

TAKE IT SLOW FORMAT PRESS TRIP

PP2 / PI DEVELOPMENT AGENCY OF ŠIBENIK-
KNIN COUNTY

Deliverable Number D2.2.8

Final Version of 30/June/2023

WP 2 – 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
Work Package Title: PROJECT COMMUNICATION
Activity Number: 2.2
Activity Title: Media relations
Partner in Charge: PP2/SKC
Partners involved: PP2/SKC
Status: Final

TAKE IT SLOW FORMAT PRESS TRIP

Date: June 30th 2023 from 12:30pm

Adress: Narodnog preporoda 4, 22000 Šibenik and various locations in Šibenik-Knin County

PP2 / Public institution Development Agency of the Šibenik-Knin County has organized the press trip for local media representatives and local stakeholders with the aim to promote the TAKE IT SLOW project and its realized activities.

The trip started with the presentation of the project in the Adriatic Business Center (headquarters of Development Agency) and then an innovative excursion for media representatives started: a boat ride through the Šibenik Canal to Skradin and Plastovo with a visit to a local shellfish farm and then a visit to a vineyard of autochthonous wine varieties with a final autochthonous dinner with local ingredients in the "courtyard" in the hinterland of Skradin.

The aforementioned boat trip was organized, not just any boat, but the old Desto trabacula, which itself has its own interesting story for tourists. This press trip contained precisely gastronomic and other stories based on natural and cultural heritage of Šibenik-Knin County.

Bearing in mind the importance of the media in the promotion of sustainable concepts, the goal of the trip was to put even more emphasis on local and autochthonous producers and sustainable, green and smart stories in our county in this way.



PRESS TRIP



DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY

is pleased to invite you to the:

TAKE TI SLOW PRESS TRIP

 June 30th, 2023 at 12:30pm

 Narodnog preporoda 4, 22000 Šibenik and various locations in Šibenik-Knin County

European Regional Development Fund





Aware of the importance of the media's role in creating a positive social climate in which sustainable concepts are emphasized and work on circular and inclusive activities is encouraged, on June 30, 2023, as part of the TAKE IT SLOW project, we are organizing an all-day gathering and exchange of knowledge and experiences of project participants with media representatives in our region.

The event will begin with the presentation of the project and implemented pilot activities in the Adriatic Business Center (ABC), and will continue with a special thematic boat trip where we will learn about sustainable stories in Šibenik-Knin County. Our goal at this event is to bring the sustainable aspects of local initiatives and projects closer together and strengthen our cooperation with media representatives in joint efforts to promote slow and sustainable tourism in the entire Adriatic region.

It is therefore our great pleasure to invite you to socialize and jointly promote our county, our local producers and spread a positive social climate about sustainable projects and will contain numerous examples from practice.

We kindly ask you to confirm your arrival to the event by Tuesday, June 27, 2023 at the latest to the email address: anita.strkalj@rra-sibenik.

European Regional Development Fund



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REGIONAL ECONOMIC RESEARCH AND
DEVELOPMENT OF SLOVENIA



Consorzio Regionale
per le Arti e la Cultura



PUGLIA REGION
Department of Tourism, Economy
of Culture, and Valorisation of Territory



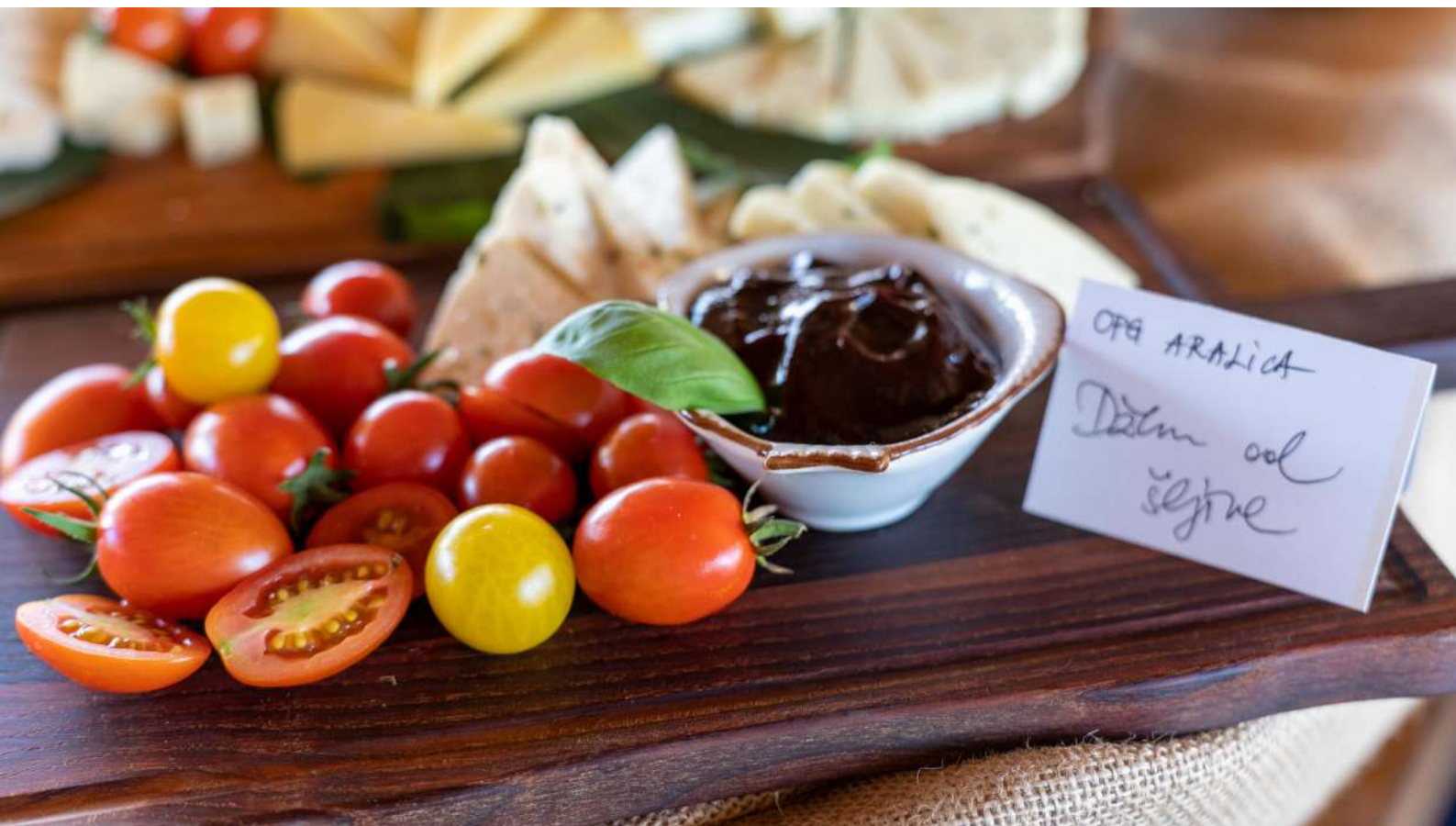












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