Del 2.4.1

HIGH LEVEL CONFERENCES FOLLOW UP REPORT

LP – CENTRAL ADRIATIC PORTS AUTHORITY
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<th>10042741</th>
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<td><strong>Project acronym</strong></td>
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<tr>
<td><strong>Project Title</strong></td>
<td>REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tERRitorial growth</td>
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<tr>
<td><strong>Start of the project</strong></td>
<td>January 2019</td>
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<td><strong>Duration</strong></td>
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<tr>
<th><strong>Related activity:</strong></th>
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<td><strong>Deliverable name:</strong></td>
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<td><strong>Work Package Leader</strong></td>
<td>ADSPMAC – Central Adriatic Ports Authority</td>
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Summary

1\textsuperscript{st} High Level Conference ................................................................. 4
2\textsuperscript{nd} High Level Conference ................................................................. 8
3\textsuperscript{rd} High Level Conference ................................................................. 14
4\textsuperscript{th} High Level Conference ................................................................. 18
1st High Level Conference

General Information:

Date: 31st May 2019

Title of the event: Cultural Heritage as lever for the sustainable development of port cities

Modality: on-line

Agenda

2019 Edition Programme

Day One - Thursday, May 30th

10:00 Technical visit

11:00 Conference opening

11:30 Keynote

12:00 Working sessions

13:30 Lunch break

14:30 Working sessions

16:30 Conference closing

Day Two - Friday, May 31st

10:00 Welcome

10:30 The Adriatic as a Call for Action

11:30 Roundtable

12:30 Lunch break

13:30 Roundtable

14:30 Technical visit

15:30 Conference closing

European Regional Development Fund
Minutes

The first high level conference of REMEMBER project was organized by the Lead Partner, Central Adriatic Ports Authority, in the framework of the Adriatic Sea Forum 2019 hosted in Ancona on 30th and 31st May 2019.

The event titled “EXPLOITING PORT CULTURAL SITES FOR TOURISTS” was held on 31st May from 10.30 to 11.30 and focused on the importance for the Adriatic ports cultural sites to foster new opportunities of growth in order to make natural and maritime cultural heritage a leverage for territorial development. The round table was introduced and moderated by Guido Vettorel – Head of Development and promotion unit, Central Adriatic Ports Authority and was participated by Carlo Birrozi – Director, Central Institute for Cataloguing and Documentation, Alberto Cozzi – Project Manager, Port Network Authority of the Eastern Adriatic Sea, Robert Škifić – General Manager, Zadar Port Authority

During the event, as foreseen by REMEMBER project, all partners representatives signed the Memorandum of Understanding setting up the ADRIATIC PORTS CULTURAL NETWORK (act 5.1) to confirm and highlight the strong involvement of project partners to jointly preserve and promote the historical maritime heritage of the Adriatic ports.

The Memorandum was signed also by the Port Authority of Split as port engaged in REMEMBER project objectives and outcomes although not directly involved in the partnership.

Results

The speakers shared ideas about the importance of retrieving the important cultural links on which the relationship between the cities and the port was built up across the centuries and to communicate to the local communities the richness in terms of maritime cultural heritage that permeates the common local knowledge and traditions. Moreover, it was highlighted by the speakers the intense common cultural background between the two Adriatic shores that defined, in the course of the history, common roots and cultural references making the Adriatic a unique eco-system, a common ground for social and economic relations, a link instead of a border.
Photos
2\textsuperscript{nd} High Level Conference

General Information:
\textbf{Date}: 24\textsuperscript{th} November 2020

\textbf{Title of the event}: Cultural Heritage as lever for the sustainable development of port cities

\textbf{Modality}: on-line
Minutes

On November 24th, with over 200 participants and the appreciation of UNESCO, the International Conference on "Cultural Heritage as a lever for the sustainable development of port cities" was held.

With our great pride the participation was important. This is a trace of the first real result of the REMEMBER project: the joint commitment of the leading port cities.

The joint interest in the issues was also underlined by the geographer Franco Farinelli, who opened the works with praise to the great step forward in the fight against the crisis of territorial models.

The speakers debated on the theme of the sea as the main engine of the economy, taking for example the Venetian case and how, in the lagoon: "The flourishing mercantile economy allowed, in medieval, Renaissance and then modern times, the development of culture, arts and technological innovation". These are the words of Pino Musolino, Extraordinary Commissioner of the Port System Authority of the Northern Adriatic Sea. Musolino made us part of the initiative that the Veneto region is carrying out: the "Virtual Museum of the Port of Venice". An innovative project, capable of exploiting augmented reality to allow everyone to rediscover the ancient traditions of the port city and follow the evolution of Venice’s trade routes, from the Mediterranean to Northern Europe.

Of great impact was the speech by Rodolfo Giampieri, President of the Port System Authority of the Central Adriatic Sea, project leader, who underlined the importance of a port for his city: "The cultural heritage of ports has the great advantage to be immediately recognizable by those who live in a port city and by those who work there. Port and city can find, in the cultural dimension, the key to growing together again".

Port as an engine of the economy, including tourism. This is the observation that the representative of the Veneto Region, managing authority of the Italy-Croatia program, Federico Rosset, gave us. At the end of the institutional interventions, Rosset highlighted the particular importance of ports as protagonists in the construction of new tourism models in the Adriatic Sea.
The conference's today more relevant than ever, in times of pandemic and, even before, in the wake of the UN’s 2030 Agenda. **Ernesto Ottone Ramirez**, Unesco Keynote speaker, Deputy Director General for Culture, former Chilean Minister, informed us of the establishment of the “Task force for resilient tourism”: a space to implement models able to achieve a balance between social, economic, environmental and cultural dimensions.

This is followed by the interventions of Professor **Carola Hein** of the University of TU-Delft who placed port cities at the center of the project for building sustainable cities. Ideas that were also echoed in the speech of **José Sánchez**, International Project Manager: not only sustainability, but also culture as a fundamental application profile of the UN 2030 Agenda on the subject of maritime cities.

**Domagoj Drazina**, Project Manager and Education Curator of the National Museum of Zadar, then presented us the greatest challenge for today's museums: involving the public. The aim is in fact to make it active, to tell the same story, “together”.

Professor **Paolo Clini**, of the Marche Polytechnic University moved in the same vein. "The virtual copy" - says the Professor - "makes art democratic": a tool accessible to all, in the most varied realities and dimensions.

Lastly, the launch of the "**Adrijo**" brand of the cultural network of the eight Adriatic ports, described by **Guido Vettorel** - Head of Development, Promotion, Statistics, Communication and EU Projects of the Central Adriatic Port Authority - as a story shared by the leading cities of the project, capable of accompanying them in their immersive experiences.

The conference thus came to an end with the intervention of the Mayor of Ancona, **Valeria Mancinelli**, Anci delegate for port cities. In her words, the appreciations to the intentions shared by the Partners of the project are clear: the reconstruction of a common identity, today more urgent than ever. **Innovation and future, hand in hand with culture and tradition.** This is the “core” of the Remember project.

The video of the conference is available here: [https://www.youtube.com/watch?v=Gb043I3-7Kk](https://www.youtube.com/watch?v=Gb043I3-7Kk)
Federico ROSSET,
Policy officer, European Territorial Cooperation and Macrostrategies Unit,
Joint Programming Department, Veneto Region

Promoting and capitalising on the specific culture
and identity of port cities
Learning from the Port Center’s case histories

José M P SÁNCHEZ
International Project Manager,
ALVP, International Association Cities and Ports
The cultural dimension of port city vision
What is culture? What is port city culture?
3rd High Level Conference

General Information:
**Date:** 19th of July 2021

**Title of the event:** Restarting of the touristic sector in the Adriatic Area

**Modality:** on-line

Agenda

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**Monday 19th July 2021**

**TIME** | **SESSION** | **SPEAKERS**
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09:00 a.m. | INSTITUTIONAL ADDRESSES | Kristijan Pavč, President of board of directors, Dubrovnik port Authority
Jelka Topić, Deputy Mayor – City of Dubrovnik
Guido Vatutre, Head of unit development, promotion, statistics, communication and EU projects, Central Adriatic Ports Authority

09:30 a.m. | KEYNOTE SPEECH | Vlasta Pšeničč, EU Project Thematic Expert Department for European Affairs, Policies and Strategies, Croatian Ministry of Tourism and Sport
Laura Cimolai, MedCruise VP, Director of Ports, Cities and Destinations

10:00 a.m. | ROUND TABLE: Restarting the future of tourism in the Adriatic area | Jelka Topić, Deputy Mayor – City of Dubrovnik, Dubrovnik tourism pre- and post COVID19 pandemic
Kristijan Pavč, Chairman of the board of ACI Marinas d.d, Nautical tourism pre- and post COVID19 pandemic trends

Central Adriatic Ports Authority - Guido Vatutre
Dubrovnik port Authority - Kristina Lapatoto - Independent associate for EU projects
Port of Stonemans Authority - Francesco Magagioli - Project Officer
Split port Authority - Ana Mutuš - Head of Commercial Affairs Department
Port Network Authority of the Eastern Adriatic Sea - Albino Costi - Project manager
Zadar port Authority - Kori Stambuk - Deputy general manager

11:00 a.m. | CONCLUSIONS | Pantella Karapiperis, Municipality of Igoumenitsas, Presidency City of Forum of Adriatic and Ionian Cities (FAI)

11:30 a.m. | END OF THE CONFERENCE |
Participants
The III High Level Conference of REMEMBER project was participated by 65 participants including the partners representatives and stakeholders from the field of tourism and culture.

Minutes
The main objective of the event was to present to the public a strategy for restarting the touristic sector after the Covid emergency. The event was held only online.
The discussions focused on the importance of elaborating a right and efficient strategy to relaunch the touristic sector, enhancing the social and economic paths that have been highly impacted by the Covid crisis.
The speakers of the event were: Rodolfo Giampieri, President of Central Adriatic Port Authority, Kristijan Pavić, President of board of directors, Dubrovnik port Authority, Jelka Tepšić, Deputy Mayor – City of Dubrovnik, Guido Vettorel, Head of unit development, promotion, statistics, communication and EU projects, Central Adriatic Ports Authority, Vlasta Klarić, EUSAIR PC deputy/FP Thematic Expert Department for European Affairs, Policies and Strategies, Croatian Ministry of Tourism and Sport, Laura Cimaglia, MedCruise VP, Director of Ports, Cities and Destinations, Jelka Tepšić, Deputy Mayor – City of Dubrovnik, Kristijan Pavić, Chairman of the board of ACI Marinas d.d., Kristina Laptalo from Dubrovnik port Authority, Francesco Magagnoli from Port of Ravenna Authority, Ana Matulić, Head of Commercial Affairs of Split port Authority Alberto Cozzi from Port Network Authority of the Eastern Adriatic Sea, Doni Štambuk from Zadar port Authority, Pantelis Karapiperis, Municipality of Igoumenitsa, Presidency City of Forum of Adriatic and Ionian Cities (FAIC).
The conference was moderated by Darko Bukovic.

Results
The speakers focused on the relevance of the touristic and cultural sector for the Adriatic Ionian dimension, in coherence with the EUSAIR strategy priorities, and for the Mediterranean dimension, according to the MEDCruise Vice president. In this sense, the speakers highlighted the importance of seeking alternative forms of tourism in order to relaunch the touristic sector, with particular reference to the cruise travelers, in line with the need to adapt the offer to the post COVID-19 pandemic situation. REMEMBER project can contribute to the proposal of more sustainable touristic offers, based on cultural and digital contents, through the Adrijo platform ongoing implementation.
Pictures
4th High Level Conference

General Information:

**Venue:** Central Adriatic Port Authority, “Sala Marconi”

**Date:** 23rd of June 2022

**Title of the event:** ADRIJO- Adriatic Ports Cultural Network: linking maritime travelers, territories, communities

**Modality:** online and in presence

Agenda

**11:00** INSTITUTIONAL WELCOME

**11:15** The valorisation of the Adriatic maritime cultural heritage: the results of REMEMBER project and ADRIO - Adriatic Ports Cultural Network

Guido Vettorl, Central Adriatic Ports Authority

**11:30** KEYNOTE SPEECH

Tourism trends in the Adriatic. An overview.

Anthony La Salandra, Director, AlpeAdria Travel

**11:45** ROUND TABLE

Maritime passenger flows as leverage for sustainable tourism promotion

Marche Region

Vincenzo Garofalo, President, Central Adriatic Ports Authority

Boštjan Šturmik, Director, Zadar Port Authority

Mihuelo Kadas, Director, Zadar Region Tourist Board

Francesco Calliari, National Director Italy, Club Cruise Lines International Association

Lorenzo Verdi, Vice President, Mediterranean

moderated by

Michele Romano

**13:00** The Future of Cooperation

Anna Flavia Zucconi, Managing Authority Director, Italy-Croatia Programme

Annalisa Fiaschi, University of Venezia, ADRIO-PLUS PROJECT

**13:20** END OF THE CONFERENCE

LUNCH
Participants
The IV and final High-Level Conference of REMEMBER project was participated by 32 participants including the partners representatives and stakeholders from the field of tourism and culture (1 Local, regional and national public authorities; 5 Regional and local development agencies, enterprises; 2 Associations, regional innovation agencies and 1 Education and training organisations).

Minutes
The main objective of the event was to discuss on how digital tools such as the ADRIJO can be helpful to promote destinations, highlighting their potential to involved regional and local stakeholders in the field of tourism and culture.
The event was held in the Central Adriatic Port Authority.
The discussions focused on the importance of exploiting digital tools to connect maritime travelers, territories, communities.
The speakers of the event were: Guido Vettorel, Head of unit development, promotion, statistics, communication and EU projects, Central Adriatic Port Authority, Anthony La Salandra, Director of Risposte Turismo, Vincenzo Garofalo, President of Central Adriatic Port Authority, Doni Stambuk, Central Manager of Zadar Port Authority, Mihaela Kadija, Director of Zadar Region Touristic Board, Francesco Galietti, National Director of CLIA, Cruise Line International Association, Lorenzo Vera, Vice President of MEDCRUISE, Anna Flavia Zuccon, from Managing Authority Director of Italy-Croatia Programme and Annalisa Fazzini from University of Teramo. The round table was moderated by Michele Romano, journalist of Il Sole 24 ore.

Results
The speakers highlighted the importance of the ADRIJO network to introduce new inspirations and touristic proposals for the cruise passengers in the Adriatic basin, in order to promote the shift to a more sustainable and environmentally friendly tourism.
In particular, Lorenzo Vera, vice president of MEDCRUISE, considers ADRIJO network and platform as a best practice to be transferred to other cruise passengers’ ports of the Mediterranean area for the promotion of the maritime cultural heritage as leverage for more inclusive and sustainable tourism related activities.
Pictures