

## INNOCULTOUR

INNOVATION AND PROMOTION OF ADRIATIC CULTURAL HERITAGE AS A TOURISM INDUSTRY DRIVER

13 – 14 March 2018

### Minutes of the meeting

**Tuesday 13th March 2018**

*Location c/o Villa Belfiore – Via Pioppa 24 – 44020 OSTELLATO (Ferrara)*

After the arrival and registration of the participants, the Kick Off Meeting officially started at 10:00. **Angela Nazzaruolo and Marzia Cavazzini, LP DELTA 2000** welcomed and presented the agenda of KOM.

**Each Partner delegation**, eventually using the support of some slides, presents their mission and structure for a short presentation of partners organization.

At 10:30 **Mr. Damir Fak, representative of the Joint Secretariat Interreg V A Italy – Croatia programme**, presents the state-of-the-art of the Programme, procedures, deadlines (see slides).

In particular, Mr. Fak informed that:

- with reference to the Subsidy contract between MA and LP , Damir Fak informed that is expected to be signed in the next weeks.
- Partnership Agreement between LP and PPs to be signed after Subsidy Contract.
- timing and procedure for the advance payment.
- Factsheet n. 6 "Project Implementation" to be soon approved by MC and made available on Programme website – draft document provided to LPs on January 4th 2018
- FLC specifications per Country soon available on the Programme website
- LPs Seminar expected in late Spring 2018, before 1<sup>st</sup> reporting (before June 2018).

Mr. Damir Fak evidence the project start, rules of project implementation and financial management and also the project changes (cases of minor and major modifications), project communication and project report.

With reference to the project modification, in any case JS suggests before any type of modification that LP informed the JS also to verify if it is a major or minor modification.

- For the minor modification, LP informs JS, whenever the change is needed. LP inform JS by e-mail and will specify about the deviation in project report. The notification to JS and confirmation: LP have to make “print screen” of e-mail and insert this image as attachment in the project report.
- For major modification, decision by MC is necessary.

The **partnership** carefully listened the presentation and underline the importance to have in time official documents and procedures from MA and JS, in order to respect the timeline of the projects.

After the presentation from JS representative, the LP DELTA 2000 presents the project: structure, and expected outputs. After this, a brief presentation of WP1 (Project Management and Steering) is also made from LP (see slides).

This presentation is followed by the presentation of **WP 2 Communication** and in particular the first draft about Communication Strategy made by **Valentina Galan, PP2 Veneto Region**. (see slides).

- **Angela Nazzaruolo, LP DELTA 2000** informs the partners that with reference to WP 2.4 Lp organize the lunch event about the project, presenting the project and museum involved during the International Po Delta Birdwatching Fair in Comacchio at the end of April , organizing a workshop called “how photography could guarantee more attractive at the museums” and take the occasion to invite each partners at the workshop.

The internal meeting of the partnership stopped at 12:00 to permit the participation in the **press conference** organized to launch the project, that took place in a separate room with journalists and local media representatives.

Internal meeting re-started after the light lunch, with the presentation of key issues of the technical WPs.

**Marin Kirincic, Project Manager - PP4 Natural History Museum Rijeka** presents the issues of **WP 3 - involvement of Institutional actors in Joint promotion of Cultural heritage**.

- Angela Nazzaruolo, LP DELTA 2000 about the WP underlines that the following day it will be the seminary realized in the WP 3.1 and that LP has already selected two cultural experts that will be member of TTECG. For this aim and for a better coordination, **Mihaela Tomasevic PP3 RERA** ask to lp to share the terms of reference to select expert. All partners agreed.

- In the project in the deliverables of WP 3. Activity 1, it is also foreseen “(20)Letters of appointment of the members of the TTECG.” LP DELTA 2000 underlines that they are the members of TTECG , so each partners have to selected no.4 experts, but it could be :

- Internal staff
- External experts
- Stakeholders

The important elements will be their involvement and their participation in the TTECG; but not necessarily they will be paid in the project as internal staff or external expert, they could be also simply be stakeholders as museum curators, museums staff (eg. The curators or manager of museum involved in the project).

- Furthermore Angela Nazzaruolo underlined that the seminary in Comacchio of 14<sup>th</sup> March (following day) it will be the first step not only to establishment the cultural expert group, but also to start to share best practises and collected good examples of integration between promotion and valorization of cultural heritage using TIC and creative industry tools.

**Sorrentino Fatica, PP1 Molise Region** presents the issues of **WP 4 – Improvement of accessibility to cultural heritage sites**. (see slides).

---

**Mihaela Tomašević, PP5 RERA** presents the issues of **WP 5 - Capitalisation of existing strategies and approaches regarding cultural tourism for the Adriatic area** (see slides).

- with reference to the participation at the fairs PP5 ask some inputs about the fairs in Italy. And the partnership underlined that the fairs more interesting and where the target will be more interesting for the aim of project more probably will be outside of programme area. So in this case it will be necessary ask the authorization to JS and the budget it could be max 20% of project budget.

- With reference to viral video, **Angela Nazzaruolo DELTA 2000** specifies that the amount of 30.000 euro per video is referred to the realisation of professional video, using drones, and other professional techniques. The aim is realized professional video to valorize and to present cultural heritage in a professional way, as a small film other than foreseen the participation in the video of also some famous artists . The objectives is create a real viral video with an important impact to promote area . The video will be post in Youtube and other similar social .

It will be realized a video with some red line jointly, common elements, and in this common contest each partners will customize the video considering the elements of each involved territories and museums, so own cultural heritages.

After wider discussion, the hypothesis is that the video could be in each partner language with the subtitle in English language. The partner consider it as a first proposal and decides that in the next months will be further discussed. The video will be for a large dissemination.

In this sense, **Mr. Damir Fak, JS** underlined that it is important consider the young target group of project. So two important elements to consider: to be in line with programme and communication rules, and make a connection and evidences how the video will allow to reach the aim of project.

After the presentations all the partners contributed in the definition of all the key aspects of the WPs and give suggestions to the WP Leaders.

Regarding WP3 (act 3.1 – experts group) the partnership agreed in the involvement of experts from a wide audience (e.g internal staff of the Partner, external contracted experts, experts from target groups/stakeholders of the project etc.). In particular for the contracting of external experts in the experts groups the LP will made available to the other partners its terms of reference for the tender procedure.

The last aspect analyzed during the afternoon was the financial issues (presentation by LP and external technical assistance by Euroservis srl).

The partnership analyzed, in cooperation with Mr. Fak, some key financial aspect related to project implementation, such as: signature of Subsidy contract, de-committment rules, commitments and timeline in terms of expenditure levels. For the de-commitment rules , Mr. Fak precises that it is important spent almost 80% of project budget.

**The partnership recommended one more time to the JS to speed up procedures to sign the subsidy contract (mandatory document for some partner to permit the administrative issues related to the project) and to define precisely the needed documents for the reporting (e.g. the first level control manual and procedures in SIU web portal).**

The partnership also analyzed some aspects about the purchase of equipment (general and specific) and related use of these equipments in museum activities (ownership, contract of use, insurance, etc.).

**Mr. Damir Fak, JS** in conclusion underlines and suggests:

- read carefully implementation manual
- the actual forecast is that the SC will be ready in the next weeks, more probably April
- SIU system will be ready soon

After the closure of the meeting (around 18:00) the partners were conducted by bus for a visit of cultural sites/museums of the territory of GAL Delta 2000: Pomposa Abbey and Castello Mesola by bus.

At the return (20:30) took place the social dinner and after this the slide show of a large set of professional photos and videos of Po Delta Park made by the professional photographer Milko Marchetti, showing the opportunities of the imaging narration in the natural tourism.

---

## Wednesday 14th March 2018

*Location: Museum of Delta Antico, Via Agatopisto 2 – Comacchio (Fe)*

At 10:00 started the meeting.

During the morning the following starting activities of the WP 3 Activity 1, were done: the establishment of the Crossborder Expert Group and the first **Seminary with experts and partners**.

At the end of the morning, the Museum direction offered to the participants a guided tour of the accessible museum and its multimedia installations.

At 12:00 the participants moved to Bettolino di Foce, Stazione Foce – Valli di Comacchio (FE) for the lunch.

At the 15.30 Angela Nazzaruolo and Marzia Cavazzini, LP DELTA 2000 present upcoming activities, next meeting, other topics .(see slide) evidenced the next activities that will be done in the next months in particular by July 2018.

For the exchange of documents the partners decide to use Trello. Lp Will be in charge to create a space nominate with the name of the project in Trello space.

For the activities of WP3 , considering as foreseen in the AF, and the SC will be surely a retard of minimum three month on respect the start date of project and that as underline for public partners and in particular for Croatian partner is not possible take decisions before the signature of SC (and PA) the deadline of activities and deliverables are postpone from March to April / May 2018, hoping that the signature of SC could be max on beginning of April. For the same motivation, the joint call completion will be open /launch on September 2018 and the results will be on October , November 2018.

The next meeting will be on RIJEKA , and the hosting partners propose two days in the first two week of June 2018.

### Upcoming activities resume

Activity	Partner in charge	Partecipation	Deadline
<b>Upcoming activities WP 1 Project Management</b>			
(Act. 1.1) Subsidy contract and partnership agreement	LP	ALL PPS	ASAP , depending on JS – April ??
(Act. 1.1) Project Manager Team (TPMT) established	LP appoint 1 PM coordinator, 1 FM + external support	ALL PPS: 1 PM, 1FM , internal and / or external	15.04.2018
(Act. 1.2) Creating and update a project contact list (PM, FM, SC of each PPs)	LP	ALL PSS	31.01.2018
(Act. 1.1 + 1.3) Drafting the minutes of the kick-off meeting and SC, circulate together with PPTs and scanned attendance sheets	LP	ALL PPS: check, integration and approval minutes	31.03.2018
(Act. 1.2) Sending and/or Sharing all the presentations and supporting documents to the partners by Trello	LP	ALL PPS suggestions	16.03.2018
(Act. 1.2) Project Management included indication about Internal Communication flows	LP	ALL PPS: check, suggestion and approval	By April 2018
(Act. 1.1 + 1.2 ) internal communication manual set up & ) 1st general guidelines about Management procedures – (mngm kit)	LP	Contribution and suggestions all PPs to define the final version	By 15 april 2018
(Act. 1.3) Draft of internal regulations of SC and proposal of structure of project (internal) evaluation Plan of SC -- identification of an Audit trail system	LP	SC MEMBERS	By 15 april 2018
(Act. 1.4) 1st general guidelines about financial procedures ( Financial Kit )	LP	Contribution and suggestions all PPs to define the final version	By 15 april 2018
(ACT. 1.3) Evaluation reports (it will be presented during the 2nd SC meeting)	LP	ALL PPS	30.06.2018

Activity	Partner in charge	Partecipation	Deadline
<b>(ACT. 1.3) 2° SC meeting in RIJEKA togheter with the 2° Project Meeting</b>	PP4 NHMR Rijeka Museum: proposal by end of March / beginning of Aprile the meeting dates	ALL PPs & SC members: define by the beginning of Aprile the meeting dates.	30.06.2018
<b>(ACT. 1.2 + ACT. 1.4) 1° financial and activities partners reports</b>	ALL PPS	ALL PPS	30.06.2018
<b>(ACT. 1.2) 1° Project progress report</b>	LP	Based on partners reports	30.09.2018 – based on final version of Implementation manual of JS & SC/PA
<b>Upcoming activities WP 2 Communication activities</b>			
<b>(Act. 2.1) Final version of Communication Strategy</b>	PP2	ALL PPS	During April 2018 . 30.04.2018
<b>(Act. 2.1) Poster printed in A3 n. 50 (10 for partners)</b>	PP2	The poster will be deliver to PPs during next meeting	Maximum 30.04.2018
<b>(Act. 2.2) Press conference and press article/press releases for each events)</b>	ALL PPS	ALL PPS	Lp during the KOM , other ppS during project life
<b>(Act. 2.3) Creation of web pages in the partners website dedicated to INNOCULTOUR (1 page for pp) – SYNTESIS AND LINK</b>	ALL PPS	ALL PPS	By 31.03.2018
<b>(Act. 2.3) N.1 Newsletter (total n.3)</b>	PP2 define structure, layout and suggest contents	ALL PPS cooperation and definition of content	By 30.06.2018
<b>(Act. 2.3) 3 social profile (Instagram, facebook and twitter)</b>	PP2	ALL PPS partecipation to define contents etc.	ASAP, on depend on IT HR Programme / JS
<b>(Act. 2.3) Web site realisation and implementation</b>	PP2	ALL PPS partecipation to define contents etc.	ASAP, on depend on IT HR Programme / JS
<b>(Act. 2.1) Leaflet (printed ) and brochures (only electronic</b>	PP2	ALL PPS for dissemination	By 30.06.2018 or before if possibile

Activity	Partner in charge	Partecipation	Deadline
(Act. 2.1) Project brochure in the form of project portrait for young people	PP2	ALL PPS for dissemination	It will be connected with interventions in Museums (WP 4)
(Act. 2.4) Intermediate public events for the promotion of cultural and museum offer in its area.	ALL PPS		LP by may 2018; each PPS before the end of the project.
(Act. 2.4) Partecipation at UE events /networks during project implementation	ALL PPS	<ul style="list-style-type: none"> <li>- Promote INNOCULTOUR project in at least n.2 UE events</li> <li>- Partecipation in at least 1 UE event for each PP</li> </ul>	By the end of the project
<b>Upcoming activities WP 3</b>			
<b>Involvement of Institutional actors in Joint promotion of Cultural heritage</b>			
(Act. 3.1 ) Establishment of crossborder Technical and Tourism Expert Group : selection members of TTCEG (n.4 for partners)	PP4 HNMR	ALL PSS	15.04.2018
(Act 3.1) Minutes of INNOCULTOUR seminary of 14.03 in Comacchio	LP DELTA 2000	Suggestions by ALL pps	31.03.2018
(Act 3.1) Implementation strategy for marketing and promotion activities	LP & PP4 HNMR	Suggestion and input by all PPs	By April 2018
(Act .3.2) Definition of format template and guidelines to collect best practises (Data base with BPs by 31.07.2018) → input for JCC	PP4 HNMR	ALL PPs	By April 2018
(Act .3.3) Definition of format, aims and guidelines to organize n.4 workshop in each areas ( Worksops by 31.07.2018) → input for JCC	PP4 HNMR	ALL PPs	By April 2018
(Act 3.4) Joint call competition → definition of general elements, aims, basic rules, terms of reference	LP	Contribution and suggestions by each pps	By 30.06 .2018



Activity	Partner in charge	Partecipation	Deadline
<b>(Act. 3.2) Collections of BPs</b>	Coordinator PP4, ALL PSS	ALL PSS	30.06.2018
<b>(Act. 3.3) Workshops with stakeholders/citizens ecc. and students/young</b>	Coordinator PP4, ALL PSS	ALL PSS	30.06.2018
<b>(Act 3.4) Joint call competition → customized the joint call competition by each PPs</b>	ALL PSS	ALL PPS	August 2018
<b>(Act 3.4) Joint call competition → start joint call competition, promotion, dissemination etc. (selection best feasibility studies by .11.2018)</b>	ALL PSS	ALL PPS	By September 2018
<b>Upcoming activities WP 5 Capitalisation of existing strategies and approaches regarding cultural tourism for the Adriatic area</b>			
<b>(Act. 5.1) Mktg expert / Community manager selected by RERA PP3 to define marketing campaing → viral marketing campaign (viral video ) and printed material.</b>	PP3 RERA		If possible by April/May 2018
<b>(Act. 5.1) Selected external expert or staff to start the definition and customization of marketing camping in the selected sites /partner area/</b>	LP, PP1, PP2, PP4		If possible by May 2018
<b>(Act. 5.2) Defining and printed toristic material for promotion of selected sites.</b>	ALL PPS		By june 2018
<b>Events → collection of indication about events in which partners are interested to partecipate and events in IT HR and/or outside of programme area in which ppS are interested to partecipate</b>	ALL PPS		By April / May 2018

At 14:30 the meeting is closed and by the LP, that thanks all the participants for the fruitful two-days meeting.

---

*Attached :*

*- Attendance sheets for the day 13 and 14 of meeting (Also on Trello).*

*- Presentations (on Trello):*

- *INNOCULTOUR\_KOM\_LP\_AGENDA KOM.pdf*
- *Kick-off\_mtg\_JS\_presentation.INNOCULTOUR.pdf*
- *INNOCULTOUR\_KOM\_LP\_GENERAL PROJECT PRESENTATION.pdf*
- *INNOCULTOUR\_KOM\_Presentation of partner LP DELTA 2000.pdf*
- *INNOCULTOUR\_KOM\_Presentation of partner PP1 MOLISE REGION.pdf*
- *INNOCULTOUR\_KOM\_Presentation of partner PP3 RERA.pdf*
- *INNOCULTOUR\_KOM\_Presentation of partner PP4 HNMR Rijeka.pdf*
- *INNOCULTOUR\_KOM\_WP2\_WP RESPN PP2 VENETO REGION.pdf*
- *INNOCULTOUR\_KOM\_WP3\_WP RESPN PP4 NHM Rijeka.pdf*
- *INNOCULTOUR\_KOM\_WP4\_WP RESPN PP1 MOLISE REGION.pdf*
- *INNOCULTOUR\_KOM\_WP5\_WP RESPN PP3 RERA.pdf*
- *INNOCULTOUR\_13-14Mar18\_Financial\_18Mar18.pdf*
- *INNOCULTOUR\_KOM\_LP\_upcoming tasks UPDATE 15032016.pdf*