

EVENT FOLLOW-UP REPORT

Local Event
Castello Formentini (Gorizia), 02/12/2022

Event summary

Corresponding deliverable:	D 2.1.2.
Type of event (in person or online)	Local Event
Location (if in person)	Castello Formentini (Gorizia)
Date of the event	02/12/2022
Time/Duration	10 – 13:15
Purpose of the event	This local event, organized by PP7 – ERPAC, aimed to raise awareness of institutional and private local stakeholders that are involved in promotion of cultural heritage and sustainable tourism. Results of previous projects and development of ongoing projects were illustrated during the conference with the purpose of building synergies that can support development of new ideas and projects for the future cross border cooperation.
Short description of the event and key outcomes	The session of presentation of good practices on accessibility to sustainable culture and tourism in the Adriatic region saw a series of intervention focused on previous projects and their results as well as their capitalization as good practices. Rita Auriemma (UniSalento for PP7 ERPAC) presented the project UnderwaterMuse (Interreg Italy-Croatia Programme), aimed at enhancing and promoting the underwater archaeological heritage of the regions involved, through the full engagement of local communities, for it to become a strategic resource for the sustainable growth of these territories. Maša Klavora, presented Walk of Peace, a big (authentic, transnational) idea: paths which were once divided by WWI frontlines (Kingdom of Italy and Austro-Hungarian Monarchy) shall bring us together today Tomaž Konrad, EGTCGO, illustrated the project SOČA ISONZO, cycle paths that connect the 3 cross-border municipalities, -

	<p>recreational destination. Andreja Agrez, (Zavod GO! 2025) presented the project of Nova Gorica & Gorizia as European Capital of Culture 2025. Massimiliano Angelotti (FVG REGION Infrastructures) described the regional policies and investments for the ADriatic IONian CYCLE route for sustainable TOURism (AdriCycleTour). Nicola Revelant, PROMO TOURISM FVG, presented Alpe Adria Trail, product of the "PlayingTogether" project, a tourism cooperation project in the tourism sector of three countries. Giulio Selvazzo, EU Funds Expert - Project Manager for INFORMEST presented the guidelines of Boost5 project. In the end, the presentation of the Castle and a light lunch concluded the event</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	15
Public services providers	14	4
Cultural and natural heritage management bodies	35	1
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	2
Associations, regional innovation agencies	34	3
NGOs	26	
Education and training organisations as well as universities and research institutes	23	1

Annexes



ERPAC Ente Regionale Patrimonio Culturale FVG

è lieto di invitarLa alla Conferenza “Cultura & Turismo sostenibili”



2 DICEMBRE 2022
h. 10.00-13.00



CASTELLO FORMENTINI
Piazza Libertà, 3, 34070
San Floriano del Collio GO

10:00 - 10:30: Welcome coffee e registrazione partecipanti

10:30 - 10:45: Sessione di apertura, saluti istituzionali

REGIONE FVG, *Tiziana Gibelli - Assessore alla Cultura e allo Sport*

ERPAC, *Anna Del Bianco - Direttore Generale*

COMUNE di Gorizia, *Fabrizio Oreti - Assessore alla Cultura ed Eventi Culturali*

10:45 – 13:00: Presentazione delle buone pratiche in materia di accessibilità alla cultura ed al turismo sostenibili nella regione adriatica

- *Rita Auriemma, ERPAC: Boost5 & UnderwaterMuse*
- *Maša Klavara, POT MIRU: Walk Of Peace*
- *Tomaž Konrad, GECTGO*
- *Andreja Agrež, Zavod GO! 2025*
- *Massimiliano Angelotti, REGIONE FVG Infrastrutture: AdrionCycleTour*
- *Nicola Revelant, PROMOTURISMO: Alpe Adria Trail*
- *Giulio Selvazzo, Expert on EU Funds - Project Manager for INFORMEST*

13:00 - 13:15: Presentazione del Castello

13:15 - 14:30: Light lunch

Online participation: <https://us06web.zoom.us/j/84209301298>