

Cross fertilization online meetings PP8 SVEM

Deliverable Number D2.5.7
Final Version of 03/04/2023
WP2

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: PP8/SVEM
Partners involved: PP8/SVEM
Status: Final
Date: 03/04/2023

Cross fertilization online meetings

Online meeting – Vianova platform

Date: 22/03/2022 (from 10:00 to 12:30)

Participants:

Name of the participant	Organization
	SVEM – Sviluppo Europa Marche S.r.l.
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	UNICAM
	Marche Region
	Marche Region
	SIPRO Ferrara - Agenzia Provinciale per lo Sviluppo S.p.A.
	Municipality of Ferrara
	Astra Divina, Gorski Kotar, Croatia
	STEP RI ltd. - Science and Technology Park of the University of Rijeka, ltd.

Short description

On the 22nd March 2023, PP8/SVEM organised a cross-fertilisation online meeting within the TAKE IT SLOW and BOOST5 projects.

The meeting was the occasion to generate new project ideas on sustainable and inclusive tourism in Italy and Croatia, in close connection with the EUSAIR PILLAR 4 - FLAGHSIP "AIR CULTURAL ROUTE".

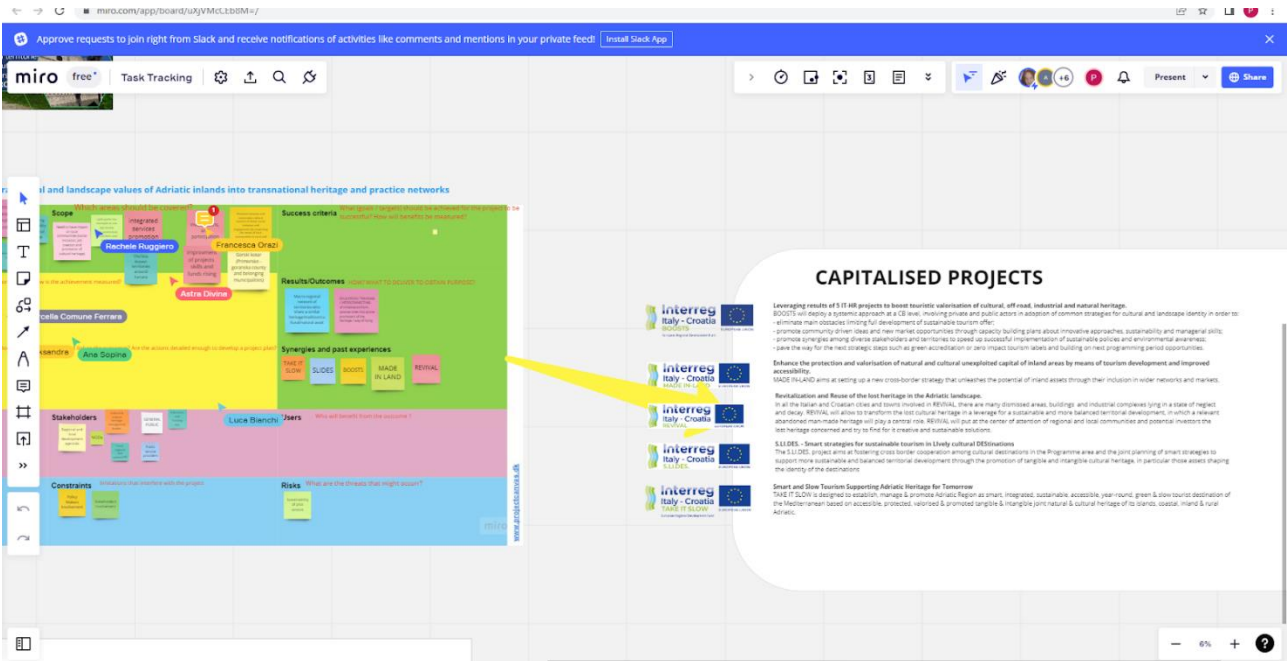
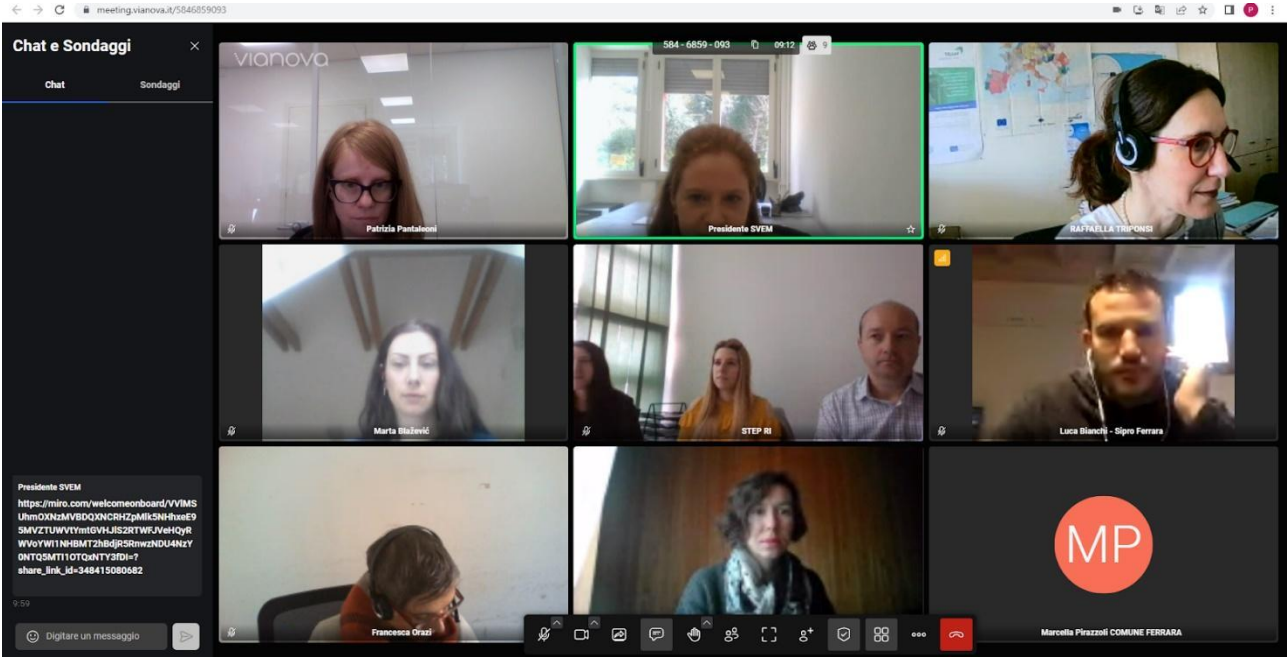
The meeting was conducted using the Project Canvas methodology and a Miro Board was used to involve all participants in the development of the project idea.

The meeting was structured according to the following agenda:

- **Introduction.** Participants entered the meeting and SVEM introduced the context, objectives and methodology of the meeting.
- **Presentation of Best Practices.** Some projects from the IT-HR 2014-2020 programming period were presented as examples of best practices to be used in the IT-HR 2021-2027 programming period. SVEM presented the TAKE IT SLOW project and the pilot action implemented at the Monastery of Fonte Avellana.
- **Warm up.** SVEM illustrated the local needs and ideas identified by the stakeholders of the TAKE IT SLOW project during the "Workshop on Accessible, Sustainable and Innovative Tourism" held in Ancona on 15/03/2023.
- **White paper highlights.** The financial opportunities in the 2021/2027 programming period for tourism sector enhancement at IT-HR territorial level were presented.
- **Co-creation of project ideas.** With the support of SVEM, each participant contributed to the compilation of Project Canvas fields on the Miro Board.

The last part of the meeting was dedicated to discussing the idea developed during the co-creation phase, with a particular focus on the promotion of inclusive and sustainable cultural tourism to promote social inclusion and engagement by respecting the needs of local communities in rural and remote areas of the Adriatic.

Pictures taken during the event



meeting.vianova.it/544659093

Take it slow - Stakeholders' insights

Adriatic Mountains: Interconnecting traditional and landscape values of Adriatic inlands

Purpose: Give visibility to our rural and remote areas. To improve sustainability of target area.

Milestones: When does the project start? When do the key milestones occur? How is the achievement measured?

Actions: What is the best way to describe the necessary actions? Does each action have a direct link to the outcomes? Are the actions detailed enough to develop a project plan?

Team: PARTNERSHIP?

Resources: financial, physical and human resources

Stakeholders: Regional and local development agencies, NGOs, Local Public, Private entities

Constraints: Limitations that interfere with the project

Risks: What are the threats that might occur?

Success criteria: How do we measure success? How do we measure the impact of the project?

Comments:
Francesco Orzi: Today, 10:43 SPECIAL ATTENTION TO INVOLVEMENT AND ENGAGEMENT: VERY IMPORTANT STAKEHOLDERS FOR THE REVISED ESAR ACTION PLAN (ADDITION OF NEW "SOCIAL" PILLAR)

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Comments:
Raffaele Triporco: How do we measure success? How do we measure the impact of the project?

