

WP2 – Communication activities

Activity 2.4 - Realisation of dissemination events

**Final event – Medulin 06.-08.10.2022.**

PP4 Municipality of Medulin



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA





Project Acronym	HISTORIC
Project ID	Number 10049024
Project Title	Heritage for Innovative and Sustainable TOurist Regions in Italy and Croatia
Priority Axis 3.1	Environmental and Cultural Heritage
Specific objective	3.1 - Make natural and cultural heritage a leverage of sustainable and more balanced territorial development
Work Package Number	2
Work Package Title	Communication Activities
Activity Number	2.4
Activity Title	Realisation of dissemination events
Partner in Charge	ESU of Venice
Partners involved	PP1, PP3, PP4, PP5.
Status	Final
Distribution	Public

Municipality of Medulin, partner of the HISTORIC project, under the WP2 - Communication activities, Activitie 2.4. - Realisation of dissemination events organized the final project event. The main activity of the event was the final project conference with participation of project partners and presentation of results of the project.

The final event was held from October 6 to 8, 2022.

In the following, is the program of the final event:

#### 6 October 2022

Arrival and accommodation at the hotel by 16:00

17:00 tour of the Banjole History Park, the construction of which was financed from project funds  
Tour of the Historical park Banjole, the construction of which was financed from project funds. Representatives of the Municipality of Medulin will present to all partners the construction of the Banjole History Park, and after a short tour, the association Istra Inspiritt will hold an interpretive walk during which the culture of the Banjole settlement will be presented.



*Presentation of History Park of Medulin Municipality*



*Interpretive walk*

20.00 welcome dinner

#### 7 October 2022

##### Final conference

All project partners and representatives of the administrative bodies of the Municipality of Medulin, as well as affiliated companies, are invited to the final event.

At the conference, the project partners presented the results of the project, and the lead did it for the absent partners. The schedule of conference is as follows:

10:10 – 10:15 - Welcome speech: Mayor of Municipality of Medulin, Ivan Kirac

10:15 – 10:30 - Project partner Municipality of Medulin presentation: external associate, Kristina Džin

10:30 – 10:45 - Project partner Municipality of Murter – Kornati: project manager Luka Ježina

10:45 – 11:30 - Lead partner: Infrastrutture Venete S.r.l., lead partner Stefania Sorze and Agency project manager Francesco Bordignon

11:30 – 12:00 – Coffee break

12:00 – 12:30 - Lead partner: Infrastrutture Venete S.r.l., technical manager Lorenzo Liguoro presenting the achievements of PP1 Rovigo Municipality, PP2 University of Padua and PP3 ESU Venice.

Guests: Councilors of the Municipal Council of the Municipality of Medulin, Committee for International Cooperation, Public Institution Kamenjak, Tourist Board of the Municipality of Medulin, director of the school and kindergarten.



*Presentation on final conference*

13.30 lunch

15.00 tour of the protected Kamenjak landscape

Guided tour of landscape Kamenjak, dinosaur trail and visit to the southernmost point of Istria

20.00 dinner



8 October 2022

10:00 tour of the Vižula archaeological park  
Guided tour – Kristina Džin + 3D VR glasses



13.30 lunch

15.00 participation in Family Day activities in Medulin

Family Day is an event organized by the Municipality of Medulin, which takes place every year in the month of October. It is a manifestation of sports, fun and recreational socializing of all residents of the municipality of Medulin, visitors and tourists, intended mainly for families with children.

At the event, was a promo point of the project HISTORIC with flyers.



*Family Day*



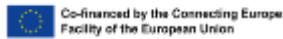
**FINAL CONFERENCE PRESENTATIONS**

**Lead presentation**



**FINAL EVENT**  
**HISTORIC – Heritage for Innovative and Sustainable  
Regions in Italy and Croatia**

**PRESENTATION OF HISTORIC PROJECT**  
**Stefania Sorz & Lead Partner**

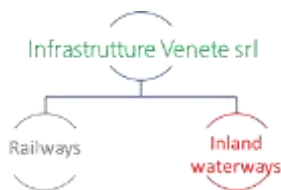


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## The Lead Partner

Infrastrutture Venete S.r.l. is a public equivalent body, 100% owned by Veneto Region operating since 01/2020. It is mainly in charge of the management of the regional railway network as well as of its further development and improvement (i.e. including designing, realizing and maintaining infrastructures, bridges, level-crossing ...). It is furthermore in charge of coordinating the efforts in the promotion and further development of the regional inland waterways (IWW) with particular reference to the Fissero-Tartaro-Canalbianco -Po di Levante waterways connecting the inland port of Mantova to the Adriatic Sea



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## Partners and Pilot Sites



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## Work Breakdown Structure

### WP1 Project management and coordination of activities

- 1.1 Start-up activities
- 1.2 Day-to-day project management, coordination and internal communication
- 1.3 Steering and monitoring of the project implementation

### WP3 Activation of local communities

- 3.1 Description of pilot areas
- 3.2 Creation of a multistakeholders destination governance of the pilots
- 3.3 Integration of Product Clubs managed by enterprises' networks
- 3.4 Involvement of end users for product development

### WP2 Communication activities

- 2.1 Start-up activities
- 2.2 Realisation of communication materials
- 2.3 Definition and planning of multilevel education and communication activities
- 2.4 Organisation of events

### WP4 Exploitation of new business models led by technological enablers

- 4.1 Development of Augmented Reality of touristic products and social route tracking
- 4.2 Data population of the Progressive Web Application
- 4.3 Realisation of Virtual applications
- 4.4 Implementation of Trip Planner

### WP5 Valorisation and enhancement of cultural pilot sites

- 5.1 Realisation of technical and physical improvements of sites
- 5.2 Monitoring and assessment of pilot implementations
- 5.3 Technical meeting for mutual learning on pilots' experiences

## Enhanced Heritages



### Destinations marked by natural and cultural heritage with improved accessibility

Archaeological area of Campestrin for the production of amber - Grignano Polesine, Tourist and Cultural Center of San Basilio - Ariano nel Polesine, Museum of the Great Rivers (Rovigo), Fratta Polesine Archaeological Museum, National Archaeological Museum of Adria, National Museum of Torcello, Archaeological areas of Torcello, Archaeological Museum of Altino, Archaeological area of Altino (city gate; mosaics), Archaeological area of Vizula, Underwater archaeological finds, Garden of Mediterranean history with characteristic plants, Archaeological site Colentum (Archaeological complex on the Gradina peninsula in Murter), Colentum archaeological site (Remains of an ancient settlement and the port), Ancient shipwreck (Z-51), Ancient shipwreck (P-5503).

## Project Objectives



### General Aim

The intent of the project is to promote the sustainable economic development of the territories by exploiting the potential of cultural heritage, (re) discovering local history and traditions, and promoting a more conscious and inclusive use of their own cultural heritage in local communities.

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## Project Objectives



### Specific Objectives

**Networking** Creating new sustainable tourism product clubs managed by business networks and local authorities.

**Making accessible** Enriching the tourist offer thanks to Augmented and Virtual Reality and digital and physical solutions to make the use inclusive.

**Learn and innovate** Create a network of complementary Living Labs where you can experiment with new tourism approaches.

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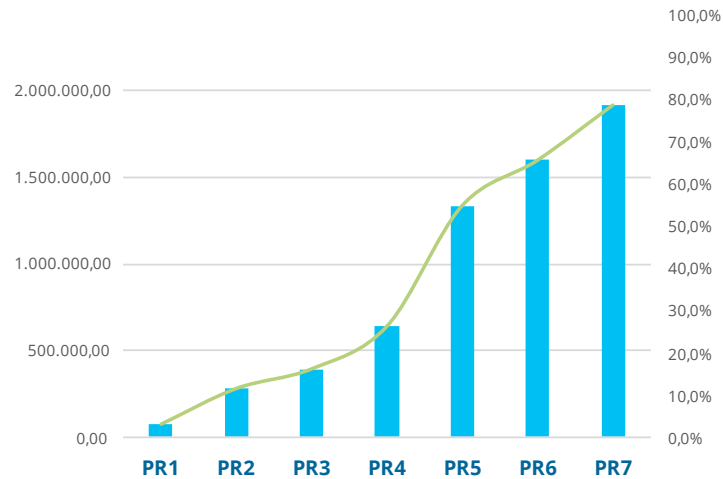




## Financial Resources

### Certified amounts

€ Certified  
% of BAC



## Meetings

### Steering Committee Meetings

**The partnership gathered physically 5 times during the project lifecycle:**

- The kick-off meeting in Padua (IT) on 08th April 2019
- The meeting in Murter-kornati (HR) on 17th and 18th October 2019
- The mid-term event in Rovigo (IT) on 28th August 2021
- The final event in Medulin (HR) on 6th, 7th and 8th October 2022.



**Plus, the partnership gathered 6 more times with general meetings online.**

- 8<sup>th</sup> March 2019
- 30<sup>th</sup> November 2020
- 15<sup>th</sup> March 2021
- 25<sup>th</sup> March 2022
- 10<sup>th</sup> of May 2022
- 13<sup>th</sup> and 14<sup>th</sup> September 2022



## Project Outputs

### Released Outputs

**Cultural heritage (tangible) promoted**  
Pilot sites (16)

**Cultural heritage destinations with improved accessibilities**

Explanatory panels with QR codes (4)  
AR/VR installations (3)  
Mobile Applications for impaired people (1)

Tactile Laboratories (1)



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## Project Outputs

### Released Outputs

**Actors involved in actions aimed at promoting cultura**

Regional and local public authorities (38)  
Business community/Trade Unions (29)  
Schools (primary to high institutes) (8)  
Cultural association for local promotion (8)  
Mobility companies (airport, bus, train, car rental) (1)  
Representatives of Museums (11)  
Hotels and restaurant association (5)  
Local Tourist Promotion Association. Travel Agencies  
and Tourist Offices (16)  
Bicycle/boat tourist association (4)  
Social Media team (radio, newspaper) (7)  
Associations of persons with disabilities (2)



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### Promotional Video

**Eight video pills** of a duration of 6'20" on average for a total of edited content of 50'42". A resumming documentary of 42'16" has also been realised.

The professional videos are made on high quality and combine original shootings both indoor and outdoor and interviews to key local stakeholders. The pills are connected by a unifying narrative discourse. The videos are in English with subtitles in Italian and Croatian.

After 12 days from the publication, the videos collected 959 views that corresponds to **8 days and 13 hours of continuous viewing**

## High Quality Videos



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### Trip Planner

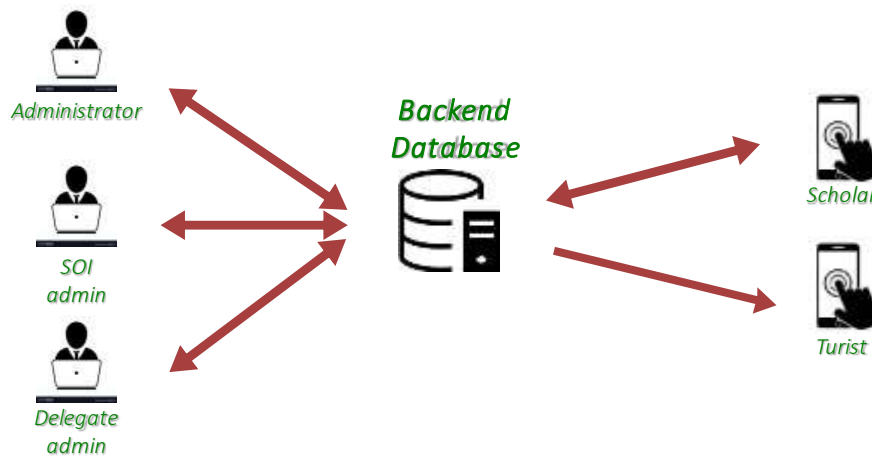


The **Web Application** contains three different components:

1. a **Content Management System** with an integrated user interface that will be managed by the Local Multistakeholder Groups for promoting the destination;
2. a **Digital Showroom** gathering all the 3D models, renderings and digital application made to empower the pilot sites;
3. the **multilayer Trip Planner** that will allow the end-user to generate a personalized route considering the sites of interests.

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## The Project – The three environments in two devices



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## The Project – The three environments in two devices

### WEB Solution



#### Management

- Site Of interest (SOI)
- Artwork
- Point Of interest (POI)
- Authors
- User / Profiles

### APP (iOS-Android)

#### Tourists / Scholars

- Plans of Trips
- Exploring SOI
- Retrace Past Trips
- QR-CODE
- Multimedia Unlock



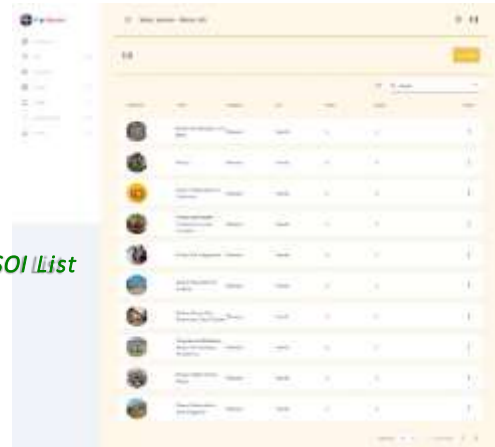
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## The Web Environment Site Of Interest

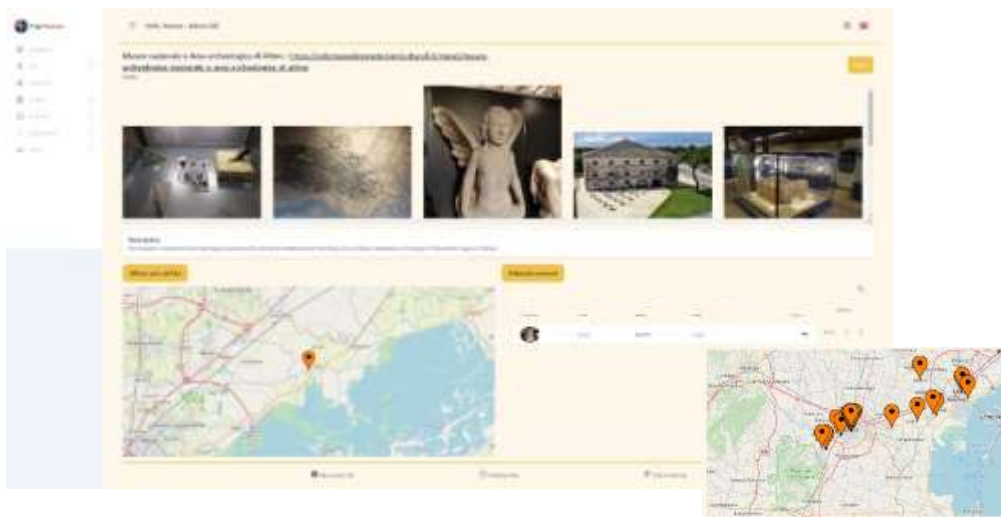


Content Insertion



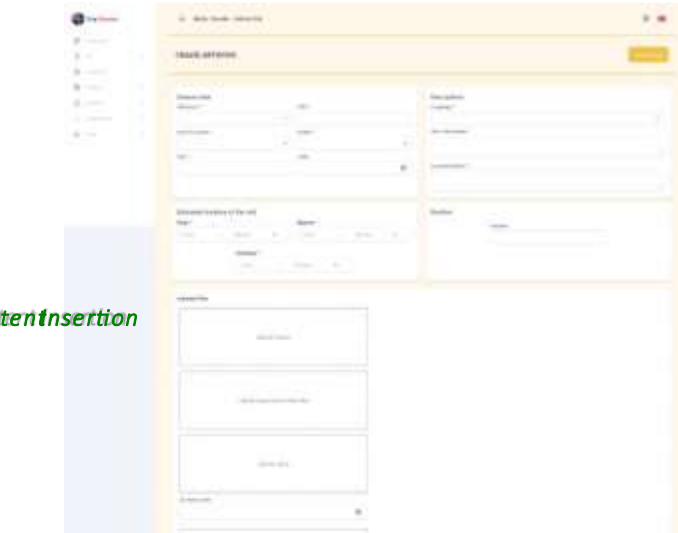
SOI List

## The Web Environment Site Of Interest



## The Web Environment Site Of Interest

**Content Insertion**



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## The Web Environment Points Of Interest

**POI Insertion**



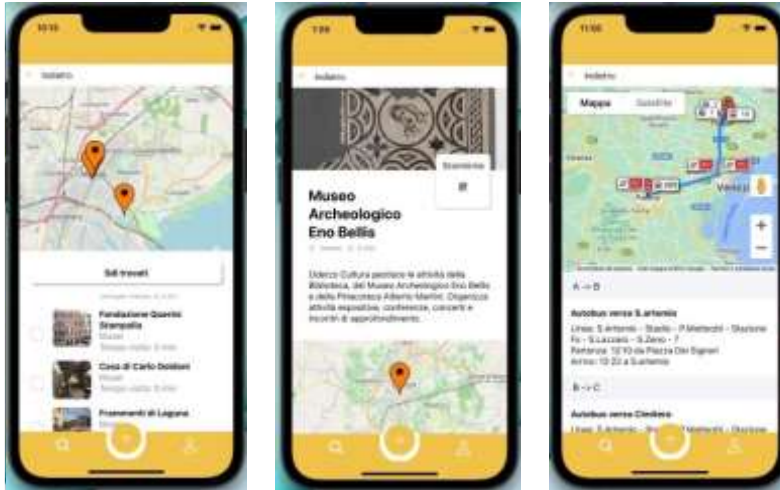
**POI Insertion**

**POI Geolocalization**



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## The App – Plan your Trip and Save



Public Transport Selection

Transport Timetable of the Selected Trip

**SAVE TRIP**

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## Project updates

### Contacts

#### Website

<http://www.italycroatia.eu/web/historic>

#### Facebook

<https://www.facebook.com/historicitycroatia>

#### YouTube

<https://www.youtube.com/channel/UCWSfwau9bnxkBJsJU0j43g>



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*“Infrastrutture Venete is strongly committed to the works aimed at the constant maintenance of the efficiency of river infrastructure. In relation to the commitment of Infrastrutture Venete it is essential to understand which are the productive and commercial categories to which the effort is addressed”*

**Dr. Stefania Sorze**  
**Project Manager**

*ringrazia per l’attenzione*





## PP1 - Presentation

# Interreg V-A Italy-Croatia CBC HISTORIC

Medulin| 07.10.2022



Topics

### PP1 – Municipality of Rovigo activities

WP2 – communication activities

WP3 – activities for the promotion of the territory

WP5 – setting up of the Amber exhibition in the Museum dei Grandi Fiumi



WP2 – communication activities



WP2 – communication activities

**'CON LE MANI NELLA STORIA', 28-29<sup>th</sup> August 2021**

*The event in numbers:*

- 1.200 visitors
- 16 exhibitions/historical re-enactments
- 16 organisations involved in activities of experimental archaeology
- 6 didactic laboratories
- Guided tours
- 4 conferences/workshops on experimental archaeology, the Interreg project HISTORIC, sustainable/green/accessible tourism, and ancient links among the populations of the North-Adriatic area

WP2 – communication activities

**'CON LE MANI NELLA STORIA', 28-29<sup>th</sup> August 2021**

Long-term impact of the event connected to the creation of interest in the cultural and historical value of the territory, and to the discussion on new ways to enhance sustainable and accessible tourism in the project area

Sustainability of the results: additional editions of the event will be carried out in the years to come



WP3 – activities for the promotion of the territory

**Steps for the promotion of the territory:**

- Preliminary analysis of the destination area through relevant indicators
- Creation and enhancement of a multidisciplinary stakeholders' network for the promotion of the destination area
- Identification of the means and coordination of the efforts for the development of local sustainable tourism
- Identification of common objectives to be achieved and implementation of strategies
- Promotion of a touristic offer that is sustainable and valorises local specificities and cultural sites
- Implementation of a long-term system for the collection and analysis of data aimed at informing decision-makers



WP3 – activities for the promotion of the territory

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**42 subjects, including:**

- *Educational institutions*
- *Social media teams/press*
- *Associations for the promotion of slow tourism/local tourism*
- *Public authorities*
- *Enterprises unions*
- *Associations for people with disabilities*
- *Museums and cultural sites*
- *Local enterprises in the tourism sector*

Setting-up of the AmberExhibition



**Valorisation of the pilot sites**

- Executive project for the Amber Room and exhibition itinerary at the beginning of the Museo dei Grandi Fiumi
- Themes of Myth and Polesine, new archaeological discoveries and investigations that are currently underway in the territory, and one of the most significant archaeological discoveries of the century: the site of amber processing in Campestrin (Grignano Polesine)
- An opportunity to significantly improve the visibility and enjoyment of the current exhibition of artifacts from the Campestrin excavations
- Ca. 90 artifacts displayed and enhanced, divided among ceramic, bronze, stone, glass and amber materials



Setting-up of the AmberExhibition

### Valorisation of the pilot sites – digital applications and accessibility

- Installation of an immersive wall with video projections on the “myth of the fall of Fetonte”
- Installation of video -descriptive panels
- 3 tables with interactive touch monitors
- Reproductions of “talking objects” (tactile objects and videos) on the processing of amber, accessible to all visitors
- Use of 2 languages for all installations (English and Italian)
- Use of tactile reproductions of the finds, with narrations, sounds and noises
- Use of the font “Easy Reading” for users with dyslexia and intellectual impairments
- Organization of space designed to increase the accessibility of the site

Setting-up of the AmberExhibition

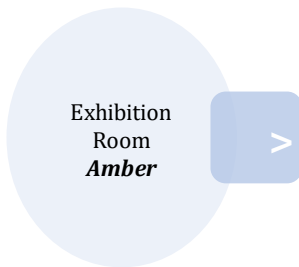
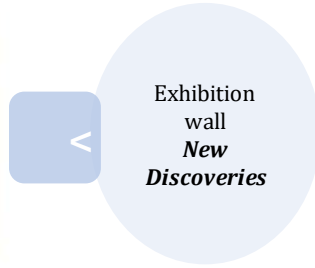


Vieta Sala espositiva Ambra

Setting-up of the AmberExhibition



Vista sopra - Parete espositiva Nuova Scoperte  
Vista a destra - Sala espositiva Amber



Thanks for your attention!

PP3 Presentation

## Final Conference of the HISTORIC Project

### ESU Venice HISTORIC

Final Conference | Online platform | 07 October 2022

European Regional Development Fund

## Introduction

### ESU of Venice - HISTORIC in numbers

YouTube Visualisation	More than 1.500
HISTORIC website and FB Channel, social media pages.	5.000
Children (Altino kids and Aspettando i Centri Estivi)	80
Visitors on pilot sites (project activities)	More than 300
Local and regional authorities	20 (among) Metropolitan city of Venice, the ABA of Venice, MIBAC, Veneto Region, etc.
Local associations, tourist providers, SMEs	20
Schools	1
Representative of museums	2
Senior and junior fellows	18

2

## WP 2 – Communication activities

### External Communication

#### Project Website



Website: <https://www.italy-croatia.eu/web/historic>  
 Facebook: <https://facebook.com/historicitycroatia>  
 YouTube: <https://www.youtube.com/channel/UCW5fw-au9bnxk8JSJU0i43g>

#### Social Media Channel



## WP 2 – Communication activities

### Educational activities within Altino Museum.

**Altino Kids:** a kit of postcards and an interactive map to allow young kids to make a fun and exciting visit of Altino's Museum



1100 copies were made for each postcard (8 types), 1100 copies for the folder, 1100 for the interactive map, 1100 stickers.

Other events could be organised hosting young kids in discovering the museum

## WP 2 – Communication activities

### Educational activities within Altino Museum.

*Aspettando i centri estivi*: 5 Workshops/Laboratories at Altino's Museum aimed at young children on different historic topics.

**Example:** Roman mosaic: the young participants created small mosaics to take home and helped to create a larger mosaic, which reproduced the panther mosaic to be left in the museum.



**Example:** geological and archaeological traces of the Roman city of Altino



Thanks to the contribution HISTORIC which provided materials and equipment, there is now an educational room in the Altino Museum for schools and young visitors where these activities can be replicated in the future.

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## WP 2 – Communication activities

### Educational and online activities to promote Torcello.

#### 1. Silenzio Lagunare

- 5 nationally and internationally renowned authors wrote poetry or a short story for Torcello;
- 5 Online web-conference (available on the YouTube Official Channel), dedicated to poetry and Torcello, and open to the participation of students and people



#### 2. Memorie Riflettenti and Terracqua

Art folders with original engravings by different artists and five poems by the authors invited to the "Silenzio Lagunare" series of conferences, accompanied by interventions by representatives of the various promoters.



6



## WP 3 – Activation of local communities

### Destination governance of the pilots (to be finalised)

20 Stakeholders have been engaged in the destination governance plan for the pilots through online meetings.

**Main Objective:** lower traditional tourist impact and relationship with the local community must be valued in two way:

- a. tourist to the community;
- b. community to tourist.

**Objective:** to keep tourist in the area as much as possible. A unique experience with the involvement of interested stakehol

**A JOURNEY** into taste between Roman Times and the Middle Ages, as well as the play of the experience, to be agreed with restaurants, tourist providers, dinners based on historical recipes that will be told starting from the museums in a guided excurs at enhancing these aspects.

7

## WP 5 – Valorisation and enhancement of cultural pilot sites

### Promotion and improvement of Altino and Torcello areas.

1. Realisation of Video-Teaser for promotional use for archaeological areas and museums (available on the YouTube channel)



2. Intervention for the Antenati Altinati Exhibition (speakers, mobile projections, monitors) to improve the sensorial experience within museum



8

## WP 5 – Valorisation and enhancement of cultural pilot sites

3. Creation of panels for the external and internal visual identity of the archaeological area of Torcello (in progress)

Panels in **red**: descriptive



Panels in **blue**: directional




## The Legacy of HISTORIC

1. **Educational and interactive material** to allow young children to have fun and exciting visits to Altino Museum;
2. **A new space** within Altino Museum for educational and recreative activities with young children;
3. **New equipment to ABA of Venice**, for very high definition printing of artistic material;
4. **A New destination governance plan for the Altino and Torcello Areas**
5. **Transformation** of the Antenati Altinati exhibition from a sensory point of view and instruments (monitors, speakers) **permanent part of the exhibition**.
6. **New panels** for the external and internal visual identity of the archaeological area of Torcello (in progress)

THANK YOU FOR LISTENING !!

### Final Conference – HISTORIC

**Organisation name:** EU Venice  
**Contact person:** Marco Dello Russo

 [mcdellorusso@gmail.com](mailto:mcdellorusso@gmail.com)

 [www.italycroatia.eu/historic](http://www.italycroatia.eu/historic)

## PP4 Presentation



# HISTORIC Municipality of Medulin activities

European Regional Development Fund

Kristina Džin, external expert

Medulin | 07. 10. 2022.

## Project team



- Suzana Racan Stern – project manager
- Ana Žufić / Nenad Vojnić – coordinators of project activities
- Kristina Džin – external expert for associate
- Silvija Perica – finance coordinator
- Ervin Bičić – coordinator of small scale infrastructure works





## Historical walk through Municipality of Medulin



- In this activity Municipality of Medulin created a historical park in Banjole „Historical walk through Municipality of Medulin”
- The conceptual arrangement of the park, covering an area approx. 970 m<sup>2</sup>, is based on the reminiscence of insulae
- The main cultural and natural sights of 7 settlements in the municipality of Medulin are presented in the insulae
- Include info point and multimedia point, urban equipment, relief map with the addition of multimedia, Mediterranean garden



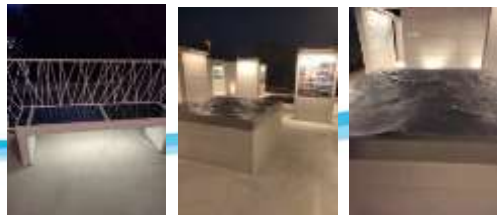
3

## Historical walk through Municipality of Medulin



### PROJECT TIMELINE

- Public procurement for construction works – 12/2020-02/2021
- Public procurement for graphic services and multimedia contents – 02/2021
- Construction works – 02/2021-05/2021
- Implementation of graphic and multimedia contents, horticultural landscaping – 05/2021



4

## Historical walk through Municipality of Medulin



### WHERE ARE WE NOW?

- The historical park is completely built and equipped
- The park is open for visitors
- In PR5 all construction and equipping costs are reported and confirmed



## Municipality of Medulin – workshops with children



### 2 workshops with children

- OŠ. dr Mate Demarin – School Banjole
- Kindergarten Sunčica from Banjole
- The children learned about native history in an interesting and accessible way. They learned the local heritage of every settlement of the Municipality of Medulin.



## Municipality of Medulin– workshops with children



## Municipality of Medulin– budget



- Project team: 4 employees of the municipality: 37.065,00 eur/ 277.987,50 kn
- Preparation cost: 5.000,00 eur/ 37.500,00 kn
- Office and administrative costs: 5.559,75 eur/ 41.698,13 kn
- Partners meeting: 6.400,00 eur / 48.000,00 kn
- External expertise costs (external services): 65.064,00 eur / 487.980,00 kn
- Equipment– 195.292,00 eur/ 1.464.690,00 kn
- Infrastructure works: 192.940,00 eur/ 1.447.050,00 kn
- TOTAL: 507.320,00 EUR / 3.804.900,00 KN
- EU FUNDS: 431.222,64 / 3.234,169,80 KN
- NATIONAL FUNDS: 38.049,06 EUR / 285.367,95
- MUNICIPALITY OF MEDULIN: 38.049,06 EUR / 285.367,95

## Municipality of Medulin– promotional activities



- Description of pilot area is done
- 20 stakeholders that will be involved in the publicprivate network for the management of the destination areaas identified
- A documentary promo movie is filmed
- The questionnaire template is done and the data collection is in progress
- All activities will be completed as planned

## Municipality of Medulin– QR and web site visitors



- 2.410– site visitors
- 630 - users





## HISTORIC - Goal



- Goal of the project is that all project partners connect and promote their destinations through modern applications and with an emphasis on the use of cultural heritage for the purpose of extending the tourist season and providing additional content to tourists



# Thank you!



## PP5 Presentation



# ARCHEOLOGICAL PARK COLENTUM



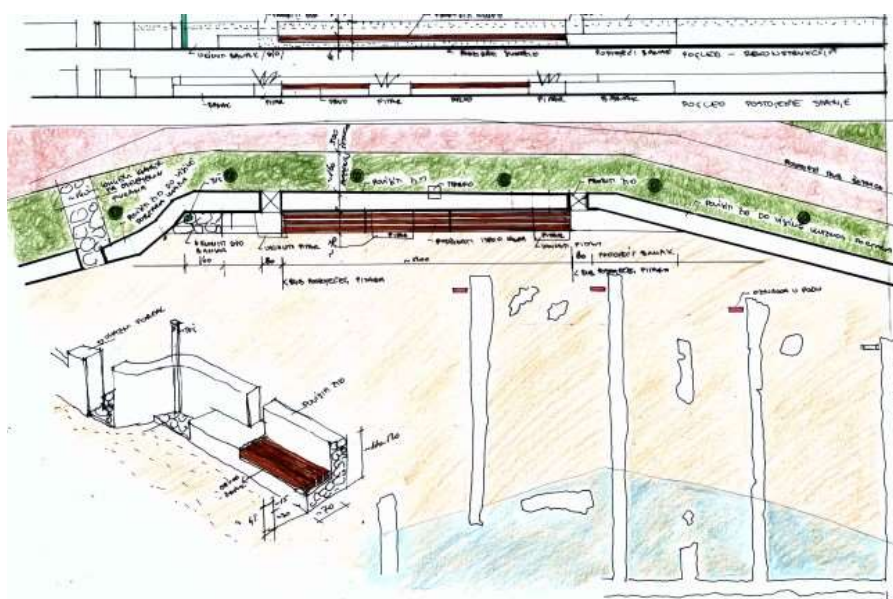
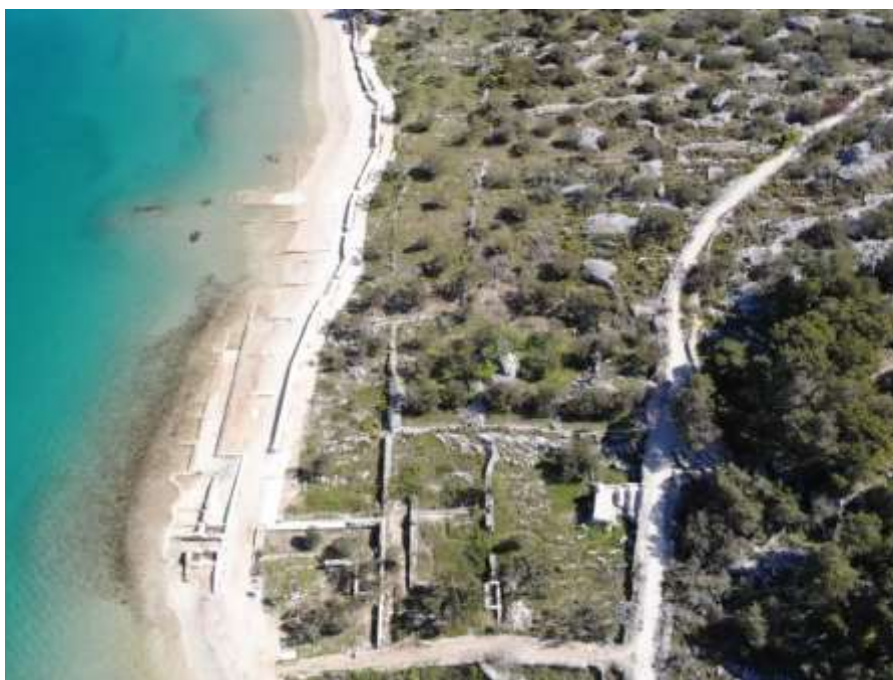
## EDUCATIONAL PATHWAY ON THE BEACH

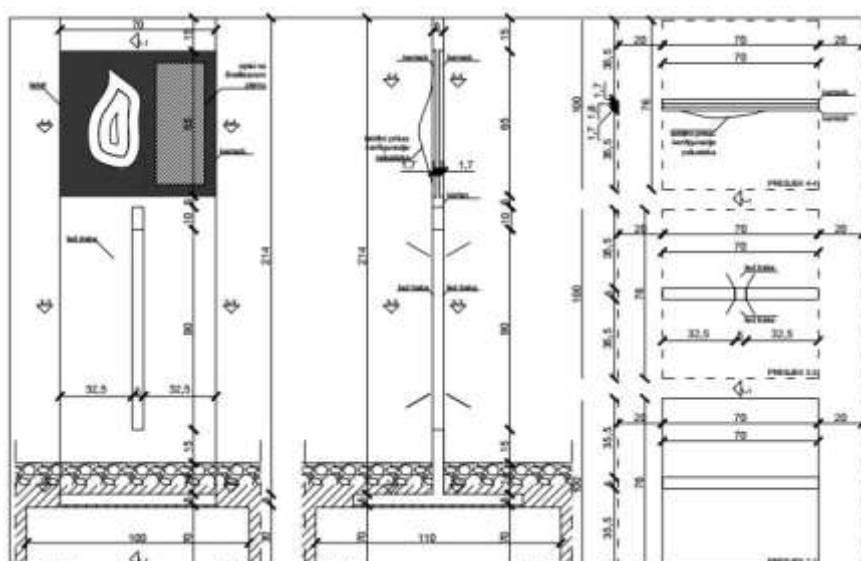




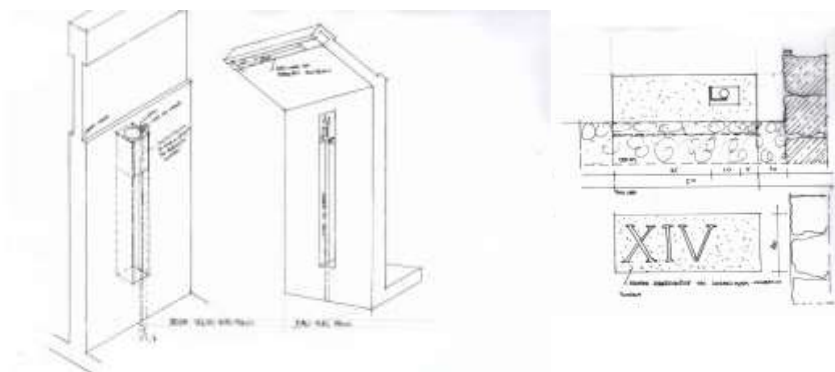










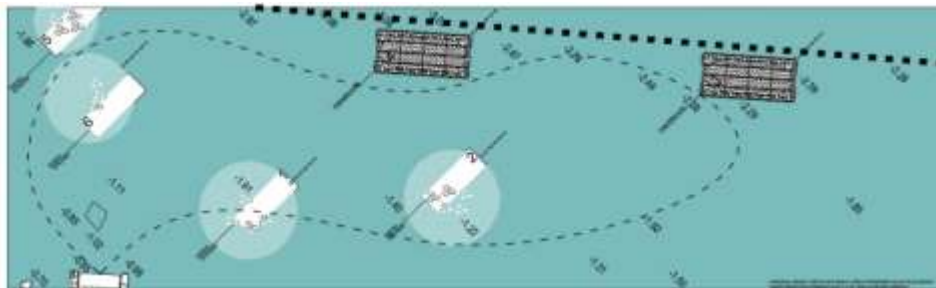




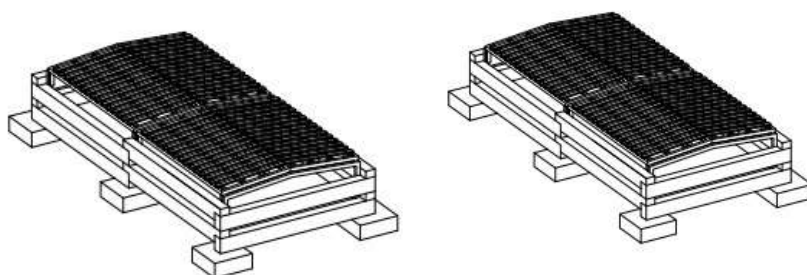




## EDUCATIONAL UNDERWATER PATHWAYS



## Cages with the amphorae replicas







## MULTIMEDIAL GUIDE











MORE INFO:  
<https://colentum.info/en/>

THANK YOU!