

REVIVAL

WP2

D.2.4.1. Transnational dissemination event

PI RERA SD

Version 1

December, 2021

1st Dissemination event

First dissemination event was held in Campobasso on 30th October 2019., day after 1st Transnational project meeting. All project partners participated at dissemination event. The main theme was losted and abandoned heritage and innovative approaches for its revitalization.

Agenda:

DAY 2 – 30 th October 2019 1 st Transnational dissemination event			
14:45	15:00	Welcome and opening speech	PP1 - Municipality of Campobasso
15:00	15:15	The reasons for the Revival project: make losts a leverage for a sustainable and more balanced tourist development	LP - Municipality of Forlì – Dott. Benetti – REVIVAL Project Manager
15:15	15:45	The REVIVAL PROJECT: an innovative approach to Losts	PP7 - University of Zadar - Antonija Mlicota - WP3 Coordinator
15:45	16:15	Integrated regeneration actions in the Urban Area of Campobasso	PP1 - Municipality of Campobasso - Campobasso Urban Authority
16:15	16:45	Reuse of abandoned public places for cultural events: the success story of the Sport 4 Values project	Nino Carpenito – Malatesta Association
16:45	17:15	Open discussion	
17:15		End of Meeting	

Photos:



2nd Dissemination Event

Due to epidemiological situation and on Program communication manager initiative, 2nd dissemination event was held as a webinar “NEW LIFE TO FORGOTTEN SPACES” on Thursday 13 May 2021 from 10:00 a.m to 12:30 p.m. The Webinar is jointly organized by the Communication leader Public Institution RERA S.D. together with European Project TEMPUS (Lead Partner: ITC-CNR).

This Webinar was great opportunity for discussion and joint dissemination for the two projects involved that are both committed to testing innovative approaches to the revitalization of both tangible and intangible cultural heritage. The aim was to disseminate and promote implemented project activities and to attract attention of the local communities and relevant stakeholders.

Agenda:



AGENDA

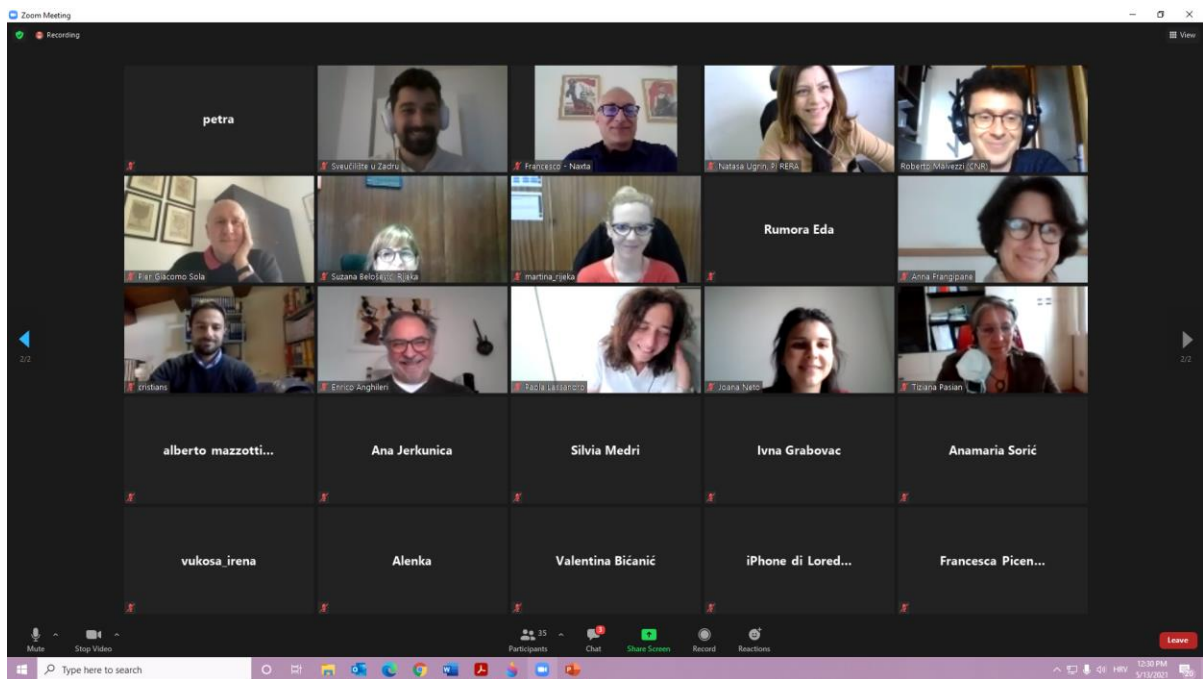
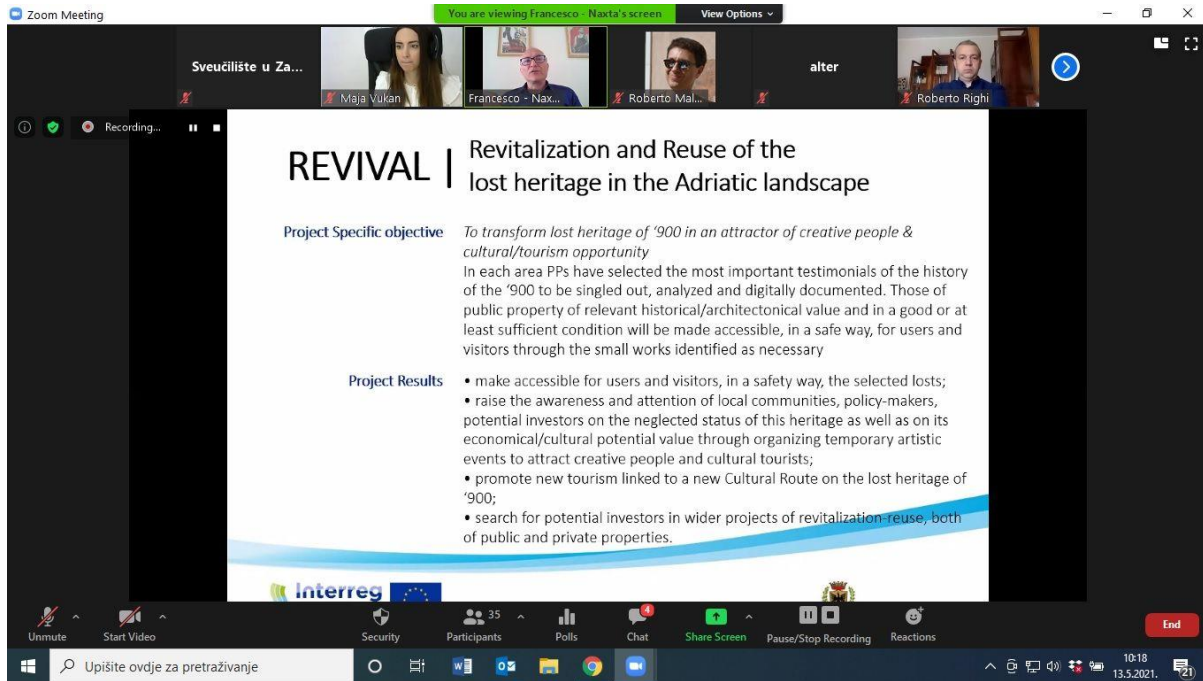
Working languages: English

[Join Zoom event here](#)

10:00	10:05	Registration of participants (online)	Speaker
10:05	10:10	Welcome and opening speech	Maja Vukan (PI RERA S.D.)
10:10	10:20	About REVIVAL	Francesco Natale (Municipality of Forlì)
10:20	10:30	About TEMPUS	Roberto Malvezzi (ITC-CNR)
10:30	10:50	Digital documentation center – on-line tour (REVIVAL) - Presentation of the digital documentation center of the lost heritage in Adriatic landscape - ONLINE TOUR	Tomislav Klarin (University of Zadar)
10:50	11:00	Discovering the Alpine Wall in Rijeka (REVIVAL)	Petra Karuza (RPK DESIGN d.o.o.)
11:00	11:10	Dalmatia as a storytelling destination (REVIVAL)	Renata Tešija (Split Dalmatia County)

11:10	11:20	Urban regeneration of historical spaces in Campobasso: School House (REVIVAL)	Roberto Righi (Steps, Campobasso Municipality external expert)
11:20	11:30	Revitalization of the forgotten heritage/spaces - How do we make them live again	Na Bencun (Feral-Tours, tourist agency)
11:30	11:45	Pilot actions on the Darsena of Ravenna (TEMPUS)	Maria Cristina Garavelli (Officina MEME)
11:45	12:00	Pilot actions on the port area at the Jadro River mouth. (TEMPUS)	Ivana Toljic (Municipality of Solin)
12:00	12:30	Conclusions Q&A End of Event	Maja Vukan (PI RERA S.D.)

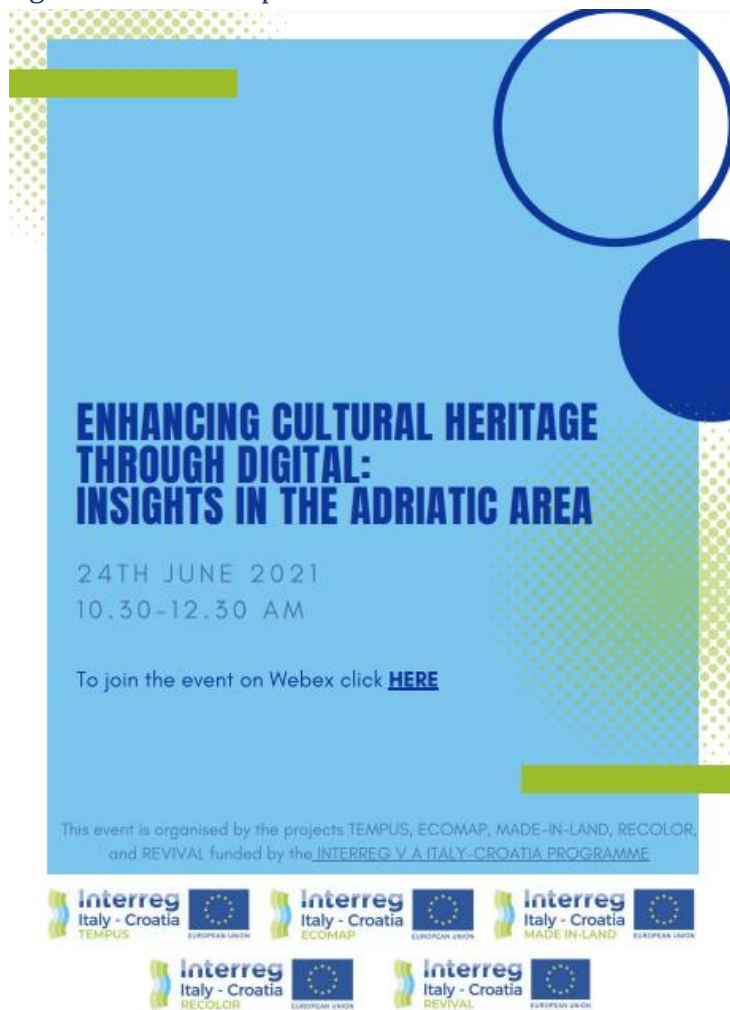
Photos:



3rd Dissemination Event

Third dissemination event was held 24th June 2021 online due to epidemiological situation. It was organized as a joint webinar with other projects financed by Interreg Italy Croatia Programme with similar thematic – TEMPUS, RECOLOR, ECOMAP and MADE-IN-LAND. Webinar was very successful and had good media coverage.

Agenda and description:




**ENHANCING CULTURAL HERITAGE
THROUGH DIGITAL:
INSIGHTS IN THE ADRIATIC AREA**

24TH JUNE 2021
10.30-12.30 AM

To join the event on Webex click [HERE](#)

This event is organised by the projects TEMPUS, ECOMAP, MADE-IN-LAND, RECOLOR, and REVIVAL funded by the [INTERREG V A ITALY-CROATIA PROGRAMME](#)



Programme

10:50 AM

Welcome and introduction

Marco Padula | [Institute for Construction Technologies of the National Research Council of Italy](#), San Giuliano Milanese

10:35 AM

The Relevance of Cultural Heritage for Local Communities

Luka Štrošček | [Maritime and History Museum of the Croatian Coast](#), Rijeka

10:45 AM

From Digitisation to Digitalisation: How Digitisation, Augmented Reality and Artificial Intelligence Can Be Used in The Cultural Sector

Pier Giacomo Solo | [Emilia-Romagna Region](#), Bologna

From Theory to Practice:

How Are Our Projects Using ICTs to Boost Cultural Heritage Potential?

10:55 AM

Sustainable and Innovative Technologies to Improve Sea and Coastal Areas' Environmental Conditions - The ECOMAP Project

Diego Santalano, Eva Canevarolo | [Technology Park "Andrea Galvani"](#), Pordenone

11:10 AM

Connecting tourist visitors and small businesses through smart solutions and new tools - The MADE-IN-LAND Project

Sanja Jerak, Matea Šaban | [Agencija ZADRA NOVIA](#), Zadar

11:25 AM

IT Tools for Reviving and Enhancing Heritage and Landscapes of The Adriatic Regions - The RECOLOR Project

Ana-Marija Rahja, Zrinka Brakan Klarin | [City of Zadar](#)

Pier Giacomo Solo | [Emilia-Romagna Region](#), Bologna

11:40 AM

Digital Documentation Centre: Online Tour Through Forgotten Heritage: The REVIVAL Project

Antanija Mikota | [University of Zadar](#), Zadar

11:55 AM

Virtual exhibitions to stimulate new entrepreneurial ideas: The TEMPUS Project

Paolo Luigi Scala | [Institute for Construction Technologies of the National Research Council of Italy](#), San Giuliano Milanese

Michele Mazzali | [Polar Coffee Web and SEO](#), Brescia

12:10 AM

Dioletian's Dream, a Virtual Experience - The REVIVAL Project

Declanu O'Rourke | [Virtual Reality Movie Experience](#), Split

12:25 AM

Closure

Moderator: Pier Giacomo Solo, Emilia-Romagna Region

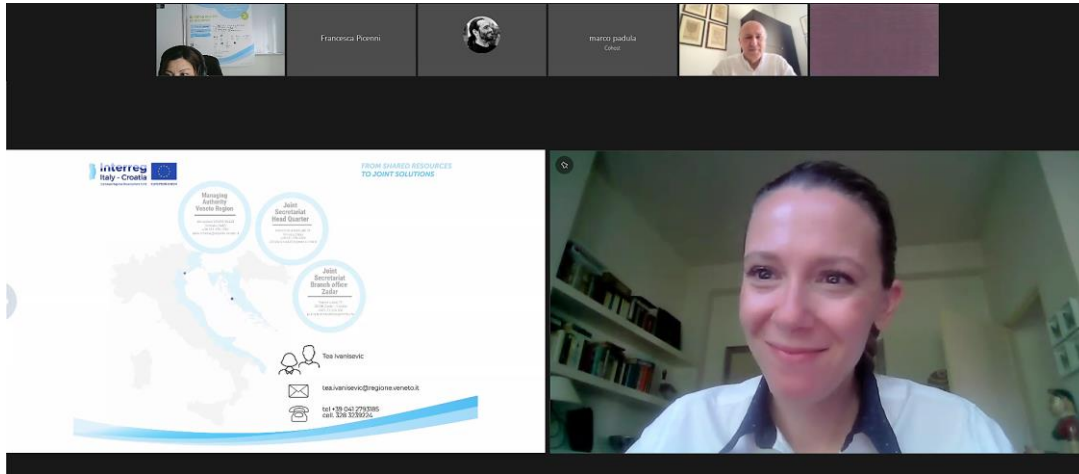
About

This event presents 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 valorization, technological solutions adopted by the INTERREG Italy-Croatia projects ECOMAP, MADE IN LAND, RECOLOR, REVIVAL and TEMPUS will be presented.

Photos:



4th Dissemination Event

4th Dissemination event was organized within Venice Film Festival. On the invitation of the Joint Secretariat of the INTERREG Italy-Croatia Program PI RERA SD participated in the event "Cultural and Communication Dimension of the European Territorial Cooperation Program INTERREG Italy-Croatia", organized as part of the 78th edition of the Film Festival Venice. It was great opportunity to disseminate project results and promote project activities. Communication manager on project level, explained how project partners use project activities to rediscover a lost and forgotten heritage of 20th century. Through interesting presentation, it was showed to all participants how project partners use digitalization, storytelling concept and event industry to attract stakeholders attention. It was represented new cross border touristic route which consist of all partners pilot site. At end of presentation was showed brief video of storytelling route which will be a part of the new cross border joint route.

Agenda:



LA REGIONE DEL VENETO ALLA 78ª MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA DI VENEZIA

The cultural and communicative dimension of the European cooperation Programmes: Interreg Italy-Croatia

Venue: Veneto Region permanent space at Hotel Excelsior Lido - Venezia

Date: 2nd September 2021, from 10:00 to 12:00 AM

Objective: The Adriatic area is a territory full of cultural content and social dynamics. The initiative addresses the issue of communication in European projects starting from the visual experiences of the Italy Croatia Programme to shift to new methods of communication and involvement of the institutional and social stakeholders of the area.



Opening welcome

Introduction

Mr. Santo Romano, Director Economic Policies, Human Capital and Programming of European Funds

Current situation of the new Italy Croatia Programme 2021-2027

Ms. Anna Flavia Zuccon, Head of Interreg Italy-Croatia MA

Visual Experiences: territories and actions in the projects of the Italy Croatia Programme

Session 1: How to make visible and show the results of territorial cooperation projects



Session 2: How to enhance cooperation and territories in the Adriatic area

Speakers: Representatives of the projects

Introduction and moderator: Tea Ivanišević, Communication Manager, Italy-Croatia Joint Secretariat

Participating projects and speakers for session 1 & 2:

CREW – Maria Chiara Tesi, IUAV
 FAIRSEA - Simone Libralato, OGS
 InnovaMare - Mateo Ivanac, Croatian Chamber of Economy
 SOUNDSCAPE - Francesco Falcieri, CNR
 TAKE IT SLOW – Mirela Raič, DUNEA
 PRIZEFISH – Alessia Cariani, University of Bologna
 SUSHI DROP – Luca De Marchi, University of Bologna
 ADRIRREEF – Ivo Benzon, RERA
 REVIVAL – Maja Vukan, RERA
 ICARUS – Eleonora Tu, ITL
 ArtTVision+ - Fabrizio Panozzo, Ca' Foscari
 MoST – Paolo Salandini, University of Padua
 AdriaClim – Andrea Valentini, Arpae
 TEMPUS – Francesca Piccenni, ITC CNR
 DORY – Piergiorgio Vasi, Emilia-Romagna Region
 MADE IN LAND – Jasenka Kapuralin, AZZRI
 Adri.SmArtFish, Luca Chiodini, Emilia-Romagna Region

New methods of communication and involvement of the institutional and social stakeholders

ASOC "At the School of Open Cohesion", Civic monitoring experiences

Speaker: Mr. Gianmarco Guazzo, At the School of Open Cohesion Team

Pictures:

