



**Interreg**  
**Italy - Croatia**  
**TEMPUS**



EUROPEAN UNION

TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

## D2.2.7 PP-s level press releases

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## Contents

INTRODUCTION.....	4
1. THE OCCASION OF THE PROJECT KICK OF MEETING.....	5
2. PROMOTION OF THE VIRTUAL EXHIBITION.....	6
3. PROMOTION OF VE AND PHYSICAL EXHIBITION “FLUXES”, RIJEKA, AUGUST 2021.....	10
4. PRESS RELEASSE – Online event “Enhancing Cultural Heritage Through Digital: Insights Into the Adriatic Region”	12
5. MIDTERM CONFERENCE, ONLINE EVENT .....	13
6. FINAL CONFERENCE, BARI .....	14

## PP-s level press releases

### INTRODUCTION

All project events organized either in the local environment or under the project partnership were promoted locally through local media.

Due to the pandemic situation, not just the events were held online but also the promotions went online via popular and specialized online portals which in those days become much more effective communication channels over the classic paper and magazines.

On the occasion of the main project events, the partner in charge of communication activities was preparing the press release to be picked up by partners to support the dissemination of the event.

The press releases were prepared in English language and later translated into national languages to be published by partners i.e. in each of the two countries.

As it was defined with the AF the press releases were prepared by WP2 coordinating partner and translated to be published by project partner(s) on at least three occasions; the launch event, mid-term and final project event.

## 1. THE OCCASION OF THE PROJECT KICK OF MEETING

Under the LP organization on the 5th and 6th of June 2019, partners met in Ravenna to kick off the project and on that occasion LP prepared the press release that was published in UNIBO online magazine.

### THE PRESS RELEASE



**TEMPorary USEs as start-up actions to enhance port (in) tangible heritage**

**TEMPUS Project Kick-off meeting**  
05-06 | June | 2019 | Ravenna

**Press Release**

On the 5<sup>th</sup> and 6<sup>th</sup> June 2019, nine partners from Italy and Croatia will gather in Ravenna to kick-off the TEMPUS project - Temporary USEs as start-up actions to enhance port (in) tangible heritage, which has received funding from the Cross-Border Cooperation Programme INTERREG V-A Italy – Croatia.

During the kick-off meeting Project Team Members will discuss and agree on internal transnational structures and procedures to be adopted for the activities implementation. The project startup will be coordinated by the Lead Partner (ITC-CNR), with the support of all partners' local Project and Finance Managers participating in to this first meeting.

The TEMPUS project aims at testing an experimental methodology for the urban regeneration of dismissed urban port areas, based on the co-creation of long-term, heritage-driven and community-led urban strategies. Thanks to deep social activation, cultural valorization and stakeholders' engagement, TEMPUS will activate temporary (re)uses within three pilot port areas (Ravenna, Solin, Rijeka), intended as trigger actions for the implementation of longer-term regeneration strategies.

The Consortium is made of 9 partners: Institute for Construction Technologies - National Research Council of Italy acting as a Lead Partner, C.N.A. National confederation of handcrafts and of SMEs – Territorial association of Ravenna, Alma Mater Studiorum – University of Bologna, CERTIMAC – Building materials certification all from Italy; and Rijeka development agency Porin Ltd., Public Institution RERASD, City of Solin, Maritime and History museum of the Croatian littoral Rijeka, City of Rijeka all from Croatia.

Total project budget: 2.706.920,00 € (ERDF: 2.300.882,00 €).

Project duration: 01/01/2019 – 30/06/2021

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<https://magazine.unibo.it/archivio/2019/06/06/al-via-tempus-per-rigenerare-le-aree-portuali-partendo-dal-patrimonio-culturale>



**UNIBO MAGAZINE**

Home • Innovazione e ricerca • Al via TEMPUS, per rigenerare le aree portuali partendo dal patrimonio culturale

6 Giugno 2019

**Al via TEMPUS, per rigenerare le aree portuali partendo dal patrimonio culturale**

Il nuovo progetto, finanziato dalla Commissione Europea nell'ambito del Programma Interreg Italia-Croazia coinvolge anche il Dipartimento di Storia Culture Civiltà dell'Università di Bologna

Con un kick-off meeting ospitato in questi giorni a Ravenna è partito ufficialmente **TEMPUS - Temporary USEs as start-up actions to enhance port (in) tangible heritage**, nuovo progetto finanziato dalla Commissione Europea nell'ambito del Programma Interreg Italia-Croazia a cui partecipa anche l'Università di Bologna con l'Unità di Ravenna del Dipartimento di Storia Culture Civiltà (responsabili scientifici sono i professori Federica Boschi e Giuseppe Lepore).

Coordinato dall'Istituto per le tecnologie della costruzione del CNR, il progetto TEMPUS punta a testare una metodologia sperimentale per la **rigenerazione delle aree portuali dismesse** basata su strategie urbanistiche condivise con le comunità locali e guidate dalla **valorizzazione del patrimonio culturale**.

Le aree portuali di Ravenna e delle città croate di Solin e Rijeka saranno al centro di attività di recupero e valorizzazione culturale a partire da una serie di **azioni di riuso temporaneo** pensate per generare strategie di rigenerazione da attuare sul lungo periodo.

**In primo piano**

- Dottori di ricerca In Piazza Maggiore: torna la festa di proclamazione
- A Vinci, un viaggio nell'atelier di Leonardo per svelare i segreti del Salvador Mundi
- Parte il progetto CIPROMED sul sistema produttivo agroalimentare del Mediterraneo

## 2. PROMOTION OF THE VIRTUAL EXHIBITION

### THE PRESS RELEASE

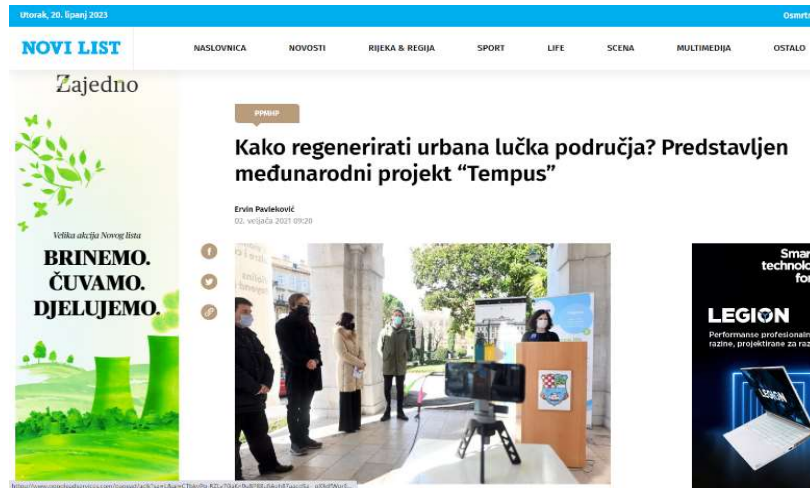


The Virtual exhibition (VE) has been launched on 31 December 2020 and promotion was taking during upcoming period of few months and with a participation of all project partners in both countries, Italy and Croatia. The press release prepared in English language and both national languages was shared with PPs to be sent to local media in both countries.

**The presentation in live was held in Rijeka on 02/February/2021;** in organization of PPMHP.

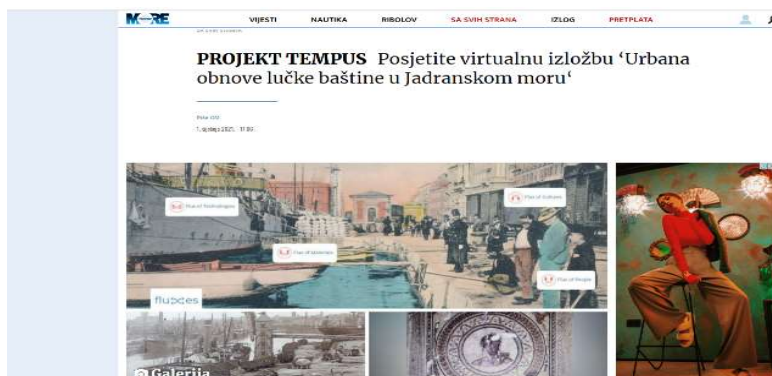
Media covering by local papers;

<https://www.novolist.hr/ostalo/kultura/kako-regenerirati-urbana-lucka-podrucja-predstavljjen-medunarodni-projekt-tempus/>

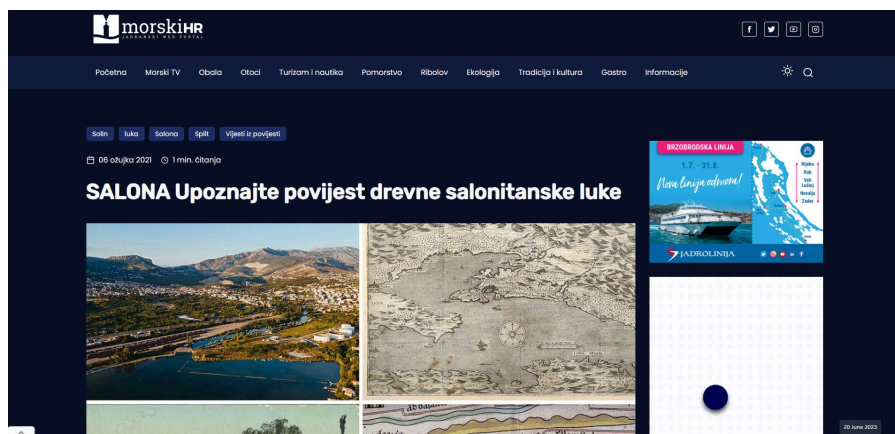


At all of three pilot locations project partners ensured the dissemination of the news in local media e.i. online portals.

<https://more.slobodnadalmacija.hr/om/sa-svih-strana/posjetite-virtualnu-izlozbu-urbana-obnove-lucke-bastine-u-jadranskom-moru-1068083>



<https://morski.hr/2021/03/06/salona-upoznajte-povijest-drevne-salonitanske-luke/>



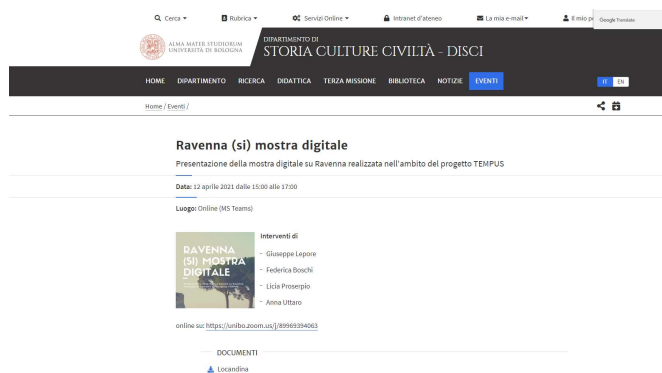
<https://www.mojarijeka.hr/predstavljen-medunarodni-projekt-tempus-i-virtualna-izlozba-o-revitalizaciji-lucke-bastine/>



<https://www.ravennagreenport.com/2021/ravenna-si-mostra-digitale/>



<https://disci.unibo.it/it/eventi/ravenna-si-mostra-digitale-tempus>

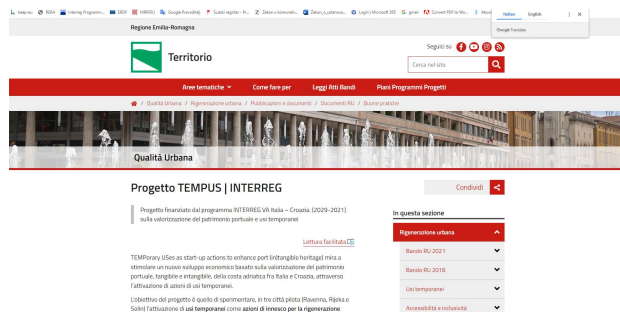




[https://www.academia.edu/46611896/\\_Ravenna\\_si\\_mostra\\_digitale\\_Presentazione](https://www.academia.edu/46611896/_Ravenna_si_mostra_digitale_Presentazione)



<https://territorio.regione.emilia-romagna.it/qualita-urbana/rigenerazione-urbana/pubblicazioni-e-documenti/doc-ru/buone-pratiche/progetto-tempus>

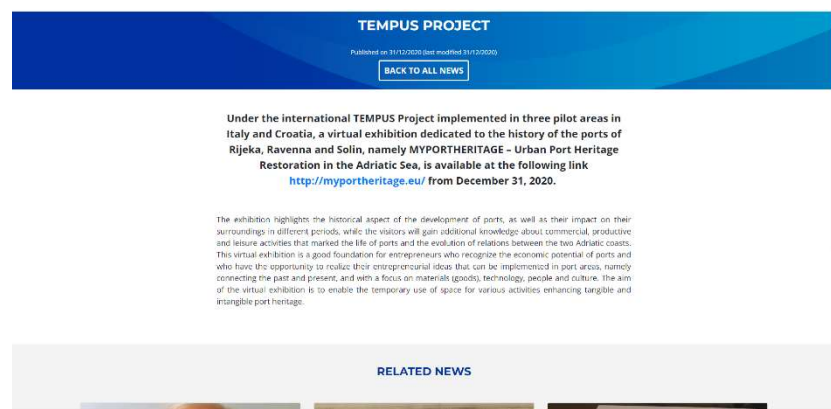


Next to the information section on the PPS' websites where the media can pick up the information about VE, the announcement was set also on the project's official web-site.

[https://programming14-20.italy-](https://programming14-20.italy-croatia.eu/web/tempus/)

[croatia.eu/web/tempus/-](https://programming14-20.italy-croatia.eu/web/tempus/)

[/tempus](https://programming14-20.italy-croatia.eu/web/tempus/)



### 3. PROMOTION OF VE AND PHYSICAL EXHIBITION “FLUXES”, RIJEKA, AUGUST 2021

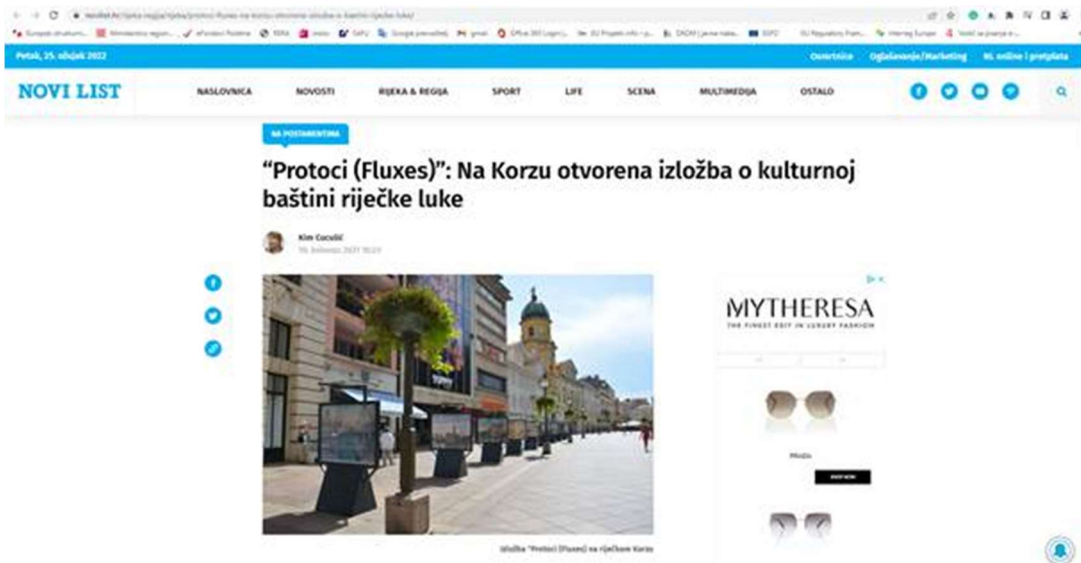
The exhibition was organized by PP7 in cooperation with PP4 and PP8. It was posted in an open space and with free access for the general public in the period from 11.08.2021. up to 24.08.2021.

In that occasion was prepared and sent to local media the press release to support the press conference on the launching day.

#### THE PRESS RELEASE



Link at NOVI LIST: <https://www.novolist.hr/rijeka-regija/rijeka/protoci-fluxes-na-korzu-otvorena-izlozba-o-bastini-rijecke-luke/>



Link at Moja Rijeka post: <https://www.mojarijeka.hr/izlozba-protoci-o-razvoju-i-povijesti-rijecke-luke/>



## 4. PRESS RELEASE – Online event “Enhancing Cultural Heritage Through Digital: Insights Into the Adriatic Region”

In occasion of the online event “Enhancing Cultural Heritage Through Digital: Insights Into the Adriatic Region, on which occasion PPs’ presented VE “Fluxes” also was prepared the press release and shared with public in both countries.

### THE PRESS RELEASE



Project partners sent it further to local and regional online portals and it was published in both countries.

- in Italy (in Italian and English language)

[https://www.certimac.it/IT/Newsroom/News/webinar\\_valorizzazione\\_patrimonio\\_culturale\\_attraverso\\_il\\_digitale](https://www.certimac.it/IT/Newsroom/News/webinar_valorizzazione_patrimonio_culturale_attraverso_il_digitale)

[https://www.certimac.it/EN/Newsroom/News/enhancing\\_cultural\\_heritage\\_through\\_digital](https://www.certimac.it/EN/Newsroom/News/enhancing_cultural_heritage_through_digital)

- and in Croatia, by PORIN PI RERA (at Croatian language)

<https://www.dalmacijadanas.hr/online-skup-pet-prekogranicnih-projekata-jacanje-kulturne-bastine-kroz-digitalizaciju/>

<https://dalmatinskiportal.hr/turizam/uskoro-konferencija-o-jacanju-kulturne-bastine-kroz-digitalizaciju-na-jadrano/101640>

<https://www.facebook.com/1494193257515599/posts/2966687430266167/>

## 5. MIDTERM CONFERENCE, ONLINE EVENT

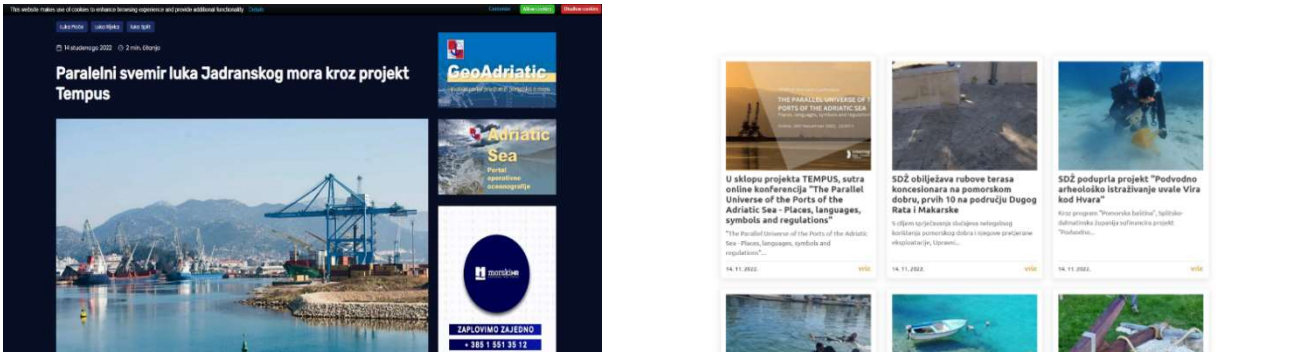
The Mid-term high-level event organized and hosted by PP City of Rijeka in cooperation with other project partners took place in Rijeka on the 15th of November 2022. Due to the pandemic situation and restrictions still being in force, it was unfortunately not possible to have all the project partners and speakers participate in the presence and it was decided to hold all presentations online as well as the discussions and closure events' slots.

### THE PRESS RELEASE



Announcement was published in Croatian online papers, at online portal "Pomorsko je dobro" ("Maritime property"/ owned by Split-dalmatia County)

<https://www.morski.hr/paralelni-svemir-luka-jadranskog-mora-online-konferencija/>



## 6. FINAL CONFERENCE, BARI

Under the organization of LP, the Final event with media coverage was organized and held live, in Bari on the 29th of March 2023. It was promoted in both countries reaching event with national level (emission in a national TV channel in Italy).

### THE PRESS RELEASE




TEMPUS project uses as start-up actions enhance port (in)intangible heritage

**TEMPUS Final Conference**  
[View](#) | March 7 2023 | Bari

**Press Release**

**ABANDONED PORT SPACES ARE A GROUND FOR INNOVATIVE IDEAS AND PROSPECTIVE IT ENTREPRENEURSHIP**

"Bringing new life to Adriatic ports" is the name of the final conference held on 29th March, within the framework of the TEMPUS project (TEMPorary USEs as start-up actions to enhance port (in)intangible heritage) in Bari. The conference was attended by representatives of nine partner organizations from Croatia and Italy in order to find the best solutions to give new life into the historic ports of Ravenna, Rijeka and Solin.

The participants of the conference pointed out that the abandoned port areas, which once upon a time were teeming with life, travelers, sailors and trade, are ideal places for various innovative cultural and economic activities. One of the most promising economic branches is certainly IT entrepreneurship, which opens countless opportunities to young people on the global world market.

The conference discussed, among other things, the projects of the port administration and the temporary use of the port as the beginning of the process of improving the ports (intangible) heritage with a special focus on three project pilot areas - the ports of Ravenna, Solin and Rijeka. They talked about the new life of the port of Ravenna, i.e. the installation based on containers at the headquarters of the Agrarian Consortium, the future of business premises in the building of the Solin Football Club, and the use of the port of Rijeka and the port heritage as a temporary stage for various cultural events. The web platform "My Port Heritage: Urban Regeneration of Port Heritage on the Adriatic Sea" was also presented.

Particular attention was drawn to works from the recently held open innovation competition - Innovation. It is a sort of "marathon" of ideas where young people simultaneously in three port cities in Italy and Croatia (Ravenna, Rijeka and Solin) designed innovative projects relying on their technical knowledge, creativity, spirit of adaptation, problem-solving skills and teamwork in order to find solutions for the new entrepreneurial and economic life of the three pilot ports of the TEMPUS project. Among the many ideas, the international jury chose the winner - an idea called "Angela Angelina platform". It is about the restoration of the old oil platform "Angela Angelina" on the Italian coast of the Adriatic Sea. The decision foresees the restoration of the platform for tourist purposes, so in the future, after the restoration, numerous educational and gastronomic workshops will take place on the upper

part of the platform, while at its foot there will be facilities for the restoration of the fish stock.

The TEMPUS project - TEMPorary USEs as start-up actions to enhance port (in)intangible heritage - brings together nine partners from Croatia and Italy with the aim of regenerating abandoned urban port areas, respecting the cultural heritage and customs of the community. The value of the project is EUR 2,706,920.00, of which 85% of the grant is financed by the European Union through the cross-border cooperation program INTERREG V-A Italy - Croatia 2014-2020.

The primary goal of the TEMPUS project is to test an experimental methodology for the regeneration of neglected urban port areas, by creating long-term strategies based on culture and community. In addition, TEMPUS aims to connect partner cities with their ports and create a new space of social life that will encourage creative entrepreneurship, as well as entrepreneurial initiatives in culture and tourism. In the long term, the project aims to stimulate economic development based on the valorization of the port's hidden tangible and intangible heritage, including the archaeological background and natural context, starting through temporary use activities.

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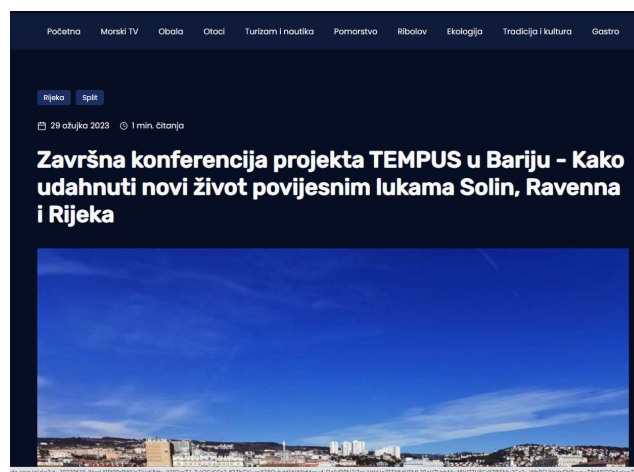
<https://www.barinedita.it/eventi-comunicati/13934/bari-evento-finale-di-tempus--il-progetto-cnr-per-la-valorizzazione-dei-porti-adriatici>



[https://www.trmtv.it/attualita/economia/2023\\_03\\_29/370858.html](https://www.trmtv.it/attualita/economia/2023_03_29/370858.html)



<https://www.morski.hr/u-bariju-zavrсна-konferencija-projekta-tempus-i-proglasenje-pobjednika-innovathona/>



<https://www.pomorskodobro.dalmacija.hr/u-fokusu/detalj/u-bariju-zavrсна-konferencija-projekta-tempus-i-proglasenje-pobjednika-innovathona>



<https://www.novolist.hr/more/kako-udahnuti-zivot-povijesnim-lukama-rijeka-solin-i-ravenna-ovi-ljudi-ponudili-su-odgovor/>

