Sluse, a place of unique nature used

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-study-trip-to-denmark>

(Published on May 13, 2022)

Article #14 (June 3, 2022):



**PI DA RERA in cooperation with the Center for Culture Brač has organized trip to Blaca Hermitage for local stakeholders**

**The trip was held on May 18, 2022 on the Island of Brač**

The trip was organized on the occasion of the International Museum Day.

The aim of the trip was to promote the Blaca Hermitage and the island of Brač, one of the project TAKE IT SLOW pilot areas by presenting opportunities for the development of slow tourism based on encouraging the local community to address the impact of the tourism industry, but also preserving natural and cultural heritage and lifestyle.

The Blaca Hermitage is defined as one of the micro tourist destinations where project activities will be carried out. In addition to the reconstruction of the Blaca Hermitage, many other activities are planned in order to strengthen the capacity of local stakeholders and reduce the negative consequences of tourism development.



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/pi-da-rera-trip-to-blaca-hermitage>

(Published on June 3, 2022)

Article #15 (June 3, 2022):



**PI DA RERA has held workshop on the topic of process of certification and labeling procedures in agriculture and production.**

**The workshop was held on mAY 17th, 2022 on the Island of Brač**

PI DA RERA has held a workshop on the topic of the process of certification and labeling procedures in agriculture and production. The workshop was held on May 17th, 2022, on the Island of Brač.

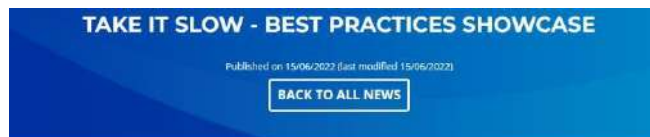
The main target audience were the small and medium-sized economic entities in the sector of agriculture, manufacturing, and tourism. The presentation covered themes such as the possibilities and limitations of certification and labeling procedures in agriculture and production, as well as the benefits that entrepreneurs can achieve by applying such certificates and labels.

The workshop provided an opportunity for representatives of small and medium enterprises, support organizations, representatives of local authorities, and consumers who attended the workshop in large numbers, for quality and competent discussion, but also a chance for them to give interesting proposals for increasing the volume of ecological training and production on the Island of Brač which is one of the project TAKE IT SLOW pilot areas.

Lectures were given by Ana Marudić Usac, B.Sc.ing. from the Biotechnician Entrepreneurial Centre.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/certification-and-labeling-workshop-of-partner-pi-da-rera> (Published on June 3, 2022)

Article #16 (June 15, 2022):



**One of the important activities of the TAKE IT SLOW project consist of collecting best practices to showcase sustainable, slow, and smart products and services in tourism selected to promote the Adriatic Region as a unique, smart, integrated, sustainable, and accessible tourist destination, all year round.**

Below you can check the best cases in different sectors selected by project partners:

ACCESSIBLE TOURISM  
ADVENTURE TOURISM  
BUSINESS TOURISM  
CULTURAL TOURISM  
ECOTOURISM  
EXPERIENTIAL TOURISM  
GASTRONOMY TOURISM  
RURAL TOURISM  
SLOW TOURISM  
SUSTAINABLE TOURISM



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-best-practices-showcase> (Published on June 15, 2022)

## 1.2. PROJECT EVENTS

The 10 events organized by the project, both online and live in person, were announced in the “EVENTS” section :

### Event #1:

[Home \(ITA-CRO\)](#) / [Projects \(ITA-CRO\)](#) / [TAKE IT SLOW](#) / [Events](#) / [SUSTAINABLE TOURISM DEVELOPMENT: LAUNCH OF TRAINING ON JANUARY 28TH IN PADUA](#)

SUSTAINABLE TOURISM DEVELOPMENT: LAUNCH OF TRAINING ON JANUARY 28TH IN PADUA

Published on 27/01/2022 (last modified 27/01/2022)

BACK TO ALL EVENTS

START DATE  
Jan 28, 2022 h.09:30

END DATE  
Jan 28, 2022 h.12:30pm

**Veneto Region in collaboration with Just Good Tourism organizes 3 free specialized online trainings for tourism operators intending to innovate the accessible, slow, and green tourism offer**

In the frame of the TAKE IT SLOW project, Veneto Region in collaboration with Just Good Tourism organizes 3 free specialized online trainings for tourism operators intending to innovate the accessible, slow, and green tourism offer.

The opening and launch event will be held on the 28th of January, at the historical Caffè Pedrocchi, in the old town of Padova and the training will start in February and March, 32 hours of free training, 3 specific Programmes: Destinations, Events, Enterprises/Culture industry/Professionals.

There is great anticipation for the event and the upcoming trainings, as evidenced by a large number of subscribers (around 500), demonstrating the particular attention paid to the theme of sustainable development

Link : <https://bit.ly/3RtM4xp> (January 28, 2022)

### Event #2:

4TH STEERING COMMITTEE MEETING

Published on 12/01/2022 (last modified 12/01/2022)

BACK TO ALL EVENTS

START DATE  
Feb 10, 2022 h.09:30

END DATE  
Feb 11, 2022 h.14:00

PLACE  
Online MS Teams platform

**4th Steering Committee Meeting will be organized online via MS Teams on February 10th and February 11th where project partners will discuss the current state of the TAKE IT SLOW project**

**PARTICIPANTS:**

DUBROVNIK-NERETVA COUNTY,  
PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT-DALMATIA COUNTY,  
PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY,  
UNIVERSITY OF ZADAR,  
ISTRA COUNTY,  
PROMOTURISMOFVG,  
VENETO REGION,  
EMILIAROMAGNA REGION,  
SVILUPPO MARCHE SRL - SVIM SRL REGIONAL DEVELOPMENT AGENCY,  
APULIA REGION

Link: <https://bit.ly/3AO3cYP> (February 10, 2022)

Event #3:



Link: <https://bit.ly/3c0g0AZ> (Published on March 4, 2022)

Event #4:



Link : <https://bit.ly/3OS77rs> (Published on March 10, 2022)

Event #5:

**WEBINAR: "TAKE IT SLOW: SLOW TOURISM FOR HEALTH AND WELL-BEING"**

Published on 10/09/2022 (last modified 10/09/2022)

[BACK TO ALL EVENTS](#)

START DATE  
Mar 15, 2022 11:00am

**TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with FEDERSANITY ANCI FVG and DIREZIONE SALUTE FVG is organizing webinar dedicated to slow and sustainable tourism. The webinar will be organized on March 15<sup>th</sup>, 2022 at 11:00am.**

The importance of health and physical and mental well-being are issues that are increasingly present also in tourism, especially after the experience of the SARS-CoV-2 virus on a global scale.

To respond to these new requests, numerous initiatives have recently been born that aim to encourage physical and motor activity at all ages, telling the territory and making it increasingly accessible and sustainable. During the webinar, all these issues will be addressed, bringing the Interreg TAKE IT SLOW project as best practice.

**PARTICIPANTS:** The event is aimed at tourist guides, the reception staff of the FVG Info Points and IATs.

The event will be held online in Italian and by invitation.

More info in [invitation](#).

Link : <https://bit.ly/3IngMUx> (Published on March 10, 2022)

Event #6:

**TRAINING COURSE: "HOSPITALITY AND SUSTAINABILITY: CONCRETE SUGGESTIONS TO IMPROVE YOUR STRUCTURE AND SERVICES WITH A VIEW TO SUSTAINABILITY"**

Published on 10/09/2022 (last modified 10/09/2022)

[BACK TO ALL EVENTS](#)

START DATE  
Mar 21, 2022 16:00  
END DATE  
Apr 11, 2022 18:00  
PLACE  
Online

**TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with FEDERSANITY ANCI FVG is organizing an online training course dedicated to slow and sustainable tourism. The courses will be organized on March 21<sup>th</sup>, March 28<sup>th</sup>, April 4<sup>th</sup>, and April 11<sup>th</sup>, 2022 from 16:00pm to 18:00 pm.**

The course aims to present the business opportunities for investments in sustainable services and products that is characterized by high environmental compatibility, but also by well-defined value and ethical choices.

During the course the data that shows how the market is changing and how much "green" consumption is growing in tourism, but not only) will be presented.

To seize these unobscured opportunities, it is important for hospitality operators to recognize the immediate and

Link : <https://bit.ly/3PcxUym> (Published on March 10, 2022)

Event #7:

**TRAINING COURSE: "HOW TO CREATE THE PERFECT EXPERIENCE FOR THE SUSTAINABLE TOURIST: VALUES, NARRATIVE SKILLS, ELEMENT OF SURPRISE"**

Published on: 10/03/2022 (11:59 modifed: 10/03/2022)

BACK TO ALL EVENTS

START DATE  
Mar 22, 2022 h.10:00

END DATE  
Apr 12, 2022 h.12:00

PLACE  
Online

**TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with FEDERSANITY ANCI FVG is organizing an online training course dedicated to slow and sustainable tourism. The course will be organized on March 22th, March 29th, April 5th, and April 12th, 2022 from 10:00 am to 12:00 pm.**

The itinerary presents the evolution underway in the tourism market and in particular the role of sustainability in influencing business choices, consumption, and travel destinations. Tourists are looking for new travel proposals that allow them to have a full and conscious experience of the territory, the environment, culture, local stories. The guides and all those who have to manage a direct relationship with the tourist in the destination, have a very important role in transferring the values of the place, through the ability to tell, entertain, surprise the traveler...

**PARTICIPANTS:** The course is dedicated to tourist guides, travel agents, employees of information offices, and tourist reception and is open to all.

Link : <https://bit.ly/3nR7wyp> (Published on March 10, 2022)

Event #8:

**TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with PRO LOCO NEDISKE DOLINE is organizing an event with an aim to involve residents and tourists in discovering the treasures of the territory and doing some exercise.**

The event will be organized on **June 11th 2022 at 9:30am** in **Via Alagida - Loc. Azzida in San Pietro al Natisone.**

Participation is free and open to all.

Max number of participants 30 persons.

Registration required by mail at: [segreteria@mediskedoline.it](mailto:segreteria@mediskedoline.it)

For more info also check invitation.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/-10.000-steps-together-to-discover-nature-history-and-local-products-of-the-natisone-valley-> (Published on June 1, 2022)

## Event #9:

**TAKE IT SLOW project partner PROMOTURISMOFGV in collaboration with COMUNE DI CERCIVENTO is organizing an event with an aim to involve residents and tourists in discovering the treasures of the territory and doing some exercise.**

The event will be organized on **June 24th at 9:30am in Via di Sore – in front of the town hall, Cercivento.**

Participation is free and open to all.

Max number of participants 30 persons.

Registration required by mail at: [segreteria@nediskedoline.it](mailto:segreteria@nediskedoline.it)

For more info check invitation.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/forest-bathing-and-conscious-breathing-in-10.000-steps> (Published on June 1, 2022)

## Event #10:



**TERRE DI FASANO - THE PRESENTATION OF THE NEW BRAND LOGO**

Published on 13/06/2022 (last modified 13/06/2022)

[BACK TO ALL EVENTS](#)

**Partici Cati**  
Piazza S. Maria Maddalena, 70015  
Fasano (BR) Italia  
73010 Fasano - Puglia (IT)

**START DATE**  
Jun 15, 2022 19:00pm

**PLACE**  
Fasano, Puglia, Italy

**ADDRESS**  
Portici delle Teresiane in Fasano, Puglia

**CONTACT**  
**Anna Susi**  
[annasusi@teatropubblicopugliese.it](mailto:annasusi@teatropubblicopugliese.it)

**The logo of the new brand "Terre di Fasano" will be presented on Wednesday 15 June at 7 pm, at Portici delle Teresiane in Fasano.**

The logo of the new brand "Terre di Fasano" was born from the result of the "Place Branding" activity started by Teatro Pubblico Pugliese - Regional Consortium for the Arts and Culture, in collaboration with the Municipality of Fasano (Apulia - Italy) and curated by Marconiweb Srl, as part of the strategic project entitled

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/terre-di-fasano-the-presentation-of-the-new-brand-logo> (Published on June 13, 2022)

### 1.3. MULTIMEDIA

VIDEO:

VIDEO:

Four (4) Project video were linked from the project YouTube page :

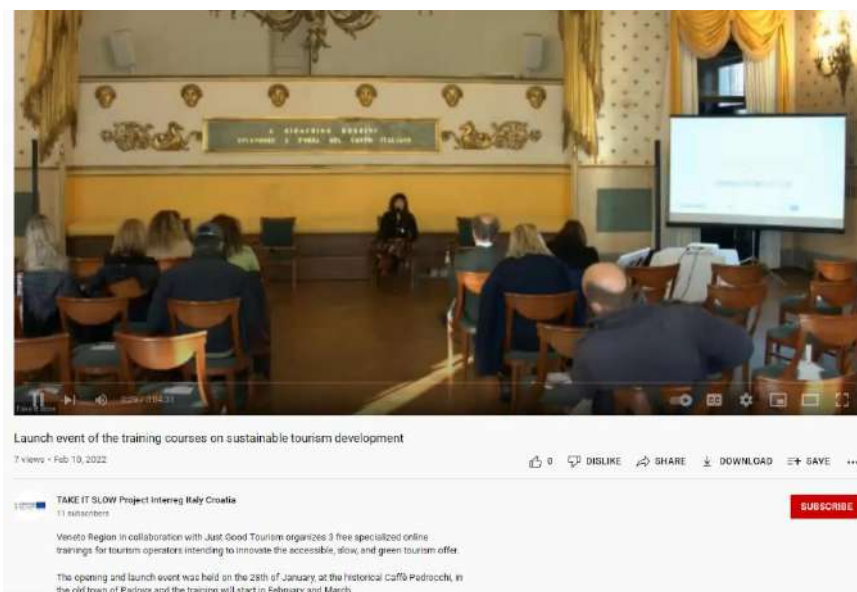
HOME PAGE – VIDEOS: <https://www.italy-croatia.eu/web/take-it-slow>

Video 1:

Veneto Region in collaboration with Just Good Tourism organizes 3 free specialized online trainings for tourism operators intending to innovate the accessible, slow, and green tourism offer.

The opening and launch event was held on the 28th of January, at the historical Caffè Pedrocchi, in the old town of Padova and the training will start in February and March.

The courses, organized - as well as the event - by Regione del Veneto Tourism Department in collaboration with Just Good Tourism, are completely free for the tourism operators and entrepreneurs, in total 96 hours divided into 3 specific Programmes: Destinations, Events, Enterprises/Culture industry/Professionals., organized by target groups.



Link : <https://www.youtube.com/watch?v=GjJ8JQeIQ00> (February 10, 2022)



Video 2:



**LE NOSTRE ATTIVITA'**

<b>MARZO</b>	10-mar-22	1 WORKSHOP/WEBINAR	presentazione del progetto TIS e FVG in MOV a giornalisti
	21-mar-22	1 WORKSHOP/WEBINAR	presentazione del progetto TIS e FVG in MOV a guide naturalistiche, turistiche, adv, info point, lat
	30-mar-22	PRESENTAZIONE SCUOLE	predisposizione programmi di coinvolgimento ed attività per scuole
<b>MARZO/APRILE</b>		PRODUZIONE GADETS	Poncho eco, matita sprout, borsa/zainetto, scaldacollo,
		PRODUZIONE BROCHURES	italiano e inglese + in carta eco + versione Easy to Read -
		FORMAZIONE	rivolto a tutti gli stakeholder regionali - target partecipanti: amministrazioni locali - hotel e ristoranti - guide naturalistiche, turistiche - adv - info point e lat

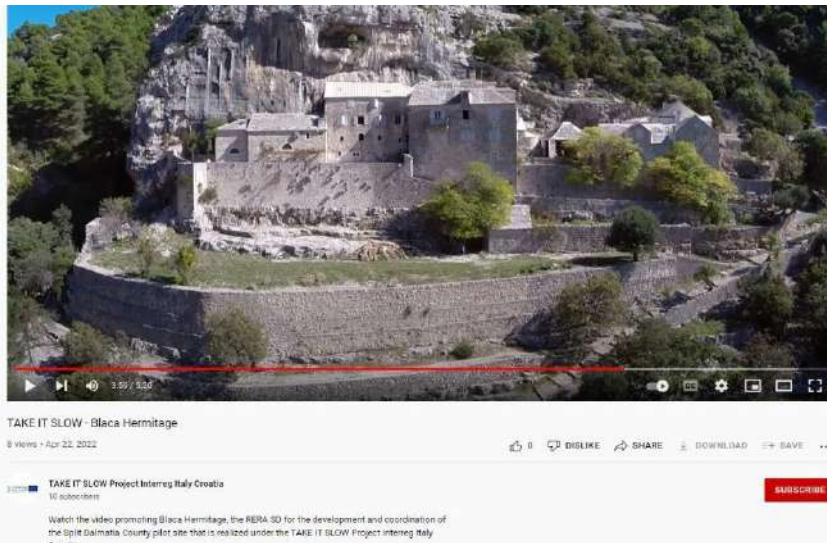
Webinar: "TAKE IT SLOW: slow tourism for health and well-being"  
8 views · Mar 16, 2022

TAKE IT SLOW Project Interreg Italy Croatia  
11 subscribers

TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with DIREZIONE SALUTE FVG

Link : <https://www.youtube.com/watch?v=gTbcrD1nA6o> (March 16, 2022)

Video 3:



TAKE IT SLOW - Blaca Hermitage  
8 views · Apr 22, 2022

TAKE IT SLOW Project Interreg Italy Croatia  
10 subscribers

Watch the video promoting Blaca Hermitage, the RERASD for the development and coordination of the Spilje Dalmatinska County pilot site that is realized under the TAKE IT SLOW Project Interreg Italy Croatia.

Link : <https://www.youtube.com/watch?v=QT4bFstDeTQ> (April 22, 2022)

Video 4:



Link : <https://www.youtube.com/watch?v=X6HU0Oa0iBw> (Published on May 31, 2022)

# PROJECT WEBSITE AT PROGRAMME WEB PLATFORM

## UPDATE 5

Deliverable D2.1.7

WP2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 1  
Activity Title: Start-up activities  
Partner in Charge: PP2  
Partners involved: PP2  
Status: Final

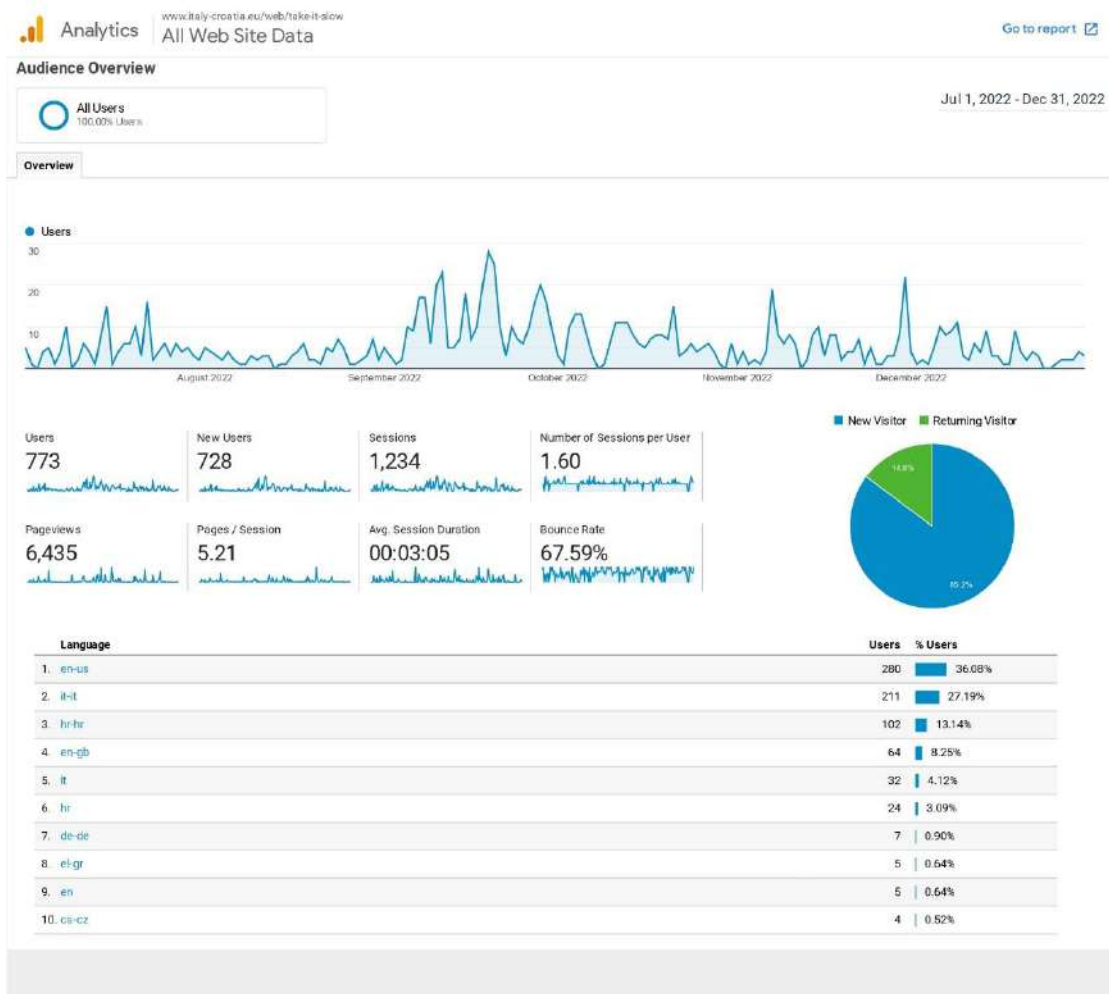
## TABLE OF CONTENTS

1. PROJECT WEB SITE .....	2
1.1. PROJECT NEWS.....	3
1.2. PROJECT EVENTS .....	6
1.3. MULTIMEDIA.....	7

## 1. PROJECT WEB SITE

Web site tracking behavior for project TAKE IT SLOW was implemented by Programme on June 15th 2021 and from July 1<sup>st</sup> 2022 to December 31th 2022 there was:

- 1043 page views
- 93 new users
- 187 sessions



Source: Google Analytics

## 1.1. PROJECT NEWS

Project news was updated with 30 articles on ongoing project activities and updates (meetings, workshops, trips) :

Article #1 :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-new-signs-along-the-itineraries-between-brenta-and-tiepolo> (Published on July 4, 2022)

Article #2 :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-local-presentations-education-activities-of-region-of-istria>

Article #3 :



**Region of Istria, in cooperation with the Historical and Maritime Museum of Istria and the Archaeological Museum of Istria, within TAKE IT SLOW project, presented upcoming activities related to castles and forts.**

Sandra Rik, the project coordinator, presented that one of the main project activities is equipping, and increasing the virtual accessibility and visibility of the House of Castles in Momjan, as a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage. The investment in construction works, as a prerequisite for the implementation of the project, was financed by the Region of Istria and the City of Buje. The castle house was designed as an innovative architectural marker that reinterprets the tower and palace of the castle, an artist-in-residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

"The ISTRIAN CASTLES - CASTELLI ISTRIANI - ISTRIAN CASTLES project is divided into two parts. The first one that we will talk about today relates to the scientific and museological part, and the second one, which will start in the fall, concerns the popularization of heritage. Most of the citizens do not know much about the castles: their number, or where they are located, therefore the intention is to popularize them, scientifically research them and present them museologically. What the Region considered fundamental was the establishment of the Castle House. In accordance with the region Cultural Strategy, we have several such centers, such as the House of Writers in Pazin, the House of Frescoes in Draguč, the Center for Intangible Culture in Pićno, and the Mediterranean Dance Center in Svetvinčent. Kaštelna House is another such center that has been built and will be officially opened on July 22. In Momjan, next to Kaštelna Rotta, there is a house we call Stara miješakara, which has been completely renovated into a Kaštelna House, that is, a functional, multimedia center intended for guests, but especially for local people. The main house is a combination of the modern and traditional in the architecture."

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-house-of-castles-in-momjan-opening-soon> (Published on July 8, 2022)

Article #4 :



**The University of Zadar awarded local family farms with certificates obtained within the TAKE IT SLOW project**

The University of Zadar is a partner in the strategic Interreg Italy - Croatia 2014 - 2020 TAKE IT SLOW project, the goal of which is the strategic management and promotion of the Adriatic as a sustainable, green and smart European tourist region, through the establishment of a value chain in tourism based on smart specialization principles. In accordance with this goal, the project foresees education on ecological certificates and labels for local small and medium-sized entrepreneurs in agriculture and production. Ultimately, as a result of this, it was necessary to ensure professional assistance and obtaining of an ecological certificate or label for at least one entrepreneur.

After a successful cycle of educational lectures, the University of Zadar, in cooperation with Ana Marušić, BEng from Biotechnično Entreprenorski Centar started the process of obtaining the European certificate on ecological products and labeling of ecological products. Biotechnično Entreprenorski Centar is a control body authorized to carry out the professional control procedure in ecological production according to the authorization decision of the Ministry of Agriculture.

In the process, three local farmers met the conditions and obtained a certificate on ecological production and labeling of ecological products, namely Family farm Kuzman Juričić, Family farm Ražnjević Matej and Family farm Buona Acqua. On July 8th 2022, Tomislav Klanič, Assistant Professor from the Department of Tourism and Communication Studies of the University of Zadar, Ana Grzunov, MScEn, Advisor for Agriculture and Fisheries of Zadar County and Ana Marušić, BEng, from Biotechnično Entreprenorski Centar visited the family farms and officially presented them with the achieved certificates.

Family farm Kuzman Juričić is located in the area of Jasenice, and its production is carried out on a total of 8

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/eco-certificates-for-local-family-farmers-from-zadar-county> (Published on July 15, 2022)



Article #5 :



**TAKE IT SLOW 5th Steering Committee Meeting was held in hybrid format, both in person and online on the 20th and 21st of July 2022 in Vasto, Abruzzo, in the organization of the Region Abruzzo**

Besides the organizer, the meeting was also attended by 5 Croatian partners: the Dalmatian Neretva Region (Lead Partner), the RRIIA SO public institution for the coordination and development of the Split-Dalmatia County, the University of Zadar, the Region of Istria and 6 Italian organizations: Veneto Region, Sviluppo Marche Srl - SVIM Srl Regional Development Agency, Emilia-Romagna Region, Abruzzo Region, Molise Region and Teatro Pubblico Pugliese.

TAKE IT SLOW project, full name Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, is designed to capitalize on the natural and cultural heritage of the Adriatic region and create new slow tourism offering through sustainable smart specialization concepts - green, innovative and creative.

The meeting was an important opportunity for discussion about implementation of the activities at the center of the project:

- Smart Action Plans;
- Accessibility of pilot areas;
- Thematic scientific research and testing measures;
- Cross-border platform;
- Marketing activities - promotion and branding of Adriatic region.

Through the project itself, an effective tourism framework for management, marketing and promotion will be developed and the

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-5th-steering-committee-meeting-main-conclusions> (Published on July 22, 2022)

Article #6 :



**Region of Istria, Administrative Department for Culture and Heritage has opened the Virtual Museum and Creative Center House of Castles as part of the activity of the improvement of accessibility and promotion of Adriatic natural and cultural heritage sites within the TAKE IT SLOW project.**

The castle house is designed as an innovative architectural place that reinterprets the tower and palace of the castle, an artistic residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

House of Castles will be a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage. The investment in construction works, as a prerequisite for the implementation of the project, was financed by the Region of Istria and the City of Rijns while the equipping was done within the TAKE IT SLOW project.

Check the grand opening of this unique visitors and creative center in Momjan:



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/grand-opening-of-house-of-castles-in-momjan> (Published on July 27, 2022)

Article #7 :



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-exhibition-istrian-castles-in-sacred-hearts-in-pula>

Article #8 :



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/guided-tour-through-accessible-cultural-heritage-sites-house-of-castles>

Article #9 (September 6, 2022) :

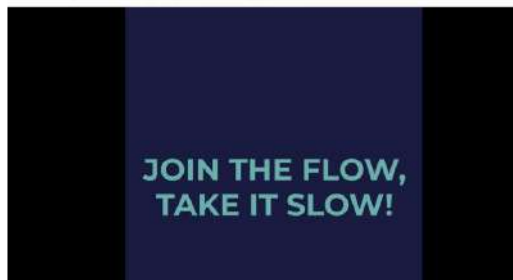
PROMOTURISMOFVG is inviting you to join their [photo challenge](#) within TAKE IT SLOW project.

Take a photo along a route of "FVG in movimento 10.000 passi di salute" in Friuli Venezia Giulia.

Share the photo on your Instagram profile by tagging the [@fvglive](#) page using the hashtag #GONNETHEFLOWFVG.

Every month, until October 31st, the 5 photos with the most likes will be shared in the live stories of the official Instagram account of PROMOTURISMOFVG: [@fvglive](#).

Take the part in this initiative and promote sustainable tourism!



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/join-the-flow-take-it-slow->

Article #10 (September 23, 2022) :

**TAKE IT SLOW SMART TOURISM CONFERENCE**

Published on 23/09/2022 (last modified: 23/09/2022)


[BACK TO ALL NEWS](#)

**SVEM - SVILUPPO EUROPA MARCHE is pleased to invite you to the SMART TOURISM CONFERENCE in Ancona within the TAKE IT SLOW project.**

The conference will be a 2-day hybrid and public event, from September 29th and 30th, where the concept of smart tourism destinations, products, and services will be presented and discussed through the exchange of best practices and presentation of 5 thematic research on natural and cultural heritage.

Simultaneous interpretation from English disposable into Italian and from Italian into English will be available during the event.

For more details check the official invitation with the [Online Registration Form link](#).



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-smart-tourism-conference>

Article #11 (September 27, 2022) :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/world-tourism-day-grand-opening-of-open-air-museum-in-murter>

Article #12 (September 30, 2022) :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/smart-tourism-conference-on-sustainable-tourism>

Article #13 (October 3, 2022) :

**NEW GUIDES FOR VILLAS AND MUSEUMS IN VENETO REGION**

Published on 03/10/2022 (last modified: 03/10/2022)

[BACK TO ALL NEWS](#)

**Veneto: new guides in Augmentative Alternative Communication for villas and museums.**

The Veneto Region aims to tell the heritage in a clear, understandable and accessible way for and to all. For this reason, in the frame of TAKE IT SLOW project, the Region has just created new guides in AAC (Augmentative Alternative Communication), for villas, museums, gardens and historical villages within of Veneto, specifically in the provinces of Padua, Venice and Rovigo, thus integrating the accessible tourism offer of products realized through another Interreg Italy-Croatia entitled Tourism4All.

The involved places are characterized by extraordinary beauty and unique historical values, while some of them are already very famous, others less known. Today, these places are united by the fact that they are increasingly accessible and inclusive.

The descriptive guides that use AAC communication, in fact, allow to inform effectively as well as to expand skills by positively influencing the emotional, linguistic, cognitive, attentional and relational areas of the person with intellectual deficit.

In each AAC guide we can find photos, easy to read texts suitable for people with mild dyslexia, pictograms, and World Library Symbols (this means, a brochure for everyone, a valid travel companion for children with specific learning disorders, with cognitive difficulties or who have not yet acquired the ability to read-write; for children of foreign mother tongue; for people with cognitive disabilities and with autism, but also for elderly people).

Download the guides for free here.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/new-guides-for-villas-and-museums-in-veneto-region>

Article #14 (October 10, 2022) :

**TAKE IT SLOW - VALMARECCHIA**

Published on 10/10/2022 (last modified: 10/10/2022)

[BACK TO ALL NEWS](#)

**Valmarecchia is one of the sites, TAKE IT SLOW Project Interreg Italy Croatia pilot areas, whose accessibility within the project will be improved by a walking/cycling interactive guide to accompany tourists along their slow visit.**

Watch the video promoting the Valmarecchia, the pilot site of Region Emilia Romagna that is realized within the TAKE IT SLOW Project Interreg Italy Croatia:



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-valmarecchia>

Article #15 (October 11, 2022) :



**The University of Zadar has held its field course for students as a part of training innovative sessions within the TAKE IT SLOW project**

The course aimed for students to learn how to create tourist routes and storytelling with the visit to the Benkovac fair, Benkovac Heritage Museum, and Vrana Lake Nature Park.

Participants of this innovative training session were students of the undergraduate study programme of Culture and Tourism and Entrepreneurship in Culture and Tourism from the Department of Tourism and Communication studies at the University of Zadar.

The students had an opportunity to visit the Benkovac Fair, a century-old tradition that is held every 10th of the month, as well as the Benkovac Heritage Museum, a key factor in preserving the cultural and historical heritage of the City of Benkovac, currently in the phase of revitalization financed by the ERDF, which will contribute to the development of Benkovac as a tourist destination.

What does the big and famous Benkovac fair offer? What is the most important about storytelling and how to turn heritage into an interesting story for tourists to retell? What are the characteristics of the Vrana Lake Nature Park and many more useful, interesting, and important facts were discovered during this field course.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/tourist-routes-and-storytelling-filed-course-in-ravni-kotari>

Article #16 (October 11, 2022) :



**The aim of this visit was to spread the slow tourist attractiveness of Valmarecchia in the media and to present tourist offers and experiences for the international markets.**

Within the TAKE IT SLOW project, the tour operators from the USA, UK, and Italy together with journalists and influencers had the privilege to visit the Valmarecchia area, including Parco Sasso Simone e Simonello and MUSS Musei Naturalistici di Pennabilli. Coax, Centro visit as an examples of green, smart, accessible and slow tourist destinations that aims to build an innovative and diversified tourist product that values its territory.

The participants had the privilege to visit project activities underway in Valmarecchia, including infrastructure built and financed by the project such as panels and columns for recharging electric bicycles.

In addition to cycle paths and natural and cultural heritage, participants were also involved in tastings of local products and initiatives such as the cooking school on how to prepare noodles.

We remind you that Valmarecchia is one of the TAKE IT SLOW pilot areas, selected by Emilia Romagna Region, whose accessibility within the project will be improved by a walking/cycling interactive guide to accompany tourists about their slow visit.

For a more detailed reason about this visit: <https://bit.ly/3P8R8CL>

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/international-tour-operators-visit-to-valmarecchia>

Article 17 (October 11, 2022) :

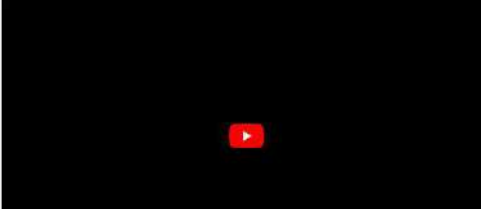
**TAKE IT SLOW - THE MONASTERY OF FONTE AVELLANA**

Published on 11/10/2022 (last modified 11/10/2022)

[BACK TO ALL NEWS](#)

The Monastery of Fonte Avellana is one of the TAKE IT SLOW pilot areas, in which the accessibility of the Forest Codex of Camaldoli within the project will be improved.

Watch the video promoting the Monastery of Fonte Avellana, the pilot site of SUEM - Sviluppo Europa Marche Srl that is realized within the TAKE IT SLOW:



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-the-monastery-of-fonte-avellana>

Article #18 (October 19, 2022) :

**SMART ACTION PLAN FOR "TERRE DI FASANO"**

Published on 19/10/2022 (last modified 19/10/2022)

[BACK TO ALL NEWS](#)

**The Teatro Pubblico Pugliese, Progetti TPP has presented to the members of the Local community of practice (LCP), the Smart Action Plan for the Conservation, Valuation, and Management of Natural Heritage and Culture of the pilot area "Terre di Fasano" within the TAKE IT SLOW Project Interreg Italy Croatia.**

The plan includes actions that range from the implementation of new management tools for the selected territory to the solutions to improve accessibility but also the proposal of new and diverse experiences dedicated to visitors and the local community.

The goals are to:

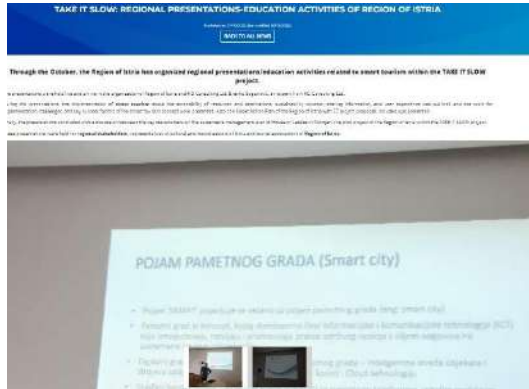
- offer an operational impulse to the strategic address to endow the territory with a unified vision regarding the sustainable development of the destination, about the multiple possible tourist offers;
- improve destination performance in terms of sustainability, accessibility, quality, and network between operators;
- confirm Fasano as a tourist destination of excellence for premium tourism, evolving towards more experiential, sustainable, authentic tourism and more empathetic with the local population.

Members of the Local community of practice (LCP) were present at the presentation of this plan.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/smart-action-plan-for-terre-di-fasano->

Article #19 :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-regional-presentations-education-activities-of-region-of-istria>

Article #20:



Link: <https://www.italy-croatia.eu/web/take-it-slow/-/cross-fertilization-smart-heritage-promotion-round-table>



Article #21 (October 21, 2022) :

**TAKE IT SLOW AT VENICE MARATHON**

Published on 21/10/2022 (last modified 21/10/2022)

[BACK TO ALL NEWS](#)

**TAKE IT SLOW Project will participate in this year's Venice Marathon, an international running competition scheduled on October 23rd in Venice.**

The TAKE IT SLOW roll-up developed by Veneto Region will be placed the days before the race in the Esplanade and the day of the run at the arrival in the 7 Martiri in Venice.

For the further promotion of the project and its activities, the Veneto Region has realized in cooperation with Venice Marathon, a newsletter, reaching thousands of people focused on sustainability, which you can check at [Venice Marathon official web site](#).

Within the TAKE IT SLOW project, the Veneto Region is carrying out a series of activities to enhance the tourist offer by focusing on awareness and respect, both for the environment and for people, to create in Veneto increasingly sustainable and accessible destinations, considering everyone's needs:

- Guides for workers and people with special needs;
- Training for students and tourism professionals;
- 3D models and tactile maps;
- Tutorial for the accessibility of plates;
- Guides for the sustainability of events, for water saving, for accessible hospitality

This way the travel experience becomes even more memorable and inclusive for everyone!

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-at-venice-marathon>

Article #22 (November 7, 2022) :

**TAKE IT SLOW STUDY TRIP TO BASQUE CULINARY CENTRE**

Published on 07/11/2022 (last modified 07/11/2022)

[BACK TO ALL NEWS](#)

**Within the TAKE IT SLOW, the project partners and members of LCP from Croatia and Italy had the opportunity to visit Basque Culinary Centre in San Sebastian and Bilbao from November 2nd to November 5th.**

**This study trip was a specially designed learning process for LCP for value chain concepts in gastronomy and tourism.**

TAKE IT SLOW project partners together with their respected members of LCP had the opportunity to visit the facilities of the **Basque Culinary Centre** and attend a lecture related to food tourism, held by David Serra. The Basque Culinary Center is a **special ecosystem where training, innovation, research, and entrepreneurship are combined, with the intention of developing and promoting gastronomy, understanding gastronomy as reasoned knowledge about what we eat and how to eat it.** It is a pioneering institution and is made up of the Faculty of Gastronomic Sciences and BCC Innovation (Gastronomy Technology Center).

During the trip, the partners and members of LCP also had the opportunity to visit **Getaria**, a coastal town near San Sebastian famous for its fishing tradition. After the stroll through the Getaria, the visit to the winery "**Bodegas Ametzola**" followed. Located on a vegetal terrace made of vines that fall into the fresh and wild Cantabrian Sea and the landscape that offers spectacular panoramic views of the Basque Coast, it is five generations with the family tradition in the elaboration of authentic Txakoli to the delight of the most demanding palates.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-study-trip-to-basque-culinary-centre>

Article #23 (November 21, 2022) :

**COOKBOOK: TASTE OF VENICE IN ISTRIA**

Published on 21/11/2022 (last modified: 20/11/2022)

[BACK TO ALL NEWS](#)

**Within the TAKE IT SLOW project, the Region of Istria has created the cookbook "Taste of Venice in Istria-influences and fusion" as a part of a promotion of cross-border cooperation.**

Istrian gastronomy faithfully mirrors all historical, geographical, and climate features of this territory, and the decisive mark on Istrian food culture has most definitely been left by the gastronomy of Venice.

An insight into food on **both sides of the Adriatic**, including recipes, names of dishes, and foodstuffs used, and the philosophy reveals that **culinary fusions between Istria and Venice** are still very much with us. They are also as close to the modern concept of gastronomy, i.e., the tourist offer that has been protected for almost three decades by the **Istrian Region** and its Tourist Board advocating the **Mediterranean lifestyle** and the concept of the **Mediterranean diet**. Alongside the health benefits of this way of life, the result is the popularisation of traditional Istrian farmhouse dishes and gastronomy products like oil, honey, and cheese, as well as the protection of their origin, as is the case with Istrian products.

You can download this interesting cookbook in different languages [here](#).



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/cookbook-taste-of-venice-in-istria>

Article #24 (November 21, 2022) :

**PUBLICATION: ISTRIAN CASTLES**

Published on 21/11/2022 (last modified: 21/11/2022)

[BACK TO ALL NEWS](#)

**Within the TAKE IT SLOW project, the Region of Istria has created publication presenting Istrian castles as a part of promotion of House of Castles in Momjan.**

The Region has opened the House of Castles Visitor Centre in Momjan as a contemporary architectural marker of the subject of traditional architecture whose interior design reinterprets the tower and the gates of the castle. It provides an engaging and multimedia interpretation of the cultural route of all Istrian castles accessible to persons with sensory impairments, combining common heritage of Adriatic trans-border regions traditionally sharing firm historical ties with Istria, most evident through the ruling patrician families that lived in Istrian castles.

The interesting publication about Istrian castles, in different languages can be downloaded [here](#).



Link :

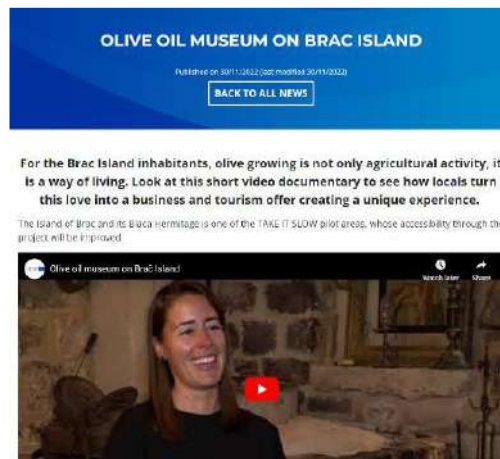
<https://www.italy-croatia.eu/web/take-it-slow/-/publication-istrian-castels>

Article #25(November 30, 2022) :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/cooking-classes-on-the-topic-of-reinterpreting-the-traditional-ingredients-of-ravni-kotari>

Article #26 (November 30, 2022) :



**OLIVE OIL MUSEUM ON BRAC ISLAND**

Published on: 30/11/2022, 10:07:00 AM 30/11/2022

[BACK TO ALL NEWS](#)

**For the Brac Island inhabitants, olive growing is not only agricultural activity, it is a way of living. Look at this short video documentary to see how locals turn this love into a business and tourism offer creating a unique experience.**

The island of Brac and its Biaca Heritage is one of the TAKE IT SLOW pilot areas, whose accessibility through the project will be improved.

Olive oil museum on Brac Island

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/olive-oil-museum-on-brac-island>

Article #27 (December 7, 2023) :



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/the-euganean-hills-awarded-in-brussels-with-the-european-charter-of-sustainable-tourism>

Article #28 (December 8, 2023) :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/house-of-castles-promotion-of-12xii-calendar-2023>

Article #29 (December 9, 2023) :



**On December 2nd, the Euganean Hills Regional Park was awarded in Brussels with the European Charter of Sustainable Tourism.**

The Veneto Region area reconfirms itself as a sustainable and accessible destination in Europe. The renewal of the European Charter until 2025 for the Park, promoted by the Tourism Directorate of the Veneto Region through the TAKE IT SLOW project, arrives at the end of a dynamic participatory process that involved the public and private sectors.

At the Award Ceremony, organized by Europarc Federation network of the European Parliament, took part Mr. Antonio Sotzobello, Vice President of the Park, and Mr. Luca Diakó Libera (Egense 21), awarded by Ms. Carol Risticu, Director of Europarc (EU). The ceremony was an opportunity for networking as well. Thanks to the meeting between Euganean Hills Park with another European Italian Park (Parco Regionale del Sannio Venetico) represented by the President Mr. Francesco Di Marco, the Director Mr. Igor Chiozzoli, and the Community President, Mr. Maria Corradini.



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/awarding-ceremony-in-brussels-for-the-euganean-hills>

Article #30 (December 9, 2023) :



**As a part of the TAKEITSLOW project implementation, PI RERA SO organized the second workshop on Brac island about eco labelling in agricultural production to improve local products and gastronomy**

Brac is one of the biggest and most densely populated islands in Croatia. Tourism is the main activity because the island is full of beautiful beaches and rich history, but in the past, that was olive growing and sheep farming. The main aim of organized workshops was to motivate agricultural producers to add value to their products, creating an opportunity to expose products through tourism and gain more profit when you contribute to a better life quality on the island. At the same time, they would contribute to more sustainable tourism development by adding to the production and using tourism as a distribution canal for their products. Local agriculture is closely related to gastronomy and tourism so workshops that these are more than welcome for raising awareness about sustainable development and for concrete actions too. In the end, it is not only about sustainable development but tourism too.

The second workshop was held on 16 November 2023, at the Sibenik area island. Due to the increased interest of the people who were unable to participate in the 1st workshop in May, the second workshop was also focused on possibilities and limitations of ecological agriculture and production, eco labels and the process of applying for them, certitudes, benefits of ecological production and labels and other important information related to eco certification.

The second workshop was also led by Ana Maričić Štanić, B.Sc. Ing. from the biotechnical Entrepreneurial Centre and several most relevant agricultural producers from the island participated in the workshop together with relevant institutions representatives, and they had a chance to see the content directly about olive and figs from Brac.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/pi-da-rera-workshop-about-eco-labelling-in-agricultural-production>

## 1.2. PROJECT EVENTS


The 7 events organized by the project, were announced in the “EVENTS” section :

Event 1 :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/5th-take-it-slow-steering-committee-meeting> (Published on July 20, 2022)

Event 2 :



Link : <https://www.italy-croatia.eu/web/take-it-slow/-/house-of-castles-in-momjan-opening> (Published on July 22, 2022)

Event 3 : (September 5, 2022) :



**Smart Tourism Conference will be organised as a 2-day hybrid and public event where concept of (best) smart tourism destinations, products and**

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/smart-tourism-conference-in-ancona>

Event 4 : (September 24, 2022) :



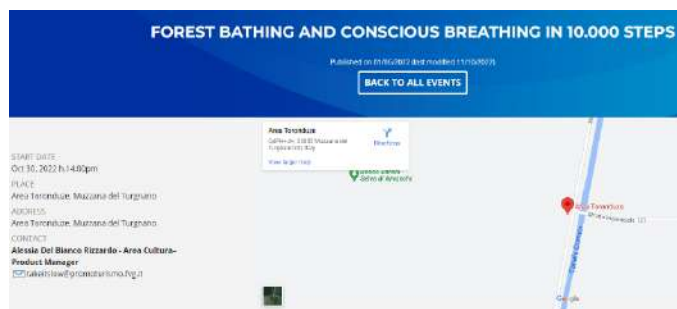
**Opening of the Open-Air Museum "Murter Views" within the TAKE IT SLOW project**

The Public Institution Development Agency of Šibenik-Kvar County is pleased to invite you to the opening of the open-air museum „Murter Views“ as a part of the activity of improvement of accessibility and promotion of Adriatic natural and cultural heritage sites.

The opening will be held on **Tuesday, September 27th, 2022 at 10:00am** at the **Archeological site Colentum on the island of Murter.**

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/open-air-museum-murter-views-opening>

Event 5 (October 11, 2022) :



TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with COMUNE DI MUZZANA DEL TURIGNANO is organizing an event with an aim to involve residents and tourists in discovering the treasures of the territory walking slowly and doing some exercise

The event will be organized on October 10th at 14:00pm in Area Terenziane, Muzzana del Turignano

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/forest-bathing-and-conscious-breathing-in-10.000-steps>

Event 6 (October 16, 2022) :



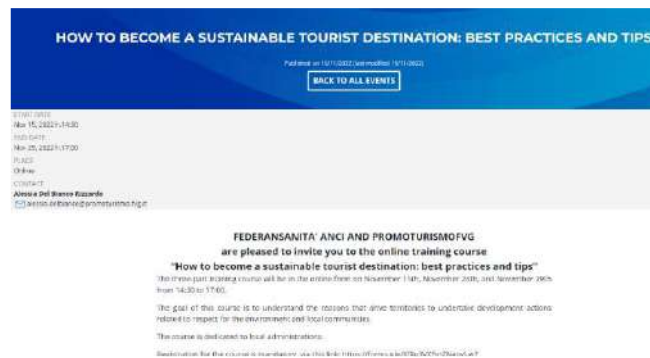
Region of Istria, Administrative Department for Culture and Heritage is pleased to invite you to the: Round Table Smart Heritage Promotion in the frame of TAKE IT SLOW project

Round Table Smart Heritage Promotion will be organized as part of activity of Development of cooperation of

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/round-table-smart-heritage-promotion>



Event 7 (November 15, 2022) :



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/how-to-become-a-sustainable-tourist-destination-best-practices-and-tips>

### 1.3. MULTIMEDIA

VIDEO:

6 videos of the project have been published on project YouTube page and linked on the project web site – section news:

HOME PAGE – VIDEOS: <https://www.italy-croatia.eu/web/take-it-slow>

**TAKE IT SLOW Project Interreg Italy Croatia**

14 subscribers

#### VIDEO 1 :

Region of Istria, in cooperation with the Historical and Maritime Museum of Istria and the Archaeological Museum of Istria, within TAKE IT SLOW project, presented upcoming activities related to castles and forts.

One of the main activities within TAKE IT SLOW project is equipping, and increasing the virtual accessibility and visibility of the House of Castles in Momjan, as a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage.

The investment in construction works, as a prerequisite for the implementation of the project, was financed by the Region of Istria and the City of Buje while the equipping will be done within TAKE IT SLOW project. The castle house was designed as an innovative architectural marker that reinterprets the tower and palace of the castle, an artist-in-residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

The opening of the House of Castles in Momjan is planned for the July 22th 2022.



Link : <https://www.youtube.com/watch?v=3waRtoGHM2M> (Published on July 8th, 2022)

VIDEO 2 :

Region of Istria, Administrative Department for Culture and Heritage has opened the Virtual Museum and Creative Center House of Castles as part of the activity of the Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites.

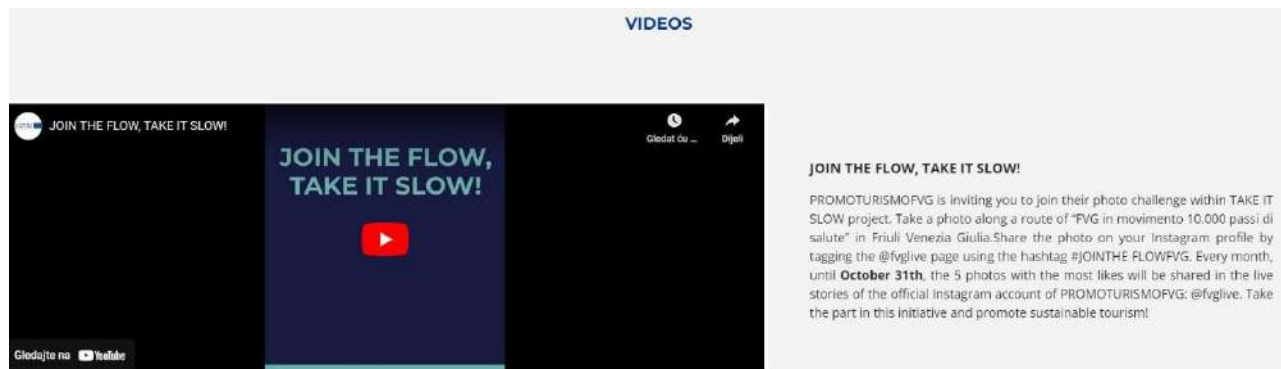
The castle house is designed as an innovative architectural place that reinterprets the tower and palace of the castle, an artist-in-residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

House of Castles will be a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage. The investment in construction works, as a prerequisite for the implementation of the project, was financed by the Region of Istria and the City of Buje while the equipping was done within the TAKE IT SLOW project.



Link : <https://www.youtube.com/watch?v=0qQJh0Vj63Q> (Published on July 27th, 2022)

VIDEO 3 :



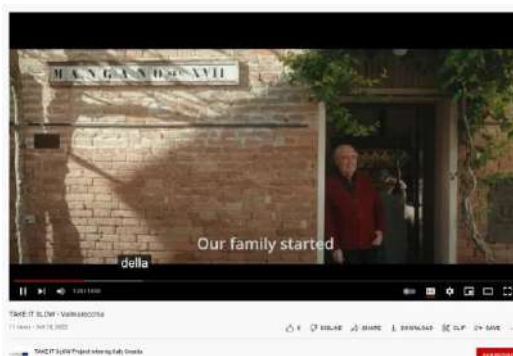
Link : <https://www.youtube.com/@takeitslowprojectinterregi7892/shorts>

VIDEO 4 :

Watch the video promoting the Valmarecchia, the pilot site of Region Emilia-Romagna that is realized within the TAKE IT SLOW Project Interreg Italy Croatia.

Find out interesting facts about this area characterized by landscapes crossed by waterways and surrounded by villages that offer unique and refined typical products. A varied territory that ranges from the high mountains to the hills where you can admire monuments, castles, city walls, and museums, but where you can also appreciate what the industriousness of the local population produces. Territories that have been able to strengthen their tourist relevance thanks to the numerous cultural and artistic events, but also the events for the enhancement of typical local products, to the point of connoting the uniqueness and refinement of local food and wine.

Valmarecchia is one of the sites, TAKE IT SLOW Project Interreg Italy Croatia pilot areas, whose accessibility within the project will be improved by a walking/cycling interactive guide to accompany tourists along their slow visit.



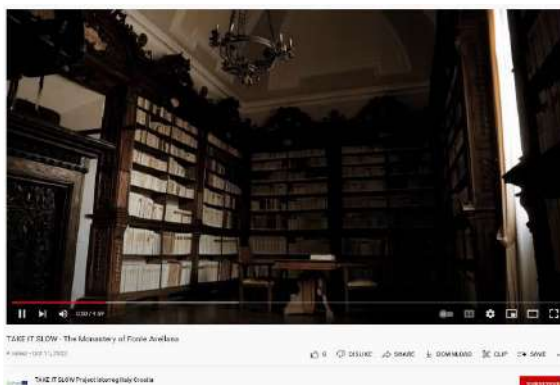
Link : <https://www.youtube.com/watch?v=l1YpiQKRweE> (October 10, 2022)

VIDEO 5 :

Watch the video promoting the Monastery of Fonte Avellana, the pilot area of SVEM - Sviluppo Europa Marche Srl that is realized within the TAKE IT SLOW Project Interreg Italy Croatia.

Find out interesting facts about this area, which represents a historical paradigm of a balanced relationship between man and nature, a concrete model of sustainable development in the Apennine area, selected by SVEM - Sviluppo Europa Marche Srl, for its representation of the concept of sustainability of all humanity; a tangible example of multifunctional, flexible and sustainable management of environmental resources, and socio-economic development for many local communities located in the Italian Apennines and beyond.

The Monastery of Fonte Avellana is one of the TAKE IT SLOW Project Interreg Italy Croatia pilot areas, in which the accessibility of the Forest Codex of Camaldoli within the project will be improved.



Link: [https://www.youtube.com/watch?v=7x92L\\_nTMOU](https://www.youtube.com/watch?v=7x92L_nTMOU) (October 11, 2022)

VIDEO 6 :

TAKE IT SLOW – The key stakeholders

The key stakeholders of the TAKE IT SLOW project are actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism).



Link: [https://www.youtube.com/watch?v=O597YU6p\\_Es&t=23s](https://www.youtube.com/watch?v=O597YU6p_Es&t=23s)

# PROJECT WEBSITE AT PROGRAMME WEB PLATFORM

## FINAL UPDATE

Deliverable D2.1.7  
WP2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
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  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 1  
Activity Title: Start-up activities  
Partner in Charge: PP2  
Partners involved: PP2  
Status: Final

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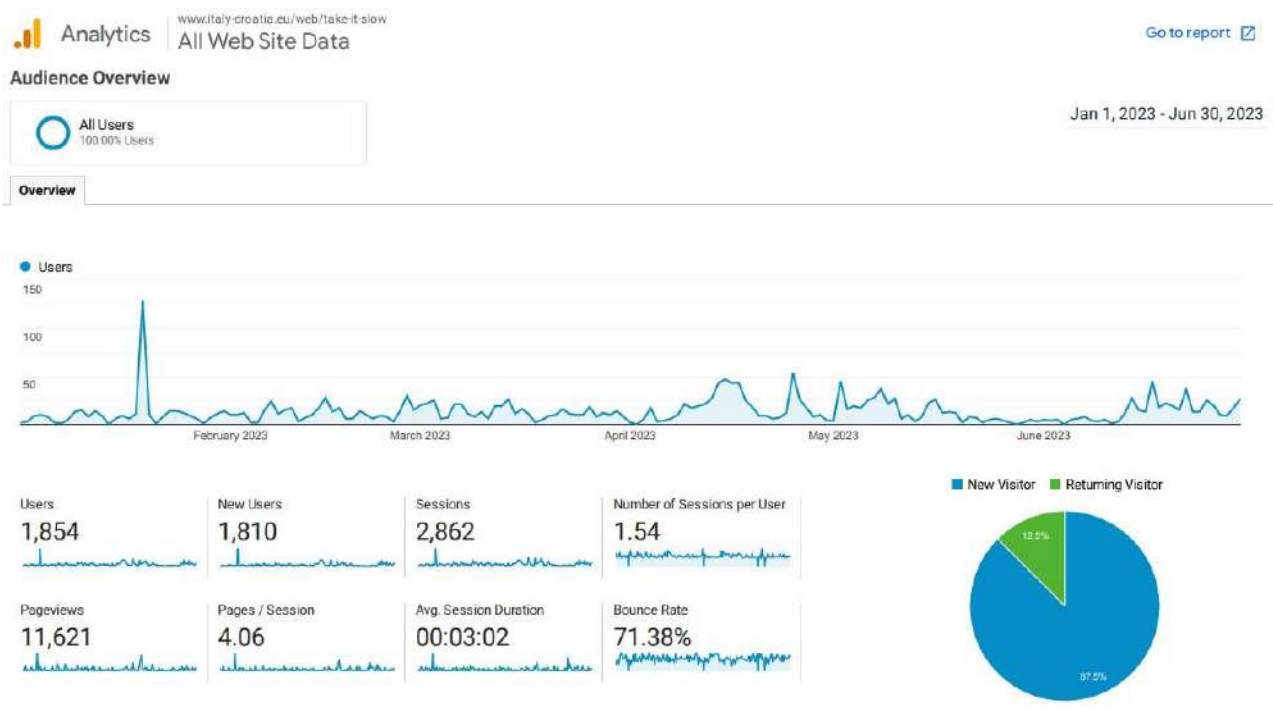
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1.2. PROJECT EVENTS .....	25
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## 1. PROJECT WEB SITE

Web site tracking behavior for project TAKE IT SLOW was implemented by Programme on June 15th 2021 and from January 1<sup>st</sup> 2023 to June 30th 2023 there was:

- 11,621 page views
- 1,810 new users
- 2,862sessions

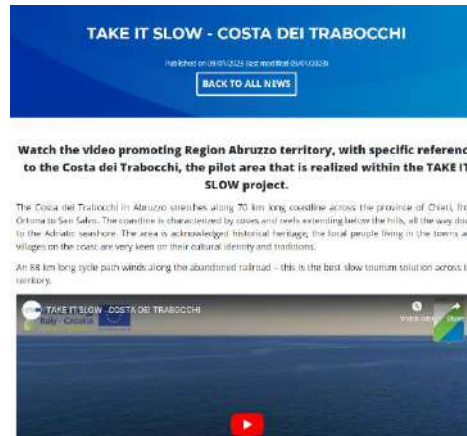


Source: Google Analytics

## 1.1. PROJECT NEWS

Project news was updated with **43 articles** on ongoing project activities and updates (meetings, workshops, trips) :

Article #1 (January 9, 2023) :



**TAKE IT SLOW - COSTA DEI TRABOCCHI**

Published on 01/09/2023 (last modified 09/01/2023)

[BACK TO ALL NEWS](#)

**Watch the video promoting Region Abruzzo territory, with specific reference to the Costa dei Trabocchi, the pilot area that is realized within the TAKE IT SLOW project.**

The Costa dei Trabocchi in Abruzzo stretches along 70 km long coastline across the province of Chieti, from Ortona to San Salvo. The coastline is characterized by coves and reefs extending below the hills, all the way down to the Adriatic sea shore. The area is acknowledged historical heritage, the local people living in the towns and villages on the coast are very keen on their cultural identity and traditions.

An 88 km long cycle path winds along the abandoned railroad - this is the best slow tourism solution across the territory.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-costa-dei-trabocchi>

Article #2 (January 10, 2023) :



**SUCCESSFUL START OF HIDDEN SECRETS OF DALMATIAN GARDENS**

Published on 10/01/2023 (last modified 10/01/2023)

[BACK TO ALL NEWS](#)

**The Public Institution Development Agency of the Šibenik-Knin County and the City of Vedice, have successfully started with lectures on the cultivation, processing, and promotion of medicinal herbs, fruits, and vegetables that thrive in Dalmatia within the TAKE IT SLOW project.**

The lectures started with a conference dedicated to the project and its results so far.

Through a series of lectures and workshops that will be held until the beginning of February, every Monday, Wednesday and Friday, the aim is to promote sustainable agriculture in Dalmatia by educating citizens, farmers and other producers of herbs, fruits and vegetables about the possibilities of growing, processing, drying, and using (junky, cosmetic) products, with processors and the tourism sector and ultimately contribute to the promotion and expansion of the sector in the entire Adriatic region.

The main lecturer, prof. B.Sc. Ing. agr. Susan Ustarić, the owner of OPG "Dars of Ravenna", is an active promoter of organic farming and production, who has been engaged in the cultivation and processing of vegetables, fruits, olives, aromatic herbs, as well as the production of essential oils from wild plants.

Lectures are open, free for all interested parties, will be interactive and will contain numerous examples from practice accompanied by video and photo presentations.

Check the official agency for the rest of the lectures and workshops.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/successful-start-of-hidden-secrets-of-dalmatian-gardens>

Article #3 (February 1, 2023) :



**QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE - FIRST WORKSHOP**

Published on 01/02/2023 last modified 01/02/2023

[BACK TO ALL NEWS](#)

**The first workshop dedicated to ecological agriculture and production, quality certificates, and eco-labels was successfully held in Knin in the organization of the Public Institution Development Agency of the Šibenik-Knin County.**

At the workshop, which was attended by a large number of agriculture producers from the area of the city of Knin, the lecturer Ana Mariušić Lišac from the BIOTECHNICON presented the possibilities and limitations of the procedures for introducing certificates and labels, and primarily their significance for sustainable tourism to raise the level of knowledge and innovation.

Given that BIOTECHNICON has been one of the leading certification bodies in Croatia for more than 20 years, the participants had the opportunity to learn all the necessary steps for entering the system of organic agriculture and production, as well as the obligations that entry into the system entails.

Since the entire project, as well as the activity in question, is aimed at encouraging the culture of food, gastronomy, and lifestyle through sustainable tourism products and services, Šibenik-Knin County has focused on ecological agriculture and production, especially considering the modern way of life and the increased demand for ecological products.

The next workshop dedicated to this topic will be held in mid-February in Driš, while the third and final workshop will be held in early March in Šibenik.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/successful-start-od-quality-certificates-in-ecological-agriculture->

Article #4 (February 6, 2023) :



**TAKE IT SLOW 2023 CALENDAR**

Published on 06/02/2023 last modified 06/02/2023

[BACK TO ALL NEWS](#)

**Presenting the TAKE IT SLOW calendar as a part of a promotion of cross-border cooperation.**

The calendar was inspired by the cultural and natural heritage of the Adriatic with insight into gastronomy on both sides of the Adriatic, including recipes for famous dishes.

We invite you to slow down the pace and appreciate the natural and cultural heritage of the Adriatic coast.

You can download our interesting calendar here.

Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

**TAKE IT SLOW**

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-2023-calendar>

Article #5 (February 14, 2023) :

### OPEN AIR MUSEUM "MURTER VIEWS"

Published on 14/02/2023 (last modified 14/02/2023)

BACK TO ALL NEWS

**The Development Agency of Šibenik-Knin County has established the open-air museum "Murter Views" on the island of Murter within TAKE IT SLOW project.**

Murter, that unusual jewel bathed in the sea, decorated with numerous islands, bound by karst, and blessed by the resilience of its people, has been building its history for thousands of years. The continuity of the island's population can be traced from prehistoric times, when the sovereign rulers of the Adriatic, Liburni, built their port city of Colentum on this site, through the period of the Antiquity, when Colentum was settled by the Romans, until today.

With the aim of promoting and preserving the archaeological, natural, and traditional heritage of the Adriatic macro-region, as well as to **promote green and slow tourism** based on tradition, local agriculture, gastronomy, and lifestyle, the **Development Agency of Šibenik-Knin County** has chosen a pilot area on the island of Murter to establish the open-air museum called "Murter Views".

*"This project places a special emphasis on the revitalization of sites that are rich in culture and history, but are lesser-known destinations and less touristic areas. We want to breathe life into such places, valorize them and make them more attractive for visitors during the whole and not only the higher season. In this way, we encourage the dispersal of visitors within the island and beyond and thus combat the seasonality,"* said Miro Lepar, director of the Development Agency of Šibenik-Knin County.

By establishing the **open-air museum "Murter Views"**, we want to tell the story about the culture and history of the island and invite visitors interested in **cultural heritages**, in general, to pay a visit to these parts of the region and learn more about local people, places and traditions.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/open-air-museum-murter-views->

Article #6 (February 21, 2023) :

### PRESENTATION OF BRAND IDENTITY OF SLOW TRAIL "IL CAMMINO DELLE 7 CHIESE"

Published on 21/02/2023 (last modified 21/02/2023)

BACK TO ALL NEWS

**Regione Molise has presented the brand identity of the slow trail "Il Cammino delle 7 Chiese" in Campobasso, Molise.**

The district of "Il Cammino delle 7 Chiese", which is one of the pilot areas within TAKE IT SLOW project, aims to promote the most important churches located in the central highlands (Molise area) in the small towns in the south-east of Molise.

The idea is to set up a new tourist micro-destination that is sustainable, authentic, and slow.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/presentation-of-brand-identity-of-slow-trail-il-cammino-delle-7-chiese->

Article #7 (February 21, 2023) :



**«Puglia the world capital of the desire to travel».**  
**This concept was inspired by the initiative «CULTURAL ROUTE IN THE LANDS OF FASANO», presented in a press conference held in the Hall of Representation of the Palazzo di Città Fasano which was also an opportunity to announce the next week's guided tour.**

It is a guided tour that will involve national and international tour operators, bloggers, journalists and institutional partners, scheduled from February 28 to March 3, 2023, in conjunction with the initiative of the Region Puglia «DUPUGLIA Routes & Experiences» within TAKE IT SLOW project.

In Puglia, the Pugliese Public Theater, in collaboration with the Puglia Region - Department of Tourism, Culture, Economy and Territory Valuation, has directed its project activity on the valuation of the «Terra di Fasano» a territory, with its popular fractions, natural heritage and traditions, rooted in millennia between the majestic monumental olive trees, among the oldest in the world and the historical masselias.

Read more about the conference at: <https://bit.ly/3261L5>.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/press-conference-cultural-route-in-the-lands-of-fasano->

Article #8 (February 26, 2023) :



**TAKE IT SLOW 6th Steering Committee Meeting was held in hybrid format, both in person and online from 22nd and 24th of February 2023 in Split, Croatia, in the organization of the RERA SD public institution for the coordination and development of the Split-Dalmatia County**

Besides the organizer, the meeting was also attended by 4 Croatian partners: the Dubrovnik-Neretva region (Lead Partner), the Public Institution (Development Agency) Šibenik-Zadar County, the University of Zadar, the region of Istria, and 6 Italian partners: Veneto Region, Friuli-Venezia Giulia, Tuscany Region, Emilia-Romagna Region, Abruzzo Region, Molise Region, and Teatro Pubblico Pugliese.

TAKE IT SLOW project, full name: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, is designed to capitalize on the natural and cultural heritage of the Adriatic region and create new slow tourism offering through sustainable smart specialization concepts: green, innovative, and creative.

The meeting was an important opportunity for discussion about the final phase of the project implementation, especially activities at the center of the project:

- EcoLabel/green certification;
- Smart Action Plans;
- Accessibility of pilot areas;
- Cross-border platform;

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-6th-steering-committee-meeting-main-conclusions>

Article #9 (March 3, 2023) :



**Within the TAKE IT SLOW project, and in cooperation with Zadar Cruise Port and Zadar Port Authority, the University of Zadar organized an educational event on the topic „Cruising tourism in Zadar and Zadar County“.**

The city of Zadar and Zadar County have great potential to become a recognizable and important destination in the cruise industry on the Adriatic and Mediterranean, and this event gathered relevant stakeholders and the rest of the public with the aim of further developing cruise tourism in Zadar and Zadar County. In addition, the goal of this event was to strengthen the cooperation of stakeholders in the destination, whether they come from the maritime, economic, tourism, educational or public sector. With clear communication, joint strategy and personal dedication of everyone involved, it is possible to think about Zadar and Zadar County as a sustainable cruising destination with modern infrastructure, which will bring benefits to the entire local community.

The event began with a tour of the modern terminal for the reception of cruise tourists, followed by an educational programme related to the cruise industry in the world and in Croatia, as well as the development of port infrastructure as a prerequisite for the development of cruise tourism and the local traffic. In addition, experiences related to the organization of discussions that connect cruising tourism and the hinterland were presented, considering their importance in raising the attractiveness and experience of the cruising destination itself. As part of the event, the results of the TAKE IT SLOW project related to the creation of a smart strategic framework for innovative Adriatic tourist destinations, products and services were also presented.

Check the photos of the event [here](#).

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/cruising-tourism-in-zadar-and-zadar-county>

Article #10 (March 3, 2023) :



**Organized by the Development Agency of Šibenik-Knin County, the first educational and field workshop dedicated to olive pruning within TAKE IT SLOW project was held in Vodice, on March 2nd 2023.**

The workshop, which was attended by a large number of interested growers as well as the general public, was held in the premises of the Development Agency of Šibenik-Knin County, and the aim of the workshop was to provide practical knowledge and information on the importance of olive pruning and grafting in the olive growing process, and to provide the participants with the necessary knowledge and skills to carry out these activities in their own olive groves. The workshop was organized in a friendly and interactive atmosphere, with the participants being able to ask questions and receive answers from the experts. The workshop was held in the premises of the Development Agency of Šibenik-Knin County, and the participants were able to see the practical application of the knowledge and skills they acquired during the workshop. The workshop was a great success, and the participants were very satisfied with the results. The workshop was held in the premises of the Development Agency of Šibenik-Knin County, and the participants were able to see the practical application of the knowledge and skills they acquired during the workshop. The workshop was a great success, and the participants were very satisfied with the results.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/successful-start-of-the-first-workshop-small-school-of-olive-growing-pruning-and-grafting->

Article #11 (March 6, 2023) :



**Tour operators and international journalists have discovered "TERRE DI FASANO" during the 4-day event organized as part of the TAKE IT SLOW project by the Apulian Public Theater in cooperation with the Municipality of Fasano**

The event, which included the guided tour and press trip was a perfect opportunity for journalists, bloggers, creators, and tour operators, from different parts of the world, to discover the Lands of Fasano or **Terre di Fasano**: the pilot area within the TAKE IT SLOW project, through an inexhaustible panorama of experiences.

Among the intense colors of nature, food, art, and culture, the guests have been offered sustainable itineraries, routes on foot, by bicycle, and in electric Tway, from the Park and Archaeological Museum of Egnazia to the Regional Natural Park of the Coastal Dunes, passing through the Lama D'Antico Rock Park, between paths and farms, with immersive experiences in culture and tradition, up to the ancient center of the city, its historic buildings and the Museum of the Fasanesse house.

The event took place, among other things, in connection with the seventh edition of **DayPuglia Routes & Experiences**, a trade show for the marketing of the Apulian tourist product organized by the Puglia Region and PugliaPromozione in Bari, at the Fiera del Levante. On this occasion, even the Terre di Fasano were protagonists of the international fair event aimed at promoting the meeting between the most important international buyers and the representatives of the main Apulian destinations.

*"There is no better way to promote a tourist destination - explains Tourism councillor Pierfrancesco Palmareggi - than to create opportunities for immersion in its authenticity. Thus, we invited institutional partners, journalists, and bloggers to Fasano for four days and nights and international tour operators. We did it in this period of the year to demonstrate that Fasano can be a tourist destination in all seasons and that it can always offer different*

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/cultural-route-in-the-lands-of-fasano-1>

Article #12 (March 8, 2023) :



**The second workshop dedicated to ecological agriculture and production, quality certificates, and eco-labels was successfully held in Sibenik in the organization of the Public Institution Development Agency of the Sibenik-Knin County.**

At the workshop, which was attended by a large number of agriculture producers from the area of the city of Sibenik, the lecturer Ana Marija Isak, from the IECOCERT, presented the possibilities and limitations of the procedures for introducing certificates and labels, and primarily their significance for sustainable tourism to raise the level of knowledge and innovation.

Given that IECOCERT has been one of the leading certification bodies in Croatia for more than 20 years, the participants had the opportunity to learn all the necessary steps for entering the system of organic agriculture and production, as well as the obligations that apply to the system overall. The next workshop will be held next week in Dalm.

check the gallery of this workshop here.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/successful-second-workshop-dedicated-to-quality-certificates-in-ecological-agriculture>

Article #13 (March 14, 2023) :

CONFERENCE FOR FEMALE ENTREPRENEURS IN TOURISM

Published on 14/01/2023 (last modified: 14/05/2023)

BACK TO ALL NEWS

**To celebrate International Women's Day, the Public Institution Development Agency of Šibenik-Knin County in cooperation with Women in Adria has organized a conference dedicated to female entrepreneurs in tourism within the TAKE IT SLOW project.**

Since the upcoming tourism season is around the corner and given that the main problem is the lack of workers, the conference was dedicated to the discussion about where to find workers, how to keep them for the whole season, what is needed to hire foreign workers, how to choose employer and how to motivate and reward workers.

During the conference, the participants also had the opportunity to listen to successful entrepreneurial stories and hear advice that will help them in their daily work: especially much-needed advice on means of financing for small and medium-sized entrepreneurs.

This conference was dedicated to women entrepreneurs in tourism, those who are indirectly related to tourism: women employed in tourism activities, seasonal workers, and students from these areas.

Check the gallery of the conference.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/conference-for-female-entrepreneurs-in-tourism>

Article #14 (March 15, 2023) :

HOW SUSTAINABLE ARE WE?

Published on 15/03/2023 (last modified: 16/03/2023)

BACK TO ALL NEWS


**The Veneto Region - Tourism Directorate and CMP Venice Night Trail invite you to answer these short questions, which will help us understand what our impact is on the environment in everyday life, between home, work, travel and eating.**

Points are awarded for each answer and the first 50 athletes ranked among the most virtuous will receive a €10 discount voucher to use for the next edition of the Venice Night Trail.

Fill out the questionnaire NOW: <https://mktg-survey.typeform.com/survey-VNT>

This initiative is promoted within the TAKE IT SLOW project.

Winners will be contacted in the following days of the contest with all necessary directions to receive their prize.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/how-sustainable-are-we->



Article #15 (March 16, 2023) :



**The third workshop dedicated to ecological agriculture and production, quality certificates, and eco-labels was successfully held in Šibenik in the organization of the Public Institution Development Agency of the Šibenik-Knin County.**

At the workshop, which was attended by a large number of agriculture producers from the area of the city of Šibenik, the lecturer Ana Vukobratović, from the MUPIC-HAČO, presented the possibilities for introducing certificates and labels, and primarily their significance for increasing the value of the level of knowledge and innovation.

Since the BODSČMNO is a member of the leading certification bodies in Croatia for more than 20 years, the participants had the opportunity to learn all the necessary steps for entering the system of organic agriculture and production, as well as the obligations that emerge from the system entry.

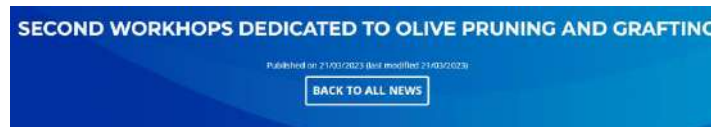
Since the TAKE IT SLOW is aimed at encouraging national bio-based products and services, Šibenik-Knin County has focused on ecological agriculture and production, especially considering the modern way of life and the increased demand for ecological products and through this workshop the producers had the opportunity to learn about the possibilities and necessities of the process of introducing certificates and labels in order to raise the level of knowledge and innovation.

With this workshop and previous workshops held in Knin and Šibenik, about 100 producers / farmers from the Šibenik-Knin County had the opportunity to learn about ecological agriculture and production, quality certificates, and eco-labels.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/successful-third-workshop-dedicated-to-quality-certificates-in-ecological-agriculture>

Article #16 (March 21, 2023) :



**Due to high demand, the second educational workshop dedicated to olive pruning within TAKE IT SLOW project was held in Vodice, on March 19th 2023 in the organization of the Development Agency of Šibenik-Knin County**

At the workshop, which was attended by more than fifty olive growers as well as the general public, ph.d. Šime Marčević, an assistant at the Department of Ecology, Agronomy and Aquaculture of the University of Zadar, presented the pruning of the crop but also referred to the regenerative pruning itself, which removes large branches on the olive tree.

At the beginning of April, the field workshop "Grafting or screwing olive trees" is planned with a focus on the basic reasons for olive grafting. The workshops will be held (depending on the weather conditions, and for the exact date and time, we invite you to follow the official website of the Development Agency of Šibenik-Knin County.

Check the official gallery of the [workshop](#).



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/second-workshops-dedicated-to-olive-pruning-and-grafting>

Article #17 (March 22, 2023) :



**After the Pandemic, the behavior of Italians is dictated by an even greater influence of sustainability. According to the Federated Regional Tourism Observatory (Osservatorio del Turismo Regionale Federato), with reference to the latest COOP report, consumers tend to have more attentive and participatory attitudes, feeling about being more protagonists and able to directly enhance sustainability thanks to their daily choices.**

The actions implemented by the Veneto Region Tourism Department in the frame of Take It Slow project, as evidenced by the Observatory, not only go in this direction but have even become examples among good practices that lay the foundations for the sustainable tourism development of the whole region.

In addition to the Sustainable Tourism Development Manual, the Region is committed to boosting capacity and awareness in a concrete way on the territory, through the creation of AAC guides, 3D models and tactile maps dedicated to CH sites, training for tourism students, operators and professionals, renewal of the European Charter of Sustainable Tourism, publications for elementary and middle schools, and awareness of athletes participating in important run competitions through questionnaires dedicated to sustainability and daily behaviors regarding the environment and sport.

Find the article here and check the survey at: <https://mltq.surveymonkey.com/survey/VNT/>.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-among-the-best-practices-for-sustainable-tourism-in-veneto->

Article #18 (March 24, 2023) :



**Watch the video dedicated to "Cultural route in the lands of Fasano" the event that took place from February 28 to March 3 together with Tour Operators, Bloggers, and national and international journalists.**

Travel in the beauty of slowness and sustainable tourism...



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/cultural-route-in-the-lands-of-fasano-2>

Article #19 (March 27, 2023) :



**ABRUZZO REGION PHOTO CONTEST**

published on 27/03/2023 (last modified 27/03/2023)

[BACK TO ALL NEWS](#)

The Abruzzo Region, is launching a photographic competition open to all to promote and raise awareness of the wonderful cultural, artistic, historical and naturalistic heritage of the regional territory, part of the common heritage of the Adriatic region.

To participate, take a photograph along the Abruzzo itineraries that best embody the idea of slow and sustainable tourism, share it on your Facebook profile tagging @RegAbruzzo and inserting the hashtag #takeitslow Abruzzo.

Only photographs published and shared between March 31st and April 13th, 2023 will be taken into consideration.

The 3 photos that have received the most Likes will be shared on the official Facebook account of the Region. The authors of the first 3 classified photographs will receive a gift/recognition on the occasion of a promotional event that will be held in May 2023 by the Abruzzo Region under the sign of TAKE IT SLOW.

Participate in the TAKE IT SLOW photo contest, promote slow and sustainable tourism in our region!

To find out more about the competition, visit the Region Abruzzo official site.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/abruzzo-region-photo-contest>

Article #20 (March 30, 2023) :



**ECO SCHEMES AND ECO MEASURES FOR SUSTAINABILITY**

published on 30/03/2023 (last modified 30/03/2023)

[BACK TO ALL NEWS](#)

Workshop on the topic of eco measures and eco schemes in agriculture and their importance for sustainable tourism was successfully held on Thursday, March 30, 2023 in Adriatic Business Center in Šibenik in the organization by the Development Agency of Šibenik-Knin County.

All the workshop, which was attended by a large number, not only of farmers from the area of the county, but also of the general public, new developments in the Common Agricultural Policy were presented with an emphasis on eco schemes and eco measures, and for farmers to understand the new ways of applying for subsidies.

The main lecturer Damir Hovari from the AgriBioCent Cooperative, which is an authorized control body for conducting expert control and certification in the field of organic production, stated that 2023 is a reference year in agriculture because new rules regarding agriculture are starting, from the reduction of subsidies for conventional agriculture to the changes in green payments.

The aforementioned workshop was held within the TAKE IT SLOW project since the project is aimed at encouraging the culture of food, gastronomy, and lifestyle through sustainable tourism products and services. Within the project, Šibenik-Knin County has focused on ecological agriculture and production, especially considering the modern way of life and the increased demand for ecological products on the market.

Since the beginning of this year, as part of the TAKE IT SLOW project, the Development Agency has conducted a whole series of workshops throughout the county dedicated to ecological agriculture and production: from the cultivation, processing, and promotion of medicinal herbs and fruits and vegetables that thrive in Dalmatia, the advantages of ecological production and certification and a series of field workshops dedicated to the site

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/eco-schemes-and-eco-measures-for-sustainability>

Article #21 (April 4, 2023) :



**The University of Zadar organized an educational tour "Ravni kotari: gastronomy – culture – nature" within the TAKE IT SLOW project**

On Friday, March 31st, 2023, the University of Zadar organized an educational tour "Ravni kotari: gastronomy – culture – nature". The event was organized as part of the TAKE IT SLOW project, in which the University of Zadar participates as a project partner. Within the project, the University placed a special emphasis on the rich heritage of Ravni kotari, and above all on the gastronomic heritage.

The tour began with the Škavlj winery, where the participants had the opportunity to learn about the top wines produced by the winery. The tour then continued to the Benković Heritage Museum, which was revitalized and renewed through EU funds and reopened its doors in 2022. The next destination on the route was the Karaba winery, where the process of wine and liquor production, as well as the varieties used in the Karaba winery, were explained in detail to the participants. Participants also visited Maškoviće Ham, a zero-category cultural monument that combined a cultural and historical building with top-quality gastronomy. The educational tour ended with a visit to the Kamenjak viewpoint, where the participants enjoyed a beautiful view of the Vrana Lake Nature Park.

Given that the TAKE IT SLOW project is reaching its end, a press conference was organized as part of the visit to Maškoviće Ham. During the press conference, project results were presented by Ph.D. Biserka Križ-Mišić. Photo

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/ravni-kotari-gastronomy-culture-nature>

Article #22 (April 7, 2023) :



From all of us at the TAKE IT SLOW project wishing you and your families a safe and Happy Easter! / Buona Pasqua! / Sretan Uskrs!

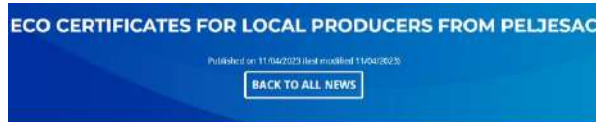
Embrace the pace of holiday time!



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/happy-easter/-/buona-pasqua/-/sretan-uskrs>

Article #23 (April 11, 2023) :



**Dubrovnik-Neretva County has obtained eco certificates for local producers within the TAKE IT SLOW project.**

To reach one of the project outputs "10 ecolabel/green certifications obtained, promotional campaign realized" – the two producers from Dubrovnik-Neretva County pilot area, Pelješac peninsula were certified. Both producers are in the system of organic agriculture and production, **OPG Čalić Marijeta (Križ Winery)** since 2008, and **Bartulović Winery** since 2019.

For certification, the product "**varenik**", an artisanal slow food product prepared from local red wine variety **Plavac mali of Pelješac peninsula** was selected. Freshly picked grapes are ground by hand or in mills, whereby the liquid part is separated and the crushed grapes are pressed. Grape juice, or must, is filtered through a sieve, and then boiled in a suitable cooking pot. It is frequently stirred to prevent caramelization of the must. It is kept boiling until the amount of boiled liquid is reduced to a quarter of the initial amount (20-24 hours). At the end of cooking, it is stored in glass demijohns.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/eco-certificates-for-local-producers-from-peljesac>

Article #24 (April 25, 2023) :



**WIN THE NEW CANON EOS 4000D!**

The **Public Institution Development Agency of Šibenik-Knin** is launching a cross-border **photo contest** within the **TAKE IT SLOW project** with the goal of advertising and promoting the project itself, but also the Adriatic region as a sustainable, green and smart European tourist destination.

The goal of the **photo contest** is to promote the Adriatic region, but also to encourage professional photographers and amateurs to think about the region in a unique way and to show the **details and interesting things** of the region through the lenses of their cameras, thereby strengthening its identity and brand.

**Acceptable are photos taken exclusively in the Adriatic area:**

- **Croatia:** Istria County, Zadar County, Šibenik-Knin County, Split-Dalmatia County and Dubrovnik-Neretva County;
- **Italy:** Friuli-Venezia Giulia Region, Veneto Region, Emilia-Romagna Region, Marche Region, Abruzzo Region, Molise Region and Puglia Region.

All you have to do is send a photo of the above mentioned area that best represents the idea of slow and sustainable tourism, i.e. show the coast and inland whose lifestyle has remained authentic, in harmony with the environment and based on traditional knowledge and skills.

The contest will be conducted through the **Facebook page** of the TAKE IT SLOW project and the author of the photo that collects the most "likes" wins a valuable prize: **the new CANON EOS 4000D!**

**Who can and how to participate in the TAKE IT SLOW photo contest?**

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-photo-contest>

Article #25 (April 18, 2023) :

jects (ITA-CRO) / TAKE IT SLOW / News / EXPLORE ANCIENT WALLS AND SALTPANS OF STON IN PELJESAC

**EXPLORE ANCIENT WALLS AND SALTPANS OF STON IN PELJESAC**

Published on 18/04/2023 (last modified 04/05/2023)

[BACK TO ALL NEWS](#)

**Within TAKE IT SLOW project, Dubrovnik Neretva County is currently starting the construction of a modern multimedia center of Adriatic heritage in the Duke's Palace in Ston with the goal of capitalizing on the natural and cultural heritage of the Adriatic region and creating new slow tourism offering through sustainable smart specialization concepts.**

Explore ancient walls and saltpans of Ston in Pelješac, one of the project pilot areas whose tangible and intangible natural and cultural heritage will be interpreted in the newly renovated multimedia center.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/explore-ancient-walls-and-saltpans-of-ston-in-peljesac>

Article #26 (April 20) :

jects (ITA-CRO) / TAKE IT SLOW / News / ABRUZZO REGION LOCAL COMMUNITY OF PRACTICE

**ABRUZZO REGION LOCAL COMMUNITY OF PRACTICE**

Published on 20/04/2023 (last modified 04/05/2023)

[BACK TO ALL NEWS](#)

**On April 19th, 2023, the Abruzzo Region held the first of two online meetings with its Local Community of Practice (LCP) within TAKE IT SLOW project.**

The bodies and associations involved in the LCP have been identified by the Abruzzo Region through a call for expressions of interest addressed to sustainable tourism operators who operate in the area of the Green Way of the Costa dei Trabocchi, the pilot area chosen by the Region under TAKE IT SLOW.

The goal is to network and strengthen the collaboration among the local operators that can foster tourism promotion initiatives in the area, in order to eventually create integrated and intermodal services, so that visitors can reach the Green Way in a sustainable way, as well as to raise awareness on the importance of slow tourism and the deseasonalisation of tourist flows in respect of the territorial heritage. The LCP will provide a crucial contribution to the project when it comes to the drawing up of the Smart Action Plan, a key paper to support the development of the project's pilot area, which will help understand needs and requirements and define possible common solutions.

The meeting was an opportunity for networking the 15 participants of the LCP and marked the beginning of a collaboration, which will hopefully go beyond the end of the project scheduled for June 30th.

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/abruzzo-region-local-community-of-practice>

Article #27 (April 24) :



**Public institution Development Agency of the Šibenik-Knin County has organized the workshop dedicated to olive grafting and spring protection as a part of the TAKE IT SLOW project.**

At the workshop, which was attended by a large number of interested olive growers as well as the general public, Ph.D. Sime Marčelić, assistant at the Department of Ecology, Agronomy and Aquaculture of the University of Zadar, explained the basic reasons for vaccination, the most important of which is the introduction of a new variety of olive for better fertilization, which ultimately affects the fertility of olive trees.

He also presented the selection and type of grafts used for grafting olives, as well as several grafting techniques: under the bark, split and "window", and oblique cut, and finally which method is suitable for a specific purpose. As for the spring protection against pests, an integrated and ecological approach was presented in the protection of olive diseases and pests in the spring period.

The workshop was held within the cross-border project of the ŠkZ Development Agency "TAKE IT SLOW" („Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow“) whose goal is to brand the Adriatic region, the way

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/successful-workshop-small-school-of-olive-growing-olive-grafting-and-spring-protection->

Article #28 (April 25) :



**WIN THE NEW CANON EOS 4000D!**

The Public Institution Development Agency of Šibenik-Knin is launching a cross-border photo contest within the TAKE IT SLOW project with the goal of advertising and promoting the project itself, but also the Adriatic region as a sustainable, green and smart European tourist destination.

The goal of the photo contest is to promote the Adriatic region, but also to encourage professional photographers and amateurs to think about the region in a unique way and to show the details and interesting things of the region through the lenses of their cameras, thereby strengthening its identity and brand.

**Acceptable are photos taken exclusively in the Adriatic area:**

Link : <https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-photo-contest>

Article #29 (May 10, 2023) :

**TAKE IT SLOW CROSS-BORDER PHOTO CONTEST - LIKE THE BEST PHOTO!**

Published on 10/05/2023 (last modified 10/05/2023)

[BACK TO ALL NEWS](#)


Go to [TAKE IT SLOW Facebook page](#) and like the photo/photos that for You best represents the idea of slow and sustainable tourism in the Adriatic: our specific, authentic lifestyle, and our natural and cultural-historical heritage.

Voting (likes) on TAKE IT SLOW Facebook page is open until May 16th, 2023 (until 24:00pm).

The most liked photo and its author will win a valuable prize: the new CANON EOS 4000D!!

We would like to thank all the authors, i.e. photographers for submitting photos and wish them good luck!

This TAKE IT SLOW photo contest is organized with the goal of advertising and promoting not just the TAKE IT SLOW Project and Programme Interreg Italy Croatia but also the Adriatic region as a sustainable, green, and smart European tourist destination.



Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-cross-border-photo-contest-like-the-best-photo->

Article #30 (May 22, 2023) :

**TAKE IT SLOW CROSS-BORDER PHOTO CONTEST - MOST LIKED PHOTO!**

Published on 22/05/2023 (last modified 22/05/2023)

[BACK TO ALL NEWS](#)

“Terra Magica Motovun” captured thorough the lenses of Mladen Smolica.

Presenting the most liked photo through the TAKE IT SLOW Photo Contest, which was organized by the Public Institution Development Agency of Šibenik-Knin County within the TAKE IT SLOW Project.

Congratulations to the winner and a big thank you to all photographers for their engagement and wonderful photos of our Adriatic which you can check in [the gallery](#).

The TAKE IT SLOW photo contest was organized with the goal of advertising and promoting not just the TAKE IT SLOW Project Interreg Italy Croatia and Programme Interreg Italy

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/take-it-slow-cross-border-photo-contest-most-liked-photo->



Article #31 (May 25, 2023) :



**10,000 steps in beautiful Friuli Venezia Giulia within TAKE IT SLOW project**

Read what the media has to say about the three-day trip that included a visit to various locations in Friuli Venezia Giulia: from meeting the local community representatives, and tasting some traditional dishes through a practice of conscious breathing and forest bathing along the naturalistic path of the Lake of Ragogna to discovering design shoes produced by recycled materials.

The goal of this cross-border trip, which hosted media representatives from Croatia and Italy, was to promote the project and its activities and to enlarge the cross-border cooperation on both sides of the Adriatic.

Photo credit: jutarnji.hr (private archive)

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/10-000-steps-in-beautiful-friuli-venezia-giulia-press-trip>

Article #32 (June 3, 2023) :



**To reach one of the TAKE IT SLOW outputs "10 ecolabel/green certifications obtained, promotional campaign realized" - the three olive producers from Split Dalmatia County pilot area, Brač Island were certified.**

This is a successful result after a fruitful cycle of educational lectures, organized by the Public Institution Split Dalmatia Development Agency RERA in cooperation with Anja Marušić from Botachron.

Congrats to the producers for recognizing their path in sustainable agriculture!

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/eco-certificates-for-local-olive-oil-producers-from-brac>

Article #33 (June 5, 2023) :



**The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.**

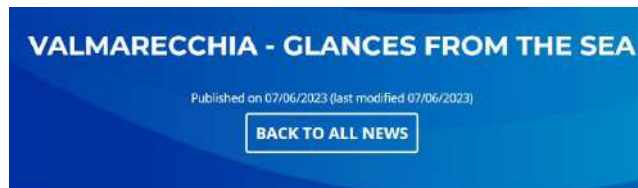
Live from Monastery of Fonte Avellana, watch three-part, training, innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini, professor at the Università Politecnica delle Marche and learn something new about smart and sustainable tourism!

- tourism in social-economic development
- intangible, immaterial assets

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/training-innovative-session-from-monastery-of-fonte-avellana>

Article #34 (June 7, 2023) :

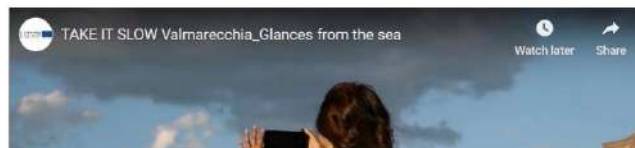


### TAKE IT SLOW and EXPLORE Valmarecchia

From Santarcangelo di Romagna to Pennabilli, area that comprises excellences, natural and cultural beauties and lifestyles of ancient lands transversal to the Adriatic, of the plains, hills and mountains overlooking the sea.

Through the TAKE IT SLOW project, Emilia Romagna, a land of rich history and vibrant culture, welcomes visitors with a digital tour in the pilot area.

Discover the hidden gems and local delights, ensuring an unforgettable experience:



Link :

[https://programming14-20.italy-croatia.eu/web/take-it-slow/-/valmarecchia\\_glances-from-the-sea](https://programming14-20.italy-croatia.eu/web/take-it-slow/-/valmarecchia_glances-from-the-sea)

Article #35 (June 7, 2023) :



**Project partners together with the local media had the opportunity to take the Slow Trail "Cammino delle Sette Chiese" in Molise region within the TAKE IT SLOW project.**

The journey started with the symbolic inauguration opening ceremony of "Cammino delle 7 chiese" (Path of the 7 churches) taking place at the Chappel of Santa Lucia. The churches involved in the path are now more accessible: with signage installed to explain the significance of the site for the history of Croatian people, which has also become important for Molisan culture.

During the visit, the project partners were involved in a linguistic workshop of the Na-Nasù language. The dialect spoken in the communities of Croatian culture that settled in the area centuries ago. One particularity that was highlighted is the influence of both Croatian and Italian on the Na-Nasù language, resulting in a unique linguistic blend. During the workshop they were shown some common and divergent aspects between Na-Nasù,

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/cammino-delle-7-chiese-study-visit-to-molise-region>

Article #36 (June 14, 2023) :



**Abruzzo turns slow tourism into a growth driver and deploys new tools to promote the area.**

Cyclotourism as the core tool for promoting the beautiful Abruzzo region, which still has great growth potential in terms of appeal. And cyclotourism is also at the heart of the "Abruzzo Bike Friendly" initiative, the network created by the Region with the intention of promoting a network of accommodation facilities and complementary services capable of fostering the development and qualification of the cyclotourism offer.

Within the TAKE IT SLOW project, the region is promoting its regional heritage as part of a common Adriatic heritage, also by offering specialised training to tourist operators to respond to the need to become truly "green".

Read more about the region involvement in the project at: <https://platinum-online.com/ricerca-innovazione/abruzzo-region-cyclotourism-enhances-the-beauty-of-places-184>

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/abruzzo-region-cyclotourism-enhances-the-beauty-of-places>

Article #37 (June 15, 2023) :



**Public Institution Development Agency of Šibenik-Knin County has obtained eco certificates for local producers within the TAKE IT SLOW project.**

To reach one of the TAKE IT SLOW outputs "10 ecolabel/green certifications obtained, promotional campaign realized" - two producers from Šibenik-Knin County were certified, OPG Mara Boško from Sanković (Skradin) and OPG Šime Šipaničev from Tribunj.

Roško's farm grows olives, walnuts and figs in the area of Sanković, while Šipaničev's farm grows olives in the area of Tribunj.

This is a successful result after a fruitful cycle of educational lectures at the beginning of this year, organized by the Public Institution Development Agency of Šibenik-Knin County in cooperation with Ana Marušić Usac from Biotechnikon.

Congrats to the producers for recognizing their path in sustainable agriculture!

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/eco-certificates-for-local-olive-producers-from-skradin-and-tribunj>

Article #38 (June 20, 2023) :



**Officially delivered on 20 June 2023 in the Representation Hall of the Municipality of Fasano, in a conference within the TAKE IT SLOW project, the eco-certification, based on the ISO 14064 standard quantification of the ecological carbon footprint expressed in CO2 equivalent.**

The eco certificates were delivered to the following companies:

- B&B Masseria Fragnale
- B&B Villa Rosato
- Taverna Il Santos

Members of the Local Community of Practice and members of the TERRE DI FASANO.NET Business Network, born thanks to the project and the will of 5 stakeholders of the Local

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/eco-certificates-for-fasano-tourism-companies>

Article #39 (June 20, 2023) :



**Final event of Veneto Region within TAKE IT SLOW project was organized last weekend combining accessibility, sustainability and slow tourism.**

From Stra to Dolo, round trip, in two routes by bike and by boat, to discover the territory of the Brenta Riviera, combining accessibility, sustainability and slow tourism. The "Accessible Riviera" initiative took place last weekend involving ninety people between operators and users, and was **organized by the Veneto Region - Tourism Department in collaboration with the Municipality of Stra, the National Museum of Villa Pisani, Villa Foscarini Rossi, and with the involvement of 17 associations committed to supporting people with specific needs active throughout the Veneto region.**

The event is part of a framework of actions that the Veneto Region is carrying out in order to improve the accessibility of the tourist offer in favor of people with specific needs and thus make the travel experience as universal as possible, in a context of gentle mobility and

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/accessible-riviera>

Article #40 (June 26, 2023) :



**The new tourist itineraries for citizens and travellers; entrepreneurs, associations and experts together in a community of good practices; the Terre di Fasano brand and, above all, the development of a tourism strategy based on concrete actions.**

All this and much more was within TAKE IT SLOW project.

The initiative was born with the objective, achieved, of devising and putting into practice innovative sustainable tourism policies, products and services based on the natural and cultural heritage of the Chapter - Torre Carne - Selva di Fasano area.

A project with a bottom-up approach, carried out in collaboration with a «Local Community of Practices» (LCP), a local community of practice, made up of over 40 subjects including companies, associations, the scientific community, active in the territory indicated above.

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/fasano-take-it-slow-results>

Article #41 (June 29, 2023) :



**Project final conference was held in Dubrovnik and Pelješac from June 27th to June 28th 2023.**

Dubrovnik Neretva County, as a Lead Partner, implemented the project in partnership with twelve institutions from the Croatian and Italian sides of the Adriatic. The project is designed to manage and promote the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination.

The core of the project is cross-border partnership of the private, public and scientific sector joint to support the excellence and innovation in the tourism value chain based on smart specialization concept and to boost local communities in addressing the tourism Industry impacts and at the same time protecting and promoting rich tangible and intangible natural and cultural heritage of the Adriatic coast, its islands, inland and rural areas.

Check the gallery of the event.

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/take-it-slow-final-conference-in-dubrovnik-and-peljesac>

Article #42 (June 29, 2023) :



Realized by SVEM - Sviluppo Europa Marche Srl, within the TAKE IT SLOW project, the Center is born to make history and knowledge of this extraordinary place more fruitful from a tourist point of view, fundamental testimony of the monarchism in Marche region.

A multimedia and interactive journey that will immerse you in the millennial history and culture of this beautiful Marche region monastery.



Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/grand-opening-centre-for-interpretation-of-the-intangible-cultural-heritage-of-the-camaldolese-monks-of-fonte-avellana>

Article #43 (June 30, 2023) :



**The Development Agency of Šibenik-Knin County marked completion of TAKE IT SLOW project with innovative event and workshops dedicated to the local stakeholders and media.**

Within the project, numerous activities and pilot projects were carried out that support indigenous and sustainable products and focus on initiatives that raise the level of economic and territorial development and at the same time preserve and valorize our natural assets and cultural heritage.

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/development-agency-of-sibenik-knin-county-through-slow-tourism-to-sustainable-and-smart-smart-development>

## 1.2. PROJECT EVENTS

The **23 events** organized by the project, were announced in the “EVENTS” section :

Event #1 (January 4, 2023) :



**WORKSHOP: HIDDEN SECRETS OF DALMATIAN GARDENS**

Public Institution Development Agency of the Sibenik-Krain County and the City of Vodice, are organizing lectures on the cultivation, processing, and promotion of medicinal herbs, fruits, and vegetables that thrive in Dalmatia as a part of TAKE IT SLOW project.

Through series of lectures and workshops, the aim is to promote sustainable agriculture in Dalmatia, to educate citizens, tourists and summer producers of herbs, fruits, and vegetables about the possibilities of growing

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/workshop-hidden-secrets-of-dalmatian-gardens>

Event #2 (January 22, 2023) :



**WEBINAR: THE TOURISM ENTERPRISE AND THE BRAND IDENTITY**

EMILIA-ROMAGNA REGION AND CAT CONFESERCENTI EMILIA ROMAGNA are pleased to invite you to the webinar "THE TOURISM ENTERPRISE AND THE BRAND IDENTITY. HOW TO ENHANCE AND POSITION THE BRAND IDENTITY BY NETWORKING ON THE SURROUNDING AREA"

Nicoletta Polacco, digital project manager, and food & restaurant expert, and brand strategist, will provide a useful work guide to develop the tourism business, from the strategy design to the identity building, to create an identity process that is powerful, appealing and sustainable.

The webinar will be held on Monday, 22nd January 2023 from 14:30 to 16:00, in Italian, and is addressed to all the people working in the tourism sector in the Dalmatian area of Valmarecchia and Valconca. Anyone interested in tourism enterprises and brand identity is welcome.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/webinar-the-tourism-enterprise-and-the-brand-identity>



Event #3 (January 20, 2023) :



Public Institution Development Agency of the Sibbenik-Knin County is organizing workshop on the topic of ecological agriculture and production, quality certificates and eco/green labels as a part of TAKE IT SLOW project.

The aim of the workshop is to educate farmers, producers and processors of food and beverages, entrepreneurs and all interested parties about the possibilities and limitations of the process of introducing certificates and labels (ISO, EMAS, ECOLABEL, EU eco certificate...) and about their importance for sustainable tourism in order to

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/workshop-quality-certificates-in-ecological-agriculture>

Event #4 (February 7, 2023) :



EMILIA-ROMAGNA REGION AND CAT CONFESERCENTI EMILIA ROMAGNA are pleased to invite you the webinar "ORGANIZATION AND PROMOTION OF TOURISM IN EMILIA-ROMAGNA - THE REGIONAL LEGISLATION"

Public Body, Manager of the Tourism Sector of the Emilia-Romagna Region will provide useful indications on the opportunities that the regional legislation offers to the tourist chain about the marketing promotion of the region. The meeting is addressed to tour operators of Valmarecchia and Valicheno, the public area sector TAKE IT SLOW. The webinar will be held on Thursday, February 09, 2023 from 14:00 to 15:00 in Italian, and is addressed to all SMEs and single workers working within the tourism sector in Emilia-Romagna Region. Anyone interested is welcome.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/webinar-organization-and-promotion-of-tourism-in-emilia-romagna-the-regional-legislation>

Event #5 (February 17, 2023) :



**CONFERENCE: IL CAMMINO DELLE 7 CHIESE**

Published on 17/02/2023 (last updated 17/02/2023)

[BACK TO ALL EVENTS](#)

**START DATE:**  
Feb 20, 2023 9:10:00 AM

**PLACE:**  
Piazza SS. Complesso, Molise

**COORDINATES:**  
Rafano Di Molise, Complesso, Molise


**In the framework of the TAKE IT SLOW project, the first project conference in Molise referring to the slow trail "Il Cammino delle 7 Chiese" will take place on Monday, 20th February 2023, in Campobasso (Molise).**

The conference, introduced by the Council for Tourism and Territorial Marketing of Molise Region, Vincenzo Caputo, will present the social identity of the trail "Il Cammino delle 7 Chiese".

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/conference-il-cammino-delle-7-chiese>

Event #6 (February 20, 2023) :



**VIEWS FROM THE SEA - NEW SYNERGIES IN THE PARK**

Published on 20/02/2023 (last updated 20/02/2023)

[BACK TO ALL EVENTS](#)

**START DATE:**  
Feb 24, 2023 9:14:30 AM

**END DATE:**  
Feb 25, 2023 4:10:30 PM

**PLACE:**  
MUSEO NATURALE "V. COLETTI" SASSO SIMONE a Sirtoriocastello

**ADDRESS:**  
COMUNE di Pennabilli - Viale del Tigre, 5/A

**CONTACT:**  
Federico Bramanti  
f.bramanti@emiliaromagna.it  
romagnait

**EMILIA-ROMAGNA REGION and the Municipality of Pennabilli (Rimini) with the support of APT Servizi are pleased to invite you to the event that will be held on Friday 24th and Saturday 25th February 2023 within TAKE IT SLOW project.**

Two days of training and networking with the Environmental Hiking Guide and our operators to decide to show the great walking in the area (outdoor activities such as hiking, cycling, horse riding, etc.), the peculiarities of the protected area, the regulatory and behavioral aspects linked to its use and the conservation, monitoring and maintenance activities of the area.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/views-from-the-sea-new-synergies-in-the-park>

Event #7 (February 27, 2023) :

**CULTURAL ROUTE IN THE LANDS OF FASANO**  
Published on 2/27/2023 (last modified 2/27/2023)  
[BACK TO ALL EVENTS](#)

**START DATE:**  
Feb 25, 2023 h.

**END DATE:**  
Mar 05, 2023 h.

**PLACE:**  
Fasano

**CONTACT:**  
Anna Smanal  
[anna.smanal@pubblico.puglia.it](mailto:anna.smanal@pubblico.puglia.it)

**Teatro Pubblico Pugliese and Puglia Region in conjunction with the initiative "BUYPUGLIA Routes & Experiences" are organizing guided tour and press trip that will involve national and international tour operators, bloggers, journalists and institutional partners within TAKE IT SLOW project.**

In Puglia, the Teatro Pubblico Pugliese, in collaboration with the Puglia Region - Department of Tourism, Economy of Culture and Enhancement of the Territory, has organized its planning activity on the enhancement of the "TERRE DI FAGIANO": a territory, with its poplars, manjels, the heritage of nature and traditions, rooted over the millennia among the majestic monumental olive trees, among the ardes in the world and the historic farms.

"Tourism is becoming more and more "hungry" for experiences, for meeting cultural identities, for narration and landscapes of the Pugliese Public Theater. A region like Puglia has been able to seize this opportunity perfectly and the massive work of Puglia Promozione and the Puglia Region has consolidated the Puglia brand rate.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/cultural-route-in-the-lands-of-fasano>

Event #8 (February 27, 2023) :


**"SMALL SCHOOL OF OLIVE GROWING - PRUNING AND VACCINATION"**  
Published on 2/27/2023 (last modified 2/27/2023)  
[BACK TO ALL EVENTS](#)

**START DATE:**  
Mar 05, 2023 9:15:00pm

**PLACE:**  
Mudnik, Antu Starčevića 2, Vukovar

**ADDRESS:**  
Mudnik, Antu Starčevića 2, 75000

**CONTACT:**  
Anita Štrkalj  
[anita.skrkalj@znanje-srbija.hr](mailto:anita.skrkalj@znanje-srbija.hr)



**Public Institution Development Agency of the Šibenik-Knin County is organizing the first workshop dedicated to olive pruning with an emphasis on olive nutrition as a part of the TAKE IT SLOW project.**

The workshop will explain the system that is carried out during the spring but also refer to the regenerative pruning itself, which removes large branches on the olive tree, getting to know the main growing forms of the olive tree (ascendental, vase and free vase) as well as the reasons for maintaining the form of the extensive form.

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/small-school-of-olive-growing-pruning-and-vaccination->

Event #9 (February 27, 2023) :



Public institution Development Agency of the Šibenik-Knin County is organizing **second workshop on the topic of ecological agriculture and production, quality certificates and eco/green labels as a part of TAKE IT SLOW project.**

The aim of the workshop is to educate farmers, producers and processors of food and beverages, restaurants and all interested parties about the possibilities and limitations of the process of introducing certificates and labels (ISO, EMAS, ECOLABEL, EU eco certificate...) and about their importance for sustainable tourism in order to

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/second-workshop-quality-certificates-in-ecological-agriculture>

Event #10 (February 27, 2023) :



Public institution Development Agency of the Šibenik-Knin County is organizing **a second workshop on the topic of ecological agriculture and production, quality certificates, and eco/green labels as a part of the TAKE IT SLOW project.**

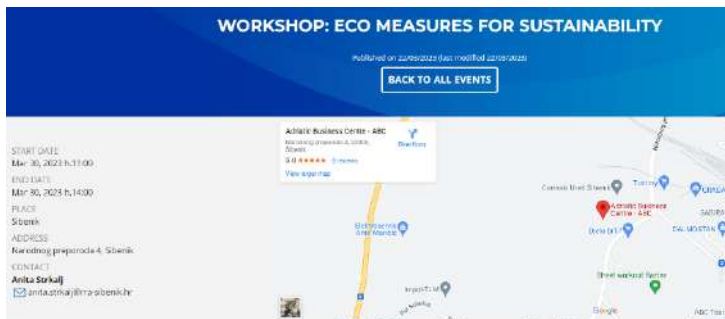
The aim of the workshop is to educate farmers, producers, and processors of food and beverages, restaurants, and all interested parties about the possibilities and limitations of the process of introducing certificates and labels (ISO, EMAS, ECOLABEL, EU eco certificate...) and about their importance for sustainable tourism in order to

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/2nd-workshop-quality-certificates-in-ecological-agriculture>



Event #13 (March 22, 2023) :



**WORKSHOP: ECO MEASURES FOR SUSTAINABILITY**

Published on 22/03/2023 11:55 Modified on 22/03/2023

[BACK TO ALL EVENTS](#)

**START DATE:**  
Mar 30, 2023 11:00

**END DATE:**  
Mar 30, 2023 14:00

**PLACE:**  
Šibenik

**ADDRESS:**  
Narednogi preporoda 4, Šibenik

**CONTACT:**  
Anita Storkalj  
anita.storkalj@ira-sibenik.hr

**Address: Business Centre - ABC**  
Address: Narednogi preporoda, Šibenik, Croatia  
View on map

Public institution Development Agency of the Šibenik-Knin County is organizing on March 30th, 2023, a workshop dedicated to the topic of eco measures and eco schemes in agriculture and their importance for sustainable tourism in order to raise levels of knowledge and innovation.

The aim of the workshop is to present news in the Common Agricultural Policy with an emphasis on eco schemes and eco measures, and for stakeholders to understand the new way of applying for subsidies and to familiarize

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/workshop-eco-mesures-for-sustainability>

Event #14 (April 17, 2023) :



**"SMALL SCHOOL OF OLIVE GROWING - OLIVE GRAFTING AND SPRING PROTECTION"**

Published on 17/04/2023 11:00 Modified on 17/04/2023

[BACK TO ALL EVENTS](#)

**START DATE:**  
Apr 21, 2023 11:00 a.m.

**END DATE:**  
Apr 21, 2023 12:00 p.m.

**PLACE:**  
Vrdulac

**ADDRESS:**  
Mladina u ulici 17, Vrdulac (Šibenik), Šibenik, Prim. županija

**COUNTRY:**  
Anita Storkalj  
anita.storkalj@ira-sibenik.hr

**Address: Vrdulac**  
View on map

Public institution Development Agency of the Šibenik-Knin County is organizing the workshop dedicated to olive pruning with an emphasis on olive grafting and spring protection against pests as a part of the TAKE IT SLOW project.

This workshop will explain the basic reasons for excoriation, one of which is the introduction of a new variety of olive for better fertilization, which ultimately affects the fertility of olive trees. It will also look at the relationship between the olive variety and the location of cultivation, thus covering the advantages and disadvantages of

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/small-school-of-olive-growing-olive-grafting-and-spring-protection->

Event #15 (May 2, 2023) :

**INNOVATIVE STUDY VISIT IN THE EUGANEAN HILLS**

Published on 04/05/2023 (last modified 03/05/2023)

[BACK TO ALL EVENTS](#)

**START DATE**  
May 03, 2023 11:15:00

**END DATE**  
May 05, 2023 11:15:00

**PLACE**  
Euganean Hills Route and National Park

**CONTACT**  
Caterina Parlarco  
[caterina.parlarco@regione.veneto.it](mailto:caterina.parlarco@regione.veneto.it)

**From 3rd to 5th of May, the tour including innovative training sessions, organized by Tourism Department of the Veneto Region within TAKE IT SLOW project**

The visit will focus on Coll' Egadè Wine Route and the European Charter for Sustainable Tourism, the important certification gained by the Regional Park of the Euganean Hills with the entire support of the Tourism Department in the frame of the TAKE IT SLOW project.

A journey that combines tradition and innovation, natural and cultural heritage. In the green heart of the Veneto, a stone's throw from Venice, this will be the study visit organized by the Veneto Region, scheduled from 3 to 5 May 2023, including innovative study sessions. The project partners will be able to enjoy the unique human and natural landscape of the area, through Venetian villas, natural parks, farms, cobans, and vineyards, discovering the artisanal and gastronomic traditions of the area, as well as the most innovative actors in terms of sustainable

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/innovative-study-visit-in-the-euganean-hills>

Event #16 (May 8, 2023) :

**TAKE IT SLOW PRESS TRIP IN FRIULI VENEZIA GIULIA**

Published on 04/05/2023 (last modified 04/05/2023)

[BACK TO ALL EVENTS](#)

**START DATE**  
May 15, 2023 11:09:00

**END DATE**  
May 17, 2023 11:15:00

**PLACE**  
Friuli Venezia Giulia

**CONTACT**  
Alessia Del Bianco Rizzardo  
[alessia.delbianco@promoturismo.fvg.it](mailto:alessia.delbianco@promoturismo.fvg.it)

**PROMOTURISMO FVG is organizing press trip for media representatives from Italy and Croatia within the TAKE IT SLOW project.**

The goal of this trip is to promote not just project and its activities but to enlarge the cross-border cooperation on both sides of Adriatic.

The trip will include visit to various locations in Friuli Venezia Giulia: from guided visit along the naturalistic path "The Enchanted Wood Router", meeting the local community representatives, tasting some traditional dishes and living a stage of resein dances guided by the folklore site group (through a practice of conscious breathing and forest bathing along the naturalistic path of the Lake of Rapogna, testing agricultural products from a social farm and discovering design shoes produced by recycled materials. The trip will conclude with visit to Aquilina, ancient Roman city and UNESCO FVG site

Link :

<https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-press-trip-in-friuli-venezia-giulia>

Event #17 (May 12, 2023) :



**10,000 STEPS TOGETHER THROUGH THE PATHS OF FRIULI VENEZIA GIULIA**

Published on 11/05/2023 (last modified 14/05/2023)

[BACK TO ALL EVENTS](#)

**START DATE:**  
May 30, 2023 (11:50:00)

**END DATE:**  
May 30, 2023 (17:00:00)

**PLACE:**  
Friuli Venezia Giulia

**CONTACT:**  
**Alessia Del Bianco**  
C3@proloco.declabona@promoturismo.fvg.it

**PROMOTURISMO FVG is organizing event „10,000 steps together on the paths of FVG in Movimento” within the TAKE IT SLOW project.**

The goal of this event is to promote the project, its activities and cross-border cooperation.

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/10-000-steps-together-through-the-paths-of-friuli-venezia-giulia>

Event #18 (June 8, 2023) :



**GRAND OPENING OF CULTURAL HERITAGE INTERPRETATION CENTER OF FONTE AVELLANA**

Published on 30/05/2023 (last modified 04/06/2023)

[BACK TO ALL EVENTS](#)

**START DATE:**  
June 14, 2023 (17:30:00)

**PLACE:**  
Municipality of Fonte Avellana - Comune di Fonte Avellana - Via San Tommaso 10 - 33044

**ADDRESS:**  
Municipality of Fonte Avellana - Comune di Fonte Avellana - Via San Tommaso 10 - 33044

**Opening of the Cultural Heritage Interpretation Center of Fonte**

Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/grand-opening-cultural-heritage-interpretation-center-of-fonte-avellana>



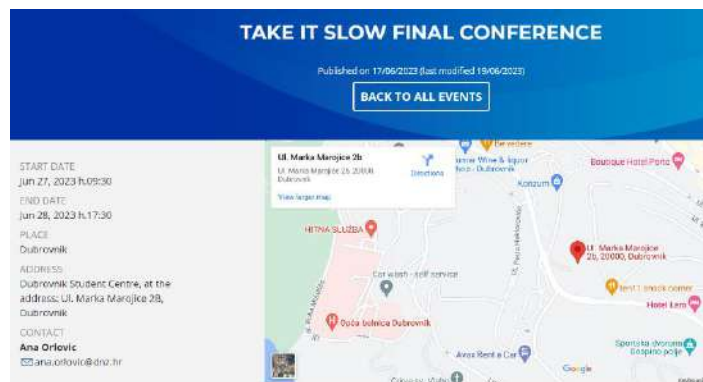
Event #19 (June 14, 2023) :



Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/take-it-slow-fvg-in-movimento-10.000-passi-di-salute>

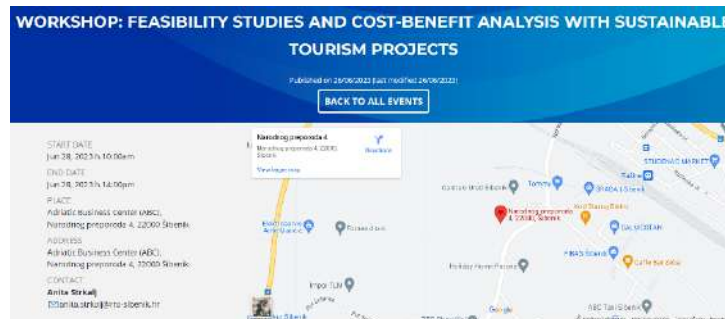
Event #20 (June 17, 2023) :



Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/take-it-slow-final-conference>

Event #21 (June 26, 2023) :



Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/workshop-feasibility-studies-and-cost-benefit-analysis-with-sustainable-tourism-projects>

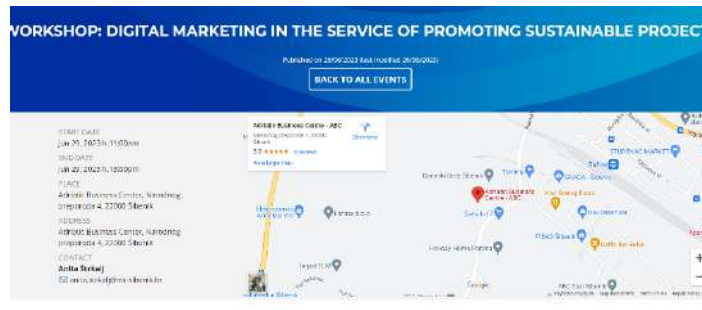
Event #22 (June 8/19, 2023) :



Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/grand-opening-cultural-heritage-interpretation-center-of-fonte-avellana>

Event #23 (June 26, 2023) :



Link :

<https://programming14-20.italy-croatia.eu/web/take-it-slow/-/workshop-digital-marketing-in-the-service-of-promoting-sustainable-projects>

### 1.3. MULTIMEDIA

#### VIDEO:

11 videos of the project have been published on project YouTube page and linked on the project web site – section news:

HOME PAGE – VIDEOS: <https://programming14-20.italy-croatia.eu/web/take-it-slow>

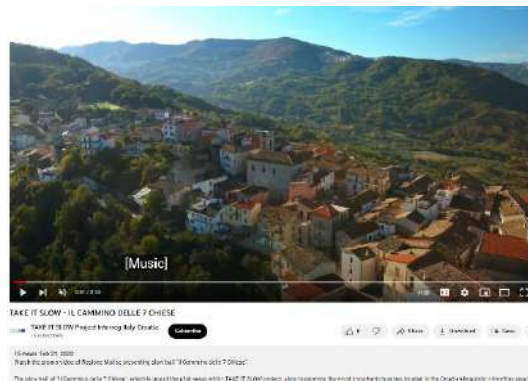
17 subscribers

#### VIDEO 1 : TAKE IT SLOW - IL CAMMINO DELLE 7 CHIESE

Watch the promo video of Regione Molise presenting slow trail “Il Cammino delle 7 Chiese”.

The slow trail of “Il Cammino delle 7 Chiese”, which is one of the pilot areas within TAKE IT SLOW project, aims to promote the most important churches located in the Croatian linguistic minorities area in the 5 small towns in the southeast of Molise.

The idea is to set up a new touristic micro-destination that is sustainable, authentic, and slow.



Link :

<https://www.youtube.com/watch?v=W3iuiG1F-8E>

Views : 15

## VIDEO 2 : « Cultural route in the lands of Fasano »

Watch the video dedicated to "Cultural route in the lands of Fasano" the initiative that took place from February 28 to March 3 together with Tour Operators, Bloggers, and national and international journalists.

Travel in the beauty of slowness and sustainable tourism...



Link : <https://www.youtube.com/watch?v=vHqWiki0IJI>

Views: 32

**VIDEO 3** (June 5, 2023) :



**TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA**

Watch the first module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

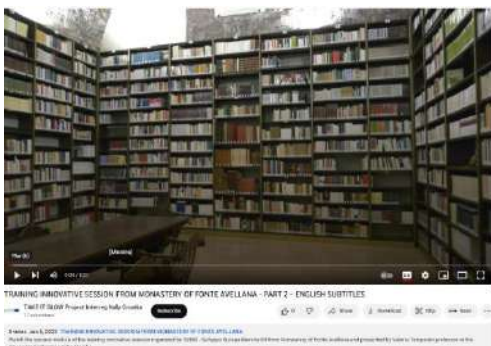
The first module is dedicated to the role of tourism in the social-economic development of the territories.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=Ks1OqDfScKw>

Views : 56

**VIDEO 4** (June 5, 2023) :



**TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA**

Watch the second module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The second module is dedicated to a different cultural approach: the valorization of immaterial assets.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=tbERCFDLrQY>

Views : 8

**VIDEO 5** (June 5, 2023) :



**TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA**

Watch the third and last module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The third module is dedicated to the marketing strategic planning for the touristic promotion and development of a specific destination.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=j3IGHuYzOZI>

Views : 8



**VIDEO 6 (June 5, 2023) :**



**TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA**

Watch the first module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The first module is dedicated to the role of tourism in the social-economic development of the territories.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=Mq4sgtATZBw>

Views : 3

**VIDEO 7** (June 5, 2023) :



**TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA**

Watch the second module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The second module is dedicated to a different cultural approach: the valorization of immaterial assets.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=oGtmfilMdFU>,

Views : 3

**Video 8** (June 5, 2023) :



**TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA**

Watch the third and last module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The third module is dedicated to the marketing strategic planning for the touristic promotion and development of a specific destination.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=oAvfliiWpaw>

Views : 2

**VIDEO 9** (June 7, 2023) :



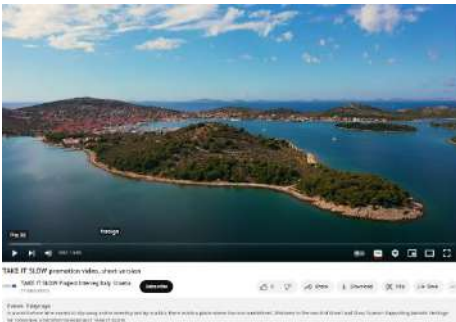
TAKE IT SLOW and EXPLORE Valmarecchia, from Santarcangelo di Romagna to Pennabilli, area that comprises excellences, natural and cultural beauties and lifestyles of ancient lands transversal to the Adriatic, of the plains, hills and mountains overlooking the sea.

Through the TAKE IT SLOW project, Emilia Romagna, a land of rich history and vibrant culture, welcomes visitors with a digital tour in the pilot area. Discover the hidden gems and local delights, ensuring an unforgettable experience.

Link : <https://www.youtube.com/watch?v=QAnclfTwf70&t=7s>

Views : 10

**VIDEO 10** (June 26, 2023) :



In a world where time seems to slip away and moments pass by in a blur, there exists a place where tourism is redefined. Welcome to the world of Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, a transformative project TAKE IT SLOW.

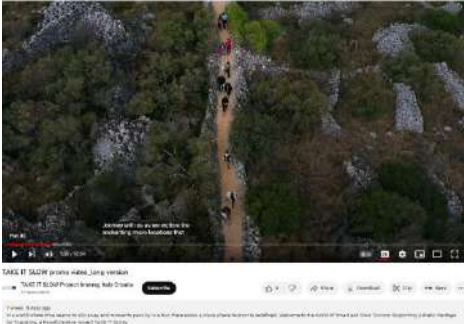
TAKE IT SLOW is a cross-border cooperation project, funded by the European Regional Development Fund through the Italy-Croatia Cross Border Cooperation Programme. It aims to promote and enhance sustainable tourism offerings, all while embracing the unique challenges and opportunities presented by the Adriatic region.

Journey with us as we explore the enchanting micro locations that have been carefully selected to be a part of this innovative project. Each location holds its own allure, capturing the essence of the Adriatic heritage and inviting visitors to embark on an enchanting slow experience.

Link : <https://www.youtube.com/watch?v=vcAFyjUn2Z4>

Views : 2

**VIDEO 11** (June 26, 2023) :



In a world where time seems to slip away and moments pass by in a blur, there exists a place where tourism is redefined. Welcome to the world of Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, a transformative project TAKE IT SLOW.

TAKE IT SLOW is a cross-border cooperation project, funded by the European Regional Development Fund through the Italy-Croatia Cross Border Cooperation Programme. It aims to promote and enhance sustainable tourism offerings, all while embracing the unique challenges and opportunities presented by the Adriatic region.

Journey with us as we explore the enchanting micro locations that have been carefully selected to be a part of this innovative project. Each location holds its own allure, capturing the essence of the Adriatic heritage and inviting visitors to embark on an enchanting slow experience.

Link : <https://www.youtube.com/watch?v=1YJvzlcD7e0>

Views : 7