

# Organisation of seminars / conferences

## D2.5.1

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**LP | Emilia-Romagna Region - General Directorate Economics of Knowledge, Labour and Enterprise -PP4 | Montefeltro Sviluppo Consortium**

For the dissemination of RECOLOR’s activities and outputs PP4 organized 3 main conferences:

- In March 2019 PP4 organized the Kick-off Meeting in Urbania. In this occasion RECOLOR was presented and the first focus group was organized in order to involve local stakeholders in the design of the process (and of the pilot action).
- In November 2019 PP4, together with CAST – University of Rimini, organized in Urbino a conference addressed to qualified local stakeholders and cultural heritage management bodies, such as University of Urbino and Galleria National delle Marche. In this occasion, the stakeholders also participated in the second focus group for the design of the process and pilot action.
- In September 2021, PP4, together with CAST – University of Rimini, organized and hosted a seminar under the national itinerant Festival Itasca (<https://www.festivalitaca.net/>). In this occasion, the project of the pilot action was presented to a wide audience, both in presence and attending the live-streaming of the conference. The conference had a very good resonance thanks to the reputation of the Itasca Festival



## PP1 | Polytechnic of Šibenik

Throughout the project, the Polytechnic of Šibenik organized the following activities:

- On March 29, 2019 with the support of the city of Šibenik, Polytechnic organized event informing the media about the project start.
- In June and October 2019 project team members held focus groups with relevant stakeholders in Šibenik (June 12<sup>th</sup>), in Zadar (October 14<sup>th</sup>), and in Labin (October 15<sup>th</sup>). These sessions aimed at better understanding attitude towards tourism and priorities in tourism planning.
- On December 11 2019, we organized another meeting with several stakeholders participating in focus group that was previously held in Šibenik. Purpose of this meeting was to amend the SWOT template that CAST researchers have pre-completed based on the focus group session.
- In February 2020 project was presented at the pilot location. This event was organized by the City of Šibenik in cooperation with Polytechnic of Šibenik (Kairos Open day; February 27<sup>th</sup> 2020). Purpose of the event was to get people familiar with the pilot project, thus simulation of the green market and painting school was organized. On this occasion, members of the Recolor project team participated in a meeting of Urbact Local Group (ULG) with representatives of the City of Šibenik, the tourist board, non-profit organizations, and small businesses. Focus of the meeting was to encourage dialogue between stakeholders in order to gather inputs for the development of an Action Plan for the use of cultural heritage. Given that Recolor is focused on use and promotion of cultural heritage, members of the project team were able to share and gather different experiences and information.
- In June 2020 Polytechnic of Šibenik organized an on-line training (workshop) on cultural heritage management titled "Heritage and new technologies". Training was conducted by Public Institution in culture Fortress of Culture Šibenik (videoconference via Zoom platform on June 29th 2020).
- Polytechnic organized an event to announce the start of pilot activities (1 July 2020). The pilot action was launched with the opening ceremony for the green market at the pilot location - John Paul II Square alongside St. John's church. Alongside general public, the event was attended by representatives of numerous city institutions, such as the Tourist board, the Diocese of Šibenik, the city theatre, employees of the Polytechnic of Šibenik, the public institution Fortress of Šibenik, etc. The guests were addressed by the

dean, Minister of Administration, mayor of Šibenik, and representative of Šibenik-Knin County.

- In July 2020, Polytechnic and Kinoklub Šibenik organized movies night at the pilot location.
- Art workshops were organized on two occasions during the project (19-21 July and 20-22 August 2020; 26-28 July and 16-18 August 2021). Upon finishing workshops, this activity was concluded with artists exhibiting their works at the event organized at the pilot location (30 August 2020, and 10 September 2021).
- Polytechnic organized a workshop with a theme of art and recycling. This event aimed to bring together artists, entrepreneurs, educators and enthusiasts, to exchange ideas. Workshop was conducted by artist Nives Čičin Šain. 27-28 August 2021.
- Upon ending pilot activities, an event was organized to inform the public of the project results (Mala loža, 10 September 2021). Alongside project members, the event was attended by several stakeholders. The guests were addressed by Recolor project members, and head of the Department for Economy, Entrepreneurship, and Development of the City of Šibenik, and director of Šibenik Tourist Board.





## PP2 | Municipality of Campobasso

Within the project, the Municipality of Campobasso organized the following activities:

On October 22, 2019 in Campobasso - The first appointment to discuss the pilot event with the stakeholder was the Nominal Group Technique organized with the participation of CAST – University of Bologna in Campobasso. The associations in the tourism and cultural sector operating in Campobasso have emphasized the need to design tourist routes and events aimed at enhancing the historic centre of Campobasso.



The results of the focus group can be summarized: despite the little contribution of tourism to the economic development of the city, the focus group participants see at least some possible future positive impacts of it. In particular, tourism has brought job opportunities, could contribute to the definition of the cultural identity of the city, and also empowering the community not only economically, but also under social and educational aspects.

On January 10, 2020 -Focus group in which the representatives of the following associations took part: MUSE, JUSTMO, Archeoldea and Pro Crociati e Trinitari to discuss about questions to analyze the SWOT Analysis Facilitation Package document. The answers given by the participants integrated the SWOT analysis of Campobasso.

On September 14, 2021 - Focus group titled “DISCOVER CB” that was a walking tour with the stakeholder to test the 3 paths identified and designed during the other project activities. During the walking tour, the main environmental, touristic and cultural sites of the routes were touched and described by experts of different sectors and at the same time, the participants were able to give their best contribution with a view to the enhancement of Campobasso.



On June 17/19, 2022 – press and travel bloggers to discover Campobasso thanks to the path of the RECOLOR project and to promote the city as a tourist destination also through the creation of a storytelling. The following instagrammers / travel bloggers who promoted the itineraries and tourist attractions of Campobasso through their instagram / facebook pages were invited to Campobasso: • Valentina Nicastro (Instagram: my.italiandiaries, Facebook: My ItalianDiaries , Blog: [www.myitaliandiaries.com](http://www.myitaliandiaries.com), Print magazine: Italia! Magazine); • Silvia Vantaggiato and Michele Todisco (Instagram: Tripinclick, Facebook: Tripinclick); • Danilo Zanghi, Massimiliano Macaluso, Francesca De Ruberto, Manuela Capuano (Instagram: [travelers.of.idee\\_official](https://www.instagram.com/travelers.of.idee_official), Facebook: [travelers.of.idee\\_official](https://www.facebook.com/travelers.of.idee_official));





On June 30, 2022 - the final event was held in Campobasso on 30 June 2022. The event was presented as a seminar / conference in which, in addition to the institutional representatives and invited associations, there were also stakeholders and citizens, allowing everyone to touch the main stages of the identified routes tested live together with the participants who, by fully experiencing the city and knowing its most authentic and hidden resources, have given their contribution with a view to promoting tourism.



### PP3 | Municipality of Cividale del Friuli

The Municipality of Cividale del Friuli organized its RECOLOR local event on Friday, 6th May 2022. Presentation of RECOLOR results and debate on the enhancement of cultural heritage thanks to new technologies was made by Municipal Theatre Adelaide Ristori. Besides that, there were guided visits of immersive room and virtual balcony. 51 people attended the event, and the invitations were sent out in Italian and English.

A trailer has been developed summarizing the results of the pilot action (in the framework of WP4) and it has been displayed at the Municipal Theatre during the local event, and promoted as well on social media (Cultura Cividale and Project Recolor).

Trailer:

[https://www.dropbox.com/sh/xbbbpf4wakgz9a/AADY68pONH6l\\_47iRuYcQ2Uoa?dl=0](https://www.dropbox.com/sh/xbbbpf4wakgz9a/AADY68pONH6l_47iRuYcQ2Uoa?dl=0)



## PP5 | CAST – Alma Mater Studiorum – University of Bologna

- On November 29<sup>th</sup> 2019 professor Alessia Mariotti ( CAST) conducted a field activity with nine students of the course “Innovation in Cultural Tourism” of the master degree in Tourism Economics and Management (Rimini Campus, University of Bologna) to experiment with methodologies aimed at the realization of a feasibility analysis and evaluation of the cultural tourism product linked to the project. See Annex 1
- On June 5<sup>th</sup>, 2020 professors Patrizia Battilani and Alessia Mariotti presented the project Recolor at the conference “Oltre la convenzione. Pensare, studiare e costruire il paesaggio 20 anni dopo” organized by the Società di Studi Geografici di Firenze. The paper’s title is “I paesaggi d’arte come prodotto turistico fra co-costruzione e partecipazione pubblica. Il progetto RECOLOR” and was presented in session 3.A. See Annex 2 and 3. On June 16<sup>th</sup>, 2020 we posted images and contents about the conference “Oltre la convenzione. Pensare, studiare e costruire il paesaggio vent’anni dopo” (Florence, 4/5<sup>th</sup> June 2020). The number of people reached was 185 with 11 interactions. In Period 4, the content of the seminar was extended and submitted to be published in the Conference Proceeding. The paper was completed between January and March 2021, it will be part of the book “Oltre la convenzione. Pensare, studiare e costruire paesaggi vent’anni dopo” by Matteo Girolamo Puttilli, Marcello Tanca and Benedetta Castiglioni. The essay on Recolor as well as the book were published on September 24<sup>th</sup>, 2021. You can find it at the following link: <https://sbg2020paesaggio.wordpress.com/pubblicazione/>
- On December 10<sup>th</sup>, 2020 CAST held its winter edition of the CAST Days, a bi-annual event to share with the university community and the public the ongoing research activities. Massimo Giovanardi, member of the Recolor CAST team, presented a paper titled **“Recoloring city marketing? Insights from the Interreg project on Sustainable tourism development “RECOLOR”**. **The screenshot of the video posted in You tube is attached as annex 4.**
- In view of disseminating Recolor results, on July 9<sup>th</sup>, 2021 between 10 and 14 o clock, the project was presented by the professor Patrizia Battilani during the webinar “Culture, Creativity and Development, Creatures project” (annexes 5-6).
- In order to disseminate the Recolor project results, Cast and Gal Montefeltro Sviluppo organized the conference “Ricolorare il paesaggio, nuovi prodotti turistici per l’interpretazione del paesaggio” in Barco Ducale d’Urbania. The event was part of I.TA.CÁ – Festival del turismo responsabile. On September 16<sup>th</sup>, 2021 we sent an e-mail

to invite 34 stakeholders to participate in the meeting “Ricolorare il paesaggio – nuovi prodotti turistici per l’interpretazione del paesaggio”, containing the poster of the event (pdf annex 4). In view of highlighting Recolor not only online, but also among the wide public of the Rimini Campus, five posters of the event “Ricolorare il paesaggio – nuovi prodotti turistici per l’interpretazione del paesaggio” have been displayed in the Rimini Campus (Via Angherà 22). The event took place on September 24<sup>th</sup> and was followed by 12 people in Urbania and 419 online (annexes 7-8).

- In addition to that, on October 14<sup>th</sup> 2021 between 13.30 and 14.30 p.m., Patrizia Battilani presented the project Recolor at the TTG Travel Experience conference on occasion of the event “Fiducia, innovazione e creatività per una ripresa sostenibile del turismo post pandemico” organized by SISTUR. About 24 people were attending the workshop (annex - 9).
- In view of disseminating Recolor results, on June 21st 2022, during the Rural History conference in Upssala (20-23 June 2022) between 12 pm and 2 pm, the project was presented by the professor Patrizia Battilani as part of her paper “The tourist development of Italian Rural areas” which had been accepted in the Session on Tourism and Rural areas (Annex 10).



## PP6 | Municipality of Labin

Within the project, the Town of Labin organized the following activities:

- The focus group was held on October 15, 2019 in Labin in which the following questions were discussed:
  - what are the characteristics, implications and impacts of tourism in Labin that you could not live with and that you do not accept under any circumstances?
  - how would you describe the current impact that tourism has on your community?
  - what impact of tourism do you expect and want to see in Labin in the future?

The focus group brought together 16 people from different sectors of activity (public authorities, institutions, schools, hoteliers, associations...)

- In order to spread the word about the project, we also organized a visit by students from Jurja Dobrila University in Pula. The objectives of the Recolor project were presented in the great hall of the City of Labin on November 28, 2019.
- In order to confirm the conclusions of the focus group even better, the City of Labin organized a small meeting in the form of a swot group with some stakeholders of the focus group in Labin on December 6, 2019.
- As part of the pilot action that is being carried out in Labin, a Strategy for the cultural and touristic valorization of the Dubrova Sculpture Park was drawn up and presented to the public via a press conference and a short panel discussion in which the mayor of Labin, the head of culture of the Istrian County, the author of the Strategy, representatives of tourism community from Istria and others participated. The same took place in the "Kocka" information center in the Dubrova Sculpture Park itself on October 2, 2020.
- In order for the public to become even more familiar with the activities of the Recolor project, which are carried out in the Dubrova Sculpture Park, after the presentation of the Strategy, everyone gathered together with the sculptor Denis Krašković, who at that time was working on the "Snail" sculpture in the Dubrova Sculpture Park.
- On June 25, 2021, the coordination of the mayor of Labin with the mayors of four neighboring municipalities (Raša, Pićan, Kršan, Sveta Nedelja) was organized, all in order to present the Recolor project and the activities carried out as part of it.



- On November 28, 2021, a kind of interpretive walk "Artist Walk & Talk" was organized, which moved from the Vinež settlement all the way to Dubrova Sculpture Park. On this occasion, visitors could mingle with authors who participated in the Mediterranean Sculpture Symposium that year (Eros Čakić, Mirko Zrinščak, Majkus). In addition, the Tourist Guide-Heritage Interpreter led the attendees through the Park, from sculpture to sculpture, and introduced them to the Park itself, the artists and the sculptures.





## PP7 | City of Zadar

Within the project, the City of Zadar organized the following activities:

- **20|03|2019**

**Public announcement of the project implementation** and activities during the Mayor's public meeting with Heads of departments (Link: <https://www.grad-zadar.hr/vijest/opce-vijesti-28/opusu-radu-vrtica-izgradnji-komunalne-infrastrukture-i-odrzavanju-strategiji-razvoja-kulture-novim-tehnologijama-u-prometu-uredenju-zadarske-sfinge-i-bunkera-4994.html>)



- **18-19|09|2019**

As part of the implementation of the RECOLOR project, City of Zadar organized the **second partnership meeting** from 18<sup>th</sup> to 19<sup>th</sup> September 2019. The meeting discussed the implemented and upcoming activities, and part of the meeting was dedicated to the presentation of pilot actions that will be implemented in the area of each partner. On the second day of the official visit to Zadar, the project partners had the opportunity to visit the area of the pilot action that will be carried out by the City of Zadar – the Zadar Sphinx in Brodarica neighbourhood. Ms. Ana Bašić Alerić from the Association of Tourist Guides “Donatus”, who is specialized in English and Italian, informed the partners about the sphinx itself, but also about the history of the whole city of Zadar.

(Link: <https://zadarskasfinga.eu/en/news/319/>)



▪ **28-29|06|2021**

**Two-day seminar for licensed tourist guides** entitled "Interpretation of Heritage as a Tool for Developing Thematic Walks" was organized in June 2021. The project has been implemented by the City of Zadar since the beginning of 2019 in cooperation with the Administrative Department for EU Funds and the Administrative Department for Culture and Sports.

The goal of the RECOLOR project was to improve the potential of cultural and natural sights and landscapes that are not part of traditional tourist routes. The selected pilot location of the City of Zadar, a partner in this project, was the park in the city district of Brodarica, where the Sphinx of Zadar is located. With the help of RECOLOR, the City of Zadar renovated and promoted the Sphinx - one of the city's sights that was not well known or visited until now.

The seminar was conducted by the Croatian Association for Heritage Interpretation - Interpret Croatia, for which this is the first such engagement in Zadar. The goal of the project overlaps with the work of the association, one of the main goals of which is to promote tourism and spread knowledge and skills, exchange ideas, knowledge and experiences in the field of heritage interpretation. The seminar leaders, Ms Iva Čaleta Pleša and MS Ivana Jagić Boljat, are interpretation trainers certified by the international association - Interpret Europe.

The seminar was attended by seventeen guides with a license for the Zadar area, some of whom are owners of travel agencies. Lunch and refreshment breaks were organized for the participants on both days. The program consisted of the following thematic blocks: What is heritage interpretation; Basic skills of personal interpretation; What is an interpretive triangle;



Creating deeper connections with heritage; Turning heritage into experience; Involving guests in the experience.

Positive comments from tourist guides who participated in the training and tour of Brodarica showed that their expectations were met and that they acquired new useful and applicable knowledge. The seminar also showed that the interest in the implementation of the RECOLOR project is great and that the efforts of the City of Zadar for the reconstruction and promotion of the Sphinx enjoy the support of the professional actors.

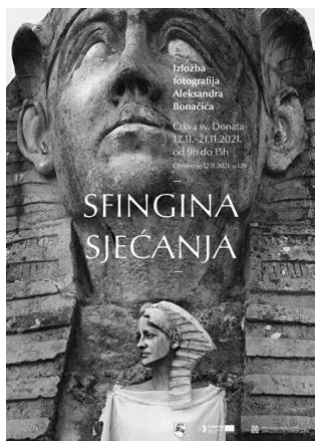
(Link: <https://zadarskasfinga.eu/en/news/318/>)



▪ 12-21|11|2021

City of Zadar, in cooperation with the Archaeological Museum of Zadar, organized an **exhibition of photographs by Aleksandar Bonačić called 'Sphinx's memories'**. The concept of Aleksandar Bonačić's photo exhibition was based on a photographic reinvention and recreation of the time when the Sphinx of Zadar was created and when the Smirich family lived in Villa Attilia. The author was inspired by the original photos of a family that proudly posed next to the sphinx in their garden a hundred years ago. For the recreation of an ancient time and the artistic interpretation of the legend of the sphinx, Bonačić gathered a number of Zadar artists, including Mario Padelin, Smirich's great-grandson. Marija Šarić Ban (costume design), Maja Milošević (hairstyle) and Petra Ušalj (bodypaint art) are also responsible for the successful implementation of the project. Other participants were Anai Bacon, Robin Bacon, Zrinka Brkan Klarin, Ema Burčul, Leo Burčul and Zadar actors Mia Zara and Alain Marin. Bonačić showed the process of preparation for filming, a kind of insight 'behind the scenes' on the screen where colour photos alternate, while a photographic essay with recreated scenes of 'sphinx memories' is shown in black and white photos. The City of Zadar organized and financed the exhibition through the RECOLOR project, which deals specifically with the Zadar Sphinx, and the Zadar Archaeological Museum expressed its support for this event. The interesting thing about this exhibition was that it was set up on the almost 180<sup>th</sup> anniversary of Smirich's birth (1842 - 2022), and it was set up in the church of St. Donat, the place where he himself laid the foundations of museum activities in Zadar.

(Link: <https://www.grad-zadar.hr/vijest/dogadanja-76/otvorenje-izlozbe-fotografija-aleksandra-bonacica-sfingina-sjecanja-7169.html>)



▪ **09|06|2022**

City of Zadar organized a **presentation of the results** of the project which was held on Thursday, June 9, in the Concert Hall of the Bersa brothers (Rector's Palace, Il Palaces) starting at 10 a.m. The results of the project were presented by Dina Bušić, Head of Department for Culture and Sports, who is also the project manager of the Recolor project. There was also a round table called "Giovanni Smirich Park - yesterday, today, tomorrow", with the following speakers:

Antonija Mlikota (University of Zadar)  
Mirna Petricioli (Nasadi)  
Ela Mrduljaš Kutlača (Kvinar)  
Zrinka Brkan Klarin (City of Zadar)  
Ante Ćurković (City of Zadar)  
Mario Padelin (Descendant of the Smirich family)  
Maja Milin (moderator)

Dina Bušić, Head of Department for Culture and Sports and the project manager presented the activities made for the purpose of research, valorisation, restoration and promotion of this monument. Other speakers, collaborators on the project, each from the position of their profession and field of work, talked about the history of the park, villa and sculpture, the importance of Giovanni Smirich, the value of space in horticultural and heritage terms, and plans for further promotion and landscaping.

(Link: <https://zadarskasfinga.eu/en/news/329/>)





▪ 12|06|2022

The end of the project RECOLOR altogether with the unveiling of the new - old concrete sculpture was marked by a **public event “The Sphinx, the Nature & the Company”** in the Sphinx Park on Sunday, June 12, 2022. The program began with workshops, a photo exhibition and a handicraft fair, and continued with a concert and tasting of a new tourist product – the Sphinx cocktail. Over 1,000 visitors to this public event are a proof that this historically important location in Zadar's Brodarica neighbourhood deserves further systematic reflection, restoration and valorisation. (Link: <https://zadarskasfinga.eu/en/news/330/>)

