

DIGITAL PROMOTIONAL MATERIALS

Deliverable Number D2.5.2

Final Version of May/2023

WP2 - PROJECT COMMUNICATION

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: 2
Work Package Title: Project communication
Activity Number: 2.5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: All PP's
Status: Final

PP2/SKC as partner in charge of WP2 – Project communication in cooperation with PP5/FVG has created :

- **12 short social media posts** about project partners and its project activities with the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks;
- **1 digital photo presentation** about project partners and its project activities / project pilot areas with the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks;

Short social media posts and digital photo presentation were published on project social media accounts.

The project social networks (Facebook page, Twitter and Instagram page with YouTube channel) are used to interact with general public and citizens of the cross-border area and to ensure project transparency.

Total 12 posts about project and pilot activities and digital photo album were published from **May 15th to May 30th 2023 (1 post per partner)** on project:

- Facebook page
- Instagram page + stories
- Twitter page

SOCIAL MEDIA POSTS

Total 12 posts about project and pilot activities were created and published from May 15th to May 30th 2023 (1 post per partner) on project:

- Facebook page
- Instagram page + stories
- Twitter page


POST #1

LP/DNC

PHOTOS:




 Pelješac

 Pelješac_Regional Agency DUNEA

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW is capitalizing on the natural and cultural heritage of the Adriatic region and creating new slow tourism offering through sustainable smart specialization concepts - GREEN, INNOVATIVE and CREATIVE. Tangible and intangible natural and cultural heritage of the Pelješac region is being interpreted in the newly renovated Rector's Palace in Ston, through engaging cultural and creative industries. Through the project, Pelješac's gastronomy value chain is being strengthened by engaging various stakeholders in an interactive process of creating new slow tourism offering.

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic
#dubrovnikneretvacounty #dnc #peljesac #ston

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Pelješac. Through @TAKEITSLOWAdria, the tangible and intangible natural and cultural heritage of the Pelješac is being interpreted in the newly renovated Rector's Palace in Ston, through engaging cultural and creative industries.

TAG: @TAKEITSLOWAdria


POST #2

P1/RERA

PHOTOS:




 Brač

 Pic 1 R.Barillo

 Pic 2-5 RERA /Željko Skoko

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and LEARN about natural and cultural heritage of Brač island. Through the TAKE IT SLOW project, the tangible and intangible cultural heritage of the Brač island is being interpreted: from Blaca Hermitage, a unique historic complex through which, as if in a time capsule, the entire history not only of the island but the whole Adriatic can be comprehended, all the way to the art of dry stone walling, klapa singing (under UNESCO) and Hrapoćuša - the traditional Brač cake.

#takeitslow #adriaticheritage #slowlife #greenadriatic #smartadriatic #splitedalmatiancounty

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Brač. Through the TAKE IT SLOW project, the tangible and intangible cultural heritage of the Brač island is being promoted: from Blaca Hermitage to the art of dry stone walling, klapa singing (under UNESCO) and Hrapoćuša - the traditional Brač cake.

TAG: @TAKEITSLOWAdria


POST #3

PP2/SKC

PHOTOS:




 Murter

 RRA SKZ / Valentino Drazic Celic

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and SEE the natural and cultural heritage of Murter island where the sea has always shaped the history of the island. It provided life potential and protection, while limiting and shaping the life habits of the islanders. Through the TAKE IT SLOW project, the tangible cultural heritage of the Murter Island, Colentum, and archeological finds from prehistoric and Roman times are being interpreted with the establishment of open-air museum (trail) “Murter Views”.

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic #sibenikknincounty #murter #colentum #culturalheritage #naturalheritage

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Murter. Through @TAKEITSLOWAdria, the tangible cultural heritage of Murter Island, Colentum, and archeological finds from prehistoric and Roman times is being interpreted with the establishment of open-air museum (trail) “Murter Views”.

TAG: @TAKEITSLOWAdria

POST #4

PP3/ZAD

PHOTOS:




 Ravni kotari

 Ravni Kotari Tourist Board

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPERIENCE the old customs of Ravni kotari in the Zadar region, preserved by many cultural and artistic societies. This area is rich with natural and cultural tangible and intangible heritage, some of which is protected under UNESCO (traditional ojkanje singing and the art of drywall construction) and whose intangible cultural heritage: gastronomy-related heritage is being promoted through the TAKE IT SLOW project.

#takeitslow #adriaticheritage #slowlife #greenadriatic #smartadriatic #zadarcountry #ravnikotari #culturalheritage #gastronomy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPERIENCE Ravni kotari. Through the @TAKEITSLOWAdria, intangible cultural heritage: gastronomy-related heritage of Ravni kotari is being promoted.

TAG: @TAKEITSLOWAdria


POST #5

PP4/IST

PHOTOS:




 Momjan

 Region of Istria

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and REMEMBER the remains of the once imposing castle of Momjan, one of the picturesque symbols of medieval Istria, whose tangible cultural heritage is being interpreted in the newly opened House of Castles in Momjan through the TAKE IT SLOW project. House of Castles is a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage.

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic #istriaregion
#houseofcastles #culturalheritage #momjan

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and REMEMBER Momjan. Through the @TAKEITSLOWAdria, the tangible cultural heritage of medieval castles in Istria is being interpreted in House of Castles in Momjan, a central place for the promotion of common northern Adriatic cultural heritage.

TAG: @TAKEITSLOWAdria






POST #6

PP5 / FVG

PHOTOS:




 Friuli Venezia Giulia

-  Pic 1 Fabrice Gallina
-  Pic 2 Fabrice Gallina
-  Pic 3 Massimo Crivellari
-  Pic 4 Mario Verin
-  Pic 5 Mario Verin

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and ENJOY the green and peaceful scenery of Friuli Venezia Giulia, whose cultural and natural heritage is promoted within TAKE IT SLOW project. A region that encloses all the characteristics that have made Italy a place loved by writers, poets and travellers, from the peaks of the Alps and the Dolomites, to the waves of the Adriatic, the squares of elegant cities, the streets of old villages and the vine-clad hills of the Collio region.

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic #friuliveneziagiulia #naturalheritage #culturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and ENJOY Friuli Venezia Giulia. Through the @TAKEITSLOWAdria, the cultural and natural heritage of the region is being promoted. A region that encloses all the characteristics that have made Italy a place loved by writers, poets, and travelers.

TAG: @TAKEITSLOWAdria






POST #7

PP6 / VEN

PHOTOS:




 Veneto Region

-  Pic 1 Direzione Regionale Musei Veneto
-  Pic 2 Regione Veneto / Villa Widmann
-  Pic 3 Marco Pavarin
-  Pic 4 Regione Veneto
-  Pic 5 Regione Veneto

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and DISCOVER Veneto Region and its marvelous Venetian Villas. Your discovery will take you to know the traditions and culture of the Land of Venice covering the provinces of Padua, Rovigo and Venezia. Through the TAKE IT SLOW project, Venetian Villas, tangible cultural heritage, is being interpreted with informative signs along route of the villas along Brenta River from Padova to Venice with inclusive approach. Venetian Villas, historical centers, natural areas are welcoming you.

#takeitslow #adriaticheritage #slowlife #greenadriatic #smartadriatic #venetoregion #venetianvillas #culturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and DISCOVER Veneto Region. Through the @TAKEITSLOWAdria, Venetian Villas, tangible cultural heritage, are being promoted with informative signs along the route of the villas along the Brenta River from Padova to Venice with an inclusive approach.

TAG: @TAKEITSLOWAdria


POST #8

PP7 / RER


PHOTOS:



 Valmarecchia


 Pic 1-3 Emilia Romagna Region / AdobeStock

 Pic 2-4 Fabrizio Giardi e Kaleido

 Pic 5 Parco Sasso Simone Simoncello

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Valmarecchia, from Santarcangelo di Romagna to Pennabilli, area that comprises excellences, natural and cultural beauties and lifestyles of ancient lands transversal to the Adriatic, of the plains, hills and mountains overlooking the sea. Through the TAKE IT SLOW project, tangible and intangible cultural and natural heritage is being interpreted with walking / cycle interactive guide to accompany tourists along their slow visit at the often lesser known "horizons" of Romagna land.

#takeitslow #adriaticheritage #slowlife #greenadriatic #smartadriatic #emiliaromagnaregion #valmarecchia #naturalheritage #culturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

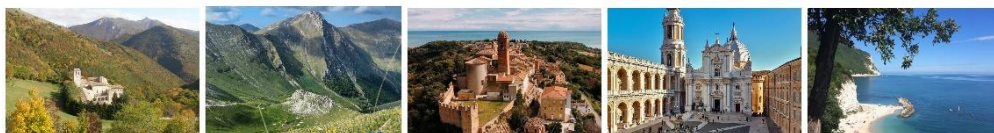
 TAKE IT SLOW and EXPLORE Valmarecchia. Through the @TAKEITSLOWAdria, the tangible and intangible cultural and natural heritage of Valmarecchia is being interpreted with an interactive guide to accompany tourists along their slow visit to Romagna land.

TAG: @TAKEITSLOWAdria

POST #9


PP8 / SVEM


PHOTOS:



 Marche Region, Monastero Fonte Avellana

 Pic 1 Monastery of Fonte Avellana


 Pic 2-4 p.a.renoir

 Pic 3 Comune di Campofilone

 Pic 5 Celine Traini

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE the Monastery of Fonte Avellana, a symbol of history, spirituality and culture, located on the wooded slopes of Monte Catria, in the highest part of the Central Apennines in Marche region. This religious site is an integral part of the historical, artistic, natural and cultural heritage of the local territory. Through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

#takeitslow #adriaticheritage #slowlow #greenadriatic #smartadriatic #marcheregion #monasterofonetavellana #culturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE the Monastery of Fonte Avellana. Through the @TAKEITSLOWAdria, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

TAG: @TAKEITSLOWAdria


POST #10

PP9/ABR

PHOTOS:




 Costa dei Trabocchi

 Regione Abruzzo

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Costa dei Trabocchi, a 50 km-long cycle path next to Abruzzo's Adriatic coastline from Ortona to Vasto, with unparalleled views of the Majella and Gran Sasso parks on one side, and the trabocchi on the other – perhaps the oldest fishing machines in the world, now the symbol of Abruzzo. Through the TAKE IT SLOW project, the tangible and intangible cultural and natural heritage of Costa dei Trabocchi will be interpreted through webApp with service and heritage information.

#takeitslow #adriaticheritage #slowlife #greenadriatic #smartadriatic #abruzzo
#costadeitrabocchi #culturalheritage #naturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Costa dei Trabocchi. Through the @TAKEITSLOWAdria, the tangible and intangible cultural and natural heritage of Costa dei Trabocchi will be interpreted through webApp with service and heritage information.

TAG: @TAKEITSLOWAdria

POST #11

PP10 / MOLISE

PHOTOS:




 Molise

 Pic 1 Mauro Vitale

 Pics 2-5 Regione Molise

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and ENJOY Molise, a middle ground where history, men and culture meet, giving life to millenary traditions that have been handed down over the centuries and echo in foreign languages among sunny villages inhabited by people who "come from beyond the sea". Through the TAKE IT SLOW project, the tangible cultural heritage: Croatian linguistic minorities "micro-destination" (composed of 5 small towns), is being interpreted with slow trail "Cammino delle Sette Chiese" (of the Croatian minority communities - Timothy itinerary).

#takeitslow #adriaticheritage #slowlife #greenadriatic #smartadriatic #moliseregion #camminodellesettechiese #culturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and ENJOY Molise. Through the @TAKEITSLOWAdria, the tangible cultural heritage of Molise: Croatian linguistic minorities "micro-destination", is being interpreted with slow trail "Cammino delle Sette Chiese".

TAG: @TAKEITSLOWAdria

POST #12

PP11 / TPP / PUGLIA

PHOTOS:




 Fasano

 Pic 1-2-4 Valerio Palasciano

 Pic 3-5 Giusy Barletta

INSTAGRAM/FACEBOOK


SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Fasano area in Puglia, a territory rich in fortified farms, olive trees, rural churches, rock settlements, places of extraordinary naturalistic, historical and environmental interest. Through TAKE IT SLOW project, the tangible cultural heritage: micro-destination between Capitolo - Torre Canne – Fasano is being interpreted with WebApp with service and heritage information on Via Francigena - Cultural Itinerary of the Council of Europe.

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic #pugliaregion #fasano #naturalheritage #culturalheritage #italy

TWITTER

SHORT CAPTION FROM DESCRIPTION:

 TAKE IT SLOW and EXPLORE Fasano. Through the @TAKEITSLOWAdria, the tangible cultural heritage: micro-destination between Capitolo, Torre Canne, and Fasano is being interpreted with WebApp with service and heritage information on Via Francigena.

TAG: @TAKEITSLOWAdria

DIGITAL PHOTO PRESENTATION

One digital photo presentation about project partners and its project activities / project pilot areas with the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks was created and published on project Facebook page.

PHOTO ALBUM:

TAKE IT SLOW - EMBRACE THE PACE OF ADRIATIC HERITAGE EXPERIENCE

TAKE IT SLOW is capitalizing on the natural and cultural heritage of the Adriatic region and creating new slow tourism offering through sustainable smart specialization concepts - GREEN, INNOVATIVE and CREATIVE.

**tag location*

Lokacija: Pelješac



Photo credit: Regional Agency DUNEA

Lokacija: Ston



Photo credit: Regional Agency DUNEA

Lokacija: Brač



Photo credit: Zeljko Skoko

Lokacija: Pustinja Blaca



Photo credit: R.Barillo

Lokacija: Murter



Photo credit: RRA SKC / Valentino Drazic Celic

Lokacija: Murter



Photo credit: RRA SKC / Valentino Drazic Celic

Lokacija: Ravni kotari



Photo credit: Ravni kotari Tourist board

Lokacija: Ravni kotari



Photo credit: Ravni kotari Tourist board

Lokacija: Kuća kaštela, Momjan



Photo credit: Region of Istria

Lokacija: Kuća kaštela, Momjan



Photo credit: Region of Istria

Lokacija: Rocca Bernarda, FVG



Photo credit: Mario Verin

Lokacija: Collio, FVG



Photo credit: Mario Verin

Lokacija: Villa Widmann, Veneto Region



Photo credit: Regione Veneto / Villa Widmann

Loakcija: Villa Benzi Smania, Veneto Region



Photo credit: Regione Veneto

Lokacija: ValMarecchia



Photo credit: AdobeStock

Lokacija: Campane Pennabilli



Photo credit: Fabrizio Giardi e Kaleido

Lokacija: Monastery of Fonte Avellana



Photo credit: Monastery of Fonte Avellana

Lokacija: Monastery of Fonte Avellana



Photo credit: SVEM Marche

Lokacija: Costa dei Trabocchi

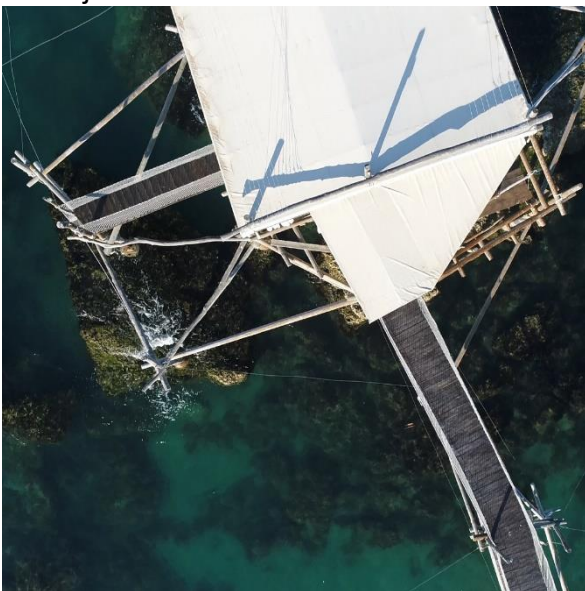


Photo credit: Regione Abruzzo

Lokacija: Costa dei Trabocchi



Photo credit: Regione Abruzzo

Lokacija: Regione Molise

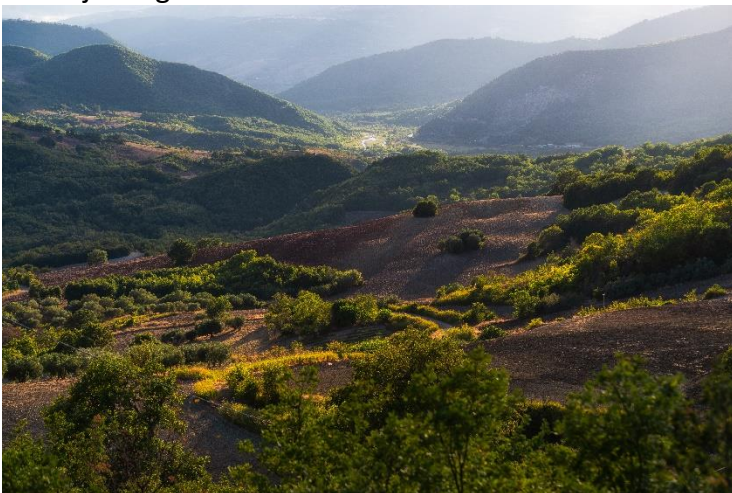


Photo credit: Mauro Vitale

Lokacija: Acquaviva Collecroce



Photo credit: Regione Molise

Lokacija: Fasano




Photo credit: Valerio Palasciano


Lokacija: Fasano



Photo credit: Valerio Palasciano



 TAKE IT SLOW Project Interreg Italy Croatia added 24 new photos to the album:
TAKE IT SLOW - EMBRACE THE PACE OF ADRIATIC HERITAGE EXPERIENCE — in
 Pelješac, Croatia.

Published by Anita Štrkalj · June 12 at 1:05 PM · 🌐



TAKE IT SLOW and EXPLORE Pelješac.....

PELJEŠAC PENINSULA, DUBROVNIK-NERETVA REGION

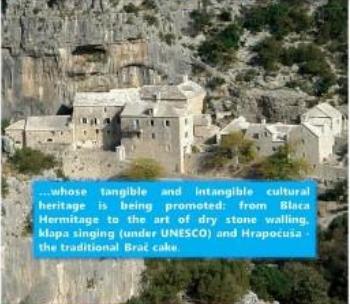


TAKE IT SLOW and EXPLORE Brač Island...



...whose tangible and intangible natural and cultural heritage is being interpreted in the newly renovated Rector's Palace in Ston, through engaging cultural and creative industries.

STON, PELJEŠAC, DUBROVNIK-NERETVA REGION



...whose tangible and intangible cultural heritage is being promoted: from Blaca Hermitage to the art of dry stone walling, klapa singing (under UNESCO) and Hrapocusa - the traditional Brač cake.



+20

TAKE IT SLOW and EXPLORE Murter Island...

See insights and ads Boost again