

D.2.2.4 Journalist study visits

Final Version of 23/05/2023

Deliverable Number D.2.2.4

Project Acronym	BOOST5
Project ID Number	10419539
Project Title	BOOST5 Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage
Priority Axis	3
Specific objective	3.1
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.2
Activity Title	Promotional campaigns and media relations
Partner in Charge	ERPAC
Partners involved	All partners
Status	Final
Distribution	Confidential

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Abstract / Executive Summary

Within BOOST5 project at least 6 journalist study visits (1 per PP region) are organized on site or online. Each PP will invite local stakeholders and media to promote best practises in supporting territorial development via sustainable tourism.

Organizing Partner:	ERPAC
Date and place:	20.04.2023 - Villa Manin, Codroipo (Ud)
Region:	Friuli Venezia Giulia
Tour visit / experience title:	Visit at Villa Manin (tour and exhibition)

Tour visit / experience description and added value

The visit, led by the director of Department of Cataloguing and community promotion, enhancement and development, dr. Guido Comis, and by his collaborators, concerned all the historical building and the following exhibitions:

War to the art. The cultural heritage of Friuli Venezia Giulia between protection and distruction, 1940-1945;

Maria Tea Morello's personal exhibition. Portraits.

Regarding the historical and cultural value of Villa Manin, we have to say that in the first half of the 18th century, the Manin family's plans to turn their country house into a working centre for farming and processing produce from the land began to come to fruition with the construction of mills, kilns, paper mills and spinning mills. The main body of the house became an emblem of the family's grandeur and power. It rivalled the residences of the European royal families and surpassed in magnificence the numerous houses that Venetian patrician families built on the mainland.

Main objectives and results of the Journalist study visit in relation to project outputs

The main objective was to show the potential of the cultural heritage widespread in the Friuli Venezia Giulia Region, starting with this amazing historical mansion, where the last Doge of Venice lived, and its driving role for the territory. The journalist study visit was a further step for the knowledge of the exceptional value of this precious cultural asset.

Agenda



ERPAC Ente Regionale Patrimonio Culturale FVG

is pleased to invite you at the High-Level Event

**"Unlocking the Potential of Sustainable Tourism:
Addressing the Challenges for Development in the Adriatic Region"**



20 APRIL 2023

h. 09.00-13.30



VILLA MANIN

Piazzale Manin 10
Passariano di Codroipo (UD)



09:00 Registration and Welcome coffee

09:15 Welcome address:

- o **Anna Del Bianco** - Central Director for Culture and Sport of FVG Region and ERPAC General Director
- o Assesorate for Culture of Friuli Venezia Giulia Region
- o **Davorka Sarić** - Consul of Croatia in Italy
- o **Davide De Nicolò** - Boost5 lead partner Tecnopolis PST: introduction with presentation of thematic activities performed in previous months, results and best practices achieved by Boost5 project
- o **Anca Daniela Simion** (on-line) - Interreg V-A Italy-Croatia 2014-2020 JS Project Officer: Cluster project methodology and outcomes in the framework of next programming period opportunities

10:00 High Sectoral Event (part 1) - Thematic/Technical Boost5 Experts

- **Rita Auriemma** - *Unisalento for ERPAC: "Sustainable cultural tourism/UnderWaterMuse in Adriatic Region, sustainability, new business opportunities and enhancement of territorial services for sustainable tourism, Adriatic Region slow mobility backbone to connect little-known but highly interesting cultural and naturalistic assets"*
- **Giovanna Tosetto** - *Sustainable Tourism Designer expert for Friuli Innovazione "Transforming Regional Tourism Through Environmental Certification: Opportunities and Challenges"*
- **Massimo Sargolini** - *Unicam for Regione Marche: "Management of Landscape in Minor Territories through intersection of speed and slow Mobility"*

11:30 Coffee break

11:45 High Sectoral Event (part 2) - Local Stakeholders Speakers

- **Massimo Angelotti** - *Friuli Venezia-Giulia Regional Infrastructures and Mobility: "The development of the Adriatic-Ionian cycle route and its related sustainable multimodal connections"*
- **Nicola Revelant** - *Promoturismo FVG: "Discovering the cultural offer of Friuli Venezia Giulia through slow tourism and long distance hikings"*
- **Antonio Marano** - *President of FVG Airport: Trieste Airport, a multimodal hub open to slow mobility*
- **Andreina Contessa** - *FVG Regional directorate of Museums*

13:00 Q&A with Experts

13:15 Closing speech/LP Boost5 – Promotion of next Transnational Workshop

13:30 Light Lunch and possibility to record the Video Portrait and Testimonials Interview

15:00 Journalist Study Visit

- **Claudia Baracchini**- *Friuli Innovazione, Boost 5 Stakeholder Map*
- *Visit at Villa Manin (tour and exhibition)*

18:00 End of Journalist Study Visit

Registration and on line participation:

<https://www.eventbrite.com/e/unlocking-the-potential-of-sustainable-tourism-addressing-the-challenges-tickets-611185039907>

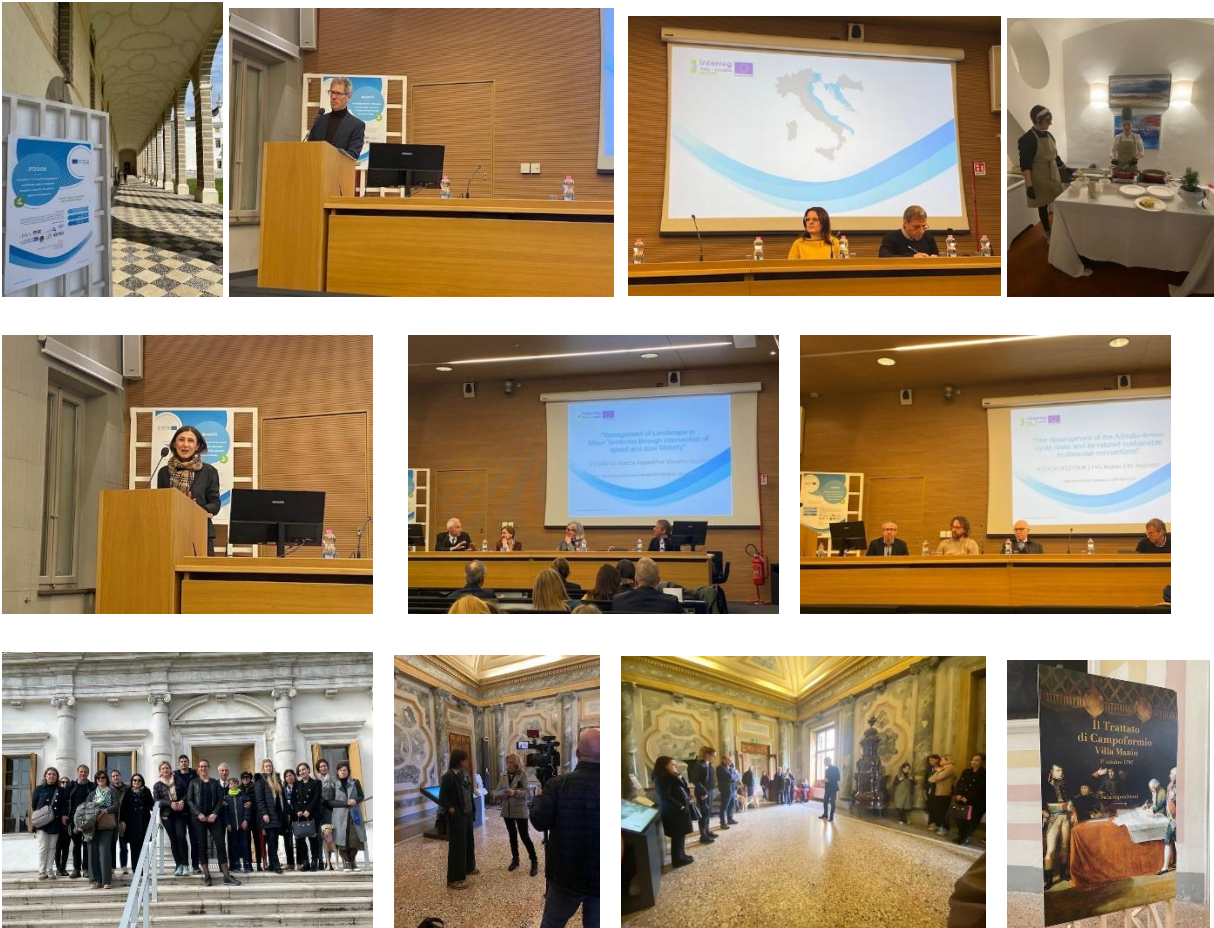
Attendance list / Target groups reached

GDPR safe version

Satisfaction Survey results

The three journalists appreciated the communications they previously received, the organization of the study visit, that they considered really productive. One of them appreciated a lot the *tableaux vivants* (talking paintings) and the guided tour of the park. Nobody gave advice to better communicate the location.

Pictures





Video or video links

- Video HLE english
- Video HLE in croatian
- Video HLE in italian
- Video Portrait Massimo Sargolini
- Video Portrait Rita Auriemma
- Video Portrait Ana Pejdo

https://rcsistemi-my.sharepoint.com/:f/g/person/roberto_rcsistemi_it/EhB3kLIMbYpOIDmRcfThaPgBoM-tZZjo7s7z9uZdrUxTXA?e=7gNAzM

Practical information and/or background note

N/A

Press release and reviews:

T4 SPECIALE ERPAC 21 04 2023.TS Link download

<https://wetransfer.com/downloads/c92fc6b382adf8b55499787f2e134d7920230421172344/d93f1362044284de79dffe4a47962ff420230421172355/d8b557>