

Advertorial

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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: 2.3
Activity Title: Promotional materials
Partner in Charge: PP6/VEN
Partners involved: /
Status: Final
Distribution: Public
Date: 30/06/2023

Advertorial « FARSI PARCO» is the promotional material delivered by PP6 VEN.

It is focusing the regional natural areas of Veneto, target groups are the primary schools, children but also their families.

This advertorial has been conceived as an education instrument to the respect of nature, plants, trees, animals and insects protected in the regional parks.

It is a tale, where trees and animals are the players of a story, with drawing for children.

For the realization PP6 VEN involved six parks with a factive cooperation in terms of scientific support (which are the native species, curiosities, pictures, publications) in order to build up the tale.

The advertorial is going to be sent to schools at the beginning of the school year 2023/2024.