

Multi-channel and hybrid format press conferences with innovate elements

PP1 - PI RERA SD

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WP2

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: WP2

Work Package Title: Project communication

Activity Number: 2.4.1.

Activity Title: Public events

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Introduction

PI RERA SD organized 2 press conferences with innovative elements joined with public events to promote project and project activities among the relevant media representatives. During two study trips PI RERA SD gathered journalists which are the most relevant for developing of the tourism on Brač island. The events attenders were tourism organizations, agencies, different associations acting in Brač, representatives of small producers and family farms, and etc.

PI RERA SD organized two study trips which had elements of slow tourism in goal to show all stakeholders how they can improve their offer on sustainable and slow way.

1st innovative press conference and public event – Slow trip to the Blaca hermitage

Description

On 18th May 2022., as a part of World Museum Day, PI RERA SD organized one day trip to Blaca Hermitage and it's Eco Museum. The main goal of the trip was introducing slow tourism concept to the stakeholders' and to wider public as a new way of tourism development and motivate them to offer more sustainable tourism offer. The attention was on promotion of tangible and intangible joint natural and cultural heritage. So, trip started in the morning and local transport

provider picked up guests and we continued to Blaca Hermitage. Attenders were welcomed with project promotional materials and traditional snack called “marenda” on their bus seats. Since trip to the Blaca hermitage requires a walk around 40 minutes, and there is not hospitality services, we offered to guest snack pack to go with traditional products. After local guided tour in Blaca Hermitage we went on traditional lunch in old, renovated castle. Attenders took the opportunity for exchanging of the experiences and knowledges. After the lunch, it was organized short storytelling tour through house where restaurant is located, and it was perfect example of the slow tourism– eating traditional products in the restaurant which has a deep history. We invited journalists who produced short video about trip which was showed on regional tv show. The most important regional newspaper wrote about trip and enable promotion of the slow tourism concept and TIS project among the wider public. Public event was very successful.

Short video:

<https://www.youtube.com/watch?v=X6HU0Oa0jBw>

Pictures





2nd innovative press conference and Public event – Dol “Čelinjok” – slow life

Description

2nd Public event was held as an extension of the 1st public event. We finished 1st event with lunch in small village Dol and found that place as a great example of slow life. It is though that Dol dates back to 12th century and it was officially mentioned for the first time in 1337. Today around hundred inhabitants live there, mostly farmers who groves vineyards, olives and other agricultural crops. Some of families have their own animals. Olive oils and grapes extend along the hills surrounding the village, whilst in the valley vegetables and tangerines are grown. The inhabitants are very proud of their identity, and they preserved the traditions and architecture of the place until today. There are just few luxury houses for rent which kept authenticity and only three restaurants which offer traditional food with their own ingredients: Vitalac, Hrapočušā, Smutica and Lior. We visited the “Čelinjok” – a traditional apiary with ston beehives which are one of the best preserved in Europe. It dates back to 16th century and now is in phase of reconstruction. Since PI RERA SD have plan to restructure the apiary in Blaca Hermitage this place was very interesting, because we made agreement to work together on promotion of the beekeeping in Brač island. The key stakeholders invited on the study trip were NGOs in field of tourism and sustainable development, consultants, and public institutions in goal to motivate them to done similar activities in future projects. At the end of event, during the traditional lunch, they were very satisfied and inspired with way of life in Dol and its presentation in tourism purpose.

Pictures







Conclusion

Both of public events were resulted with engagement of the relevant stakeholders and project promotion among the wider public. Each of public events had a good media coverage. PI RERA SD, as an organization of the public events, put attention on both, project results and outputs promotion and on slow tourism concept promotion too. The main conclusion of the public events is that providing best practices to key stakeholders is a great way for motivating them to create new ideas and to undertake concrete actions.