



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

D. 5.2.2 – ROAD SHOW

1 January 2022- 30 June 2022

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5. 1 Organization of Crash courses

Deliverable: Crash course report

PP in charge: LP

PPs Involved: LP/PP5/PP7/PP8/PP9

Status: Final

Date: 30 June 2022

27. 06. 2022.

www.italy-croatia.eu/madein-land

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MADE IN-LAND. Management and Development of INLANDs

Axis: ENVIRONMENTAL AND CULTURAL HERITAGE

Specific Objective: 3. 1. Make natural and cultural heritage
a leverage for a sustainable and more balanced territorial development

D.5.2.1 – ROAD SHOW PROGRAMME

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

Deliverable: ACT 5. 2 Organization of Road Show

PP in charge: PP6

PPs Involved: LP, PP3, PP4, PP7, PP9

Status: Final phase

Date: 24th May 2021

MADE IN-LAND. Management and Development of INLANDs

Axis: ENVIRONMENTAL AND CULTURAL HERITAGE

Specific Objective: 3. 1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

WP 5 – CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

5. 2. Instructions for organization of online Road Show

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

Deliverable: ACT 5.2. Organization of the Road Show

PP in charge: PP6

PPs Involved: All Partners

Status: Final phase

Date: 24th May 2021

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1. Introduction

Project “MADE IN-LAND MAnagement and DEvelopment of INLANDs” gathers Italian and Croatian partners aiming to promote the cultural and natural heritage of the hinterland, improve the connection between coastal and continental areas and valorize continental tourism potential. With support of funds from INTERREG Italy Croatia Cross-Border Cooperation Programme, project MADE IN-LAND aims to enhance the protection and valorization of natural and cultural heritage on inland areas by means of tourism development and improved accessibility, as well as by empowering local communities, which will be involved, through Local Committees, in the testing of three innovative management models (pilot actions):

1. ONE STOP INFORMATION CENTRE

- Conceived as a physical location in the Valle del Chienti (Marche – Italy) enriched with innovative IT system for providing tourists with the information and services needed for accessing its cultural / natural heritage

2. TERRITORIAL BRANDS

- For aggregating, qualifying and promoting the local services and products connected with the natural and cultural assets of Zadar and Istria County (Croatia) within an innovative TERRITORIAL MANAGEMENT SYSTEM

3. VIRTUAL ECO –MUSEUMS

- Based on the IT system connecting natural and cultural assets of Fortore (Molise – Italy) and San Leo (Emilia Romagna – Italy) areas with a virtual and augmented-reality environment for improvement of their digital accessibility.



Figure 1: Roadshow in camping tourism; Source: web

Development of document **“Instructions for organization of online Road Show”** is related to work package 5 (WP5). WP5 aims at capitalizing the project outputs and results at regional, interregional and national level to manage fragile inland landscapes and unleash their potential in terms of economic development recognizing their functional interconnections.

Therefore, present document acts as a guide for Project partners for organization of events on interregional level. The scope of the document is to provide instruction for project partners on how to organize a set of roadshows outside project partners areas in order to meet other Regional Authorities and relevant stakeholders, promote project results / products and stimulate the cooperation between different actors and neighbouring contexts.

2. Road show

2.1 Definition

A roadshow is a series of presentations made in various locations with a scope of promotion of new product, service etc. Roadshows generally take place in major / big cities and consists of event (usually day or half-day event) with the goal of reaching the target audience in different locations. Typically, a roadshow includes speakers, panel discussions, product conversations, demos, and networking opportunities. The goal of the roadshow is to generate enthusiasm in target audience for product / service that is promoted. It means the success of future sell depends on a successful roadshow. Roadshow events may attract hundreds of prospective buyers interested in learning more about the offering in a face-to-face setting and online. Events may include multimedia presentations and question-and-answer sessions, etc.

Since many events and trade fairs were postponed or cancelled due to COVID-19 the past year, Roadshows are changing – they are becoming digital.

2.2 Target audience, format and objectives

Project activity 5.2 Organization of Road Shows defined that Roadshow need to be organised by each project partner engaging stakeholders from neighbouring regions, both public and private, in order to accelerate the application of cross border strategy both in Croatia and Italy. Initially planned organisation of road shows outside project partners area, due to COVID-19 pandemic will not be possible, therefore online road shows will be organised. The online road shows need to respect key prerequisites defined with the project activity:

- Each project region needs to organize one regional or national roads to meet other Regional Authorities and stakeholders outside the PPs areas - 5 road shows for five different regions/counties (neighbouring regions/counties of Marche, Molise, Zadar County, Emilia Romagna and Istria County). Since there are more than one partner per

Italian region, we suggest that partners from Emilia Romagna work together, as well as those from Marche and Molise in organization of road show.

- Each Road show need to contain a training module on composite material for all stakeholders and networking opportunities.

Target audience: key tourism and culture stakeholders from selected neighbouring region

- Private sector operators (e.g. travel agencies, tour operators, event organisation companies, consortium of tourism operators, representatives of hospitality and accommodation operators, tourism guides etc.)
- Public sector operators (e.g. tourism boards / offices, region/county/city offices for tourism and culture, natural protected areas representatives, public institution operating in cultural sector (museums, concert offices etc.), heritage protection institutions / offices, university departments (e.g. tourism, culture, heritage protection, etc.)
- Civil sector operators (associations operating in culture, tourism, heritage valorisation, nature protection etc.)

Format:

- Roadshow organised as online event (based on Zoom, Gotomeeting, Meets, etc.). It is suggested that at least one moderator / animator who will lead the discussion (possibly from MADE IN-LAND technical/scientific staff) manage the Roadshow event. Details on roadshow are defined by Agenda (chapter 2.4).
- Every road show should consist of:
 - Workshop for engaging key stakeholders in discussion on perspectives of project model, create an opportunity for participants to explore partnerships and share up-to-date information on project initiatives. Technical/scientific staff provide a face to face collaboration on specific issues, as well as the adoption of the CB Strategy and the application of the Action Plan
 - Presentation of the Made In-land project as a good practice example in valorisation of natural and cultural heritage on inland areas with innovative management models.
 - A video or digital media presentation of pilot projects and project result is advised, but not obligatory, according to budget possibilities

Objectives:

- The objective of the Roadshow is to bring out relationships between the participants, transfer experiences, knowledge and project results, and stimulate the adoption of the project Strategy and Action Plan.

2.3 Themes

Themes that need to be presented on each roadshow organised by project partner are:

- CB strategy main elements and planned outcomes
- Action plan adoption procedure (requisites, milestones, risks...),
- Made in-land best practice value

Each partner needs to present project overall project results and outputs, with special focus on three innovative management models (pilot actions):

- ONE STOP INFORMATION CENTRE
- TERRITORIAL BRANDS
- VIRTUAL ECO-MUSEUMS

Furthermore, after general presentation of all pilot projects, a detail presentation with discussion on pilot project implemented by project partner (in form of panel discussion or similar) is advised.

2.4 Agenda

In organisation of Road show following agenda is suggested:

ORGANISATION OF ONE (1) ONLINE ROAD SHOW WITH PARTICIPANTS FROM NEIGHBOURING COUNTY OR REGION

A) WORKSHOP ONLINE:

Key stakeholders and LC's representatives – app. 1,5 HOURS TOTAL

- 1st session (30 min) – theme “perspectives of the project”, ppt format presented by PM
- 2nd session (30 min), 3 parallel groups are working on different themes (each in a separate breakroom): strategic partnerships, LC’s experiences, project initiatives values (prepared in advance in forms of questions to be discussed, distributed in advance)
- 3rd session (30 min) – each group spokesman presents the finding of their discussion on selected topics and share with all workshop participations
- Moderator gives a closing word and sums the key words and main challenges (up to 10 min)

B) PANEL DISCUSSIONS with moderators and Technical/scientific staff as speakers 1,5 HOURS

- Main project topics are defined that should be addressed face to face by Technical/scientific staff, according to the main topics, a number of breakroom are defined with precise themes and with a technical /scientific staff as spokesman and moderator of the session.
- 1st session (10 min) – theme “panel format, group members”, presented by PM – moderator
- 2nd session (30 min), 3 parallel groups are working on different themes:
 - CB strategy main elements and planned outcomes;
 - Action plan adoption procedure (requisites, milestones, risks..),
 - Made in-land best practice value
 - N.B. prepared in advance in forms of questions to be discussed, distributed in advance to panellist
- 3rd session (30 min) – each group spokesman presents the finding of their discussion on selected topics and share with all workshop participations
- Moderator gives a closing word and sums the key words and main challenges (up to 10 min)

3. Organization of Road Show – steps

3.1 Before the event (up to 1 month before the event)

- Define the neighbouring area (region or county)
- Define stakeholders from selected area that will be invited to participate on event (public, private and civil sector operators). Use template “Info list of participants” in order to define a list and basic description of the key decision and policy makers from neighbour regions to be contacted and invited to the Road Show. – **send list to PP6 for check-up until June 20th**
- Identify most suitable online service for organization of online roadshow

- According to budget possibilities prepare a video or digital media presentation of pilot projects and project results. E.g. video up to 10 minutes with participation of project partner representatives / Local Committees representatives presenting project result and experiences. If video is produced, create a teaser that will be published on social networks together with invitation to event.
- Define speakers, moderators, panellists (use budget resources, if necessary, to hire external expert).
- Define themes that will be presented (e.g. PowerPoint presentation) by speakers.
- Define questions / themes for panel discussion and distribute it in advance to panellists.
- Pick the Event Date and Time.
- Create event on suitable online platform / social networks. According budget possibility post a video teaser of event.
- Prepare invitation and invite previously identified key stakeholder of selected area on event
- Organise registration of participants.
- Reminder for participants 3-5 days before event, and day before the event.

3.2 During the Road Show

- Assure technical support for online event
- Registration of participants. Assure registration of event
- Start the event according to agenda

3.3 After Road Show – evaluation

- Prepare and send evaluation form to participants
- Follow up activities – deliver presentations and conclusions to participants
- Prepare and distribute press release to local media

4. Templates

- Info list of participants
 - (A list and basic description of the key decision and policy makers from neighbour regions to be contacted and invited to the Road Show)
- List of Media Activities
- Evaluation list
- Checklist for organization of Road Show

5.2.1 Info list of participants

A list and basic description of the key decision and policy makers within their Regional/Local Authorities, private sector and civil sector operators to be contacted and invited to the courses in each of the project areas.

To be filled by each Project Partner

Organisation name	Influence on decision making (high/medium/low)	Representative to be invited	Contact details	Additional info

5.2.2 List of media activities

A list of the key media that will be informed /asked to publish news regarding the event.

To be filled by Project Partners

Media name	Contact details	Level (local/ regional /national / international)	Type of publication	Link on articles regarding event	Additional info

5.2.3 Evaluation list

Road Show Evaluation list

Place and date:

Thank you for attending this event. We would appreciate your feedback.

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
The information presented today was clear and easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The materials used (e.g., presentation slides, brochures, videos) were helpful and contained useful information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I understand the techniques and methods for the enhancement of the natural and cultural heritage presented on the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presented pilot projects are good innovative management models for protection and valorisation of natural and cultural heritage on inland areas that can be easily implemented and replicable in different area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Was there any information you expected to receive at this event but did not get?

Suggestions / comments on presented topics.

5.2.4 Road show checklist

BEFORE THE EVENT	Person responsible	Notes	Due date	Done (yes/no)
Form event team				
Identify stakeholders. Template “Info list of participants”				
Send this Info list of participants to PP6 for check-up until June 20th				
Define training program Select a couple of topics from suggested list: <ul style="list-style-type: none"> • Landscape and its cultural evolution • Natural and cultural features of inland areas • Interaction between local communities and landscape contexts • Cultural enhancement projects and policies • Tourism development projects and policies • Project actions for new forms of use of goods with respect to the context 				
Prepare procurement procedure for trainer/experts				
Identify most suitable online service for organization of online Crash course				
According to budget possibilities, prepare a video or digital media presentation of pilot projects and project results. If video is produced, create a teaser to published on social networks together with invitation to event.				
Define speakers, moderators, panellists (use budget resources, if necessary, to hire external expert).				
Define questions / themes for panel discussion and distribute it in advance to panellists.				

Pick the Event Date and Time.				
Create event on suitable online platform / social networks. According budget possibility post a video teaser of event.				
Prepare invitation and invite previously identified key stakeholder on event				
Organise registration of participants.				
Reminder for participants 3-5 days before event, and day before the event.				
Test before the event				

DURING THE EVENT	Person responsible	Notes	Due date	Done (yes/no)
Assure technical support for online event				
Registration of participants				
Assure registration of event				
Start the event according to agenda				

AFTER THE EVENT	Person responsible	Notes	Due date	Done (yes/no)
Prepare and send evaluation form to participants				
Follow up activities – deliver presentations and conclusions to participants				
Prepare and distribute press release to local media				

MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

5.2.2. Road show minutes

MADE IN-LAND Project

(Id 10048184)

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5.2 Organization of Road Show

Deliverable: Road Show minutes

PP in charge: PP6

PPs Involved: LP

Status: Final

Date: 30 June 2022

ROADSHOW – 10 – 12 APRIL 2022

The Roadshow was organized through the participation to the BIT Exhibition in Milan within the Regione Marche Pavilion on 10, 11 and 12 April 2022. The exhibition opening hours were 9-18.30. During the event, one of the most prominent for the tourism sector in Italy and Europe, it was possible to meet tourists and professionals from all over Italy and abroad. For the occasion, informational material about Osic Muccia, pilot action of the Made in land project was distributed.

On Sunday, reserved to the general public (tourists), there was widespread curiosity about the Made in Land project. Several tourists have come by to ask about Osic and have shown interest in the possibility of planning a holiday that includes a stop in the areas of “Alto Maceratese”.

On this occasion, they were shown the portal and how it works. The digital tourist information center in Muccia was promoted, also explaining the various technological tools available there. The Osic web app was also shown, demonstrating how it works and how it is possible to find the same information present in the portal in it.

On the following days of Monday 11/4 and Tuesday 12/4, the exhibition was instead dedicated to professional operators in the tourism sector such as travel agents, tour operators, transport companies, hotel managers, technology suppliers and sector press.

Various subjects have requested information also with a view to possible future relationships, some have explicitly declared their interest in collaborating in the immediate future. This is the case of the representative of an app called Cittando in which all the municipalities included in the Osic project could be involved, which would then be proposed to the visitor who typed in this app as a search term one of the territories of the project; or of the Conero by bike association which organizes bike tours in the Conero areas and which has shown interest in proposing cyclists who are not interested in participating in bike tours, excursions or tours in the “Alto Maceratese” area. The association was invited to register in the reserved area of the portal in order to appear among the experience providers. Another contact will follow to make more detailed arrangements.

There were also numerous visits from organizations, institutions, students, aspirants and entrepreneurs in the tourism sector including: the Mayor of Sarnano Luca Piergentili and the Councilor for Culture and Tourism Stefano Censori; the Mayor of Potenza Picena Noemi Tartabini and the Councilor for culture and tourism Tommaso Ruffini; the Noi Marche association (communication and promotion agency for tourism and cycling in the Marche).

A signature log with all the people that visited the stand and heard about Osic and the Made in Land Project is attached.

COGNOME	NOME	ENTE	FIRMA PRESENZA
GIACOMETTI	MARCO	CITTANNO SRL	<i>[Signature]</i>
ANDREANI	SILVANO	EXPIERT SRL	Giuseppe Andean
MARZUT	MOSIMJEN	PIAMA DI LIVEN	Mr. Mosim
PORTOLI	MARCO	ASSEMBLIE OPERAZIONI	<i>[Signature]</i>
CAPPI	GIORDANA	I FIORI DEL MIO GIARDINO	Giordana Cappi
SECRETANO	MARIA ROSA	UNIVERSITÀ DI TRENTO	<i>[Signature]</i>
RUSSO	FABRIZIO	DIMORE D'EPOCA	<i>[Signature]</i>
MICOLI	SALVA	NOI TRASCHE	Salva Micoli
MBL	MARCO	FERRAGALLI PIANCHEBINSULTE	<i>[Signature]</i>
MICOLI	LORODATA	NOI TRASCHE	NOI TRASCHE
SARDELLA	ALESSIA	FTORIEU	Alessia SardeLLa
ZUP	MARCO	BIKE DIVISION	<i>[Signature]</i>
FANTANA	ANDREA	LAKE ACRYL	<i>[Signature]</i>
DANIELA	CALELLA	TRULLO SOTTERRANEO	Daniela Calella
CENSORE	STEFANO	ASSESSORE COMUNE SARANNO	<i>[Signature]</i>
TRAVANI	LUIGIA	COMUNE DI SARVAUD	LUIGIA TRAVANI - COMUNE SARVAUD - TEL. +39 0233 669921
GRANDIANTONI	CLAUDIA	COMUNE POTENZA AIGENA	Claudia GrandiAnton
A SAJANI	MARCO	TEATRO WORK	Marco Sajani
ELGINA	SANTILLI	IPSIA SARANNO	Elgina Santilli
FILIPPO	CACCIORINA	UNITE	Filippo Cacciorina
SARA	ZUCAL	UNITU	Zucal Sara

Il sottoscritto dichiara, ai sensi della legge n° 433/1941 sul diritto d'autore e del D.Lgs. n. 196/2002 sulla protezione dei dati personali, autorizzare la pubblicazione cartacea e online di testi, fotografie e del video ritratto la propria persona (ovvero foto, la riproduzione e la pubblicazione con ogni mezzo tecnico delle proprie immagini riprese durante lo svolgimento dell'evento formativo e presso il consenso al trattamento dei dati personali. Ne vieta altresì l'uso in contesti che ne pregiudichino la propria dignità personale e l'utilizzo delle immagini sono da considerarsi effettuate in forma gratuita.

COGNOME	NOME	ENTE	FIRMA PRESENZA
ASCONI	AUDREA	TEAMWORK	<i>[Signature]</i>
Giampa	ALESSIA	AS WOLFEL	<i>[Signature]</i>
Giulio	GIANNINI	Rurally	<i>[Signature]</i>



ROAD SHOW MADE IN-LAND alla BIT

un'occasione per far conoscere l'OSIC di Muccia ad operatori turistici nazionali e internazionali



QUANDO:
Domenica 10, Lunedì 11, Martedì 12
Aprile 2022 presenza allo stand

Lunedì 11 ore 12,00 presentazione progetto OSIC

<https://bit.fieramilano.it/news0/news0/le-marche--plurale--l-italia-in-una-regione.html>



DOVE:
BIT 2022
Milano Fiera Milanocity
Stand Regione Marche

la Regione Marche alla BIT 2022 presenta esperienze per ogni tipo di viaggiatore:

Le Marche al plurale, le Marche infinite, le Marche, l'Italia in una regione.

All'interno dello stand della Regione Marche sarà presente anche l'OSIC di Muccia.

Nei tre giorni della fiera ai visitatori della BIT si illustrerà come attraverso l'Osic di Muccia sia possibile per il turista organizzare esperienze di viaggio lungo una rete di percorsi, sia in mountain bike, e-bike, a cavallo, in canoa e a piedi nelle aree interne dell'Alto maceratese e dell'Alta Valle del Chienti, ed effettuare visite didattiche nel Mulino stesso, ed essere indirizzati verso altri punti tematici di interesse nel territorio.

Lunedì 11 Aprile 2022 alle ore 12,00 lo staff dell'Osic Muccia sarà lieto di incontrare gli operatori del turismo e tutti gli appassionati di viaggi presso lo spazio di Globe Inside all'interno dello stand della Regione Marche, per condividere le novità del **centro informativo turistico digitale evoluto OSIC** e le buone pratiche da mettere in campo nell'accoglienza turistica.



Gli operatori professionali potranno accedere alla BIT tutti i giorni

il pubblico dei viaggiatori potrà visitare la manifestazione solo nella giornata di Domenica 10 aprile 2022



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5.2.2. Road show minutes

MADE IN-LAND Project

(Id 10048184)

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5.2 Organization of Road Show

Deliverable: Road show minutes

PP in charge: PP6

PPs Involved: PP5

Status: Final

Date: 30 June 2022

MADE IN-LAND Project (Id 10048184)

Road Show

28th June 2022

“Sottovento” Porto turistico Marina di San Pietro

Termoli (CB)

MINUTES

AGENDA

- H. 17:00** Welcome greetings:
Remo Di Giandomenico – *Commissioner of the Autonomous Tourist Board of Termoli*
- H. 17:30** Speakers:
"Presentation of the results of the Made in Land Project" – **Aldo Fabrizio Colagiovanni** – *LAG Director "Molise verso il 2000"*
- "Presentation of the "Terr@ di Passo" Virtual Eco Museum" – **Michele Fratino - JustMO'**, *Social business*
- "Presentation of communication plan Made in Land" – **Studio Creativin, Michele Durante**

Event report

The regional event held in Termoli was attended by the partners and as auditors by numerous subjects from different categories of stakeholders. The event was attended as a speaker by the Commissioner of the AAST Azienda Autonome di Soggiorno e Turismo di Termoli (a body of the Molise Region) Deputy Remo Di Giandomenico

INTERVENTIONS:

At 17.00 Mr. Colagiovanni reported the technical and operational profiles of the Interreg - Made In Land programme, focusing on the opportunities provided for inland areas in the European programming of regional development funds. Lastly, Mr. Colagiovanni outlined the results obtained, in this first phase, in the area of reference, through the creation of the virtual ecomuseum Terra di Passo in the Municipality of Riccia

At 17.30 The representative of the cultural enterprise JUST MO' gave an exhaustive report on all the activities carried out for the realisation of the virtual ecomuseum Terra di Passo, both in terms of planning and implementation activities. (Presentation document of the report attached)

At 18.15 the Deputy Di Giandomenico's report focused on the cultural tourism policies of the Molise Region and the opportunities deriving from cross-border projects, especially when partners and stakeholders succeed in generating good practices and sharing policies starting from common planning.

At 18.30 started a stimulating debate among the participants in order to acquire info about the engagement of all the actors involved in tourism development. The discussion focused on the importance of the in-lands areas for a sustainable tourism , especially in Molise Region; moreover there have been an interesting debate about the next steps to be taken in order to give sustainability to the project outputs.



Terr@

diPasso

ecomuseo virtuale
COMUNE DI RICCIA

ROAD SHOW
*del progetto MADE-IN LAND
e dell'Eco Museo Virtuale Terre di Passo"*

28 giugno ore 17:00
TERMOLI - "Sottovento" Porto Turistico Marina di San Pietro
Via del Porto Molo Sud

INTRODUZIONE AI LAVORI

On. Remo Di Giandomenico - Commissario Azienda Autonoma di Soggiorno e Turismo di Termoli

RELATORI

Adolfo Fabrizio Colagiovanni - Direttore GAL "Molise verso il 2000
Presentazione dei risultati del Progetto Made in Land

Michele FRATINO - JustMO' - Impresa culturale
Presentazione dell'ECO MUSEO VIRTUALE "Terr@ di passo"

Studio Creativin

Presentazione Piano della Comunicazione



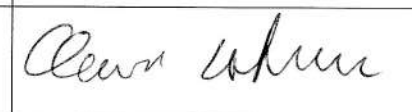
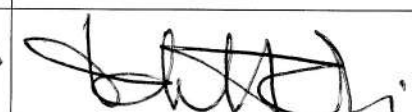







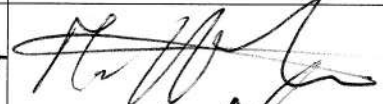


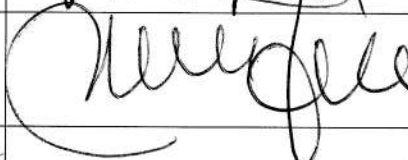


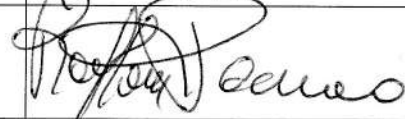
justMO'

 **GAL Molise**
agenzia per lo sviluppo locale



Terr@diPasso
ecomuseo virtuale
COMUNE DI RICCIA

NAME/SURNAME	ORGANISATION	PHONE	EMAIL	SIGNATURE
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Terr@

diPasso

ecomuseovirtuale
COMUNE DI RICCIA

ROAD SHOW
*del progetto MADE-IN LAND
e dell'Eco Museo Virtuale Terre di Passo"*

30 giugno ore 19:00
CHIETI - presso il Museo D'Arte Costantino Barbella
Via Cesare de Lollis, 10

SALUTI ISTITUZIONALI

Diego Ferrara - Sindaco di Chieti

Luigi Febo - Presidente del Consiglio Comunale di Chieti

RELATORI

Adolfo Fabrizio Colagiovanni - Direttore GAL "Molise verso il 2000

Presentazione dei risultati del Progetto Made in Land

Michele FRATINO - JustMO' - Impresa culturale

Presentazione dell'ECO MUSEO VIRTUALE "Terr@ di passo"

Studio Creativin

Presentazione Piano della Comunicazione

MODERA L'INCONTRO

Antonello Angiolillo



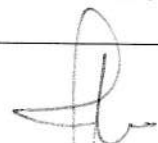
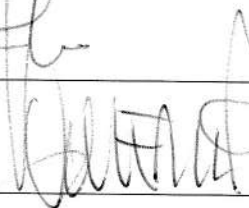
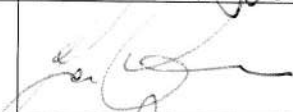

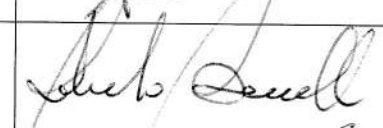
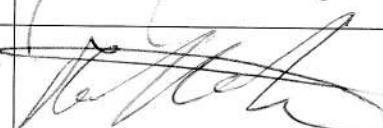
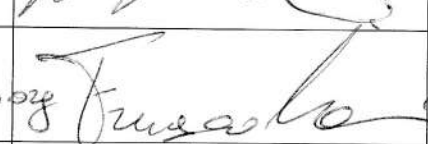
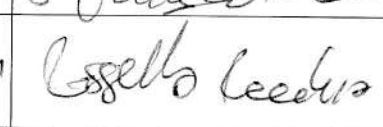
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COMUNE DI RICCIA

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MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

5.2.2. Road show minutes

MADE IN-LAND Project

(Id 10048184)

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5.2 Organization of Road Show

Deliverable: Road shows minutes

PP in charge: PP6

PPs Involved: PP7

Status: Final

Date: 30 June 2022

PARTICIPANTS LIST

Road show

27. 05. 2022.

Šibensko - kninska County

Agencija za razvoj Zadarske županije ZADRA NOVA





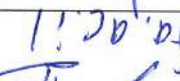




EUROPEAN UNION

Interreg
Italy - Croatia
MADE IN-LAND

European Regional Development Fund



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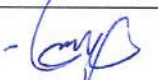
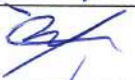
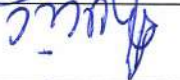


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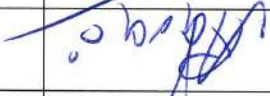

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GDPR consent*

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18.							
19.							

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20.							
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GDPR consent*

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No.	Name and surname	Organisation/association/ company	Email	Signature	GDPR consent*		
					(1) Contact (✓/-)	(2) Video (✓/-)	(3) Report (✓/-)
26.							
27.							
28.							
29.							

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[2] Using photographs and/or video recordings including images, both internally and externally of the venue to promote the project (social media/ web pages of the responsible project partner or their partners).

[3] Using and sharing your personal data for the report of proof of financed activities.

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KLASA: 303-03/19-02/01

UR. BROJ: 2198-1-95/06-11-22-250

Zadar, 22. svibnja 2022. godine

PREDMET: Poziv na ubrzani tečaj o „Potrazi za petim elementom“ i posjet Šibensko-kninskoj županiji

Agencija za razvoj Zadarske županije ZADRA NOVA, u sklopu projekta Management and Development of INLANDs – MADE IN-LAND uspješno je provela aktivnost razvoja novog turističkog proizvoda pod nazivom „Potraga za petim elementom“. Navedeni turistički proizvod proveden je kao Pilot projekt te je uspješno testiran u prethodnom razdoblju, a odnosi se na turističku valorizaciju ponude zadarskog zaleđa i njenu promociju putem web aplikacije i sustava pametnih kartica.

U nastavku provedbe projekta održat će se aktivnosti kapitalizacije razvijenih rezultata i razmjene znanja i iskustva među ključnim dionicima te Vas ovim putem pozivamo da se uključite u provedbu dviju aktivnosti:

- Ubrzani tečaj o „Potrazi za petim elementom“ i primjerima dobre prakse - u **četvrtak, 26.5.2022 u trajanju od 9:00 do 14:00 sati**. Mjesto održavanja je Centar za kreativne industrije na adresi Put Murvice 3A u Zadru.
- Posjet Šibensko-kninskoj županiji - u **petak, 27.5.2022 od 8:00 do 16:00 sati**. Mjesto okupljanja sudionika je ispred Agencije za razvoj Zadarske županije ZADRA NOVA, Put Murvice 14, Zadar uz osiguran prijevoz autobusom i ručak.

Molimo da Vaše sudjelovanje potvrdite do **srijede, 25.5.2022.** ispunjavanjem registracijskog obrasca kojeg dostavljamo u poruci e-pošte koja prati ovaj Poziv. Broj sudionika je ograničen te će se mjesta popunjavati po redoslijedu prijave. Prijaviti se možete za oba događaja ili samo za jedan događaj, ovisno o Vašim mogućnostima.

Srdačan pozdrav,

Ravnateljica
Marina Dujmović Vuković



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

5.2.2. Road show minutes

MADE IN-LAND Project

(Id 10048184)

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5.2 Organization of Road Show

Deliverable: Road shows minutes

PP in charge: PP6

PPs Involved: PP9

Status: Final

Date: 30 June 2022

MADE IN-LAND - MAnagement and DEvelopment of INLANDs

ROAD SHOW

Primorsko-goranska County

Kastav

JTH Costabella

16th of February 2022

MINUTES

WP5, Organization of Road show

16.02.2022, Kastav, Primorsko-goranska County

The ROAD SHOW was presented to a local stakeholders through a storytelling session where AZRRI – PP9 partner representatives share their experience with participants, create opportunities to explore new partnerships and share up-to-date information on project initiatives.

AZRRI presented whole MADE IN-LAND project, Interreg programme and newly designed tourist route or itinerary called "Sense route of Istrian heritage" which includes public and private sector stakeholders from the cities of Buzet, Pazin and Vodnjan, and the municipalities of Žminj and Svetvinčenat. The pilot activity of the European project MADE IN-LAND, implemented by AZRRI-Agency for Rural Development of Istria together with 7 partners from Croatia and Italy.

AZRRI presented the pilot action to the stakeholders from other County-Primorsko-goranska County and the main goal was promotion of "Sense route of Istria Heritage" which is designed to enrich and valorize the interior and rural area of Istria with the aim of presenting the cultural and natural heritage, gastronomy and special experiences. A carefully designed route, which connects all the senses and allows you to create experiences and unforgettable experiences, will create the basis for future tourist itineraries and routes that will attract visitors to rural areas to reduce pressure on the coast and create a year-round tourist offer.

During the event, stakeholders involved in the ROAD SHOW project were introduced to the functioning of software and virtual credit that visitors to the newly designed itinerary will use when touring the route in the interior of Istria, which are also one of the main results of this project.

Stakeholders on ROAD SHOW was pleasantly surprised and very interested in the project and hope for future joint cooperation on similar projects

Participants were the representatives of the following institutions/organizations:

Ezio Pinzan, Head of Administrative Department for Agriculture, Forestry, Hunting and Water Management of Region of Istria

Nada Prodan Mraković, Head of Tourism Department of Region of Istria

Sanja Knataruti, Head of Touristic board of Central Istria

Iva Jekić, Head of LAG Central Istria

Maja Stranić Grah, Head of Finance City of Pazin

Zrinka Etinger Starčić, Mali Lošinj Museum
Dalibor Cvitković, Touristic Board Mali Lošinj,
Evan Kraljević, CUJ vina
Danijel Kraljević, CUJ vina
Erik Orbanić, Latus Diary
Igor Merlić, Director of AZRRI
Klaudio Tomaz, Tomaz Vina
Paolo Jelenić, Pršutana Jelenić
Jasena Mucić, OPG Jasena Mucić
Edmondo Šuran, AZRRI
Denis Labina, Tannin Opatija
Vinko Frlan, Stancija Kovačići
Petra Maleković Šušnjić, AZRRI
Jasenska Kapuralin, AZRRI

All participants agreed that by strengthening the synergy of private and public sector actors, this is a good way to increase the potential of the destination, and they hope that the newly designed itinerary will continue to be used after the project implementation.



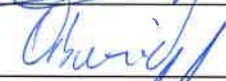





After presentation and discussion, questions and answers, participants had the opportunity to taste the dishes of Istrian cattle - Boškarin, with the use of traditional Istrian ingredients made by Deni Srdoč, youngest Michellin cheff.







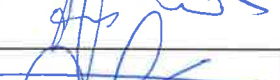


Road show Made in-land project - act. 5.2.

Potpisna lista

Nebo Restaurant & Lounge by Deni Srdoč

Rijeka, Primorsko-goranska županija

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MADE IN-LAND. Management and Development of INLANDs

Axis: ENVIRONMENTAL AND CULTURAL HERITAGE

Specific Objective: 3. 1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

D. 5.2.2 – ROAD SHOW MINUTE

MADE IN-LAND Project (Id 10048184)

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

Deliverable: ACT 5. 2.2 Road Show Minutes

PP in charge: PP6

PPs Involved: PP3 Municipality of San Leo-PP8 Authority for the Management of Park and Biodiversity - Romagna

Status: Final

Date: December 2021

Road show 1st December 2021

The Road show was organized by the PP3-Municipality of San Leo and the PP8-Authority for the Management of Parks and Biodiversity - Romagna in the form of an online event, as indicated by the responsible partner PP6. The Road show took place on December 1, 2021 from 9.30 to 12.30, on Zoom platform.

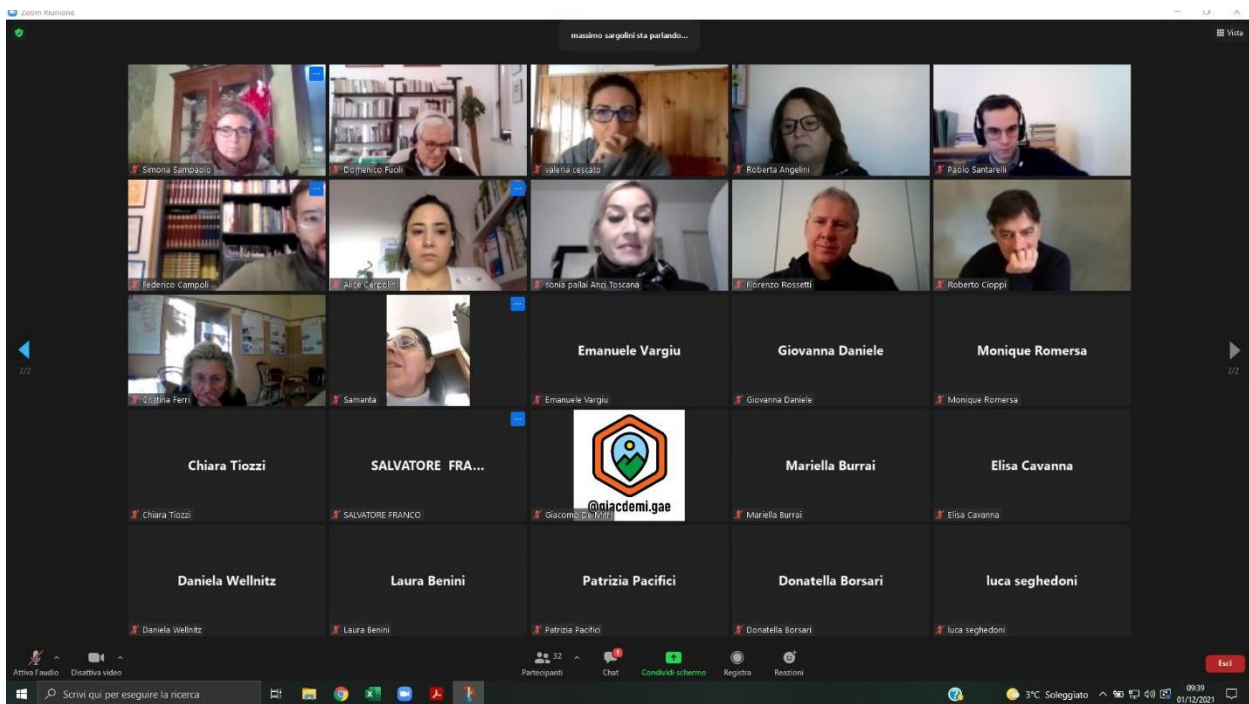
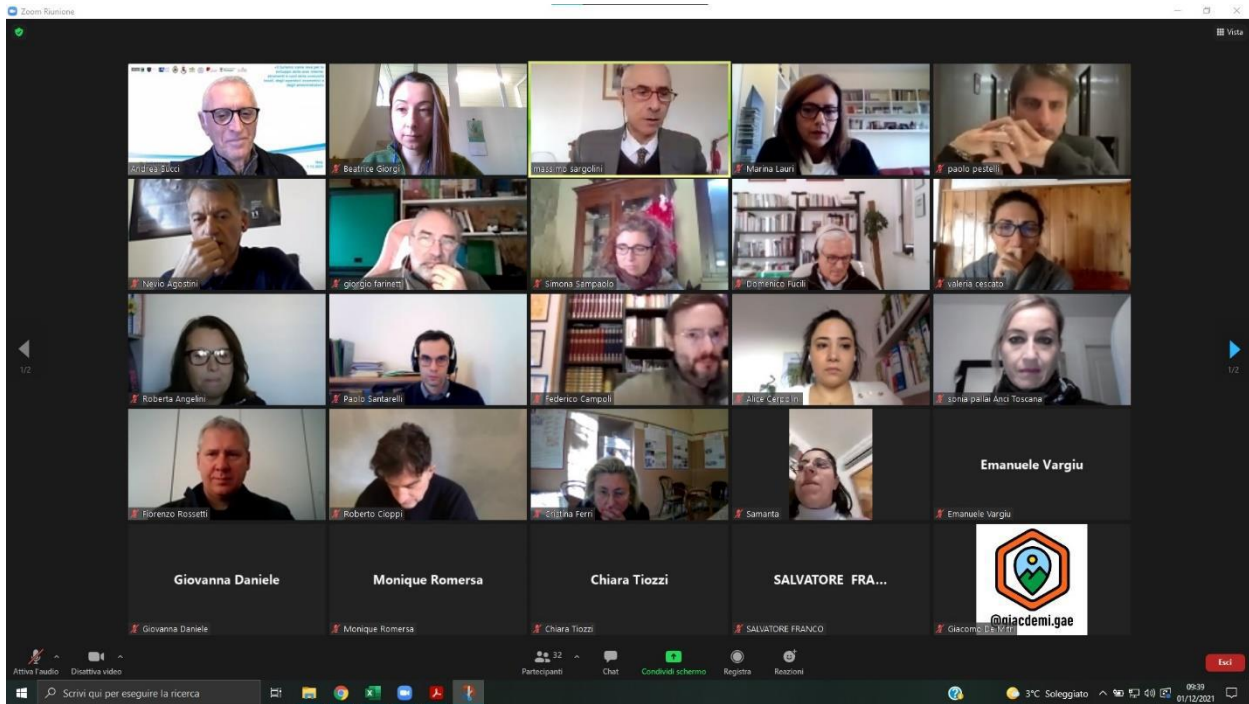
For the Road show a digital flyer was prepared containing the program, a short presentation of the MADE IN-LAND project and the registration and participation procedures (see D.5.2.2 Road show_Agenda). The event was prepared with great care in the field of organization and promotion:

- a list of guests has been drawn up (see D.5.2.2 Road show_Info_list_participants) which includes the stakeholders of the MADE IN-LAND project and the operators potentially interested in the themes of the project and in the pilot action. They were sent 2 email invitations (an invitation email and a reminder the day before the Road show);
- articles and news on Road show were published on 4 online-media (see D.5.2.2 Road show_media_activities and News attached). PP8 and PP3 thought that in order to maximize participation, direct involvement by the speakers in their contacts would be effective. So, PP have created a letter of invitation to the event so that all speakers can extend the invitation in a targeted way to potentially people to participate (see D.5.2.2 Road show_Invitation letter);
- the course has been accredited by AIGAE, the Italian Association of Environmental Hiking Guides, which has made it possible to spread the news of the course among professionals in the outdoor tourism sector (see News attached).

To register for the course, a google form has been prepared (link: <https://forms.gle/iBiQzCWESTWgV1LM6>) to collect information on the participants (name, surname, organization, contacts).

The event included a welcome speech; the presentation of the project strategy; the presentation of the project pilot actions and the 4.5 Virtual Museum action; an intervention on tourism as a lever for the development of inland areas "*the importance of empowerment of local communities, networking, territorial marketing and virtual accessibility*"; the collection of good practices and case histories from the Emilia-Romagna, Marche and Tuscany Regions and a round table on the theme of "*Culture of Hospitality as a driver of development for the Communities Locals*".

The total number of participants was 43.



Screenshots taken during the Road Show

Agenda

- Ore 9.30 **Il progetto interreg MADE IN-LAND: strategia, azioni pilota e prospettive del progetto.**
Nevio Agostini, Ente di gestione per i Parchi e la Biodiversità - Romagna
Massimo Sargolini, Università di Camerino
Paolo Santarelli, Università di Camerino
- Ore 10.00 **Il turismo come leva per lo sviluppo delle aree interne: l'importanza della responsabilizzazione delle comunità locali, del networking, del marketing territoriale e dell'accessibilità virtuale.**
Leonardo Bindi, Comune di San Leo
Valentina Guerra, Comune di San Leo
- Ore 11.00 **Buone prassi e case history dalle Regioni Emilia-Romagna, Marche e Toscana.** *Domenico Fucili, GAL Montefeltro*
Alice Cerpolini, Marche Road
Sonia Pallai, Turismo ANCI Toscana
Paolo Pestelli, DMO ambito turistico del Casentino
Marina Lauri, Agricoltura, Forestazione e Politiche della Montagna – Anci Toscana
- Ore 12.00 **Tavola rotonda sul tema della**
Cultura dell'Ospitalità come driver di sviluppo per le Comunità Locali".
Andrea Succi: Facilitatore e moderatore del workshop
- ore 12.20 **Conclusioni**
- ore 12.30 **Fine dei lavori**

Nevio Agostini, Director of the Authority for the management of Parks and Biodiversity - Romagna, opens the Road show expressing the pride of the Romagna Parks Authority to participate in this project that pushes to go beyond administrative borders, cooperate and become aware of the potential of the territory.

Massimo Sargolini and Paolo Santarelli, University of Camerino and scientific coordination of the MADE IN-LAND project, they describe the MADE IN-LAND project, the objectives, the structure and

the practical actions, underlining that MADE IN-LAND promotes integrated actions for the promotion of the territory. They describe the project strategy, according to which the landscape is a wealth, a testimony of the intervention of man and of human and natural history, also subjected to the fundamental action of local communities. The pilot actions developed are described, with particular attention to the pilot project of the Romagna Apennine area. There are 3 types of pilot actions developed through MADE IN-LAND project:

- virtual ecomuseum: in Emilia-Romagna and Molise region improves the virtual accessibility of internal areas;
- OSIC: in the Marche region, it focuses on the interaction between slow and fast mobility and use;
- territorial brand: in Croatia, it focuses on the promotion and use of services in inland areas.

Andrea Succi, destination manager and workshop moderator, further specifies the meaning of the Virtual Museum pilot action: cultural landscapes must be known and recognized by local communities. MUSLEO, the virtual museum of pilot action in the Emilia-Romagna area, is located inside the fortress of San Leo, a privileged observation point of the territory and makes a landscape and an intangible asset playful.

Valentina Guerra, councilor who replaces the Mayor Bindi, tells the exciting experience of the realization of the MULSEO Virtual Museum. Visiting it is a multisensory experience enriched with the historical, artistic, natural and landscape meanings of the territory. Emphasize the importance of the theme of aggregation. She tells the storytelling on which the pilot action is based and its link with the territory it promotes.

Domenico Fucili, Local Action Group Montefeltro, speaks about rural areas and sustainable planning, taking the example of Montefeltro, a land between Emilia-Romagna and Marche. The value of Sustainability must be also social: communities must be involved in projects, therefore the issue of accessibility to planning is important. The speaker cites works created for the enjoyment of the landscape, with sustainable and participatory planning, as examples of social sustainability. He talks about the Montefeltro Art Views tourism project (<https://montefeltroartviews.it/>) financed by Interreg Italy-Croatia Programme, which consists of 9 balconies scattered throughout the territory, QR code to access the contents in the territory, this is an Open Data project that offers small services (eg. Services for e-bikes, trekkers, tourists). It is a project that gives an extra opportunity to the

territory, which generates a hybridization between art and landscape. Mr. Fucili also highlights cultural resistances to this project, but LAGs are agents of development and cohesion.

Alice Cerpolini, founder of Marche Road, focuses her speech on her experience of creating a network of small accommodation facilities to give strength to the value of integration in Marche region. This value is fundamental in the network between professionals in the fields of culture, art, food and wine. At the base of the creation of Marche Road there is the need to make the experiences bookable, to create a link between professionals and tourists. Marche Road has a portal (link: <https://www.marcheroad.com/it>) useful for consolidating the business and creating synergies. She concludes by underlining that the internal areas have a great heritage to make usable, bookable, this can happen thanks to the activity of creating tourist packages, booking services, communication actions.

Sonia Pallai, first tourism manager for Confesercenti, now tourism consultant for ANCI Tuscany, She emphasizes her very practical approach in creating marketing plans, based on promising, keeping and measuring results. The objectives of territorial marketing must be, first of all, achievable, for this it is important to start from the knowledge of the general context. An important step is the dissemination of strategies and knowledge throughout the territory, to explain to the whole local community the importance of each individual operator (eg artisans, hoteliers, organizers of cultural events, etc.) for the success of the destination. Even the IATs (tourist information office) must be recipients of the training and dissemination action, they must internalize the meaning given to the destination and provide information in terms of tourism sphere, no longer only at the municipal level.

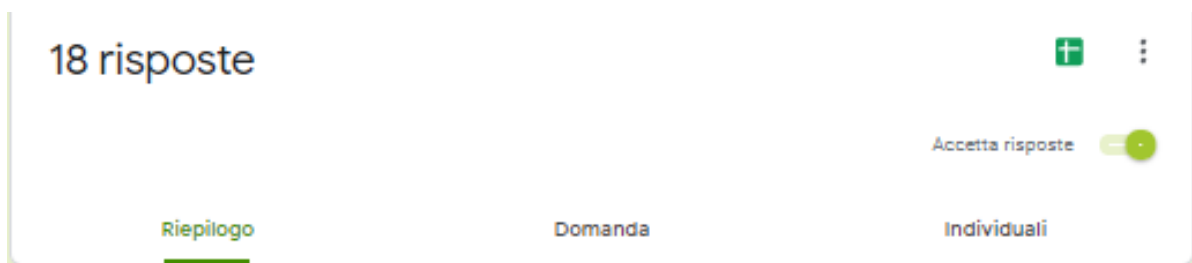
Paolo Pestelli, Destination Management Organization, notes that Tuscany is a region with a great tourist appeal. It exposes the role of the <https://make.visittuscany.com/it/> platform dedicated to tour operators with the aim of increasing attendance (i.e. the number of days spent by the tourist in the same territory), not the number of arrivals (often high but linked to forms of not sustainable tourism). This is an important goal for sustainable territorial development. Interbal areas need tools to build opportunities, in this field the aggregation of municipalities is important to define homogeneous tourist destinations and avoid fragmentation. He observes that MUSLEO Virtual Museum pilot action of the MADE IN-LAND project focuses on paths as a resource of the territory, the speaker observes that the paths are a homogeneous and effective tourist product that is developing a lot, there are products with an attractive and fashionable vocation in this moment. For their effectiveness it is essential the functionality of the services, and the presence of a well-studied storytelling.

Marina Lauri, ANCI Toscana, underlines the importance of facilitating the decision-maker in agriculture and forestry issues, which is important in mountain and inland areas. He talks about his experience relating to the creation of the Mountain Desk, which carries out information activities on tenders, regulations and which is widely used by citizens. She also mentions the protocols for sharing projects between LAGs, unions of Municipalities, underlining the concept already exposed by the other speakers of the need to go in the opposite direction to fragmentation. She launches some guidelines for the decision-makers of the internal areas: animate the communities, renew territorial governance, encourage dialogue between subjects who are on the same level to achieve common objectives, aim for new models to give answers to the territories, as the MADE IN-LAND project.

Andrea Succi, trainer and facilitator of the workshop, carries out an intervention on tourism as a lever for the development of internal areas, underlining that it is necessary to draw on local resources, be based on typicality and synergies. The resources are also important for residents not only for tourists, therefore deserving of primary interest. The speaker accompanies his presentation with slides and training material which is then distributed to the participants.

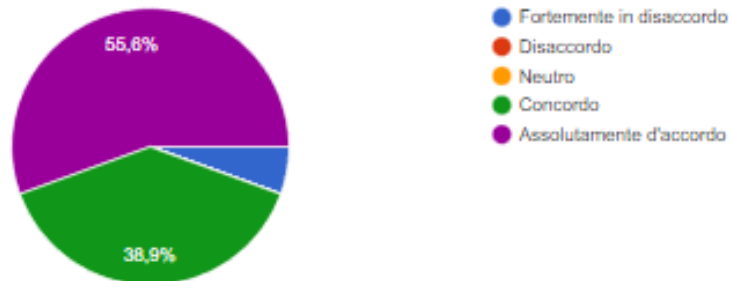
The workshop ends with a round table of participants on the themes of "Culture of Hospitality as a driver of development for local communities" in which a destination manager who works for the enhancement of the internal areas takes the floor; he has found useful ideas from the projects presented by the speakers.

To collect feedback on the event, a google form was prepared containing the questions recommended by PP6 (link: <https://forms.gle/nIL65fqcSQ5pzMJd6>). 18 feedbacks were collected, below are the results.



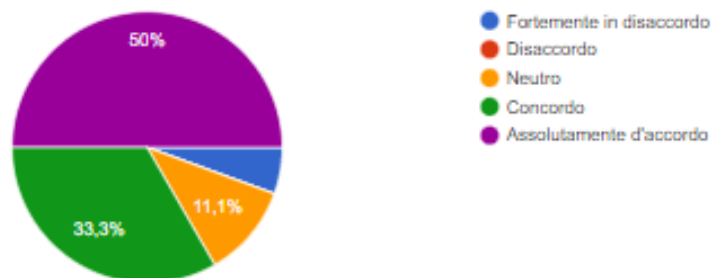
Le informazioni presentate oggi erano chiare e di facile comprensione.

18 risposte



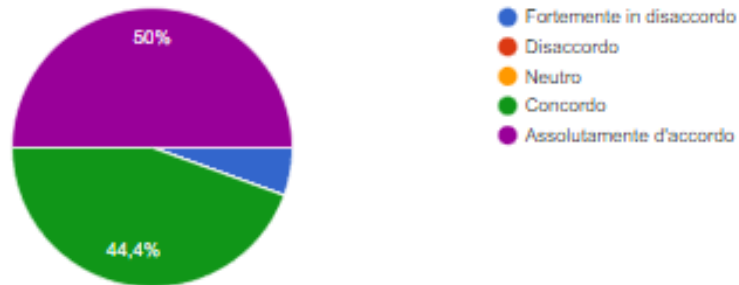
I materiali utilizzati (ad es. slide di presentazione) sono stati utili e contenevano informazioni utili.

18 risposte



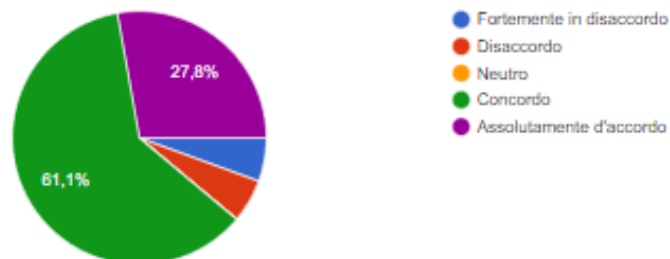
Ho compreso i metodi per la valorizzazione del patrimonio naturale e culturale presentate durante il workshop.

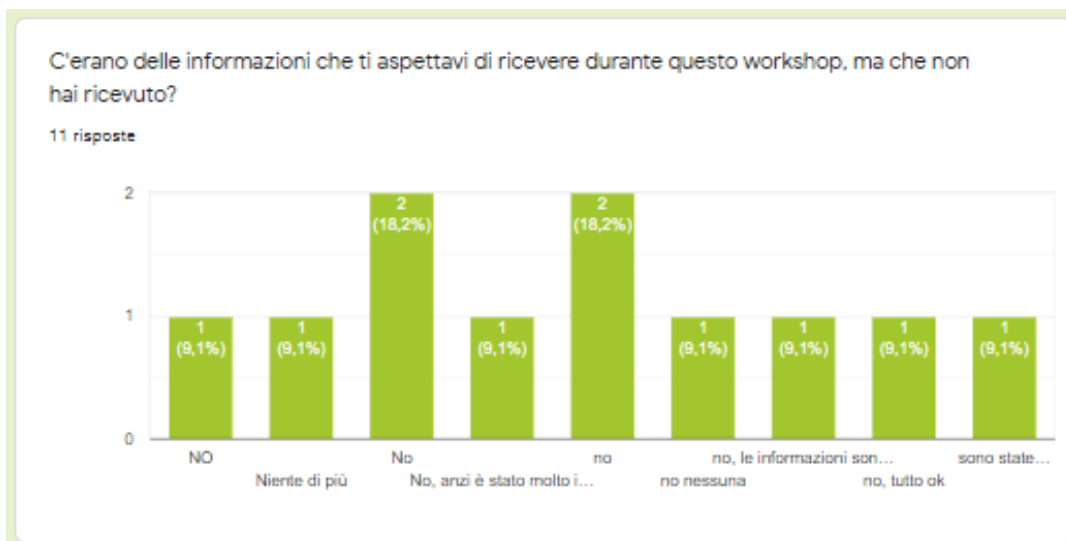
18 risposte



I progetti pilota presentati sono modelli di gestione per la protezione e la valorizzazione del patrimonio naturale e culturale nelle aree interne efficaci e innovativi, e che possono essere facilmente implementati e replicabili in diverse aree.

18 risposte





Suggerimenti/commenti sugli argomenti presentati.

6 risposte

Interventi ricchi di spunti e tutti a conferma dell'importanza di fare rete

Gli esempi concreti di interattività tra i vari soggetti del territorio sono quel che più resta e dà spunto per l'applicabilità in altri contesti

E' stato un workshop ricco di spunti di riflessione per poter realizzare nuove collaborazioni e esperienze più vicine al territorio e che rispondano maggiormente alle esigenze degli utenti.

Commento la mia risposta in disaccordo sulla penultima domanda: ritengo che i progetti presentati siano molto interessanti ma non credo siano così facilmente replicabili, ogni zona e' una realta' a se' e presenta diverse criticita' che complicano il quadro generale

no

Nessuno

The meeting closed at around 12.30 pm.