

D2.5.7 Cross fertilization online meeting

PP11 - APULIAN PUBLIC THEATRE - REGIONAL CONSORTIUM FOR ARTS AND CULTURE

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Project Acronym: **TAKE IT SLOW**

Project ID Number: **10255547**

Project Title: **Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow**

Priority Axis: **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**

Title of deliverable (as in SIU): **D2.5.7 Cross fertilization online meeting**

Work package number, name of Work Package :

WP 2 - PROJECT COMMUNICATION

Activity number, name of activity:

Act.2.5 Digital and web activities

Partner in charge (author): **PP11**

Partners involved: **PP11**

Status (draft, final, N._ version, etc.): **Final**

Distribution (confidential, public, etc.): **public**

Date(s): **28 Feb 2023**

PP11 has organized “D2.5.7 Cross fertilization online meeting” in the same period of the Guided Tour (D.5.3.3), from the 28 February to the 3rd March 2023 in the Project Pilot Area “Terre di Fasano”. The Cross Fertilization Meeting had the objective to favour reciprocal fertilization, cross-linkages between public sector, R&D institutions and research institutes, following smart specialization in tourism heritage destination.

The participants invited to the “Cross Fertilization Meeting” have been:

Name Surname	Organization
Edin Jašarović	Univerzitet Crne Gore - Cetinje / Montenegro
Francesco Leone	Universität Mannheim / Germany
Ivanka Apostolova	Macedonian Center ITI/PRODUKCIJA, Skopje / North Macedonia
Luis Llerena	Fundación Alicia Alonso, Madrid/Spain
Marcin Poprawski	HUMAK University of Applied Sciences, Helsinki/ Finland
Antonio Dell’Atti	Project School, Milano/Italy
Federico Zecca	University of Bari/Italy

On the 28 February 2023 from 9.30 to 17.00 at the Representative Hall of the Municipality of Fasano, 5 of the above mentioned participants together with 2 representatives of PP11, took part in a hybrid meeting to talk about the possibility of fostering the linkage between tourism and performing arts sector by enhancing their capacity to develop the competences of future and actual cultural professionals, through a modular training path aimed at acquiring skills that are more and more needed in our society, in particular related to the need of gaining effective management and communication approaches, practicable sustainability measures and taking advantage of the opportunities of the digital revolution. To this Cross fertilization online meeting, took part remotely the Univerzitet Crne Gore and Fundación Alicia Alonso.

