

Working Groups and public events of Macro-Regional Strategies and other EU-funded projects

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Work Package Title	Communication activities
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Activity Title	Online and offline events
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Sommario

Annual Interreg IT-HR Programme event “Our Shared Blue Basin”	3
Description	3
Pictures of the event	4
European Tourism Day 2023	7
Description	7
Screenshots of the event/live stream:.....	8
Link to live stream of EU Tourism Day 2023:	9
Official website of the event:.....	9
Digital meets Culture website:.....	10
Official final Programme:	10

Annual Interreg IT-HR Programme event “Our Shared Blue Basin”

Description

The active involvement of project partners in the annual Interreg IT-HR Programme event, titled "Our Shared Blue Basin," held in Venice on October 24-25, 2022, marked a significant milestone for the Adripromtour initiative. This event served as a valuable platform, providing an exceptional opportunity for our project representatives to establish connections with stakeholders and engage in dialogues about the Adripromtour project, its ongoing results, and the potential for developing new project ideas under the new 2021-2027 Programme.

Participating in "Our Shared Blue Basin" event facilitated direct communication with a diverse range of stakeholders, including regional authorities, project partners, and other entities invested in the sustainable development of the cross-border area. The engagement allowed our representatives to showcase the achievements and impact of the Adripromtour project, fostering a deeper understanding of its objectives and outcomes among the event attendees.

Moreover, the event provided a fertile ground for exploring collaborative opportunities and synergies for future projects within the framework of the 2021-2027 Programme. It served as a strategic platform for initiating conversations about potential areas of focus, innovative approaches, and shared goals that could be addressed through collaborative cross-border initiatives. This proactive engagement aligns with the Adripromtour project's commitment to fostering sustainable development and cultural exchange within the Adriatic-Ionian region.

The event in Venice wasn't just an occasion for networking and discussion; it was also an opportunity for our representatives to visually document their participation.

To extend the reach and impact of our participation, social media and web posts were employed to share real-time updates, insights, and highlights from the event. This multi-channel approach not only amplified the visibility of the Adripromtour project but also contributed to building a broader online community interested in the collaborative efforts and outcomes of the initiative.

Pictures of the event



Communication on Adripromtour social media profiles

Adripromtour
October 24, 2022 · 🌐

Adripromtour @Italy-Croatia Interreg Programme annual meeting

New opportunities in Interreg Programming period 2021-27 in the framework of EUSAIR Macro-regional strategy.

Adripromtour project is participating to annual event organized by Interreg Italy-Croatia Programme, from 24th to 25th October 2022 in Venice.

This event is extremely important not only to emphasise the achievements of 2014-2020 Programme implementation but also to introduce the new opportunities of the 2021-2027 programming period, its topics and novelties, as well as the key aspects of the first call.

Of great importance is also to aim at capitalising the project activities carried out and achieved results in future synergies with other EU funding instruments and Programmes.

Link to the event agenda:
<https://interreg-events.blumm.it/interreg-italy-croatia-ann...>

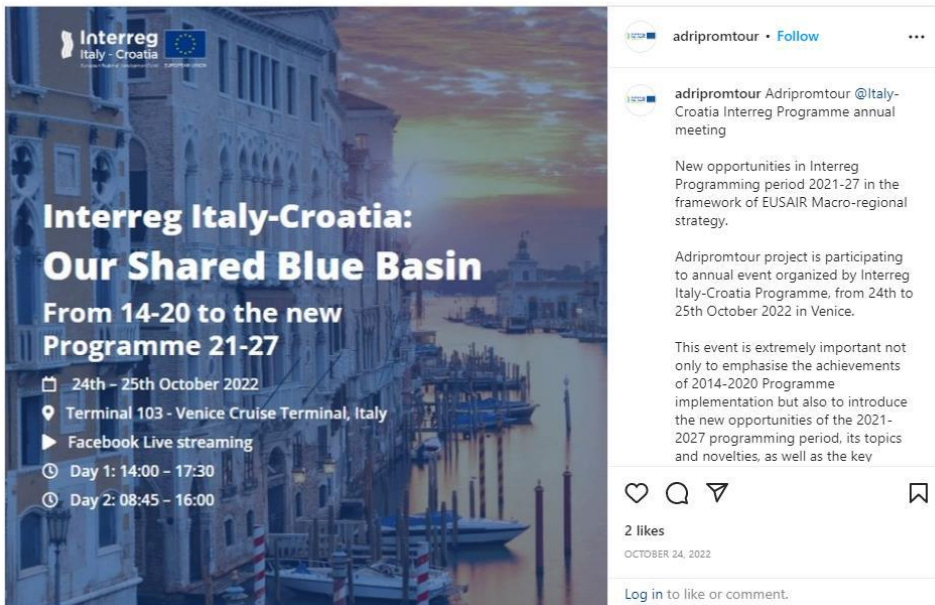
#adripromtour #culture #heritage #tourism #travel #sustainabletourism #innovativetourism #italy #croatia #interregitalycroatia #DigitalCulturalHeritage



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AdriPromtour @Italy-Croatia Interreg Programme annual meeting

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Link to the event agenda:

<https://lnkd.in/d/Cyqy83v>

#adripromtour #culture #heritage #tourism #travel #sustainabletourism #innovativetourism #italy #croatia #interregitalycroatia #DigitalCulturalHeritage #project #event #opportunities #programming #funding #strategy



European Tourism Day 2023

Description

The active participation of Adripromtour partners' representatives in the European Tourism Day 2023 represents a pivotal moment for the Adripromtour project. By engaging in this virtual event, which unfolded online on May 5, 2023, from 9:30 to 17:00, our project partners seized a unique opportunity to delve deeply into the intricate dynamics of the tourism market, with a specific focus on harnessing and promoting the unique heritage of their respective territories.

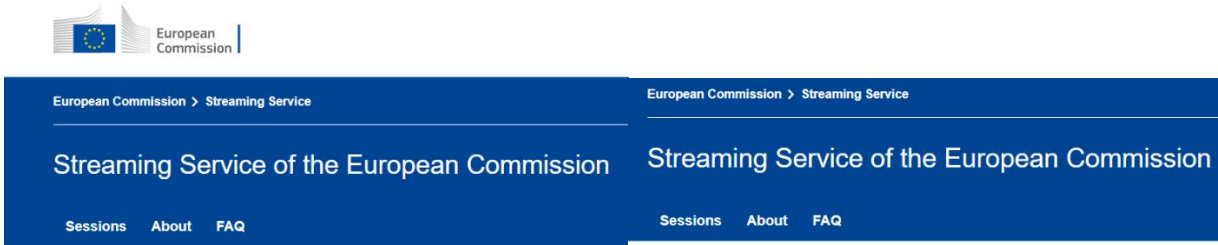
The event acted as an immersive learning experience, allowing our partners to broaden their understanding of best practices within sustainable tourism services and destinations. They explored critical facets such as skill development and upskilling opportunities for tourism actors, recognizing the essential role of human capital in shaping the success of tourism initiatives. Moreover, the discussions extended to transitional pathways for tourism, with a spotlight on the event's thematic emphasis on digitalization and culture in tourism for the year 2023.

This participation holds immense significance for Adripromtour as it equips our partners with valuable insights and strategies to advance their project ideas and activities. By staying abreast of the latest developments and emerging trends, our partners are better positioned to align their initiatives with the evolving landscape of the tourism industry.

Furthermore, the European Tourism Day 2023 served as a strategic platform for our partners to assess and align with the overarching EU tourism policy. In the context of the green and digital transition, this event facilitated a comprehensive understanding of policy frameworks and priorities. It enabled our partners not only to follow up on the Tourism Transition Pathway but also to actively contribute by sharing and adopting best practices for its co-implementation.

In essence, the participation of Adripromtour project partners in the European Tourism Day 2023 was not merely an attendance at an event but a strategic investment in knowledge, collaboration, and policy alignment. It positions our partners at the forefront of the tourism discourse, empowering them to shape their initiatives in a manner that not only preserves but enhances the rich heritage of their territories, fostering sustainable and culturally enriched tourism practices.

Screenshots of the event/live stream:



EUROPEAN TOURISM DAY 2023

2023-05-05 | 09:00 - 18:00 | **LIVE**



EUROPEAN TOURISM DAY 2023

2023-05-05 | 09:00 - 18:00 | **LIVE**



EUROPEAN TOURISM DAY 2023

2023-05-05 | 09:00 - 18:00 | **LIVE**



Link to live stream of EU Tourism Day 2023:

<https://webcast.ec.europa.eu/european-tourism-day-2023-05-05>

Official website of the event:

https://single-market-economy.ec.europa.eu/events/european-tourism-day-2023-2023-05-05_en



Business, Economy, Euro

Internal Market, Industry, Entrepreneurship and SMEs

CONFERENCES AND SUMMITS

European Tourism Day 2023

Register

here (https://scic.ec.europa.eu/ew/register/dascic/European_Tourism_Day_Brussels_May_2023/e/1k/g/55940/k/)

Book your seat, 1 week left to register, registration will end on 26 April 2023, 23:59 CEST

 tourism

 5 May 2023, 09:00 CEST - 5 May 2023, 18:00 CEST

 [Brussels](#), Belgium

 Live streaming available

Practical information

When

Friday 5 May 2023, 09:00 CEST - Friday 5 May 2023, 18:00 CEST

Where

Charlemagne building of the European Commission
170 rue de la Loi, 1000 Brussels, Belgium

Livestream

Starts on Friday 5 May 2023, 09:00 CEST

Languages

English, French, German,
[Spanish](#), [Italian](#)

Description

After five years, European Tourism Day is back!

Since 2018, several challenges have confronted the EU tourism ecosystem, but it now has the tools to look forward towards 2030.

After a long and intense co-creation process, the transition pathway for tourism was published in February 2022 and was used as a basis for the [European Tourism Agenda 2030](#), adopted by the [Council](#) last December.

On the occasion of European tourism Day 2023, the European Commission intends to organise

- an orientation debate to discuss the resilience of the ecosystem
- three roundtables, each focusing on different important aspects such as the twin transition and the upskilling of the workforce in the EU tourism ecosystem

The event will take place in Brussels on 5 May 2023.

More information

- Draft agenda (<https://ec.europa.eu/docsroom/documents/53634/>)

Digital meets Culture website:

<https://www.digitalmeetsculture.net/article/european-tourism-day-2023/>

This page was exported from - [Digital meets Culture](#)
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European Tourism Day 2023



The European Tourism Day is organized on 5 May 2023 from 9:00, in the Charlemagne Building of the European Commission in Brussels and online.

This event will be an opportunity to discuss the state of tourism in the EU in the context of the green and digital transitions, to follow-up on the [Tourism Transition Pathway](#) and to share best practices for its co-implementation.

Commissioner for Internal Market Thierry Breton will open the event and exchange with tourism stakeholders in an orientation debate entitled: 'How to create a resilient, world-leading tourism ecosystem with innovative SMEs and thriving communities?'

Panellists will then debate in three dedicated sessions:

Digitalisation of tourism: towards the data space for EU tourism
Green transition: sustainable tourism services and destinations
Skilling and upskilling of tourism actors

The conference will be a one-day, onsite high-level meeting with the possibility for additional audience to follow via web-streaming. The session will feature simultaneous interpretation in English, French, German, Italian and Spanish.

The final agenda of the European Tourism Day 2023 will soon be available on the [event's webpage](#).

REGISTRATION:

To attend the European Tourism Day 2023 conference onsite, you are invited to register via the link below.

https://scic.ec.europa.eu/ew/register/dgscic/European_Tourism_Day_Brussels_May_2023/e/1k/g/55940/k/

STREAMING:

Should you prefer to attend the event online, no registration is needed. You will be able to follow live on:

https://single-market-economy.ec.europa.eu/events/european-tourism-day-2023-2023-05-05_en

Official final Programme:



PROGRAMME

09:00-09:30	<i>Welcoming participants</i>
09:30-09:50	<p>Opening:</p> <ul style="list-style-type: none"> • Thierry Breton - European Commissioner for Internal Market • Karima Delli - Chairwoman of the Transport and Tourism Committee of the European Parliament • Torbjörn Haak - Ambassador, Deputy Permanent Representative of Sweden to the European Union
09:50-10:50	<p>Orientation debate: How to create a resilient, world-leading tourism ecosystem with innovative SMEs and thriving communities?</p> <ul style="list-style-type: none"> • Thierry Breton - European Commissioner for Internal Market • Karima Delli - Chairwoman of the Transport and Tourism Committee of the European Parliament • Susanne Kraus-Winkler - State Secretary for Tourism in the Federal Ministry of Labour and Economy, Austria • Luís Araújo - President of Turismo de Portugal and President of the European Travel Commission • Michiel Beers - Founder and CEO of Tomorrowland • Petra Stuček - CEO at Ljubljana Tourism and President of the Board at City Destinations Alliance
10:50-11:20	<i>Coffee break</i>
11:20-11:30	<p>Transition Pathway for Tourism - state of progress:</p> <ul style="list-style-type: none"> • Valentina Superti - Director for Ecosystems II: Tourism & Proximity, DG GROW, European Commission



11:30-12:30	<p>Round table: Digital transition: towards the data space for EU tourism</p> <ul style="list-style-type: none"> • Bjoern Juretzki - Head of unit for Data Policy and Innovation, DG CNECT, European Commission • Dolores Ordoñez & Jason Stienmetz - Project coordinators of the preparatory work for the common EU data space for tourism • Oliver Csendes - Chief Digital & Innovation Officer, Austrian National Tourist Office • Urška Starc Peceny - Chief Innovation Officer and Lead of Tourism 4.0 Department at Arctur • Mafalda Borea - Head of International Business Development & ESG Lead at E-GAP
12:30-14:00	<i>Lunch</i>
14:00-14:15	<p>Keynote speech on the sustainability of tourism</p> <ul style="list-style-type: none"> • Zurab Pololikashvili - UNWTO Secretary-General
14:15-15:15	<p>Round table: Green transition: sustainable tourism services and destinations</p> <ul style="list-style-type: none"> • Emmanuelle Maire - Head of unit for Circular Economy, Sustainable Production and Consumption, DG ENV, European Commission • Alexandros Vassilikos - President of HOTREC • Nina Forsell - Executive Director of the Finnish Lapland Tourist Board • Eglė Bausytė-Šmitienė - Marketing specialist at Hotel Romantic • Patrizia Patti - Founder and CEO of EcoMarine Malta
15:15-15:45	<i>Coffee break</i>
15:45-16:45	<p>Round table: Skilling and upskilling of tourism actors</p> <ul style="list-style-type: none"> • Manuela Geleng - Director for Jobs and Skills, DG EMPL, European Commission • Klaus Ehrlich - Co-coordinator of the large-scale skills partnership in tourism • Ana Paula Pais - Head of Education and Training at Turismo de Portugal • Fabio Viola - Founder of the international artists collective TuoMuseo • Stefan Ciubotaru - Legal Officer, DG SANTE, European Commission (Junior Professional Programme)
16:45-17:00	<p>Closing:</p> <ul style="list-style-type: none"> • Kerstin Jorna - Director-General, DG GROW, European Commission • Héctor José Gómez Hernández - Minister of Industry, Trade and Tourism, Spain (TBC)