

Participation in conferences, fairs, exhibitions

D2.5.4

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Partner in charge:	City of Zadar
Partners involved:	All
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LP | Emilia-Romagna Region - General Directorate Economics of Knowledge, Labor and Enterprise - PP4 | Montefeltro Sviluppo Consortium

For the dissemination of RECOLOR's activities and outputs LP/PP4 participated in 7 conferences and fairs/exhibition events:

- Biosalus event in Urbino in October 2019 where the project was presented to the general audience.
- In March 2020 PP4 was invited to a conference held by public authorities (local mayors) for the management of local development processes. In this occasion, RECOLOR was presented as one practice to develop and exploit in the general interest.
- In September 2020 in two different conferences organized by the Association Lands of Urbino. The two conferences (held in Macerata Feltria and Cagli) were addressed to local tourism stakeholders and were finalized to their involvement in local management processes for the tourism sector. In these occasions PP4 presented the RECOLOR project as a best practice, along with the then-in-progress pilot action as a possible touristic product for the whole territory.
- In September 2021, PP4 organized and hosted a seminar under the national itinerant Festival I.Ta.Cà (<https://www.festivalitaca.net/>) (see D.2.5.1). The seminar was organized by PP4 but the Festival had its own organization, so that this can also be considered an external participation.
- In December 2021 PP4 was invited to present its pilot action "Montefeltro Art Views" in the frame of a conference organized by GAL Valli Marecchia e Conca. The conference was addressed to the six Local Action Group working in the Emilia-Romagna Region, and the pilot action was presented as one best practice of valorizing cultural and natural heritage jointly.
- In June 2022, in the frame of the "Il Legno e il Mare" fair in Riccione (<https://cvcriccione.weebly.com/legnomare.html>), PP4 participated with the presentation of its two Interreg Italy-Croatia projects, RECOLOR and EXCOVER. With regards to RECOLOR, PP4 presented in particular the outputs of the joint pilot action carried out together with Emilia-Romagna Region, known as "Montefeltro Art Views". In this occasion several printed materials (leaflets, brochures and the Montefeltro Art Views book) were presented and/or distributed to the public, together with the invitation to visit the real Montefeltro Art Views.



- PP4 also participated in all the transnational meetings of the projects (including the last one in Rimini in June 2022 where the pilot action was presented in its final outcome), as well as in the three capacity building workshops held under the WP5.



PP1 | Polytechnic of Šibenik

Within the project, the Polytechnic of Šibenik participated in the following activities:

- Workshop "Acceptability of costs and reporting" as part of the INTERREG Italy-Croatia program in Split, May 2019.
- Polytechnic team participated in a virtual training session on June 29, 2020. The training was held on the topic of "The use of digital technology for the promotion of the cultural and touristic heritage of a certain locality", which was held by colleagues from the Fortress of Culture Šibenik, after which specific tasks on the use of digital technology were approached.
- Polytechnic team participated in on-line training sessions (Capacity Building Events) organized by CAST - University of Bologna with the topic How to create a common language useful to improve communication among public/private and tourism/cultural stakeholders. Training session 30 October 2020: Discovering cultural connection and understanding the value of networking and participatory design among project partners. The goal of the training session: designing a service blueprint for the pilot promotion. Several participants from the culture and tourism sector took part in the session, such as Šibenik Tourist Board, Tourist agency Magtours Travel, Šibenik Knin County Development Agency, City of Šibenik, Fortress of Culture Šibenik, City Library Juraj Šižgorić.
- Second part of the above mentioned online training session was held on 30 November 2020, with the topic: From a set of pilots to a European cultural route with the goal of creating a common cultural connection.
- Polytechnic participated in an online training session (Capacity Building Event) organized by CAST - University of Bologna (29 March 2021). This training aimed to explore the purposes and processes of local-resident engagement, analyse residents' perceptions, attitudes and involvement towards destination development projects, understand how to overcome participation that still tends to be partial, reactive and ad hoc, rather than more "general", etc.
- In June 2021 at the occasion of final conference of Erasmus + project Agrient, our project manager presented the Recolor project to the media. Promotional materials were also distributed.
- Šibenik Tourist Board as one of the partners on the project S.LI.DES, promoted city's tangible and intangible heritage, local products, and collaborated with all local stakeholders with similar interests. In the summer of 2021 (8 Thursdays in July and August) Tourist board organized events Šibenik Heritage Day, at the Recolor pilot site. During these exhibitions, Recolor poster with project information was posted. On one of these occasions Recolor promotional materials were distributed.
- Polytechnic team attended the Final Conference organized by the City of Zadar (Zadar, June 9 2022).

PP2 | Municipality of Campobasso

Within the project, the Municipality of Campobasso participated in the following activities:

- On October 30, 2020 – Online - Employees of the Municipality of Campobasso with external collaborators participated in a capacity building session where they worked on defining the visitors of the location and everything that the location offers.
- On March 29, 2021 – Online - The same team participated in another capacity building session. The topic of this training was "Make locals key players in your destination marketing strategy. Engagement models, best practices, tips & tricks."
- On June 30, 2022 – in Campobasso – Mrs Claudia Romaniello, the referent of the project, illustrated the recolor project and its results during the final event of the Excover project.



Friday, October 30, 2020

RECOLOR : discovering cultural connection & understand the value of networking and participatory design among project partners.

Goal: Designing a service blueprint for the pilot promotion

- Understanding the full potential of service-based industries: the value of immateriality
- Service as value co-production
- Recognize biases with respect to the targets
- Overcoming biases across respective roles/backgrounds/organizations
- Overcoming specificities, towards the common goal
- Learning about tools for co-planning interventions to promote art landscape



Case study:
residents' participation in the project Excover

Recolor | Sabrina Tirabassi
Municipality of Campobasso
Technical Online Meeting | 29th March 2021



**EXCOVER: STRATEGIE DI
TURISMO INTEGRATE**

Campobasso, 30 Giugno 2022



European Regional Development Fund

PP3 | Municipality of Cividale del Friuli

PP3 participated to RECOLOR final conference, held in Rimini on 31/05/2022, and hosted by the partner University of Bologna (CAST). The external experts Ilaria Marcolin and Marco Marinuzzi took part to the conference of behalf of the Project Manager Elisabetta Gottardo, performing an intervention on the local pilot action carried out by the Municipality of Cividale del Friuli, included in the working session related to Digital technologies and sustainable tourism.

The focus of the presentation was the smart and sustainable use of digital technologies to improve the experience of visitors and tourists, protect the built heritage and create new immersive storytelling, enabling also the development of new audiences, in particular younger generations.



PP5 | CAST – Alma Mater Studiorum – University of Bologna

As per D251.

PP6 | Municipality of Labin

Within the project, the Town of Labin participated in the following activities:

- Employees of the City of Labin also participated in the workshop "Acceptability of costs and reporting" as part of the INTERREG Italy-Croatia program in Karlovac on May 8, 2019.
- Employees of the City of Labin and external collaborators participated in a virtual training session on June 29, 2020. The training was held on the topic of "The use of digital technology for the promotion of the cultural and touristic heritage of a certain locality", which was held by colleagues from the Fortress of Culture Šibenik, after which specific tasks on the use of digital technology were approached.
- Employees of the City of Labin with external collaborators (Association of the Mediterranean Sculpture Symposium and tourist boards in the area of Labin) also participated in a capacity building session where they worked on defining the visitors of the location and everything that the location offers. The same was held virtually on October 30, 2020.
- The same team participated in another capacity building session, which was held virtually on March 29, 2021. The topic of this training was "Make locals key players in your destination marketing strategy. Engagement models, best practices, tips & tricks."
- The Recolor project, i.e. the pilot action that was carried out in Labin, was presented at the 43rd Mediterranean Sculpture Symposium in the Dubrova Sculpture Park from July 24 to August 14, 2021. That event was called "MKS powered by Recolor" since the final evening of this symposium was organized by the Recolor project, in order to show how the Park can be "revived" in this sense as well. For this occasion, a physical corner of the Recolor project was designed, where all promotional materials and everything else that was created as part of the project are displayed.
- Weekend Media Festival (WMF) is the largest regional conference of the communication industry, which over the years has grown into a much larger, a kind of economic, marketing, creative forum. In September 2021, the project "Eastern Istria" was jointly presented, in which the city of Labin, the Labin Tourist Board, and the municipalities in the vicinity of Labin participated. RECOLOR was also introduced through the presentation of activities on the big screen and the sharing of promotional material.





City of Zadar took part in an online event organized by the Interreg Italy-Croatia programme called “Enhancing cultural heritage through digital: Insights in the Adriatic area” that took place on 24th June 2021. The topic covered was “Digitalization of the cultural heritage: An opportunity for local communities and inland areas”.

The event presented different approaches and methods focusing on how Adriatic regions can enhance and valorise their cultural heritage thanks to information technology tools. Since 2001, a massive digitisation campaign has promoted the creation on European, national and thematic digital repositories presenting the collections belonging to EU Galleries, Libraries, Archives and Museums. IT cannot replace the emotion of a direct visit to a cultural site, however it can enhance the experience of visitors, support people who cannot travel, facilitate the joint research of scholars working in different labs, facilitate preservation and restoration of ancient artefacts. After a short introduction presenting the relevance of cultural heritage for local communities and of digital technologies in cultural valorisation, technological solutions adopted by the INTERREG Italy-Croatia projects ECOMAP, MADE IN LAND, RECOLOR, REVIVAL and TEMPUS were presented.