



PROJECT PARTNERS

DELTA 2000 Soc. cons. a r.l. | Ostellato as Leading Partner
Molise Region | Campobasso
Veneto Region | Venice
RERA Development agency of Split-Dalmatia county | Split
Natural History Museum Rijeka



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rerasd



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€ ERDF
778.755 €

🕒 DURATION / TRAJANJE
01/01/2018 - 30/06/2019

💰 TOTAL BUDGET / UKUPNI PRORAČUN
916.183 €



INNOCULTOUR

Innovation and Promotion of Adriatic
Cultural Heritage
as a Tourism Industry Driver

*Inovativno promicanje jadranske kulturne
baštine kao pokretača turističke ponude*



DISCOVER A CROSS BORDER EFFORT
FOR A LOCAL SUSTAINABLE DEVELOPMENT

OTKRIJTE PREKOGRANIČNU SURADNJU ZA ODRŽIVI
LOKALNI RAZVOJ

PROJECT PARTNERS



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INNOCULTOUR is a cross-border project that aims to increase the visibility and accessibility of sites of undoubted cultural and environmental importance, but less known to the general public, located in the coastal areas between Italy and Croatia. It will do so by integrating the traditional cultural offer with the possibilities offered by new technologies and the creative industry.

INNOCULTOUR je prekogranični projekt koji ima za cilj povećati vidljivost i pristupačnost manje poznatih prirodnih i kulturnih lokacija u talijanskom i hrvatskom priobalju te integrirati tradicionalnu muzejsku ponudu s najnovijim tehnologijama, uključivanjem kreativnih industrija.

INNOCULTOUR is capitalizing the results of MUSEUMCULTOUR – IPA Adriatic Programme, a project aimed at introducing modern, interactive and innovative techniques and approaches for the promotion of the cultural heritage.

INNOCULTOUR kapitalizira rezultate Jadranskoga programa MUSEUMCULTOUR – IPA, usmjerenog na uvođenje suvremenih, interaktivnih i inovativnih tehnika i pristupa za promicanje kulturnog naslijeđa.

Involving the creative industries, the local population and the main stakeholders in the museum and tourism sector, the project aims to use cultural and environmental heritage as a lever for sustainable and balanced territorial development. Among others, a competition of ideas is planned to collect proposals for the integration of the traditional cultural offer with the latest technologies and to improve the virtual accessibility of the destinations and territories involved in the project.

Uključivanjem kreativnih industrija, lokalnog stanovništva i glavnih dionika u kulturi i turizmu, projekt želi učiniti kulturnu i prirodnu baštinu pokretačem za održiviji i uravnoteženiji lokalni razvoj.

Između ostalog, planira se provesti zajednički poziv kreativnim industrijama u svrhu prikupljanja prijedloga za integriranje tradicionalne kulturne ponude putem najnovijih tehnologija, s ciljem unaprijeđivanja virtualne pristupačnosti destinacija i područja uključenih u projekt.

TARGET GROUPS

- Youth
- Tourists
- Local, regional and national public authorities
- Cultural and natural heritage management bodies
- Regional and local development agencies
- Cultural and Creative Enterprises

CILJANE SKUPINE

- Mladi
- Turisti
- Lokalna, regionalna i nacionalna tijela javne uprave
- Tijela za upravljanje kulturnim i prirodnim naslijeđem
- Regionalne i lokalne razvojne agencije
- Poduzeća u kulturnome i kreativnom sektoru

MAIN OUTCOMES OF THE PROJECT

- 1 professional promotion campaign
- 1 marketing and promotion strategy
- 10 workshops in schools
- 10 workshops with local communities
- 1 Joint Call competition for Creative Ideas
- 8 valorization & accessibility interventions on less-known cultural heritage sites
- 8 training manuals for multimedia installation use and maintenance

GLAVNI ISHODI PROJEKTA

- 1 profesionalna promotivna kampanja
- 1 marketinško-promotivna strategija
- 10 radionioca u školama
- 10 radionica s lokalnim zajednicama
- 1 Zajednički poziv na natječaj za prikupljanje kreativnih ideja
- 8 intervencija na manje poznatim lokacijama kulturnoga naslijeđa
- 8 priručnika za upotrebu multimedijске instalacije i njezino održavanje