

EVENT FOLLOW-UP REPORT

Good practices for the enhancement of the cultural and natural heritage of the territory. Environmental sustainability, slow mobility, traditions
Comacchio (FE), 14th June 2023

Event summary

Corresponding deliverable:	D2.1.2
Type of event (in person or online)	In person
Location (if in person)	Comacchio (FE) – Manifattura dei Marinati
Date of the event	14/06/2023
Time/Duration	10-14.30
Purpose of the event	The event was organized with the support of Ferrara Sviluppo Imprese and aimed at raising awareness on local private and public stakeholders on the importance of sharing best practices to improve sustainable and slow tourism at local level. This is crucial for the enhancement of tangible and intangible heritage as well as the promotion and the implementation of ideas that are expression of communities.
Short description of the event and key outcomes	<p>The sustainable and slow tourism, which enhances the cultural and natural heritage of the territory through the sharing of good practices and experiences that are able to respond to the requests of tourists and travellers eager to immerse themselves in a reality rich in history and traditions, with great potentialities tied to the intermodality and the services.</p> <p>The aim of the workshop was to raise awareness on local stakeholders and tourist operators on the importance of considering tourism as “regenerative”, which focuses on the needs of the community, improves the integrity of the ecosystem and adopts different business models through a design and subsequent management with the territory and its stakeholders.</p> <p>In this context, it is not only the role of public stakeholders that is central, increasingly called to promote slow mobility and environmental sustainability; it is also the role of individuals, businesses and operators. This means not only the system of services and hospitality, which certainly represent an excellent starting point, but also the</p>

	<p>potential in terms of the reuse of artifacts along the cyclepaths, the organization of cultural and engaging events, intermodality with waterways and public transport, the promotion of innovative services for travellers.</p>
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Participants

Target Group	Target group by AF	Target Value reached
General Public	800	
Local, regional and national public authorities	35	3
Public services providers	14	
Cultural and natural heritage management bodies	35	
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	14
Associations, regional innovation agencies	34	4
NGOs	26	
Education and training organisations as well as universities and research institutes	23	

Annexes

