

D2.5.7 Cross fertilization online meetings

PP4/IST



Round Table Smart Heritage Promotion



REGION OF ISTRIA, Administrative Department for Culture and Heritage

is pleased to invite you to the:

Round Table Smart Heritage Promotion in the frame of TAKE IT SLOW project



October 20th, 2022

12:00 A.M. – 1:00 P.M.



House of Castles, St. Martin's Square in Momjan and Online

SHORT DESCRIPTION OF THE EVENT: Round Table Smart Heritage Promotion will be organized as part of activity of Development of cooperation of different field experts and organization of cross-fertilization events and will be held on Thursday 20th of October 2022 on the premises of House of Castles, located on St. Martin's Square in Momjan and online through zoom platform. 2nd Regional Presentation/Education activity is organized in the frame of strategic TAKE IT SLOW project co-financed by INTERREG VA ITALY CROATIA 2014-2020 CBC program, of total value 3.764.695,71 EUR funded by the Regional Development Fund (85%) and partner's contribution (15%).

PARTICIPANTS: Media Representatives and Regional Project Stakeholders.

For more information about the project, please visit: www.italy-croatia.eu/take-it-slow

European Regional
Development Fund



MINUTES OF THE MEETING

Cross fertilisation online meeting
Smart Heritage Promotion Round Table

In organization of Region of Istria (D2.5.7)

20/10/2022

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: Region of Istria
Status: Final
Distribution: Public
Date: 20/10/2022

Minutes of the Cross fertilisation online meeting Smart Heritage Promotion Round Table

Date	20/10/2022
Location	Italian Community Momjan, St. Martin's Square in Momjan and online via zoom platform
Time	12:00-13:00
Prepared by	Sandra Ilić Region of Istria

Cross-fertilisation Smart Heritage Promotion Round Table was organized as part of the activity of different fields between expert's cooperation development and organization of interdisciplinary events on 20th of October 2022 in the House of Castles in Momjan and online via zoom platform.

The discussion was opened with the presentation of the TAKE IT SLOW project as the culmination of several years' efforts in networking and increasing the accessibility and revitalization of Istrian castles by the Region of Istria, while the representatives of City of Buje stressed project benefits for the local community. Branko Bogunović presented Smart Action Plan and smart tools for heritage promotion and TAKE IT SLOW methodology for setting up organizational structures and processes for new generation visitor centres, which integrate numerous stakeholder groups and operate in hybrid profit and non-profit models.

As an example of the scientific-popularization-multimedia aspect of TAKE IT SLOW project publication Istrian Castles was presented, very significant for Istrian historiography, especially its medieval component, which is experiencing a kind of renaissance, establishing itself as a globally recognizable research horizon, as pointed out by Maurizio Levak.

Josip Banić, the author of publication Istrian castles, gave an overview of Istrian castles in the context of scientific valorisation and smart promotion with personal experience of working on a project. Although primarily aimed at achieving accessibility to the widest possible range of readers, project also developed archival research that led to new knowledge and interpretation in the context of the Istrian Middle Ages. In this way, the House of Castles, as a combination of scientific and cultural-tourism components, represents a model for smart tourist products development that distance itself from pure attractions and deepen the educational component.

Attached photos of the meeting



