

SETS OF HYBRID WORKSHOPS FOR MEDIA REPRESENTATIVES

PP2 / PI DEVELOPMENT AGENCY OF ŠIBENIK-
KNIN COUNTY

Deliverable Number D2.2.9

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

SETS OF HYBRID WORKSHOPS FOR MEDIA REPRESENTATIVES

PP2 / Public institution Development Agency of the Šibenik-Knin County has organized the set of workshops dedicated to local stakeholders and media about the importance of sustainable projects and promotion of the projects, especially projects in tourism.

Through a series of lectures and workshops, the aim was to raise the awareness of participants about the importance of realizing and promoting sustainable projects in the public, and so that with the help of media engagement, the general public (entrepreneurs, public institutions, associations) can become more detailed acquainted with examples of good practices and encouraged the design and implementation of projects and initiatives that, in addition to being economically sustainable, also have a positive impact on the environment and on the social inclusion of all citizens.

Education included topics on: environmental, social and economic sustainability; sustainability and sustainable projects in the tourism sector; smart specialization in tourism and examples of projects; the role of the media in promoting sustainability and sustainable tourism, and practical workshops on digital marketing and making video clips.

The workshops were attended by private and public sector and media representatives.

1st WORKSHOP

Date: June 28th, 2023 at 10:00am

Address: Narodnog preporoda 4, 22000 Šibenik (ABC)

The 1st workshop was dedicated to the feasibility study and cost analysis and benefits for projects promoting sustainable tourism with the aim of encouraging the creation of a social climate in which sustainable concepts are given importance and encourages work on sustainable, circular, inclusive projects.

In addition to the lecture on the preparation of the study, the participants will be introduced to the concepts of economic, ecological and social sustainability using the examples of various projects.

The workshop was open, free for all interested parties and interactive with examples from practice.

The workshop was attended by representatives from private and public sector and media representatives.



WORKSHOP SUSTAINABLE TOURISM



DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY

is pleased to invite you to the:

WORKSHOPS "FEASIBILITY STUDIES AND COST-BENEFIT ANALYSIS WITH SUSTAINABLE TOURISM PROJECTS"



June 28th, 2023 at 10:00am



Narodnog preporoda 4, 22000 Šibenik (ABC)

European Regional Development Fund



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REGIONAL DEVELOPMENT AGENCY
OF ŠIBENIK-KNIN COUNTY



University of Zadar
JAVNA AGENCIJA ZA
KULTURU I TURIZAM



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



WORKSHOP SUSTAINABLE TOURISM



With the aim of encouraging the creation of a social climate in which sustainable concepts are given importance and encourages work on sustainable, circular, inclusive projects, Development Agency of Šibenik-Knin County on Wednesday, June 28, 2023, within the framework of TAKE IT SLOW project, is organizing a free education on creating a feasibility study and cost analysis and benefits for projects promoting sustainable tourism. In addition to the lecture on the preparation of the study, the participants will be introduced to the concepts of economic, ecological and social sustainability using the examples of various projects.

The workshop is open, free for all interested parties, interactive and will contain numerous examples from practice.

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

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2nd WORKSHOP

Date: June 29th, 2023 at 11:00am

Address: Narodnog preporoda 4, 22000 Šibenik (ABC)

The 2nd workshop was dedicated to topic of digital marketing in the service of promoting sustainable projects bearing in mind the importance of digital marketing and media in promoting sustainability and sustainable tourism.

The workshop was open, free for all interested parties and interactive with examples from practice.

The workshop was attended by representatives from private and public sector and media representatives.



WORKSHOP DIGITAL MARKETING



DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY

is pleased to invite you to the:

WORKSHOPS “DIGITAL MARKETING IN THE SERVICE OF PROMOTING SUSTAINABLE PROJECTS”



June 29th, 2023 at 11:00am



Narodnog preporoda 4, 22000 Šibenik (ABC)

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OF ŠIBENIK-KNIN COUNTY



University of Zadar
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ŠIBENIK-KNIN 2014-2020



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POSREDOVANJE
ISTRIJANA



Consorzio Regionale
per le Arti e la Cultura



PUGLIA REGION
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WORKSHOP DIGITAL MARKETING



Bearing in mind the importance of digital marketing and media in promoting sustainability and sustainable tourism, on Thursday, June 29, 2023, as part of the TAKE IT SLOW project, Development Agency of Šibenik-Knin County is organizing for all interested participants of European projects, representatives of public administration and entrepreneurs, education on the topic of digital marketing.

The education is open, free for all interested parties, interactive and will contain numerous examples from practice.

We kindly ask you to confirm your arrival at the workshop electronically by Wednesday, June 28, 2023, by email: anita.strkalj@rra-sibenik.hr or by phone at +091 588 38 12.

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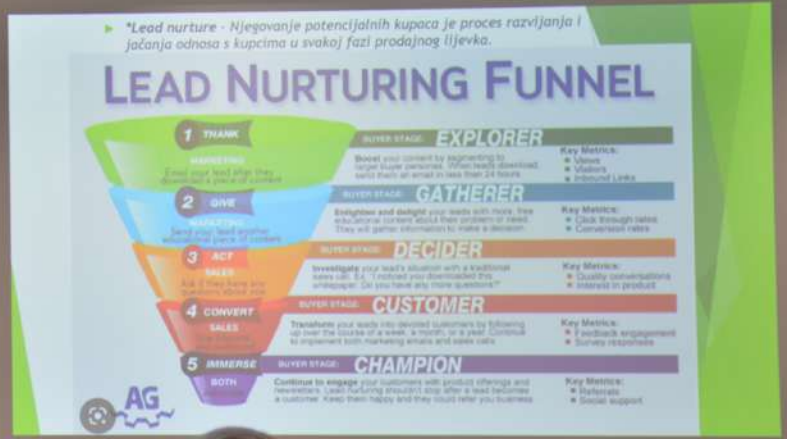






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3rd WORKSHOP

Date: June 30th, 2023 at 10:00am

Address: Narodnog preporoda 4, 22000 Šibenik (ABC)

The 3rd workshop was dedicated to topic of promotional videos in the service of promoting sustainable projects with the importance of digital content and videos in promoting sustainability and sustainable tourism.

The workshop was open, free for all interested parties and interactive with examples from practice.

The workshop was attended by representatives from private and public sector and media representatives.



WORKSHOP PROMOTIONAL VIDEOS



DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY

is pleased to invite you to the:

WORKSHOPS “PROMOTIONAL VIDEOS IN THE SERVICE OF PROMOTING SUSTAINABLE PROJECTS”

 June 30th, 2023 at 10:00am

 Narodnog preporoda 4, 22000 Šibenik (ABC)

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Department of Tourism, Economy
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WORKSHOP PROMOTIONAL VIDEOS



With the importance of digital content and videos in promoting sustainability and sustainable tourism, on Friday, June 30, 2023, as part of the TAKE IT SLOW project, Development Agency of Šibenik-Knin County is organizing for all interested participants of European projects, representatives of public administration and entrepreneurs, education on the topic of importance of promotional videos in in order to promote sustainable development concepts.

The education is open, free for all interested parties, interactive and will contain numerous examples from practice.

We kindly ask you to confirm your arrival at the workshop electronically by Thursday, June 29, 2023, by email: anita.strkalj@rra-sibenik.hr or by phone at +091 588 38 12.

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