

# D4.3.1 - Local presentations / education activities

## PP7-Emilia Romagna Region

Report of the activities  
14<sup>th</sup> November 2022

## Short description



The meeting followed an information line regarding the Cross Border strategic framework with the related strategic tools for the management of the tourist offer based on natural and cultural heritage through gastronomy and cultural industries for tourism service providers. In particular, this meeting was aimed at decision makers at the local level (administrations, pro loco and cooperatives that deal with tourism animation) with respect to issues related to promotion / communication.

### Agenda of the meeting









- Initial greetings and progress of the project: greetings, introduction to the meeting and brief discussion of the actions taken in the area (state of the art with respect to the assumed commitments).
- Presentation of the communication activities: final logo, eight symbols, draft of the “local” site *Sguardi dal Mare*, other planned activities.
- Presentation of the Smart Action Plan: summary of the activities carried out at the level of participatory meetings and the main results achieved (policy tools, natural and cultural heritage album, shared strategy, short-term concrete actions, medium-long term flagship actions).
- Presentation of the next meetings planned for September 2022:
  - Press conference: meeting for sector operators at regional and national level (media useful for the dissemination of the project and tour operators potentially interested in the local offer) to present the TAKE IT SLOW proposal in Valmarecchia.
  - Educ-tour (journalists, bloggers, tour operators): proposal of itineraries that intercept the sensitive points defined in the project and test some of the experiences offered in the area.
  - Meeting with a Good Practice (local economic operators): study visit to a similar reality to exchange experiences and build potential collaborations.

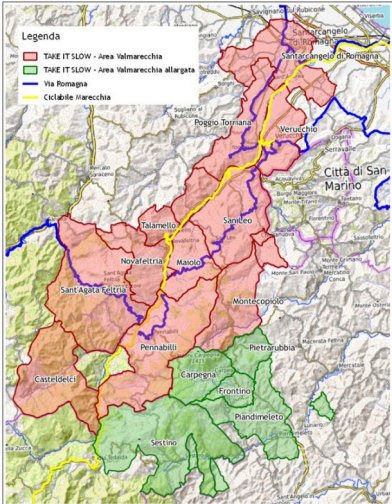
- Participatory activity “Let's place the symbols”: collection of a half-day / daily experience to start populating the symbols of *Sguardi dal Mare* and collect ideas for the construction of the September educ-tour activity.

### Template

Incontro del 30/06/2022  
 “Una esperienza di viaggio da mettere in vetrina ...”  
**Sguardi dal mare**

<p><b>Tema</b></p> <p><b>Generatore</b></p>	<ul style="list-style-type: none"> <li> Col respiro del mare</li> <li> Pianure di Romagna</li> <li> Le colline dei poeti</li> <li> Monti e castelli adriatici</li> </ul>	<ul style="list-style-type: none"> <li> Belli, buoni e nascosti</li> <li> Perdersi e ritrovarsi</li> <li> Pensieri a pedali</li> <li> Segni nella roccia</li> </ul>
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**Principali luoghi toccati durante l'esperienza**

**Motivazione**

Nome e cognome del compilatore: \_\_\_\_\_




Incontro del 30/06/2022  
 “Una esperienza di viaggio da mettere in vetrina ...”  
**Sguardi dal mare**

**Titolo dell'esperienza**

**Luogo di partenza / incontro**

**Attività mattino**

**Pranzo**

**Attività pomeriggio**

**Eventuale attività serale**

**WOW MOMENT**

## Photos



# D4.3.1 - Local presentations / education activities

## PP7-Emilia Romagna Region

Report of the activities  
12<sup>th</sup> December 2022

## Short description

The meeting was thought to be an in-formation moment aimed at the local community to collect possible ideas and suggestions for the final steps of the project (presentation of communication and promotion activities, website and informative brochure of the experiences and tourist itineraries developed), but also a study visit dedicated to the operators involved in the TAKE IT SLOW project to meet the stakeholders of a territory that has already developed similar experiences (meeting with the representatives of the areas of Romagna Toscana and Romagna Faentina involved in the INHERIT project).

### Agenda of the meeting

- Initial greetings and introduction to the meeting;
- Introduction to the INHERIT project and to the two Territorial Good Practices: “Vivi Romagna Toscana” (Ciclovía della Romagna Toscana) and “Unione della Romagna Faentina e Modigliana” (Ciclovía delle Terme dell’Appennino Romagnolo) – Giacomo Munegato (Agenda21);
- Meeting with a Best Practice: “Vivi Romagna Toscana” (Liviana Zanetti, president of the Romagna Toscana Association, and Luigi Barilari, owner of Bike TO);
- Meeting with a Best Practice: “Unione della Romagna Faentina e Modigliana” (Stefania Baldassarri, IF Tourism Company);
- Introduction to the Foreste Casentinesi, Monte Falterona e Campigna National Park and to the main projects and activities developed (Franco Locatelli, PNFC);
- Conclusions, connections and possible shared experiences between the Take it Slow project and the “Ciclovía della Romagna Toscana” and “Ciclovía delle Terme dell’Appennino Romagnolo” (Camilla Boschetti, Corzano Tour).
- Brunch buffet at Palazzo Pretorio
- Tourist visit of Terra del Sole and Palazzo Pretorio



## Photos







## Presentation

See attachments:

- Presentation INHERIT
- Brochure INHERIT
- Brochure TAKE IT SLOW

## Press Release

- [https://twitter.com/romagna\\_toscana/status/1602254807242260480?s=20&t=X5KrL\\_v\\_fbTXJi5MV67LeQ](https://twitter.com/romagna_toscana/status/1602254807242260480?s=20&t=X5KrL_v_fbTXJi5MV67LeQ)
- <https://www.facebook.com/groups/romagnatoscanaturismo/permalink/836818437526917/>
- <https://www.linkedin.com/feed/update/urn:li:activity:7007766465374261248/>
- <https://www.facebook.com/RomagnaToscanaTurismo/posts/566242172175774>
- <https://www.romagnatoscanaturismo.it/news/sguardi-dal-mare-progetto-take-it-slow/>