



# Kick-off Meeting

Karlovac, Croatia | 12.-14.04.2019.

## About the Project

# EXCOVER: experience, discover and valorise hidden treasure towns and sites of the Adriatic area

### Project objective: Prolonged tourist season

The main objective of EXCOVER is to contribute to ensure a better spatial and temporal distribution of tourism flows in the Adriatic region, actually too concentrated in summer peak months and in certain crowded destinations along the coasts, whilst other places boasting a good or excellent cultural and/or natural heritage are little or totally unknown, or valorised quite below their potential. By trying to valorise these places, the project will contribute to deseasonalizing tourism flows as well as to reduce current high pressure on natural resources and carrying capacity of main mass tourism destinations of the Adriatic.

### Project results: Beyond sea, sun and beach

EXCOVER will achieve 2 main results:

- (1) the first one is external oriented and consist of undertaking a set of coherent actions to promote and valorise in the international and national market little or totally unknown places with tourism potential due to their cultural and/or natural heritage;
- (2) the second is internally oriented, and consist of building hospitality-oriented communities through the promotion

of the sharing economy as local Tourism Supply Chain, and the identification/promotion of at least 1 DMC-Destination Management Company per area as engine of the marketing and hospitality process. The combination and integration between these 2 main expected results will contribute to face seasonality in tourism in the programme area, because they will promote inland areas of Croatia and Italy which tourism products are independent from the predominant *sun, sea and beach* product, that is seasonal per definition.



**PROJECT DURATION**  
1.1.2019. – 30.6.2021.



**ERDF**  
2.103.644,64 €



**TOTAL BUDGET**  
2.474.876,05 €

## Kick-off Meeting

# AGENDA | 12.-14.03.2019.

### DAY 1: 12.03.019. | TUESDAY

VENUE: Obrtnički centar, Jurja Haulika 14, Karlovac

14:30	Arrivals and registrations	
15:00	Opening and greetings	
15:15	State of the art of the Interreg Italy-Croatia Programme	Hrvoje Grancarić, Project Manager Joint Secretariat - Branch Office Zadar
16:00	General introduction to the project and strategic part	
16:45	Horizontal principles	
17:00	Partners' presentations	
18:30	WP1 Management: Get-together - Introductory Ice Breaker	Kostanjac, Draškovićeva 1, Karlovac

### DAY 2: 13.03.019. | WEDNESDAY

VENUE: Aquatika, Ulica Branka Čavlovića Čavleka 1A, Karlovac

9:00	Dissemination Event Public project presentation	
10:30	Coffee break	
11:00	WP1 Management	LIRA
12:00	WP3 SWOT & Reputation Analysis   Session 1	Overview by CAST/UNIBO ALL PP present advancements and state-of-the art
13:15	Lunch break	
14:15	WP3 SWOT   Session 2	Parallel working groups Plenary session

**DAY 2: 13.03.019. | WEDNESDAY****VENUE: Aquatika, Ulica Branka Čavlovića Čavleka 1A, Karlovac**

<b>15:15</b>	<b>WP2 Communication</b>	<b>JURRA</b>
<b>16:00</b>	<b>Guided tour of one of the tourist attractions (on request)</b>	
<b>17:00</b>	<b>Free time</b>	
<b>19:00</b>	<b>WP1 Management: Social dinner to drive partnership and networking</b>	<b>Kaštel-Zagrad gaj 5, Karlovac</b>

**DAY 3: 14.03.019. | THURSDAY****VENUE: Obrtnički centar, Jurja Haulika 14, Karlovac**

<b>9:00</b>	<b>Short overview of WP 4</b>	<b>University of Udine</b>
<b>9:30</b>	<b>Short overview of WP 5</b>	<b>Delta 2000</b>
<b>10:00</b>	<b>1st Steering Committee Meeting</b>	
<b>11:30</b>	<b>Closure of Kick-off meeting</b>	



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## PROJECT PARTNERS



Javna ustanova Regionalna  
RAZVOJNA AGENCIJA  
KARLOVAČKE ŽUPANIJE



SVEUČILIŠTE U ZADRU



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



UNIVERSITY  
OF UDINE



Parco interregionale del  
Sasso Simone e Simoncello



TERRE del  
PIACERE



Gruppo di Azione Locale



UTI della CARNIA



COMUNE DI  
CAMBOASSO



COMUNE DI  
PREDAPPIO



COMUNE RIVE  
D'ARCANO

## CONTACT

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