

Thematic seminars with other EU initiatives

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Summary

Summary.....	2
Participation to SERN Seminar	3
Initiative summary	3
Description of the initiative:	3
Programme:	3
Target groups:	4
Evidences of the activity:	4
Participation to UPREST Seminar	9
Initiative summary	9
Description of the initiative:	9
Target groups:	10
Evidences of the activity:	11

Participation to SERN Seminar

Initiative summary

Location: Cervia – Italy – Hotel Universal

Date: 11th - 12th May 2023

Manifestation main organizers: Municipality of Cervia, SERN – Sweden Emilia-Romagna Network

Description of the initiative:

SERN is one of the main transnational networks in Europe fostering relations between Northern and Southern Europe and in particular between Sweden and Italy. As a non-profit transnational association, SERN has three characteristics that makes it unique:

- It is the only bilateral network in the European Union that brings together actors from the Northern and Southern states;
- It is a multilevel network where different levels of government interact and collaborate.
- It is open to civil society and to private actors

Since its creation, the network developed more than 130 projects at European level and is driving a continuous process of exchange and cooperation between Swedes and Italians. A cooperation that, with the new strategy 2021-2027, will continue in the next seven years towards more inclusive communities, crucial for a sustainable European integration, through services for vulnerable groups, active citizenship and quality education. Communities that are also digitalized with open and efficient public administrations and digital skills for all; that are green and sustainable, focusing on actions to reduce vulnerability to the effects of climate change, to enhance sustainable tourism and smart mobility.

The Municipality of Cervia, together with many other public bodies of Emilia-Romagna and Sweden is member of the network, which is a great opportunity to work together on cooperation projects on topics of common interest.

Every year all members meet during a 2 days event which, besides the management/institutional meetings, foresees a rich programme of workshops and labs on topics of common interest, where participants can present project ideas, best practices, results of implemented projects, etc. to share them and keep building on experiences.

The Municipality of Cervia hosted the 2023 annual event which took place on 11th - 12th May. It contributed to the general logistic organisation as well as the programme preparation.

AdriPromtour was presented on 12th May in the frame of the workshop on sustainable tourism, to explain how EU funded projects can contribute to local green deals, and particularly how AdriPromtour contributes to the implementation and promotion of sustainable tourism.

Programme:

Full programme and links to presentations available here <https://www.sern.eu/about-us/organization/general-assembly/>

Target groups:

Administrators, technicians of public bodies and public equivalent bodies and administrations, at local and regional level. Associations, research and training institutions.

At the General Assembly 2023 was attended by about 100 participants representing local and regional public administrations from Emilia-Romagna Region and Sweden, high and pre-schools, tourism promotion institutions

Evidences of the activity:

Programme brochure available here <https://www.sern.eu/about-us/organization/general-assembly/>



FRIDAY 12 MAY 2023

8.45-9.30 **Registration opens**

09.00-10.00 **Learning how to browse the SERN Members' Area**

Introduction to Project Cycle Management

9.30 - 13.00 **IMPROVING QUALITY IN ECEC THROUGH PEDAGOGICAL INNOVATION** ENG

When we look to innovate and increase quality in sectors like early education, where the challenges and demands are consistent over time, and the systems and structures are hard to shift, the focus will be especially on making changes in something established, especially by introducing new methods and ideas. Starting from this assumption, we want to present methods and methodologies developed in 4 different projects sharing the concept of cooperative learning, unpredictability of play based learning, which can provide teachers and educators with new tools to innovate and improve pre-school services. This session expects participants to reflect together with pedagogues and teachers directly involved in the project activities on: the narrative approach, the role of the teachers in play activities, the storytelling and digital learning; the pedagogy of outdoor education.

Speakers/Facilitators:

- Géraldine Libreau, DG Education, Youth, Sport and Culture, European Commission
- Daniele Chitti, Municipality of Imola
- Francesca Tarantola, Parma Municipality
- Francesca Lanzoni, Unione Terre d'Argine
- Elisabetta Nasuti, Municipality of Parma
- Ida Dahlqvist, Municipality of Linköping
- Pia Mattson, Municipality of Vänersborg
- Fabiola Crudeli, Municipality of Meldola
- Ginevra Roli, SERN Secretariat
- Laura Avanzi, SERN Secretariat

10.00 - 12.00 **PROMOTING DIGITAL INCLUSION FOR MARGINALISED GROUPS - session 2 of 3** ENG

The second session of the seminar about digital inclusion, will focus on the analysis of strengths and replicability of the practices previously presented.

11.00 - 12.30 **LOCAL GREEN DEALS - SUSTAINABILITY IN TOURISM** ITA/SVE

This workshop aims to provide public authorities with the knowledge and tools to promote sustainable tourism practices in their communities, with a focus on the concept of local green deals. The local green deal approach and sustainable tourism are closely related concepts that share a common goal of promoting sustainable development and reducing the environmental impact of tourism activities. When combined, the local green deal approach and sustainable tourism can help communities develop a sustainable tourism industry that benefits both the environment and local communities.

Speakers:

- Simona Melchiorri, Municipality of Cervia
- Maria Pia Pagliaruso, Municipality of Cervia
- Johan Olofsson, Svensk Destinationsutveckling
- Torbjörn Nilsson, City of Trollhättan

12.30 - 14.00 **Lunch**







SERN
16 maggio · 🌐

🇸🇪🇮🇹🇪🇺
SERN General Assembly 2023
Italy and Sweden building Europe together
📍Cervia 🇮🇹 11-12 May 2023

The last seminar within the **GREEN AND SUSTAINABLE COMMUNITIES** strand was **LOCAL GREEN DEALS - SUSTAINABILITY IN TOURISM**, aimed to equip public authorities with the knowledge and tools necessary to foster sustainable tourism practices within their communities, with a particular emphasis on the concept of local green deals.

The seminar featured esteemed speakers who shared their expertise and experiences on various aspects of sustainable tourism:

- 🗣️ **Simona Melchiorri**, representing the **Comune di Cervia**, discussed the noteworthy contributions of EU-funded projects, e.g. UPREST Project, to sustainable tourism. These projects have played a vital role in implementing sustainable practices and have served as valuable models for other regions to follow.
- 🗣️ **Maria Pia Pagliaruso**, also from **Comune di Cervia**, shed light on sustainable tourism projects and the engagement of the local community. By involving residents and stakeholders, the municipality has fostered a sense of ownership and empowerment, ensuring the sustainability efforts are embraced by all.
- 🗣️ **Johan Olofsson**, from **Svensk Destinationsutveckling**, shared insights into regional tourism frameworks that promote local green deals. By establishing cohesive strategies at the regional level, destinations can align their efforts and leverage synergies, maximizing the positive impacts of sustainable tourism initiatives.
- 🗣️ **Torbjörn Nilsson**, representing **Trollhättans Stad**, presented a case study highlighting the city's broad collaboration to promote biodiversity. By engaging various stakeholders, including government bodies, businesses, and local communities, Trollhättan has successfully implemented measures to preserve and enhance biodiversity within its urban environment.

The seminar provided a valuable platform for participants to learn from the experiences of these experts and exchange ideas on how to advance sustainable tourism practices within their own communities. Attendees gained insights into the significance of EU-funded projects, community involvement, regional frameworks, and collaborative approaches in achieving sustainable tourism goals.

Overall, the seminar emphasized the importance of adopting a holistic approach to sustainable tourism, where local green deals serve as a powerful instrument for communities to embrace sustainability, foster economic growth, and preserve their natural and cultural heritage. By working together, public authorities, stakeholders, and the wider community can create a thriving and

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vedi traduzione





SERN si trova presso Cervia.

11 maggio · 🌐



 #SERNGA23

Our favorite time of the year is here! We are live from Cervia where the General Assembly 2023 started this morning!

[Comune di Cervia](#)

Vedi traduzione



Participation to UPREST Seminar

Initiative summary

Location: Opatija – Croatia – Hubbazia center

Date: 13th - 16th June 2023

Manifestation main organizers: UPREST Project Erasmus + - 2nd Technical project meeting

Description of the initiative:

The project “UPREST - UP- & REskilling Sustainable Tourism in a new digital era” is funded by Erasmus+ Programme, whose general objective is to increase the digital skills of the actors in the field of sustainable tourism while promoting new learning pathways in order to contribute to the recovery of the sector. In the aftermath of the Covid-19 pandemic and its devastating effects on the European tourist sector in general, it is vital that appropriate policies and measures are taken at the local level across Europe to ensure that the new, post-pandemic tourism industry becomes competitive and relevant to needs and expectations of future visitors. Both digital experiences and sustainability are key issues for many tourists today when deciding which cities and countries they want to visit, and so we believe that these two issues hold a great potential for development in the respective partners’ local ecosystems. To take advantage of such a potential, it is necessary for local officials together with tourist organizations and professionals in tourist sector to get upskilled through innovative continuing education and training.

In the framework of UPREST three project results are under development:

1. Map of the local training needs consisting of (A) a set of local “maps” providing a detailed picture of the situation in terms of knowledge and skills, and related training needs, among the organisations of the sustainable tourism ecosystem and (B) a collection of best practices.
2. Training Package fostering digital skills in sustainable tourism; designed for C-VET providers both private as well as public ones (local authorities) but ultimately the learning contents will be addressing the actors of the tourism sector, such as staff of travel agencies, hotel, tourist agencies, natural parks, cultural centers, museum, etc. The package will include a specific set of Learning Outcomes (LO) and allocated time for each learning unit. It will include -2 face-to-face units -A peer review based unit -an assessment framework -a tutor’s manual aimed at facilitating the implementation of the Package
3. Guidelines for continuing follow-up activities on sustainable tourism consisting of a set of practical indications for the local authorities or those organisations playing a policy or coordinating role towards target groups of the project, aimed at ensuring a successful long-term process of upskilling for a larger number of actors of the ecosystem and an upscaling of the process locally and regionally.



The LP of the project is the Municipality of Vänersborg (SE). Partners are SERN (IT), Municipality of Cervia (IT), University of Högskolan Väst (SE), Kvarner Region Tourism Board (HR).

The Municipality of Cervia as member of the consortium attended the project meeting held in Opatija in June. The main aim of the meeting was to discuss the organisation of the training activity foreseen in Sweden in September 2023 addressing tourism operators from the partner territories. The participants will be trained on AI, VR, Big Data to learn on their use and potential application in the frame of sustainable tourism. In this framework, the main results of Adripromtour were presented, and in particular the VR platform as an example of VR application which could be enclosed in the training programme foreseen in Sweden in September as practical example of VR application.

Target groups:

Municipality of Vänersborg (SE), SERN (IT), Municipality of Cervia (IT), University of Högskolan Väst (SE), Kvarner Region Tourism Board (HR)

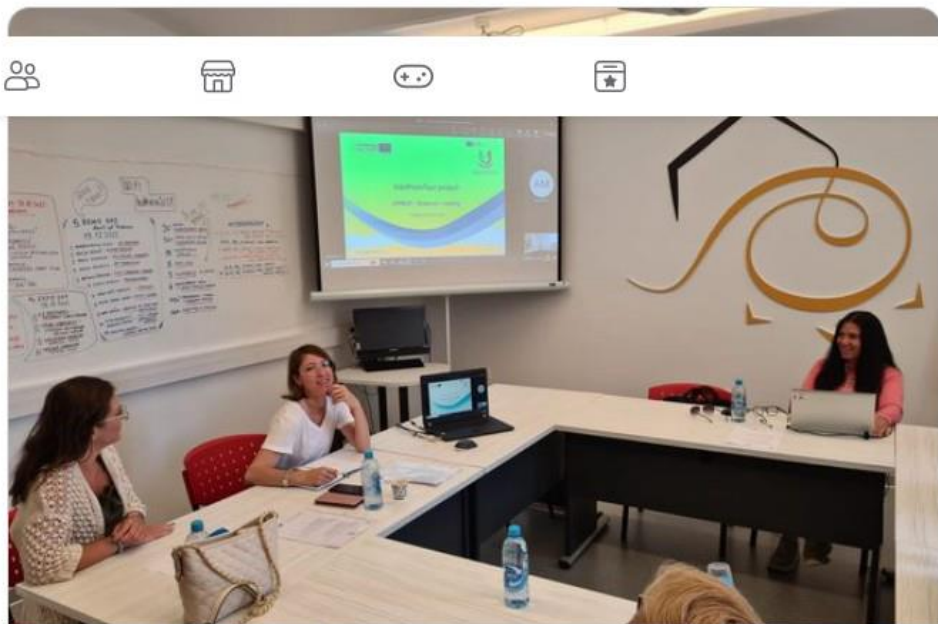

Evidences of the activity:

Uprest
20 giugno · 🌐

During our last meeting, we had the opportunity to know more about the project [AdriPromTour](#) and its virtual reality platform.

The project is funded by [Interreg Italy-Croatia Programme](#) and it focuses on the valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion 🗨️

Vedi traduzione

AdriPromTour è con [Comune di Cervia](#) e altri 3.
16 giugno · 🌐

AdriPromTour project has been presented within the UPREST partnership meeting in Opatjia, Croazia.
During the meeting there were planned the future tasks, which... Altro...



**PROGRAM
UPREST - TPM2
14. – 16.06.2023.**

DAY 0

Tuesday, June 13

- Arrival of partners from Sweden and Italy
- Accommodation at the hotel
- Free time

DAY 1

Wednesday, June 14

Opatija, Lovran, Mošćenička Draga

- Breakfast at the hotel
- 9:30 am Working session 1st block at the Hubbazia center (Vladimira Nazora 2, 51410 Opatija):
 - TRAINING PACKAGE FOSTERING DIGITAL SKILLS IN SUSTAINABLE TOURISM (PR2) (Högskolan Väst and all) (1h30m)
- 11:00 am Coffee break
- 11:30 am Working session 2nd block at the Hubbazia center:
 - ORGANISATION LTAZ IN SWEDEN (Vänersborg, Högskolan Väst and all) (45m)
- 1:00 pm Sightseeing tour of Opatija with a professional guide
- 2:30 pm Boat trip with lunch
- Disembarkation in Mošćenička Draga with guidance from Mošćenička Draga Tourist Board representatives and a tour of The Interpretation Centre for Fishing and Maritime Heritage "The House of the Sea"
- Free time
- 6:00 pm Return to Opatija by boat with disembarkation in Lovran
- 8:00 pm Dinner at the restaurant
- Return to the hotel

DAY 2

Thursday, June 15

Island of Krk – Vrbnik

- Breakfast at the hotel
- 9:30 am Working session 1st block at the Hubbazia center (Vladimira Nazora 2, 51410 Opatija):
 - MAP OF THE LOCAL TRAINING NEEDS (PR1) (SERN and all) (1h30m)
- 11:00 am Coffee break
- 11:30 am Working session 2nd block at the Hubbazia center:
 - QUALITY AND EVALUATION ACTIVITIES (SERN and all) (45m)
- 1:00 pm Departure for the island of Krk with a professional guide
- 2:30 pm Arrival in Vrbnik and tour of local food producers
- 5:00 pm Late lunch/early dinner at the restaurant
- 7:00 pm Departure to Opatija
- Return to the hotel

DAY 3

Friday, June 16

Opatija, Volosko

- Breakfast at the hotel
- 9:30 am Working session 1st block at the Hubbazia center (Vladimira Nazora 2, 51410 Opatija):
 - FINANCIAL REPORTING AND DISSEMINATION ACTIVITIES (VÄNERSBORG, SERN and all) (1h30m)
- 11:00 am Coffee break
- 11:30 pm Working session 2nd block at the Hubbazia center:
 - FINALISATION WORK ON PROJECT RESULTS AND OTHER (30m)
 - PRESENTATION OF Adripromtour project INTERREG Italy-Croatia
- 12:30 pm Walk from Opatija to Volosko
- 1:30 pm Lunch at the restaurant
- 3:30 pm Walk from Volosko to Opatija
- Goodbye