

EVENT FOLLOW UP REPORT

WP2 Communication activities

D.2.3.8 Dissemination events

AUTHOR: Claudia Pučić
PP 8 IDA
Status: final
Distribution: (public)
Date: 01/03/2022

DISCLAIMER

This document reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein.

Event summary

For the purpose of promoting the new bike route connected with the train station which enables multimodal transport from hinterland to the coast, IDA organized a storytelling event in Kanfanar located near the train station in central Istria.

Since the event was organized during the pandemic period, there was a limited number of participants, but it had great influence on local and regional media.

Audience

25 participants attended the event, namely

- 10 - public authorities representatives
- 5 – regional authorities representatives
- 5 – tourist boards and tourist sector representatives (bike guides)
- 5 – general public

Press involvement

As mentioned above, the event was closely followed by the press, mainly by local and regional newspapers:

1. IDA: [Otkrijte povezanu Istru biciklom i vlakom uz priče stare pruge | IDA](#)
2. Regional express: <http://www.regionalexpress.hr/site/more/otkrijte-povezanu-istru-biciklom-i-vlakom-uz-priche-stare-pruge>
3. Glas Istre: <https://www.glasistre.hr/istra/program-istarske-razvojne-agencije-u-sklopu-provedbe-projekta-icarus-21-000-metara-kroz-istru-price-stare-pruge-719754>
4. TV Nova: <https://tvnova.hr/emisije/vijesti-tvn/5759-predstavljen-projekt-icarus.html>
5. IstraIN: <https://istrain.hr/index.php/ostalo-arhiva/114-zanimljivosti/20895-otkrijte-povezanu-istru-biciklom-i-vlakom-uz-price-stare-pruge>

6. *Poreština.info*: <https://porestina.info/otkrijte-povezanu-istru-biciklom-i-vlakom-uz-price-stare-pruge/>
7. *HrTurizam*: ["21 000 metara kroz Istru: priče stare pruge" - nova interpretativna šetnja Istra Inspirita - HrTurizam](#)

Event outcomes

Storytelling as a innovative mode of presenting a new product confirmed that dissemination of the pilot implementation made in that way can reach a wider public.

The first premiere of the storytelling experience "21,000 meters through Istria: the story of the old railway" took place on Friday, 7th of May 2021, at noon. This unique performance was held as part of the ICARUS project, which promotes alternative and environment-friendly forms of transport and ways to explore the Istrian peninsula, such as trains and bicycles.

The storytelling experience "21,000 meters through Istria: the story of the old railway" brought to life the history of the former railway that connected Rovinj and Kanfanar. The event took place in a settlement called Sošići and began with time-travelling, guided by the time traveller Maris who took the visitors back to the past with the help of a very unusual time machine – her bike.

[21,000 meters through Istria: the story of the old railway – storytelling experience of Istra Inspirita held as part of the ICARUS project | Istra Inspirita](#)



