

Organisation of training workshops PP7-Emilia Romagna Region

Deliverable Number D.3.2.3
Final Version of 7th December 2022
WP3

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: 3
Work Package Title: Transnational platform for a quality management of the Adriatic region as an integrated and sustainable destination
Activity Number: 3.2.
Activity Title: 3.2 Transnational cluster of sustainable slow products and services based on natural and cultural heritage
Partner in Charge: PP7/ER
Partners involved: All
Status: Final
Distribution: Confidential
Date: 07/12/2022

TAKE IT SLOW –Emilia-Romagna Region

D3.2.3 – Organisation of workshops addressed to operators with an appropriate knowledge of the national and regional tangible and intangible cultural heritage (at least 3 meetings) and planning and organisation of at least 2 sessions of training workshops

Activity Report

To carry out this activity, in cooperation with Cescot Rimini, the Trade and Tourism Development Centre of the Confesercenti system (a subject with proven experience in the field of professional training for businesses in the Rimini area) and with the involvement of Apt Servizi srl, a cycle of 5 training meetings entitled "Valmarecchia and Valconca as a Green, Intelligent, Accessible and Slow Tourist Destination" was organised for entrepreneurs and stakeholders in the pilot area.

The first introductory meeting, in convivial mode, was aimed at presenting the project and creating engagement among the participants for the following appointments. The main theme of the following meetings was that of the opportunities that can arise for the companies and the community in "working in a network", on topics such as the valorisation and protection of the area's cultural and natural attractions, the development of common tourism marketing strategies for the area and, more generally, the importance of a common vision of the Valmarecchia_Valconca tourist destination in the name of environmental and cultural sustainability.

The training meetings were conceived in an innovative way, as videoconference workshops, addressed to the operators of the Marecchia and Conca Valleys with the specific objective of simultaneously favouring the professional growth of the participants, networking among them and generating new ideas. The participants, guided by a facilitator and professional consultants, worked, using innovative techniques and interactive platforms (*), on the opportunity to create/design, in a business network logic, sustainable and innovative tourist-cultural products, able to provide customers with a unique experience. Wide space was also given to the story/testimony of "good practices" implemented in the context of enhancing the natural and cultural heritage of the territories.

Below are the details of the training workshop programme carried out in October-November 2021:

- **"Let's get to know each other" meeting activities with local stakeholders and businesses**
("Conosciamoci" attività di incontro con le realtà e imprese locali)
7 October 2021, from 18:00 to 19:30 at "La locanda dell'Ambra" in Talamello



- **Growing sy-(e)nergies in a network**
(Coltiviamo si-energie in rete)
21 October 2021 – from 18:00 to 20:00



TAKE IT SLOW: Coltiviamo si-energie in rete

Guarda più... Condividi

 **Interreg**
Italy - Croatia
TAKE IT SLOW


EUROPEAN UNION

TAKE IT SLOW: progetto europeo sul turismo sostenibile
*Iniziativa realizzata da CAT Confesercenti Emilia Romagna in collaborazione con Cescot Rimini
all'interno del progetto Interreg Take It Slow "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"
di cui è partner la Regione Emilia Romagna*

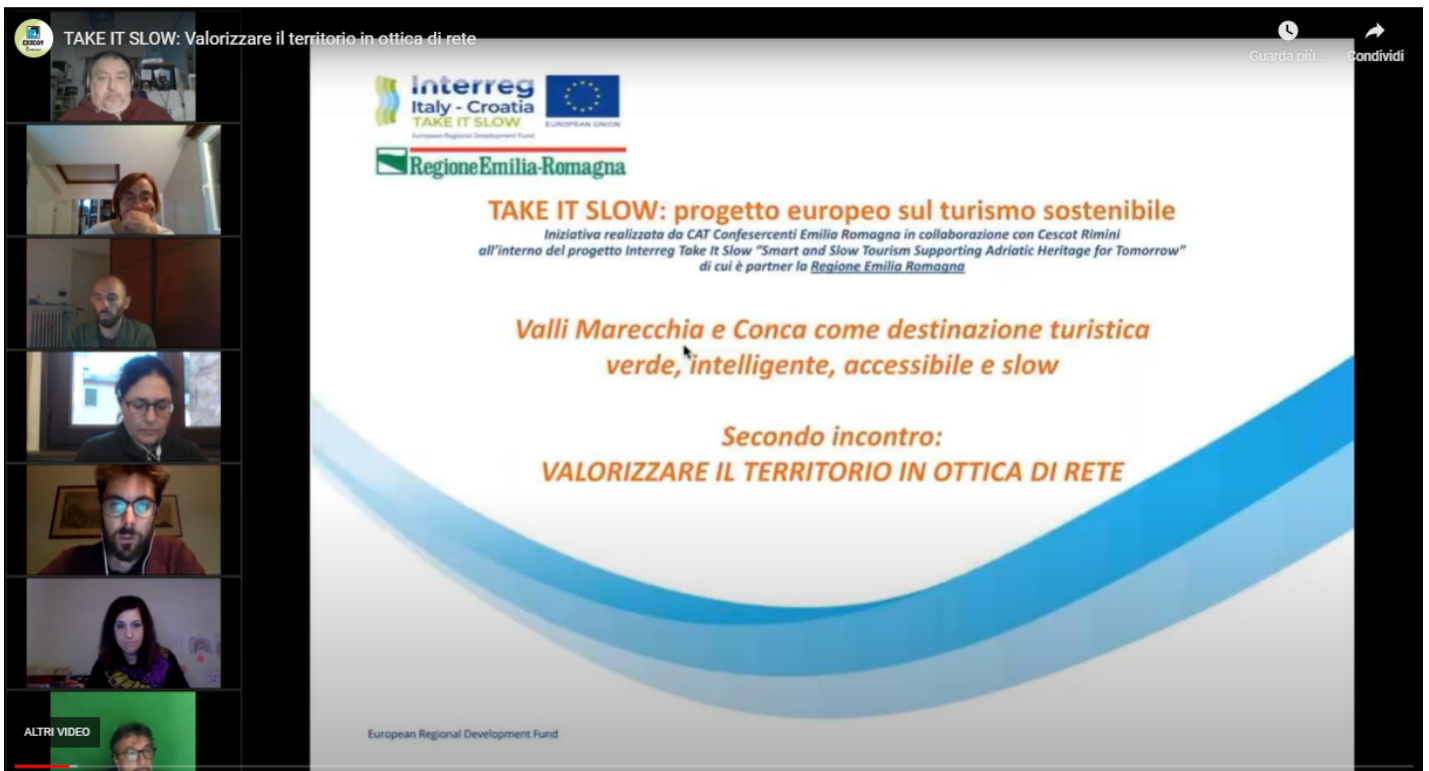
**Valli Marecchia e Conca come destinazione turistica
verde, intelligente, accessibile e slow**

**Primo incontro:
COLTIVIAMO SI-ENERGIE IN RETE**

ALTRI VIDEO


European Regional Development Fund


- **Enhancing the territory with a view to networking**
(Valorizzare il territorio in ottica di rete)
28 October 2021 from 18:00 to 20:00




TAKE IT SLOW: Valorizzare il territorio in ottica di rete

Guarda più... Condividi

 **Interreg**
Italy - Croatia
TAKE IT SLOW


EUROPEAN UNION


Regione Emilia-Romagna

TAKE IT SLOW: progetto europeo sul turismo sostenibile
Iniziativa realizzata da CAT Confesercenti Emilia Romagna in collaborazione con Cescot Rimini
all'interno del progetto Interreg Take It Slow "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow"
di cui è partner la Regione Emilia Romagna

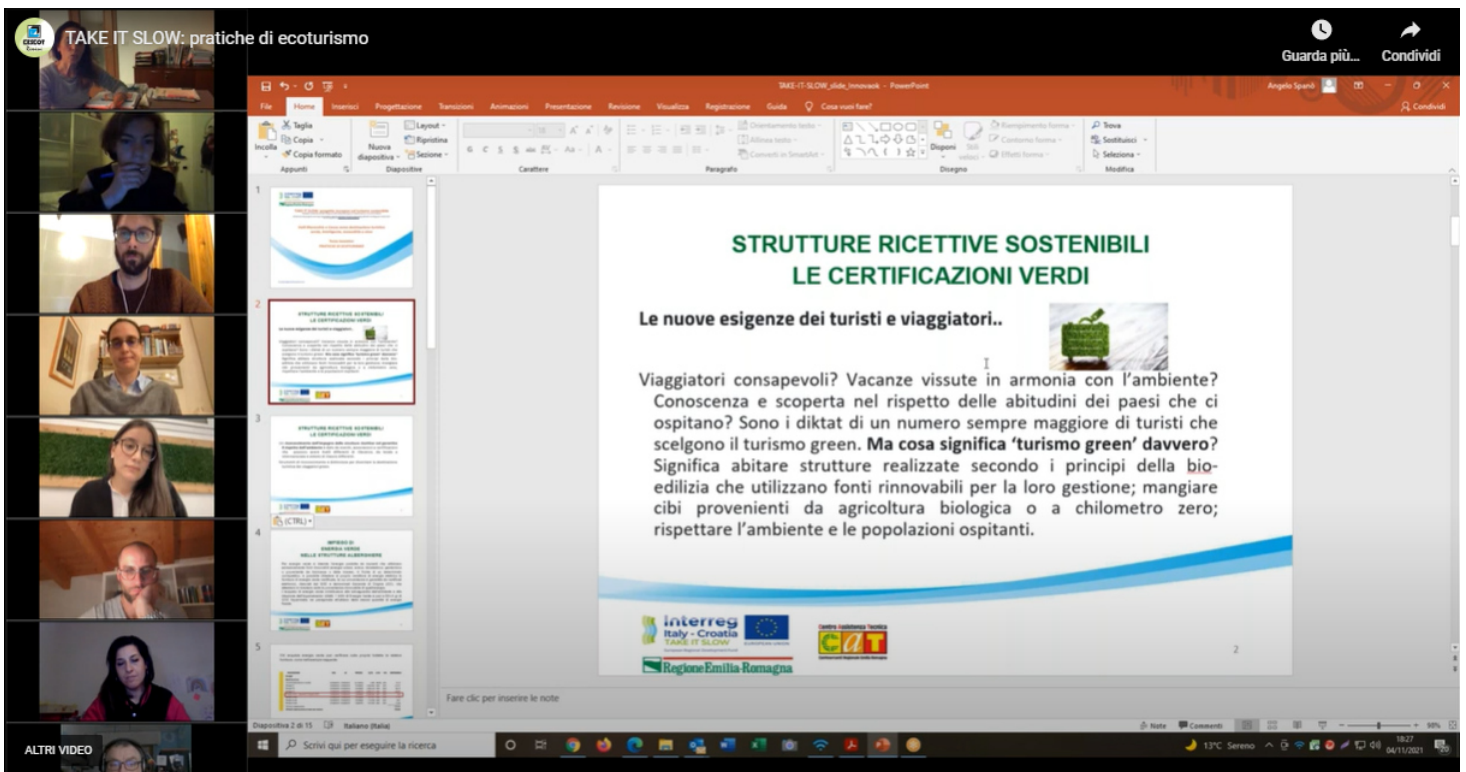
**Valli Marecchia e Conca come destinazione turistica
verde, intelligente, accessibile e slow**

**Secondo incontro:
VALORIZZARE IL TERRITORIO IN OTTICA DI RETE**

European Regional Development Fund

ALTRI VIDEO

- **Ecotourism practices**
(Pratiche di Ecoturismo)
4 November 2021 from 18:00 to 20:00



TAKE IT SLOW: pratiche di ecoturismo

Guarda più... Condividi

STRUTTURE RICETTIVE SOSTENIBILI
LE CERTIFICAZIONI VERDI

Le nuove esigenze dei turisti e viaggiatori..

Viaggiatori consapevoli? Vacanze vissute in armonia con l'ambiente? Conoscenza e scoperta nel rispetto delle abitudini dei paesi che ci ospitano? Sono i diktat di un numero sempre maggiore di turisti che scelgono il turismo green. **Ma cosa significa 'turismo green' davvero?** Significa abitare strutture realizzate secondo i principi della bio-edilizia che utilizzano fonti rinnovabili per la loro gestione; mangiare cibi provenienti da agricoltura biologica o a chilometro zero; rispettare l'ambiente e le popolazioni ospitanti.

interreg Italy - Croatia TAKE IT SLOW
Regione Emilia-Romagna
CAT

Fare clic per inserire le note

Dispositivo 2 di 15 Italiano (Italia)

Scritta qui per eseguire la ricerca

12°C Serego 18:27 04/11/2021

- **Digital as a Tool for the Revival of Relationships**
(Il Digitale come Strumento di Rinascita delle Relazioni)
11 November 2021 from 18:00 to 20:00.



(*) *Mentimeter* is a platform that allows people to create interactive presentations and get feedback with interactive elements such as questions, polls, word clouds, reactions and more. People can use their smartphones to view presentations and interact by answering questions or surveys.

As part of the TAKE IT SLOW project, an in-presence meeting and four online webinars were organized for the operators of the Marecchia and Conca Valleys, which were held on 7, 21 and 28 October, and 4 and 11 November 2021.

These were training, information and consultancy meetings, held by experts in the sector, with the testimony of various operators who brought experience and solutions from which to draw inspiration.

This was a valuable opportunity for businesses and operators in the area to learn how to “network”, to increase the possibilities of developing their activities by working in synergy with the area and its resources and by enhancing their experience within co-design groups. It was also an opportunity for training and information on the advantages offered by new digital technologies and social media and on how to make one’s own activity and the use of the territory more sustainable through advice on environmental certification.

The meetings were promoted by CAT Confesercenti Regionale and organised with the technical and professional support of Rimini’s Cescot."

TAKE IT SLOW

An initiative organised by CAT Confesercenti Emilia-Romagna in collaboration with Cescot Rimini within the Interreg project Take It Slow "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow", of which the Emilia-Romagna Region is a partner.

FREE WEBINARS

Valmarecchia and Valconca as a tourist destination
green, intelligent, accessible and slow

COLTIVIAMO SI-ENERGIE IN RETE (GROWING SY-(E)NERGIES IN A NETWORK)

21 October 2021 from 6 PM to 8 PM

Online on Go To Meeting

We will discuss these topics:

- The tourist resources of the Marecchia and Conca Valleys
- Networking for the tourism development of inland areas
- Good practices - case history

We'll be in the company of:

Linda Valenti - Chiocciola la casa del nomade Association
Andrea Zanzini - Figli del Mondo Association
Andrea Paoletti - Casa Natural Cooperative

VALORIZZARE IL TERRITORIO IN OTTICA DI RETE

(ENHANCING THE TERRITORY WITH A VIEW TO NETWORKING)

28 October 2021 from 6 PM to 8 PM

Online on Go To Meeting

We will discuss these topics:

- Experiential Tourism and Territorial Marketing
- Tourism product marketing
- Co-creating a tourist package with a view to networking in the territory
- Good practices - case history

We'll be in the company of:

Giancarlo dell'Orco - Destination Manager
Alberto Renzi - Local development and marketing consultant

PRATICHE DI ECOTURISMO (ECOTOURISM PRACTICES)

4 November 2021 from 6 PM to 8 PM

Online on Go To Meeting

We will discuss these topics:

- 2030 Agenda and the GSTC criteria (Global Sustainable Tourism Council)
- Little actions that are good for the environment
- Certifications and other voluntary tools for sustainability
- Good practices - case history

We'll be in the company of:

Angelo Spanò - Innova Group
ETIFOR srl - Consulting, design, research and training in the environmental field
Simone Riccardi - Founder of the EcoBnB platform
Marco Mancini - Director of the Marecchia Campsite

IL DIGITALE COME STRUMENTO DI RINASCITA DELLE RELAZIONI (DIGITAL AS A TOOL FOR THE REVIVAL OF RELATIONSHIPS)

11 November 2021 from 6 PM to 8 PM

Online on Go To Meeting

We will discuss these topics:

- Technological innovation
- Digital marketing
- Storytelling
- Case History

We'll be in the company of:

Valentina Porrazzo - Digital communication consultant in the tourism sector
Matteo Orlandi - Digital coach



**PLEASE, SCAN
THE QR CODE
TO SUBSCRIBE**

Conducted by
ANDREA MASSIMO MURARI

Project manager and facilitator for participatory projects in the field of sustainable tourism, social innovation and territorial regeneration.

ORGANISING SECRETARIAT

Cescot Rimini
Ref. Manola Arduini
Tel. +39 0541 441937
E-mail: manola@cescot-rimini.com
www.cescot-rimini.com

