

D.2.4.1

22 public events

Report of the activities
30th June 2023

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: Stimulate and strengthen cooperation between the various Stakeholders involved in the management of the tourist destination, improving its level of innovation, digitisation and consequently its competitiveness on the market

Work Package Number:2

Work Package Title: PROJECT COMMUNICATION

Number: D2.4.1

Activity Title: 22 public events

Partner in Charge: LP/DNC (2x realized), PP2/SKC (2x realized), PP7/ER (2x), PP8/SVEM (1x), PP9/ABR (2x), PP10/MOL (2x), PP11/TPP (2x)

Partners involved: PP7/ER

Status: Final

Distribution: Confidential

Date: 30/06/2023 (report on final deliverable)

**PP7/ER under WP2.4.1 organized more public events than foreseen (2x).
The following report is a summary of what has been carried out with actions that were completed in 2023 (some activities date back to the end of 2022):**

D4.4.5 Programmes for specific traveller types

D2.2.11 6 innovative, participatory dissemination events held

30th June 2022, 10.30 am: meeting with local decision-makers in San Leo (RN), in the hall of the Teatro del Palazzo Mediceo, Piazza Dante Alighieri.

The territory of Valmarecchia, between the municipalities of Santarcangelo di Romagna and Pennabilli, has been identified as an area in which to implement concrete measures for the diversification of innovative tourist products, based on natural and cultural heritage sites, through the involvement of local stakeholders.

The local decision-makers (administrations, local tourist offices and cooperatives involved in tourist entertainment) are invited to a moment of discussion during which the following topics will be dealt with: progress of the Take It Slow project, presentation of communication activities, discussion on possible new actions and perspectives on the territory, planning of the moments of the educ-tour and study-visit of September 2022. During the meeting the communication activities were presented:

- definitive logo, eight symbols, draft of the “local” site „Glances from the sea“, other scheduled activities.
- Preparation of promotional/communication material: digitally distributed press release for the event, event programme

Partecipanti:

Name and Surname	Organization
Gianfranco Soriani	Ente Parco Sasso Simone e Simoncello
Lino Gobbi	Ente Parco Sasso Simone e Simoncello
Andrea Massimo Murari	Chiocciola Casa del Nomade
Anna Rita Venturi	Comune di Pennabilli
Giuliana Lucarini	Comune di Pennabilli
Roberta Moretti	ApT Servizi
Antonio Piccinini	Pro Loco Pennabilli
Valeria Boschetti	Pro Loco – IAT Santarcangelo di Romagna
Filiberto Baccolini	Pro Loco – IAT Santarcangelo di Romagna
Emanuele Zangoli	Comune di Santarcangelo di Romagna
Marco Martini	Albergo Diffuso San Leo
Francesca Bernardi	Albergo Diffuso San Leo
Ilaria Sebastiani	Comune di Novafeltria
Sabrina Cenni	Comune di Verucchio
Maura Mingozzi	Regione Emilia Romagna

D4.3.2 Regional presentations/education activities

D4.4.6 Influencer programmes

D4.4.5 Programmes for specific traveller types

29th September – 1st October 2022, educational tour

3-days itinerant educational itinerary from Santarcangelo di Romagna to Pennabilli.

22 Participants

The activity concerned:

- creation of an eductour that collects and proposes services and products for the promotion of sustainable tourism in the Adriatic area and involves the subjects participating in the planning process;
- development, through the eductour, of typical holiday proposals for travelers who are passionate about cycling;
- creation of a general program that allows influencers to get to know all the peculiarities of the territory in order to be able to promote them;
- development and proposal of marketing content and tourism promotion through educational tours;
- contacts support before and after the activity.

Educational Tour Program

Thursday 29th September 2022

- Bike tour along the Marecchia river and return along the Uso river paths.
- Walking tour of the village of Santarcangelo di Romagna and visit to its Caves

Friday 30 September 2022

- Bike tour on the cycle paths of Santarcangelo, visit to the Take It Slow panels, to Mutonia (Mutoid Waste Company, a group of sculptors and performers) and the Romanesque parish church.
- Cooking school with local "azdore" (cooks), to learn how to prepare tagliatelle (La Collina dei Poeti farm)
- Visits to local artisans (leather, ceramics, printing) in the historical center of Santarcangelo.
- Visitor Center and Naturalistic Museum of Pennabilli and night tour of the village.

Saturday 1st October 2022

- Guided walking tour of the village of Pennabilli: Orto dei Frutti Dimenticati/ Orchard of Forgotten Fruits, walk along the panoramic road, "The World of Tonino Guerra Museum" and the famous Renaissance Balcony, "viewpoint" of Leonardo da Vinci's Mona Lisa.
- E-bike tour to the Sasso Simone and Simoncello Regional Park, visit to the park headquarters in Carpegna, visit to the castle and brief presentation of the park, continuation to Lake Soanne, also called Lake Andreuccio, with the story of the legend.
- E-bike tour to the village of San Leo, listed among the most beautiful villages in Italy, and visit to the castle

Regional education activity

Place: Traveling Educational Tour (from Santarcangelo di Romagna to Pennabilli) **Date:** 29th - 30th September 1st October 2022

Partecipanti:

Name and Surname	Organization
Katia Torre	Vermont Bicycling Vacation
Susanna Maddalon	Trek Travel
Juan Felipe Guzman	Italy Bike Tour
Andrea Manusia	Cycling Department ApT Servizi
Roberto Feroli	CyclingLands.it
Cristina Fiorini	ApT Servizi
Luca Vignali	Pro Loco – IAT Santarcangelo di Romagna
Massimiliano Mussoni	Ristorante La Sangiovesa
Renzo Sancisi	Pro Loco – IAT Santarcangelo di Romagna
Filiberto Baccolini	Pro Loco – IAT Santarcangelo di Romagna
Marco Martini	San Leo Albergo Diffuso
Andrea Bombardieri	Hotel Il Villino
Sonia Masseni	Collina dei Poeti
Gabriele Marchi	Antica Stamperia Marchi
Filippo Sorcinelli	Atelier Lavs
Linda Valenti	Chiocciola Casa del Nomade
Lorenzo Angeloni	Hotel Il Duca del Montefeltro
Eleonora Guerra	I Luoghi dell'Anima
Luca Pasquini	Comune di Carpegna
Simone Paci	Guida Naturalistica
Andrea Spagna	Montefeltro Bike
Simone de Silvestri	Hotel Lago Verde

D4.3.2 Regional presentations/education activities

29th September 2022, 11.00-13.00: press conference in Santarcangelo di Romagna (RN)

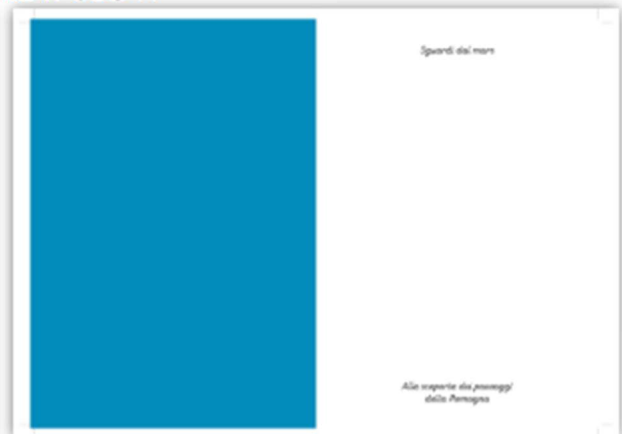
Council Chamber - Municipality of Santarcangelo - Piazza Ganganelli 1

Programme

- Introduction of the Take It Slow project - Emilia-Romagna Region
- Tourist market and offer – CAT Confesercenti

- presentation of the promotional activities developed under the “Glances from the sea/Sguardi dal mare” brand – Barbara Montespini and Stefano Macalli (Kaleidon)
- Action plan summary of the Take It Slow project – Giacomo Munegato (Agenda 21)
- Promotional activities related to the Take It Slow project and presentation of the creation of the DeCO brand (Municipal Designation of Origin) for the water onion of Santarcangelo "The onion, let's plant a seed" - Municipality of Santarcangelo di Romagna
- Promotional activities related to the Take It Slow project – Municipality of Pennabilli

Brochure TAKE IT SLOW





D4.3.2 Regional presentations/education activities

12th December 2022: local presentation activity in Castrocaro Terme and Terra del Sole (FC)

21 Participants

The meeting was conceived as a moment of information aimed at the local community to collect possible ideas and suggestions for the final stages of the project (presentation of the communication and promotion activities, website and information brochure of the experiences and tourist itineraries developed), but also a study visit dedicated to the operators involved in the TAKE IT SLOW project to meet the stakeholders of a territory that has already developed similar experiences (meeting with the representatives of the areas of Romagna Toscana and Romagna Faentina involved in the INHERIT project).

Agenda of the meeting

- Introduction to the INHERIT project and to the two Territorial Best Practices: “Vivi Romagna Toscana” (Tuscan Romagna cycle route) and “Union of Romagna Faentina and Modigliana” (Romagnolo Apennine Spa cycle route) – Giacomo Munegato (Agenda21);
- Meeting with a Best Practice: “Live Romagna Toscana” (Liviana Zanetti, president of the Romagna Toscana Association, and Luigi Barilari, owner of a Bike TO);
- Meeting with a Best Practice: “Union of Romagna Faentina and Modigliana” (Stefania Baldassarri, IF Azienda Turismo);
- Introduction to the Foreste Casentinesi, Monte Falterona and Campigna National Park and to the main projects and activities developed (Franco Locatelli, PNFC);
- Conclusions, connections and possible shared experiences between the Take it Slow project and the "Tuscan Romagna Cycle Path" and "Romagnolo Apennines Cycle Path" (Camilla Boschetti, Corzano Tour).

- Tourist visit of Terra del Sole and Palazzo Pretorio



Partecipanti:

Name and Surname	Organization
Maura Mingozzi	Regione Emilia Romagna
Federica Diamanti	Regione Emilia Romagna
Roberta Moretti	ApT Servizi
Luca Dalla Libera	Agenda 21 consulting srl
Giacomo Munegato	Agenda 21 consulting srl
Barbara Montespini	Kaleidon
Camilla Boschetti	Corzano Tour
Ilaria Michelacci	Castrumcari scarl
Ilaria Riccardi	Comune di Pennabilli
Liviana Zanetti	Romagna Toscana Turismo
Valeria Boschetti	Ufficio IAT – Pro Loco di Santarcangelo
Barbara Muratori	Az. Agr. Collina dei Poeti
Massimo Berlini	Confesercenti
Filiberto Baccolini	Ufficio IAT – Pro Loco di Santarcangelo
Luigi Barilari	Bike To ASD
Stefania Baldassarri	Imola Faenza Tourism Company
Vanessa Petruzzi	Castrumcari scarl
Franco Locatelli	Parco Nazionale delle Foreste Casentinesi, Monte Falterona e Campigna
Luigi Pieraccini	Pro Loco Terra del Sole
Maria Vittoria Ponzanelli	Romagna Toscana Turismo
Davide Torsani	Comune di Santarcangelo di Romagna (connected online – Zoom Platform)

Activity 4.5 Marketing and promotion of new sustainable Adriatic region tourist destination and offer

promotion actions of the Pennabilli area carried out by the „Ultimo Punto“ Cultural Association of Pennabilli (RN) in collaboration with the local associations "Chiocciola La Casa del Nomade APS", "Pennabilli Antiquariato APS", "Pro Loco Pennabilli", "Prometeo E-bike APS"

11th and 18th December 2022, 10.00 am "A poetic winter walk" in the historic center of Pennabilli

Objective, promotion of smart and slow tourism. Guided tour to discover the historic center of Pennabilli and the "Open air museum Places of the soul" designed by the poet and screenwriter Tonino Guerra. A tour in the medieval village accompanied by guides who explain the main historical events and the artistic installations scattered along the route, the meaning and the poetics connected to them. The action of presenting a museum whose slogan is the phrase "We need to create places where we can stop our haste and wait for the soul", satisfies the need to promote slow tourism with a walk immersed in the landscape transformed into poetry.

The story of Pennabilli is enriched with the feat of Fra' Orazio Olivieri della Penna, the first missionary to Tibet in 1712: the famous monument of the "Bell of Lhasa", and some plaques affixed on the facades of the houses, constitute the stages of an enthralling narration. Visit to the museum "The world of Tonino Guerra" and to the Teatro Vittoria, dating back to the early 20th century.

12 participants on 12/11/22 and 9 participants on 12/18/22



11th December 2022, at Teatro Vittoria, Pennabilli, contemporary circus show "El Aletreo" by the Mexican company Humberto Kalambres

40 participants

18th December, 2022, in Piazza Vittorio Emanuele II, Pennabilli. puppet theater show "Jukebox" by the Spanish company Trukitrek

40 participants

Objective, diversification of the tourist offer, integrated cultural tourism.

Parallel to the proposed guided tour of the historic center and the museums of Pennabilli, the two days included two international circus/theater shows. Pennabilli has a 27 years experience in the field of performing arts, as it has hosted numerous international companies for years thanks to the Artisti in Piazza - Pennabilli festival event.

The combination of show + guided tour was designed to redirect tourists to inland areas and extend the tourist season, offering a complete experience through the enhancement of local cultural heritage products.



28th and 29th December 2022, „Gipsy Trail: soundtrack walks“ in the territory of the upper Valmarecchia, Sasso Simone and Simoncello Regional Park, Pennabilli (RN)

44 Adults /8 Children participating on 28/12/22 and 52 Adults /8 Children participating on 29/12/22.

Objective, to raise awareness of the importance of intelligent and slow tourism as a tool to generate sustainable behavior through a joint work of local associations to provide solutions to conserve, protect, promote and develop the natural and cultural heritage.

Excursion with GAE Environmental Hiking Guides, to discover the area, a walk towards suggestive panoramic points, woods and dirt roads, organized on the occasion of the Pennabilli Django Festival event. At the end of the excursion, the warm notes of manouche jazz await the walkers in a countryside farmyard and the tasting of typical products creates a welcoming and joyful atmosphere that allows an active and lively attendance of the typical rural villages that fundamentally characterize the territory, and constitute a particular place of interest for slow tourism.



Activity 4.5 Marketing and promotion of new sustainable Adriatic region tourist destination and offer

24th and 25th February 2023, New synergies in the Park

24 February: meeting, training and networking with GAE Environmental Hiking Guides and tour operators at the Mussi, Naturalistic Museum of Sasso Simone and Simoncello

Objective, presentation of the natural and cultural heritage of the Sasso Simone and Simoncello Regional Park, a meeting for the exchange of knowledge, the development of pilot actions to test new policies, products and services. The 2 days have the purpose of illustrating the features of the protected area, the regulatory and behavioral aspects related to its use and the conservation, monitoring, enhancement of the territory in which the Park is engaged to the GAE Environmental Hiking Guides and to those who, in the area, organize outdoor accompanying activities (hiking, cycling, horseback riding, etc.). At the end of the day networking cocktail allows participants to get to know each other better and to activate collaboration mechanisms.

70 participants



25th February: E-BIKE TOUR at the Sasso Simone and Simoncello Regional Park

Departure from the MUSSS, Naturalistic Museum of Sasso Simone and Simoncello, for an E-Bike tour in the Interregional Natural Park. The participants, accompanied by certified guides with an e-bike guide diploma (Amibike), explored the Park, which is located in the provinces of Pesaro-Urbino and Rimini, in the Marche and Emilia-Romagna regions and covers an area of almost 5,000 hectares. The Park includes an area rich in excellence from a naturalistic point of view (summit meadows, beechwood with centuries-old specimens, the largest Turkey oak forest in Europe), geological (the tabular reliefs of the two Sassi, the ravines...), historical (the city of the Sasso, perched and fortified villages, fortresses) and rural (historic rural villages). The paths inside the park are varied and suitable for different types of needs from amateur or tourist hiking to professional level hiking.

15 participants



Venerdì 24 febbraio
Sabato 25 febbraio
Pennabilli (RN)

Nuove sinergie nel Parco

INCONTRO, FORMAZIONE E NETWORKING CON GAE E OPERATORI TURISTICI

Le giornate hanno lo scopo di illustrare alle Guide Ambientali Escursionistiche e a chi, nel territorio, organizza attività di accompagnamento outdoor (escursionismo, bicicletta, cavallo ecc) le **peculiarità dell'area protetta**, gli **aspetti normativi e comportamentali** legati alla sua fruizione e le **attività di conservazione, monitoraggio, valorizzazione** del territorio in cui il Parco del Sasso Simone e Simoncello è impegnato.

L'incontro sarà inoltre occasione per esporre alle guide e agli operatori l'**attività di coordinamento e di informazione** a loro dedicata, di cui il Parco si farà promotore a partire da marzo 2023.

Un **aperitivo di networking** permetterà ai partecipanti di conoscersi meglio e attivare meccanismi di collaborazione. La serata sarà dedicata all'**osservazione del cielo notturno**.

Il giorno successivo, dalle ore 9 alle 12, **e-bike Tour** per 15 persone, per scoprire gli itinerari più adatti ad una fruizione del Parco in bicicletta.

L'evento si inserisce nell'ambito del progetto europeo "Take it slow", progetto finanziato dal programma di cooperazione europea Interregionale Italia/Croazia, che coinvolge la Regione Emilia-Romagna, ed è promosso dal Comune di Pennabilli, avvalendosi, per la realizzazione, della collaborazione delle Associazioni Chiocciola la casa del nomade APS, Associazione Ultimo Punto, Prometeo Bike APS.

PROGRAMMA 24 FEBBRAIO

- Ore 14.00: incontro presso il Musss
- Ore 14.30: interventi
- Ore 18.00: aperitivo di networking
- Ore 20.00: osservazione del cielo notturno

Interventi di Lino Gobbi, Gianfranco Soriani, Anna Rita Nanni, Andrea Gigliotti, Silvia Soragna, Michele Rossini, Roberto Sartor, Massimo Guerra, Regione ER, Apt ER

PROGRAMMA 25 FEBBRAIO

- Ore 9.00: incontro presso il Musss
- Ore 9.30: Partenza e-bike (max 15 persone)
- Ore 12.30: Rientro al Musss

INFO TECNICHE

- Obbligatoria la prenotazione al seguente link: <https://forms.gle/Z5FXgefzDWgUS1Q59>
- L'escursione in e-bike è rivolta ad un massimo di 15 persone
- E' possibile frequentare la sola giornata di venerdì pomeriggio
- Riconoscimento 3 crediti AIGAE e patrocinio di LAGAP
- Possibilità di pernottamento gratuito "domestico" per 4 persone
- Tutte le iniziative sono gratuite

LUOGO

Musss, Museo Naturalistico e Centro di educazione ambientale del Parco Sasso Simone e Simoncello, Viale dei Tigli 5, Pennabilli

Informazioni e prenotazioni

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PARTICIPANT LIST