

EVENT FOLLOW-UP REPORT

Boosting sustainable tourism by valorising cultural
and natural heritage

Final event of the BOOST5 project

Rijeka, June 7th 2023

Event summary

Corresponding deliverable:	D.2.1.5 Final project event
Type of event (in person or online)	Hybrid – in person and online
Location (if in person)	City Hall of the City of Rijeka, Croatia
Date of the event	June 7th 2023
Time/Duration	10:00 – 12:00
Purpose of the event	<p>After a year of implementing activities focused on the valorization of cultural, industrial, and natural heritage, the Boost5 project, co-funded by Interreg Italy-Croatia Programme entered its final phase. The final conference was held at the City Hall of the City of Rijeka, together with domestic and international partners, where the project's results were presented. An overview of key project activities and results was given to stakeholders and general public, with a look forward to future collaboration in the development of sustainable tourism through the revitalization of rich heritage in the Adriatic area.</p> <p>The event was also broadcasted live to the online audience.</p> <p>All interested parties can watch the conference recording at the following link: https://rb.gy/v4h3k</p>
Short description of the event and key outcomes	<p>Event was jointly organized by PP3 – STEP RI Science and technology park of the University of Rijeka and City of Rijeka. Besides the project partners, a number of stakeholders participated in the event in person, while others also joined online by following the livestream. Stakeholders present in person included mayor of Rijeka, general consul of Italy in Rijeka, representatives of Italian community in Rijeka and also the representatives of organizations managing cultural heritage.</p> <p>After welcome speech by major of Rijeka, Mr Marko Filipović and general consul of Italy, Mr Davide Bradanini, the overview of the project was</p>

	<p>given by Mr Davide de Nicolò from Tecnopolis science and technology park. Next was the presentation given by Ms Anca Daniela Simion from the Joint Secretariat of the Interreg Italy-Croatia Programme, who presented the cluster projects role in making natural and cultural heritage a leverage for sustainable and more balanced territorial development. After that, Mr Dominik Damiš, director of The house of the Halubaj bell ringer presented his initiative of cultural heritage valorisation. Ms Ana Pejdo from the University of Zadar presented the first outcome of the BOOST5 project, the Guidelines on exploiting natural and cultural routes in the IT-HR area – best practice and learning tools. Second main outcome, about boosting sustainable tourism with future projects and funding opportunities for 2021-27 programming period, was presented by Ms Rachele Ruggiero from SVEM – Development Europe Marche Srl. Finally, the Join the Cross-border Observatory - coordinated management of natural and cultural heritage allowing sustainable territorial development was presented by Mr Massimo Sargolini from the University of Camerino and Ms Raffaella Triponi from Marche Region.</p> <p>In total, 99 persons participated in the event: 18 in person 81 online.</p>
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Participants

Target Group	Target group by AF	Target Value reached
General Public	800	78 - unique users watched the conference livestream on June 7 th
Local, regional and national public authorities	35	
Public services providers	14	1 – General consul of Italy in Rijeka
Cultural and natural heritage management bodies	35	1 – House of the Halubaj bell ringer
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	
Associations, regional innovation agencies	34	
NGOs	26	2 – representatives of Italian community in Rijeka: Unione Italiana, Comites Rijeka
Education and training organisations as well as universities and research institutes	23	

Annexes

Photos:





Agenda:



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Rijeka, June 7th 2023

Location: Rijeka City Hall / online



European Regional Development Fund

<https://programming14-20.italy-croatia.eu/web/boost5>

Program

- 10:00 – 10:15 **Welcome address:**
Mr Marko Filipović, Mayor of Rijeka, TBC
Mr Davide Bradanini, General consul of the Republic of Italy in Rijeka
- 10:15 – 10:25 **Meet the BOOSTS project**
Mr Davide de Nicolò, Tecnopolis science and technology park
- 10:25 – 10:35 **Cluster projects role in making natural and cultural heritage a leverage for sustainable and more balanced territorial development**
Ms Anca Daniela Simion, Joint secretariat of the Italy-Croatia CBC programme
- 10:35 – 10:50 **Valorization of cultural heritage: The house of the Halubaj bell ringer**
Mr Dominik Damiš, director of The house of the Halubaj bell ringer
- 10:50 – 11:05 **Coffee break**
- 11:05 – 11:20 **Guidelines on exploiting natural and cultural routes in the IT-HR area – best practice and learning tools**
Ms Ana Pejdo, University of Zadar
- 11:20 – 11:35 **Boosting sustainable tourism with future projects and funding opportunities for 2021-27 programming period**
Ms Rachele Ruggiero, SVEM – Development Europe Marche Srl
- 11:35 – 11:50 **Join the Cross-border Observatory - coordinated management of natural and cultural heritage allowing sustainable territorial development**
Mr Massimo Sargolini, University of Camerino
Ms Raffaella Triponi, Marche Region
- 11:50 – 12:00 **Closing remarks**