

# BOOST5

Leveraging results of 5 IT-HR  
projects to boost touristic  
valorisation of cultural, off-road,  
industrial and natural heritage

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The **BOOST5** project, co-financed by the **INTERREG V A Italy Croatia CBC Programme**, tackles one of the main challenges of this cross border region - valorising and preserving the rich and varied cultural heritage in a sustainable way to support economic development.

#### **KEY FIGURES**

TOTAL BUDGET: € 597.325,00

PROJECT PARTNERS: 8

START DATE: 01.06.2022

END DATE: 30.06.2023

#### **PROJECT OBJECTIVES**

- eliminate main obstacles limiting full development of sustainable tourism offer;
- promote community driven ideas and new market opportunities through capacity building plans about innovative approaches, sustainability and managerial skills;
- promote synergies among diverse stakeholders and territories to speed up successful implementation of sustainable policies and environmental awareness;
- pave the way for the next strategic steps such as green accreditation or zero impact tourism labels;
- build on next programming period opportunities.

#### **PROJECT EXPECTED RESULTS**

- better understanding of the impact and opportunities in cultural tourism caused by pandemic;
- improved planning and programming capacities based on diversified approaches and inspired by inclusive and environmentally sustainable models;
- better coordinated management of tourism flows thanks to the upgrading of existing tools addressing cultural and natural tourism destinations;
- wider and deeper knowledge and practices to trigger innovative cultural fruition solutions and offers based on digitalization of natural and cultural heritage.

#### **PROJECT OUTPUTS**

- Guidelines for design and exploitation of alternative Natural and Cultural Routes in the IT-HR area promoting accessibility, sustainability and delocalization of touristic flows toward less known attractiveness;
- Financial dialogue perspective (booklet) for project ideas preparation for 2021-27 programming period;

- Cross-border Observatory (CBO) to achieve a more coordinated management of tourism in the area and to monitor and leverage natural and cultural heritage as drivers for sustainable territorial development.

#### PROJECT PARTNERS

- Tecnopolis Science and Technology park (Bari, Italy)
- Friuli Innovation Consortium (Udine, Italy)
- Sipro Development Agency (Ferrara, Italy)
- STEP RI Science and Technology park of the University of Rijeka (Rijeka, Croatia)
- Marche Region (Ancona, Italy)
- Zadar County development agency Zadra Nova (Zadar, Croatia)
- City of Rijeka (Rijeka, Croatia)
- ERPAC - Regional institute for the cultural heritage of autonomous region of Friuli Venezia Giulia (Gorizia, Italy)

#### WEBSITE

[www.italy-croatia.eu/boost5](http://www.italy-croatia.eu/boost5)

#### YT CHANNEL

<https://www.youtube.com/channel/UCcanUhvKJhtlnumfOxMlJvw>

#### Facebook

<https://fb.me/BOOST5Project>  
@BOOST5Project

#### Twitter

<https://twitter.com/BOOST5Project>  
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