

## PROJECT NAME

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

## DESCRIPTION

The project INNOCULTUR, is capitalizing the results of the IPA Adriatic project MUSEUMCULTOUR, and is aimed to increase the visibility and immediate identification of 8 less-known cultural heritage sites. The activities will be focused on active involvement of creative industries, local population and major stakeholders dedicated to the preservation of natural and cultural heritage by the mean of public call for ideas launch in order to support integration of traditional cultural offer with ICT and improving the virtual accessibility of the natural and cultural destinations involved in the project

## MAIN OUTCOMES

- 1 professional promotion campaign
- 1 marketing and promotion activities 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

## TARGET GROUPS

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

## TOTAL BUDGET

916.183 €

## DURATION

1.01.2018 - 30.06.2019

## CONTACT

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**SO 3.1**

## PROJECT PARTNERS

DELTA 2000 Consortium | Ostellato **LP**  
Molise Region | Campobasso **1**  
Veneto Region | Venice **2**  
RERA Development agency of Split-Dalmatia county | Split **3**  
Natural History Museum of Rijeka **4**