

CREATURES



GOOD PRACTICES E-CATALOGUE

CREATURES

Promoting Creative Tourism through new
Experiential and Sustainable routes

**Project co-financed by
the European Regional Development Fund**

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Sarajevo, 2020.

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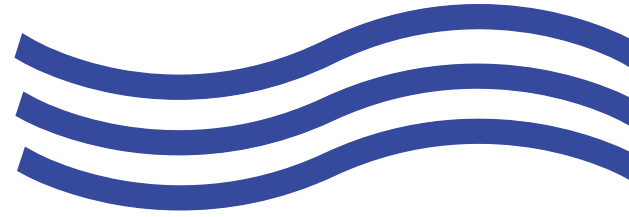
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Introduction

In each corner of a place, there is a storyteller who preserves the stories of the past for the generations to come. Each building, street, local craft, song, or people that have been living with their heritage for centuries keep these stories alive.

How can stories promote and revive the spirit of a place, and create new experiences equally attractive to foreigners and locals? Can innovative practices and human passion save the heritage from disappearance? Is heritage an asset for economic growth?

The following pages contain 27 examples of projects created and implemented in the ADRION Region that share inspirational ideas and give innovative answers to these questions.

Inspired by the rich and diverse cultural, historical, and natural heritage of the ADRION Region, the projects were developed by governmental bodies, civil society organisations, small and medium-size enterprises, as well as individuals. The brochure shares creative ideas for festival organisation, museum development, unique outdoor tours, use of technological innovation and business ideas creation.

These examples aim to encourage everyone to think creatively about heritage protection and promotion, as well as the development of sustainable tourism practices





About CREATURES

Promoting Creative Tourism through new Experiential and Sustainable routes

CREATURES aims at preserving cultural heritage, promoting sustainable and experiential tourism in the ADRION Region by exploiting Cultural & Creative Industries' (CCI) potential, finding a right balance between innovation and conservation of the Adrion rich cultural heritage. The Project, therefore, will develop actions and tools for raising competencies, support decision making processes and test the solution proposed:

- the Joint Acceleration Programme will increase (especially) CCI-related Small and Medium-sized Enterprises (SMEs) and start-ups' capacities to do business supporting cultural heritage preservation and sustainable tourism.
- Policy Recommendations, Local Action Plans and related Pilot Activities will provide decision makers with new strategic tools useful to better support CCI in the project fields.
- Mobile app and multimedia installations will attract tourists (especially young people) in the new CreaTourES routes and encourage them to explore ADRION cultural heritage in an 'alternative' way.

The project will generate positive changes in the ADRION Region at 3 levels:

- economic (increased CC SMEs-start-ups' competitiveness and tourist flows attracted by the CreaTourES routes offered).
- cultural (greater valorization of cultural heritage).
- strategic (improved policies promoting a more integrated vision of CCI).

The chosen approach will contribute to beneficiaries' increased knowledge & skills, making them integrated, participatory, and transnational, exploiting CCI sector and its key-role in economic growth and cultural valorisation of the ADRION Region, and boosting high-quality and sustainable tourism offer through an experiential approach.

Spill-over effects will be enhanced collaboration among tourism-CCIs-decision makers, revitalised marginal areas, diversified and innovative tourism offers, extended seasonality.



AIMS and OBJECTIVES

The project, in general, aims at promoting sociocultural development and economic prosperity in the ADRION Region by improving its attractiveness, competitiveness and innovation. At the same time, the project will be preserving and valuing its rich, varied cultural heritage in a sustainable way.

Although tourism is one of the fastest growing economic activities in the ADRION Region and one of the main contributors to its GDP, the full potential of the Region's cultural (and natural) heritage has not been yet fully exploited in a sustainable and responsible way. The concept of 'sustainable tourism', as well as developing innovative, quality tourism products & services, and making the ADRION destinations even more attractive, has not yet been taken fully on board by the tourism actors in the area. As a result, many alternative and potentially sustainable forms of tourism have not been sufficiently developed, diversified, and integrated in wider regional development strategies: consider, for example, sustainable tourism supported by CCI.

In order to contribute to the ADRION Programme specific objectives, therefore, the project intends to promote the sustainable preservation and valorization of cultural heritage as growth assets in the ADRION Region, by developing sustainable, innovative, creative and experiential tourism offers closely linked to CCI and exploiting their high sociocultural and economic potential. In addressing the specific objectives above, the project will strengthen integration and collaboration among ADRION relevant stakeholders (public authorities, cultural institutions, economic development agencies, public/private tourism promotion organisations, operators of cultural heritage & sustainable tourism sectors, CCI clusters, CC SMEs & start-ups, universities and Research and Innovation centres, tourists), also raising their capacities/skills and knowledge. Finally, the project will promote responsible tourism behaviour among all stakeholders (especially younger tourists), trying to tackle seasonality of tourism demand across the Region.

The project timeline is from March 2020 to August 2022 with a total budget of 1.838.160,00 EUR, co-financed by the ADRION.



Explore
ADRION
Region





Emilia-Romagna Region and Bologna metropolis

located in Northern Italy, is one of the most developed regions in Europe in terms of competitiveness, GDP, and unemployment rates, and a leading Italian region in terms of per capita income. Bologna is the capital: a thriving metropolitan area of more than 1 million inhabitants, and a strategic hub for freight and human flows. It is famous since the 17th century for its food industry and culinary arts.

It is also well known for its widespread cultural consumptions: the strong demand for CCI related products represents unique cultural humus in Bologna. The cultural and creative industries play a key role in the development and quality of life of the local community. The CCI sector covers cultural and artistic enterprises, the media and cultural industries, multimedia and ICT creative services, artistic hand-made products. In a more general sense, the CCI sector comprises the innovative high-tech companies, fashion industry, furniture, and all other products connected with design. The area is also characterized by a strong offer of cultural festivals ranging from classical and electronic music, to theatre and movies. Greater Bologna offers varied panoramas, hidden gems to explore: you won't easily forget this experiences!





Friuli Venezia Giulia Autonomous Region, Italy

is one of the five autonomous regions with a special statute and it is Italy's farthestmost north-east region. Friuli Venezia Giulia covers an area of 7,708 km² (about 3,000 sq. miles), it is the fourth smallest region of the country and has about 1.2 million inhabitants. It borders with Austria to the north and Slovenia to the east. To the south it faces the Adriatic Sea and to the west its internal border with the Veneto region. The capital of the region is Trieste. The main economic specializations in the Autonomous FVG region, identified in the Regional Operational Programme (ROP) 2014-2020 are wood/furniture sector, manufacture of metal products, manufacture of machinery and equipment, food and beverage industry, ICT, metallurgy, and shipbuilding.

The CCIs sector is mainly defined by tourism and creativity-driven productive service industries. The creative-driven productive service industries are those manufacturing activities which, although not directly involved in cultural and creative activities, benefit from them. The core activities are those of the creative industries (architecture and design; communication), cultural industries (cinema, radio, TV; video games and software; music; publishing and printing; performing arts; historical and artistic heritage). In terms of tourism, this region ranks second in Italy, while artisanship plays an important role in the region's productive sectors.



Slovenia

is bordered by Italy to the west, Austria to the north, Hungary to the northeast, Croatia to the southeast, and the Adriatic Sea to the southwest. Slovenia covers 20,271 square kilometers and has a population of 2.095 million. With an excellent infrastructure, well-educated work force, and a strategic location between the Balkans and Western Europe, Slovenia has one of the highest per capita GDP in Central Europe, despite having suffered a protracted recession in the 2008-09 period in the wake of the global financial crisis.

The Slovenian economy recovered quickly after 2014, and its competitive position improved as well. As economic growth accelerated, the EU average gap in terms of per capita GDP declined post-2016, but it remains wider than before the crisis. The most important sectors of Slovenia's economy are industry, wholesale and retail trade, transport, accommodation, and food services. In the Slovenian economy, the cultural and creative sector accounts for 10.5% (24,062) of all registered organizational units.





The Region of Western Greece (RWG)

is one of 13 regions of Greece. It is a secondary local government organization covering the north-western part of the Peloponnese and the west part of Central Greece. Its population is almost 680,000 (679,796 according to the 2011 census) and occupies an area of 11,300 km². Most enterprises located in the Western Greece Region, that are active in all sectors of the economy, are small and medium-sized.

The CCI sector in the Region of Western Greece in 2017 appeared to be consisting of 1,918 companies, employing 3,216 employees, which is 1.8% of the entire region's workforce, while its total turnover is 78,678.17 mil. In addition, the vast majority of CCI stakeholders belong to the public sector or the municipal and regional authorities of the region. This means that there is a deficit in the participation of private enterprises and civil society organizations in policy planning for the creative and tourism sectors.





The Dubrovnik Neretva County, Croatia

The Dubrovnik Neretva County (DNC) is the southernmost region of the Republic of Croatia composed of relatively narrow longitudinal coastal area of the Renaissance city-state Ragusa's territory and lower Neretva wetland.

Its centre, the City of Dubrovnik, is the lead star of Croatian tourism. The entire Old City of Dubrovnik is a UNESCO World Heritage Site, with its medieval, six meters thick and two kilometres long walls. Procession and the Festivity of the Dubrovnik's saint patron St. Blaise, celebrated every year on 3rd of February since the year 972 is also on the UNESCO's Intangible Cultural Heritage List.

Traditional maritime shipbuilding, nautical skills and knowledge made the base for present-day nautical tourism, especially considering the sea represents over 80% of the County's territory while there are 40 protected natural areas. The Mljet National Park, founded in 1960 and the oldest marine protected area in the Mediterranean.

The gourmet centre of the region is Ston on the Pelješac peninsula presents regional version of the Mediterranean cuisine: Mali Ston oysters, red vine made of handpicked local variety of plavac mali, salt from still operating medieval salt plans, aromatic herbs, citrus fruit, and olive oil.

The scenery of the countryside is marked by the network of dry-stone walls, technique and know-how acquired through the centuries of adapting rocky red-toned land for agriculture, protected by the UNESCO.

The Stećci Medieval Tombstone Graveyards, the exquisite evidence of the Venetian presence the historic town of Korčula, Ottoman influence of everyday life and diplomacy, Neretva pirate quests reflect rich historic and cultural heritage set in less than 1,781 square kilometres.



Albania

is a small country situated in South-Eastern Europe in the west of the Balkan Peninsula. It encompasses an area of 28,748 square kilometres and the country has a population of 2.862.427 inhabitants.

Agriculture dominates the economy and employs about half of the workforce, but services and tourism are increasingly important. Albania remains one of Europe's poorest countries, with sluggish economic growth hindered by a large informal economy and weak energy and transportation infrastructure. High unemployment and a lack of opportunity encourage substantial emigration.



Bosnia and Herzegovina

is a South-Eastern European country located in the Western Balkans, bordering Croatia, Montenegro, and Serbia. The country has a population of 3.53 million inhabitants. The national capital and the largest city is Sarajevo. Bosnia and Herzegovina is an upper-middle-income country that has accomplished a great deal since the mid-1990s.

Today, it is an EU potential candidate country and is now embarking on a new growth model amid a period of slow growth and the global financial crisis. Since the economy still lacks competitiveness, the government launched a structural reforms program for 2019-2021 to boost private investments and exports. The service sector contributes to 55% of GDP and more than half of total employment (52.3%). The CCI sector is also influenced by all the factors that hinder the country's economic development and competitiveness. The policy context for the CCIs and tourism sector is deeply rooted in the social, economic, cultural, and political changes and challenges of Bosnia and Herzegovina.







Our **Methodology**





How an Idea becomes a “Good Practice”?

Interreg Europe defines a Good Practice as an “initiative carried out under one of the programme’s topics. It can be for example a **methodology, project, process or technique** which has some **evidence of success** in reaching its objectives. There are already tangible and measurable results of the initiative. Moreover, a Good Practice has the potential to be transferred to other geographic areas.”¹

In addition to the above definition, Good Practices are usually connected to some **policy intervention**, i.e. a change in the local/regional policy that is a result of the transfer, adaptation and implementation of a Good Practice (or elements thereof) by a project partner in a different geographical, socio-political, economic and cultural setting. Policy interventions are achieved through the introduction of new or the change in existing **policy instruments**. A policy instrument is “any policy, strategy, or law developed by public authorities and applied on the ground in order to improve a specific territorial situation”¹, “however, an instrument can also sometimes refer to a legislative framework with no specific funding.”²

In the context of ADRION, the dimension of the policy impact of the Good Practices is not that pronounced. In CREATURES, the Good Practices are focused more on the **collection of local/regional innovative and sustainable CCI-related experiences**, “particularly focusing on virtuous CC business (including SMEs/start-ups, when possible) actively involved in conserving-valorising cultural heritage and/or promoting sustainable tourism.”³ Therefore, the focus of the Good Practices to be collected within the framework of CREATURES should be on providing partners with inspiring examples of innovative and sustainable examples of conservation and promotion of cultural heritage and sustainable tourism through the use of CCI.

1. <https://www.interregeurope.eu/help/faqs/36/#faq-question-171>
2. <https://www.interregeurope.eu/help/glossary/#index-P>
3. CREATURES Application Form, p. 44.





In addition, as the sustainability concept constitutes a central pillar in CREATURES (sustainable tourism, sustainable Good Practices), the CREATURES Good Practices should promote sustainability. Thus, partners should identify the sustainability dimensions that the Good Practices affect. The sustainability concept employed in CREATURES comprises the following dimensions:



Environmental sustainability, i.e. Good Practices employing sustainable environmental practices that at least minimise environmental impact and, if possible, benefit the natural environment as much as possible,



Sociocultural sustainability, i.e. Good Practices that employ fair and efficient business practices towards labour and the community in which they are implemented and preserve and promote its cultural heritage, beliefs, values, traditions and practices.



Economic sustainability, i.e. Good Practices that produce a profit for the organisations that own and implement them but also a broader economic value or benefit enjoyed by the community or society that hosts them.





Assessment methodology

Based on the above definition of Good Practices and the description of their focus in CREATURES, a set of criteria for their selection were developed. These criteria provide guidance for identifying and selecting the Good Practices.

► 6-star criterion

1 = Relation to CCI

The Good Practice should have a clear CCI focus and should be implemented by: CCI businesses, where possible SMEs and start-ups and/or collaborations between tourism / cultural heritage organisations and CCI businesses.

2 = Focus on cultural heritage and sustainable tourism

The Good Practice should focus on a) preservation and/or valorisation of cultural heritage, b) promotion of sustainable tourism.

3 = Contribution to sustainability

The Good Practice should have a clear and identifiable impact on at least one of the three sustainability dimensions (economic, environmental, sociocultural).

4 = Evidence of success

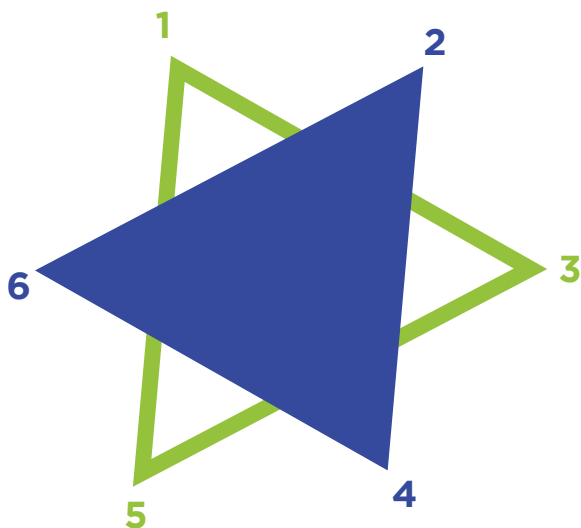
The Good Practice should provide factual evidence that demonstrates its success or failure (e.g. measurable outputs / results, either qualitatively or quantitatively).

5 = Transferability and adaptability

The Good Practice should have the potential to be transferred and adapted to a different geographic area.

6 = Policy impact

The Good Practice could be linked to a policy intervention (e.g. a policy instrument), for example as an output of this intervention (e.g., a GP that was developed as a result of a particular policy instrument) or capitalising on a policy intervention (e.g. a GP that was inspired by a policy instrument).



Catalogue

The examples presented in the brochure were selected based on their creative approach to the preservation and valorisation of cultural heritage, and the promotion of sustainable tourism.

Each example brings the most relevant and important information related to the project, its development and implementation. The information demonstrates the success and give an overall idea that exists behind each project.

The mapped examples are divided into four categories based on their aims and purposes, and the basic senses or feelings they provoke with people (touch, smell, feel, hear, taste).

“Technology Meets Heritage” brings examples of projects where technology innovations are applied for more successful heritage preservation or promotion.

“Celebrating Heritage” is focused on examples that bring heritage to people through various types of festivals and events (through senses of “hearing” and “seeing”).

“Tastes of Heritage” are examples of active involvement of participants in the exploration of tangible and intangible heritage that surrounds them.

“Touring through Heritage” gathers all projects that offer different types of tours to natural, historical or cultural heritage of an area.



CHART for stakeholders:	
1	Public institution/Public society
2	Non-profit organisation/NGOs
3	Regional/ Local authority/ Cross-border partners
4	SMEs/ Business entities
BOLD written	Leading organisation(s)



Discover INSPIRING examples

Technology Meets Heritage (touch)

- ▶ Talking Map of the ancient Aquileia Municipality
- ▶ IRC-HERMES Project – Interregional Cultural Heritage E-System
- ▶ Classis Ravenna
- ▶ Kotsanas Museum of Ancient Greek Technology
- ▶ 3D interactive presentation of the St. Jerome church altar



Technology

Meets Heritage





The Talking Map of Aquileia

 (since 2018)

When a voice is given to heritage that surround us.

Preserve, Valorise

The Talking Map brings the tangible and intangible cultural Heritage of Aquileia UNESCO site into life through 35 multimedia content using a storytelling methodology, participatory and innovative approaches.

All materials were created thanks to the cooperation of various artists and testimonials and were made for different target groups such as children and teens, families and people with disabilities. The Talking Map is made exclusively for everyone!

INSPIRATION BEHIND

Promote and valorize the Aquileia heritage site by using an innovative format.
Make cultural heritage accessible for everyone.

STORY of SUCCESS



Economic sustainability: aims to increments visits to Aquileia and therefore generates a broader economic value for the hospitality system and the cultural institutions.

Sociocultural sustainability: enacts an innovative and fair collaboration process among local institutions through a shared methodology aiming to improve efficiency of labour and the promotion and valorisation of Aquileia's cultural heritage.

About 1400 students have used the Talking Map of Aquileia, while around 25.000 people have seen it through various communication channels. In December 2019, the project received the first prize "Tullio De Mauro alla scuola che innova e include" of the Global Junior Challenge (Fondazione Mondo Digitale), Rome.



MASTER MIND

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Explore their work by visiting

 https://www.radiomagica.org/smartradio/it/mappe_parlanti/aquileia



KEY STAKEHOLDERS

Friuli Venezia Giulia Autonomous Region (FVGAR)
Regional/local authorities: Promoturismo FVG,
Soprintendenza Archeologia, Belle Arti e Paesaggio
del Friuli Venezia Giulia, Municipality of Aquileia;

Fondazione Aquileia

Non-profit associations: Fondazione So.Co.B.A. "Società per la
Conservazione della Basilica di Aquileia", Radio Magica Foundation

Educational/research/cultural institutions: Ca' Foscari University
of Venice, University of Udine SASWeb Lab,
National Archeological Museum of AquileiaMedia: RAI Radio 3

Business entities: Nuove Tecniche Società Cooperativa, Assisit
Digital, CiviBank, Cocambo, Agriturismo Ai Due Leoni

KEY BENEFICIARIES

The main beneficiaries are young people, families, people with disabilities, tourists, schools, cultural and solidarity associations, tourist operators and tourist guides, museums and cultural institutions.

KEY RESOURCES

The financial resources required for the Talking Map of Aquileia (Italian version) is 72.000 EUR for the set-up, and 25.000 EUR for running costs.

In total 35 professionals worked on different aspects of this project. They are: cultural heritage dissemination experts, scientific coordinators, financial manager, writers, video makers, Italian Sign Language interpreters, illustrators, actors, audio editors, software developers, graphic designer, legal expert, musician, educators and a tailor. Also, several organisations and universities made additional contributions to some project's parts.

KEY STEPS to IMPLEMENTATION

This project was developed and implemented according to an innovative methodology of the Radio Magica Foundation composed of 6 steps:

1. Choice of the territory
2. Choice of the objects
3. Story writing and Map design
4. Accessibility tests
5. Audio and video production
6. Multi-channel dissemination

CHALLENGES and STEPS FORWARD

The challenge was to design a format and a communication tool to increase the visibility of the UNESCO site of Aquileia for a very heterogenous audience. This project was developed to address young people, families and people with disabilities using simple but engaging storytelling, enriched by animated illustrations. As a result, new generations can rediscover the history of this important archaeological site, dating back to the Roman Empire and inscribed in the register of UNESCO World Heritage Sites in 1998 as an artistic and historical treasure. The concept allows additional stories to be incorporated over time and to include new areas.



Interregional Cultural Heritage Management E-system IRC-HERMES

 (2018-2020)

Technology solution that can see what human eyes cannot.

Preserve, Valorise

IRC-HERMES is a tool that can predict any collapse of remarkable cultural buildings and prioritize recovery interventions. This tool has been developed to help public institutions and scientist in Greece, Albania and North Macedonia to save valuable cultural heritage sites that face many challenges.

In 2015, HERMES won the Europa Nostra Award, the prestigious European Prize for Cultural Heritage.

INSPIRATION BEHIND

Contribute to preservation of cultural heritage sites in Greece (Corfu and Samosa), Albania (Gjirokaster) and North Macedonia (Ohrid). Contribute to valorisation of heritage sites across the countries. Contribute to sustainable tourism development and better management of cultural sites.

STORY of SUCCESS

Economic sustainability: Tourist operators and local businesses benefited from a better management of cultural sites, by bringing more tourists to Gjirokaster, Samos, Corfu and Ohrid. **Environmental sustainability:** Preserving anthropogenic cultural heritage reduces the need of city expansion and promotes the balance between the natural ecosystem and the human habitat.

Sociocultural sustainability: Increasing of resistance to damage and destruction within the four regions, since the proposed recovery interventions in monuments will enhance the cultural heritage management capacity of all regions.




MASTER MIND

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Explore their work by visiting

 www.irc-hermes.eu





Improvement of attractiveness of the four regions, as a result of the protection measures and the dissemination actions via the Promotion Portal and Education Portal, will result in online interaction among users and increase number of visitors. The project created online interaction and increased booking rates in tourism assets, having an impact on two important types of thematic tourism (cultural and educational).

KEY STAKEHOLDERS

Cyprus University of Technology, Department of Electrical Engineering, Computer Engineering and Informatics.
Educational/Research Institution: Athena (Research and Innovation Center in Information, Communication and Knowledge Technologies)

Non-profit organization: Auleda (Local Economic Development Agency Vlore); Elliniki Etairia (Society for the Environment and Culture)

Regional/local authority: Municipalities (Central Corfu and Diapontia Islands, Eastern Samos and Ohrid)

KEY BENEFICIARIES

Back-end users, employees of municipal services and scientist in the field of culture management generally and building infrastructure; visitors of Corfu, Samos, Gjirokaster and Ohrid, professionals, school students, students from training programs related to culture.

KEY RESOURCES

The total budget for this project was around one million EUR (funding was secured through European Union, ERDF, and IPA/IPA II)

On this project, permanently and temporarily were employed: Project manager, Communication Officer, Financial Officer, Historical expert, engineer, graphic designer and architect.

CHALLENGES and STEPS FORWARD

The use of IRC-HERMES tool can be implemented in any other area where the intervention for the preservation of cultural assets through technology is necessary. The tool and methods are not specific, but they can also be adapted to other sites.

The GP has produced significant contribution to the “National Strategy of Tourism 2015-2020”, “National Strategy for Development and Integration 2015 - 2020” and the protection of the UNESCO area.



CLASSIS Ravenna

 (since 2018)

When tradition meets technology,
new experience is born.

Preserve, Valorise, Promote

CLASSIS Ravenna is a great example of how history and cultural heritage together with technology create a new experience for the all visitors of the Classe's Archaeological Park.

The space of an old sugar factory inside the Park today hosts a Museum where numerous cultural events are organised. The multimedia and interactive Museum exhibition shows different historical periods related to the city and its territory.

INSPIRATION BEHIND

Valorise cultural heritage of the city of Ravenna.
Develop the cultural offer of the city of Ravenna.

STORY of SUCCESS

Economic sustainability: The museum is managed through the sustainability and economic feasibility project prepared before its opening. Balanced relationship between management expenses and economic revenues derived from financial resources and support activities.

Environmental sustainability: The museum has redeveloped a large urban area of Classe in which a garden of almost 10,000 square meters has been created.

Sociocultural sustainability: The museum has allowed the people who live in Classe to regain a previously abandoned and neglected area.

In the first year of opening, the Museum received over 55,000 visitors. The Museum develops cultural programs with other important Italian and foreign cultural institutions.



MASTER MIND

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Explore their work by visiting

 www.classisravenna.it/?lang=en





KEY STAKEHOLDERS

RavennAntica_ Archaeological Park Foundation of Classe
Educational/Research Institution: University of Bologna

Non-profit organisation/NGOs
Archdiocese of Ravenna – Cervia; Savings Bank of Ravenna Foundation,

Regional/local authorities:
Emilia-Romagna Region; Province of Ravenna; Municipality of Ravenna;

KEY BENEFICIARIES

Tourists.

KEY RESOURCES

To set up and run the project, the annual budget is about 500.000 EUR.

The project team has 15 professionals employed in: conservation related work, management, security, as front officers and in didactics for schools and children.

KEY STEPS to IMPLEMENTATION

- ▶ Recovery of industrial building and surrounding urban area.
- ▶ Development of the museum's scientific project.
- ▶ Development of an exhibition project connected to the recovered spaces of the building.
- ▶ Preparation of acts and procedures for construction work.
- ▶ Territorial network development.
- ▶ Management and tourism plan development.
- ▶ Relations with cultural bodies and institutions.

CHALLENGES and STEPS FORWARD

One of the challenges was the economic and managerial organization of work-related administrative procedures. The solution was achieved through an improvement of relations between all internal partners of the project.

The main risks are always linked to economic sustainability.



Kotsanas Museum of Ancient Greek Technology

 (since 2005)

In the land where technologies were born centuries ago.

Preserve, Valorise

A privately held network of museums, highlighting a relatively unknown aspect of ancient Greek civilisation, proving that the technology of the ancient Greeks was shockingly similar to the beginning of our modern technology. There are two museums in Katakolo, Ilia, two in Athens and one more in Heraklion, Crete.

The main goal of the museums is to highlight and promote the ancient Greek technology achievements and to familiarise the people with it and its significance through the years in civilized communities.

INSPIRATION BEHIND

Highlighting relatively unknown aspect of ancient Greek civilisation.

Promoting technology of the ancient Greeks.

Familiarizing people with the Greeks' contribution to science.





Emphasizing the educational character of the Museums.

STORY of SUCCESS

Economic sustainability: The development of museums, the increase of visitors' attendance and the touring exhibitions created and increased a turnover that positively affects the economy, mainly of Ilia area, which is the headquarters of the organization.


Sociocultural sustainability: The organization's emphasis on educational activities is a factor of social and cultural sustainability.



  **MASTER MIND**
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 Explore their work by visiting
<http://kotsanas.com/>





As a result of an entirely private initiative, the Kotsana Museum is a characteristic example of a private sector cultural organization. It implements its business plan with clear goals, has a cultural and educational character and extroversion mentality, while in recent years it implements an expansion plan in other cities and countries with two museums in Athens and Heraklion and international exhibitions. At the same time, it has become a reference point for the area with multiple communication and tourist benefits.

KEY STAKEHOLDERS

Kotsana Museum Social Enterprise

KEY BENEFICIARIES

Local community and businesses, educational community and scientists, researchers and professionals in the field of museology, archaeology and pedagogy.

What you can SEE and EXPERIENCE

- ▶ Exhibitions
- ▶ Guided tours
- ▶ Entertainment and education workshops
- ▶ Interactive games

CHALLENGES and STEPS FORWARD

When the organization was established, the main obstacle was the fact that the sector of ancient Greek technology was completely unknown to the general public. This was surpassed thanks to the design of the educational programs, the publicity that the activities of the Museum had and the collaboration with institutions and scientists from all over Greece.

With the organized educational programs and the educational material of the Museums, as well as with the educational visits, there is the possibility of developing integrated history courses, experiential and not centered around the ancient Greek technology. The existence of a thematic cultural organization gives opportunities for professional employment, scientific research and development of collaborations and networks.



HR

3D interactive presentation of the St. Jerome church altar



(2018-2019)

Safeguarding local heritage for new generations.

Preserve, Valorize

The church of St. Jerome is located south of the town of Slano, on a dominant site overlooking the entire bay, the channel and nearby hills. This church hosts a rare example of a fully preserved 16th century retable on the high altar with the scene of the Adoration of the Three Kings. Due to its significant value, this project documented the process of its restoration and conservation in a 3D interactive presentation.

The project contributed to raising the awareness of the importance of this heritage site and has implemented many activities aimed at the local community and tourists.

INSPIRATION BEHIND

To document the process of restauration and conservation of St. Jerome church. To raise awareness of the importance of preservation and valorisation of local cultural heritage. To valorise local community religious (cultural) heritage through educational activities. To interpret heritage through new technologies. To create new heritage-based products.

STORY of SUCCESS

Economic sustainability: hard to predict as the project is related to the permanent exhibition of the Heritage Centre in Slano, significantly influenced by the COVID-19 pandemic. Sociocultural sustainability: influenced the opinion of the local community on their heritage, the importance of the work of conservators.

As part of the project, workshops for schoolchildren were organized as well as thematic lectures for tourism professionals about cultural heritage. During the project an interactive mobile application was developed and the altar was presented in an innovative way.

app AR Slano



MASTER MIND



Nada Lučić

Conservator-restorer, specializing in polychrome wooden sculpture

Head of Dubrovnik Department for Conservation



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Explore their work by visiting



<https://www.dunea.hr/en/our-projects/324-rural-cultural-and-ethnographic-attraction>

<http://www.historical-trails.com/>





KEY STAKEHOLDERS

Public scientific institution Dubrovnik Department for Conservation (Croatian Conservation Institute)

Civil society organization DEŠA – Dubrovačko Primorje

Development/Tourism Organization: Regional Agency DUNE, Dubrovnik and the Neretva County Tourism Board

Educational/Research Institutions: University of Dubrovnik, Elementary school Slano

Regional authority: Dubrovnik Neretva County

Local authority: Dubrovačko Primorje Municipality

KEY BENEFICIARIES

The local community of Dubrovačko Primorje and tourists.

KEY RESOURCES

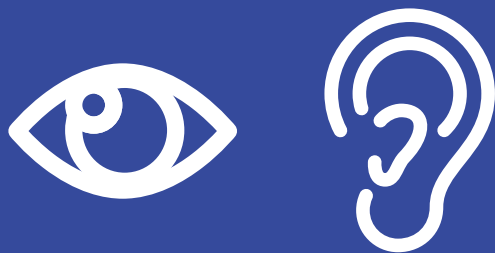
Over 28.000 EUR was invested in different stages of this project, including: research, mobile application and 3D interactive developments, exhibition panels, promotion materials, translation, workshops and education sessions.

Within the EU funded project „Rural, educational, cultural, ethnographic tourist attraction“, 85% has been co-financed by the European Regional Development Fund.

CHALLENGES and STEPS FORWARD

Slano is a small town located 30 kilometres north of Dubrovnik, economically dependent and influenced by tourism industry as many other rural coastal towns in the Dubrovnik Neretva County. The rich cultural heritage of the local community such as religious customs and festivities, traditional knowledge, skills and crafts related to shipbuilding and gastronomy are not acknowledged by the local community nor available to tourists.

By implementing this project, the stakeholders contributed to a new heritage-based tourism offer available throughout the year. This is an example how to make use of scientific research and works in conservation/preservation for sustainable tourism. This project will be used in devising a new Development Plan for Dubrovnik Neretva County 2021 – 2027.



Discover INSPIRING examples

Celebrating Heritage (hear/see)

- ▶ Book Festival of Pordenone
- ▶ Sementerie Artistiche
- ▶ Le voci dell'inchiesta
- ▶ Olympia International Film Festival for Children and Young People





Celebrating **Heritage**





Pordenonelegge Festival



(since 1999)

The Festival that celebrates the power of literature.

Preserve, Valorize

The Pordenonelegge Festival started as a literature festival but soon became an annual event attracting numerous tourists and visitors to an area which traditionally has not been on tourist routes.

The Festival is held at different locations in the town of Pordenone and nearby areas. It has been recognized nationally and internationally as the Festival of reading, learning and listening.

INSPIRATION BEHIND

Promotion and valorisation of literature as intangible heritage.
Promotion of the area as tourist destination.

STORY of SUCCESS

Economic sustainability: The overall economic impact of Pordenonelegge amounted to over 6 million in 2014, with an overall multiplier of 7.27 – which means that for every euro invested in the festival, other 7.27 euros were gained in the province of Pordenone. Moreover, it was estimated that, in terms of employment effects, 46 full-time employees were hired.

Sociocultural sustainability: The festival influences the opinion which the citizens of Pordenone have about their city: they experience their city in a more positive and active way. The festival contributes to making citizens prouder of what their community can offer at the national and international levels.

The Festival is visited by national and international audience. The idea of a book festival was not new, but the formula was innovative: it has involved writers such as Luis Sepúlveda, philosophers (Richard Rorty, Peter Singer), scientists (Margherita Hack, Giacomo Rizzolatti) and Nobel laureates (J. M. Coetzee). The Festival takes place every year for five days in September. In 2019, the festival was attended by 130.000 visitors and 250 accredited journalists who attended 366 events.



MASTER MIND

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 Explore their work by visiting
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KEY STAKEHOLDERS

Pordenonelegge Foundation

Non-profit organization: FUIS (Association of Italian Writers), Cinemazero

Social Enterprise Librerie Coop

Business association: Confindustria Alto Adriatico, CGN
Business entity: Alea, BCC Pordenone ITAS, Marine interiors

Regional/local authorities: Friuli Venezia Giulia Autonomous Region (FVGAR); Chamber of Commerce of Udine and Pordenone; Municipalities (Pordenone, Cordeons, Maniago, Spilimbergo); European Parliament; Italian Ministry of Culture and Tourism; Italian Senate of the Republic

Media and portals: RAI, RAI Radio 1, RAI Radio 3, RAI FVG, La Feltrinelli, Il Gazzettino, Messaggero Veneto, Pordenone with love, Taste FGV Cultural Institution: PAFF Museum

KEY BENEFICIARIES

Main beneficiaries are young people, tourists, cultural workers, publishing houses, tourist operators and tourist guides, museums and cultural institutions.

KEY RESOURCES

To set up and run the project, the annual budget is 950.000 EUR.

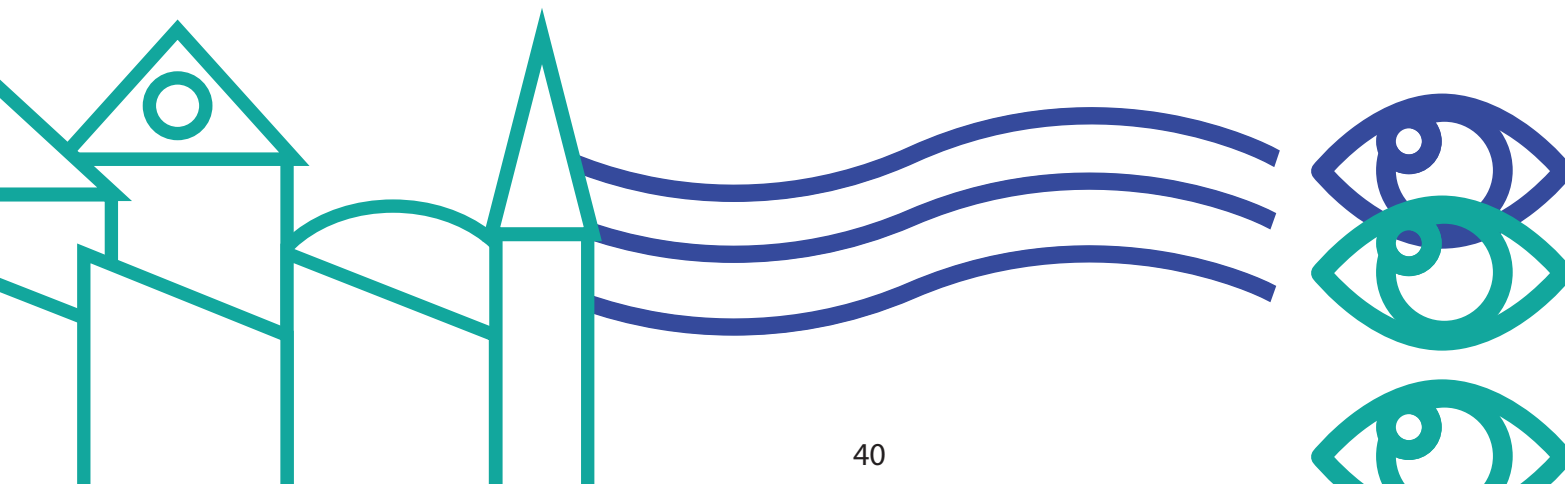
The Festival team consists of permanent and temporary staff members that includes: over 200 young people /volunteers, festival's

director, press officer, and members of the Board of Directors, Board of Auditors, Strategic and Organizing Artistic Committees.

CHALLENGES and STEPS FORWARD

The Pordenonelegge festival is a clear example of how, through culture, cities and areas can be revived, giving new life to urban centers. The results of the festival, both economically and socially, show that culture can become the economic and social engine of a territory.

The regional policies have changed thanks to this Festival. The Region economically support the Festival and it has created the Cluster for CCIs in order to support CCIs – even those involved in Pordenonelegge Festival.





Sementerie Artistiche

 (since 2015)

In the land of creativity, the audience and artists share common experiences.

Valorize

Established by the actors Pietro Traldi and Manuela De Meo as a theatre company that manages a cultural center, Sementerie Artistiche (Artistic seedlinks) is hosted by a farm in the countryside of Crevalcore, nearby Bologna.

Sementerie Artistiche's main activities are the production of new pieces and theatre festivals, hosting of artistic residences, theatre and performing arts workshops and courses, social cultural projects in cooperation with local non-governmental organisations.

INSPIRATION BEHIND

Production of (original) plays that create special connections between the artists and the audience.

Development of a cultural centre to host events and projects of local relevance.

Building "a village for the arts". Valorizing rural heritage.

STORY of SUCCESS

Economic sustainability: Job opportunities for artists, technicians and other staff members involved in different stages of work.

Environmental sustainability: Low impact of the festival and the theatre centre on the area (e.g. straw arena), compared to the intensive farming; use of food and products from the farm.

Sociocultural sustainability: Theater is a tool for inclusion that offers cultural and socially opportunities for inhabitants and tourists.

It has reached economic sustainability for the second year in a row and sustained successful cooperation with local non-governmental organisations and artists. The five festival editions and productions of new plays have been continuously developed.



MASTER MIND

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Explore their work by visiting

 <http://www.sementerieartistiche.it/>





KEY STAKEHOLDERS

Farm Azienda Agricola Valle Torretta s.s.
Banfield Teatro Ensemble
Business entity: Stone Island, Coop Alleanza 3.0

Regional/local authorities: Region Emilia-Romagna, Comune di Bologna, Comune di Crevalcore

KEY BENEFICIARIES

People from the surrounding area as an audience for the shows and as volunteers and workers, the artists that have a place of free expressions and artistic growth.

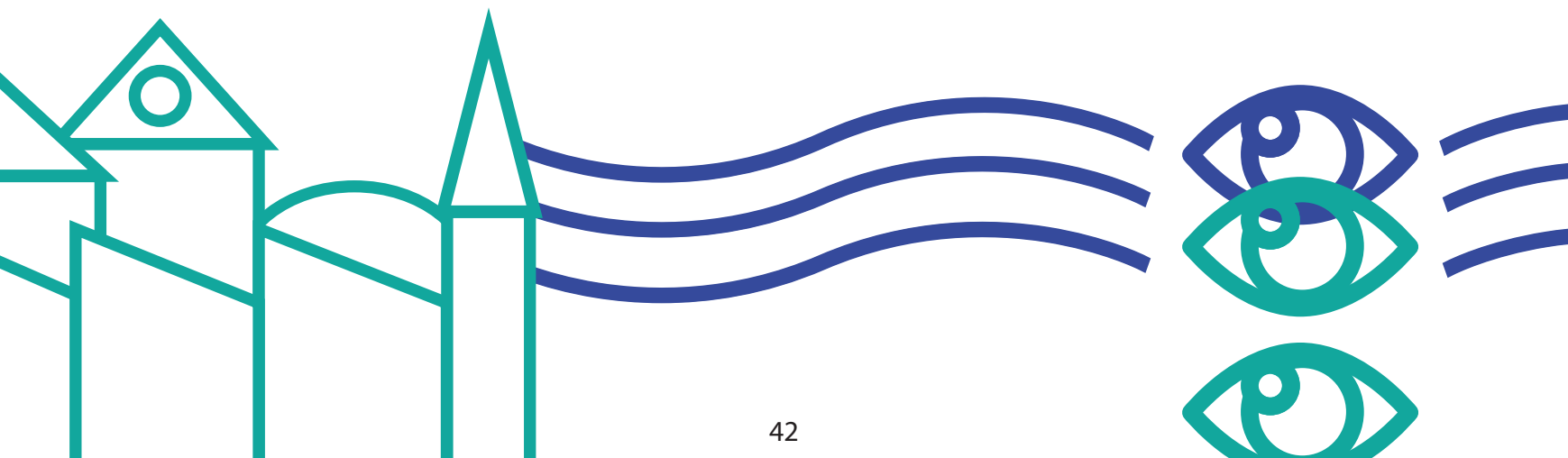
KEY RESOURCES

The annual budget is 70.000 EUR.

Around 15 people are involved in different parts of the project, they are: general organization and artistic direction managers, administration, fundraisers, communication, actors and artistic collaborators, technician, architects and carpenter.

CHALLENGES and STEPS FORWARD

One of the main challenges is the lack of financial and human resources to manage the theater company and the cultural center. The future plans are related to the increase of residence programmes, development of new artistic projects and productions with national and international partners. We can offer large and multi-purpose facilities for performance artists and the opportunity to interlink the project with the Farm. We want to keep building the Village of the Arts.





Le voci dell'inchiesta



(since since 2007)

Green films will save the world.

Preserve, Valorize, Promote

What started as an event, over the years became one of the most important and influential festivals dedicated to the documentary film.

This unique project creates synergy between cultural institutions, festivals, events, schools, cultural and administrative agencies to develop social values, among others the environmental care and the related “value-based” promotion of the regional territory. It produces exclusive audiovisual content that can be a tool for in-depth study, education, and development of good ecological, environmental, sustainable tourism, and organic supply chain.

INSPIRATION BEHIND

Among many topics and actions, the festival focus also on sustainability and ecology with the aid of audio-visuals in all its forms.

Producing exclusive audiovisual content with multifunctional use. using and producing documentary films about important topics for different activities and as promotion tools.

STORY of SUCCESS

Environmental sustainability: This project could have a direct effect on many: audiovisual production, distribution and related events that could easily convey clear messages to all types of audience.


Sociocultural sustainability: All environmental /ecological content is related to sociocultural content.

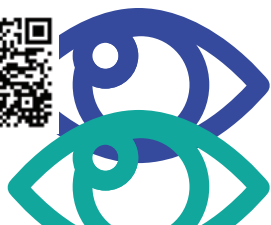
The Festival proved to stimulate a great response from the audience that is committed and really interested in quality content as well as in increasing the knowledge on the topics tackled. Thanks to the themes and reflections proposed, the audience is engaged in a change of behaviour which takes place as a result of the participation in the Festival.



MASTER MIND

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 www.voci-inchiesta.it/festival/
www.mediatecambiente.it
www.primulecaserme.it
www.pilgrimfilm.it/binari





KEY STAKEHOLDERS

Non-profit Organization Cinemazero

Non-profit organization: Sistema delle Mediateche del Friuli Venezia Giulia

Regional/local authorities (ARPA - LaREA FVG Friuli Venezia Giulia Autonomous Region (Department for Culture and sports and the Department for tourism), Italian Ministry of Cultural Heritage and Tourism, Municipality

SME: Tucker Film, Pilgrim Film

KEY BENEFICIARIES

Professionals, local population and tourists.

KEY RESOURCES

The annual budget is 100.000,00 EUR.

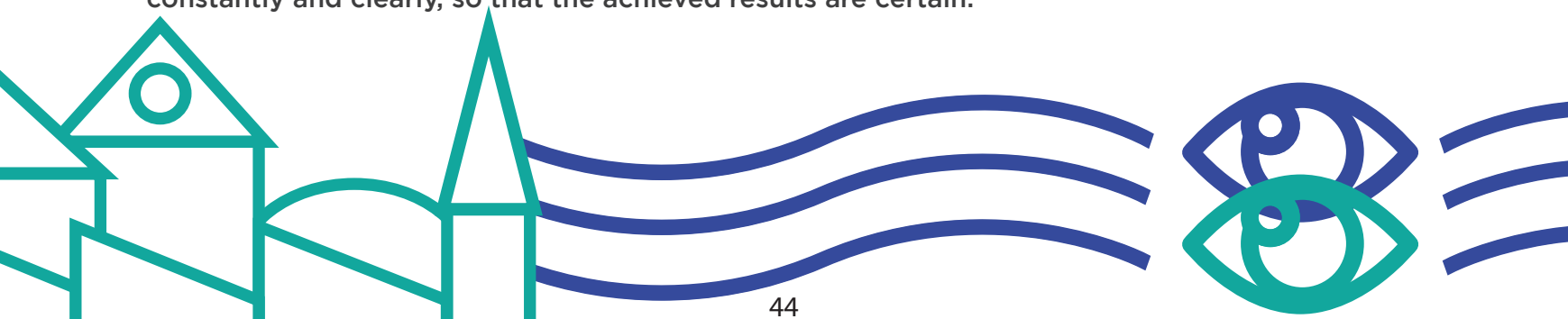
The team consists of 21 people, and they are: head of the project, scientific researchers, developers, webmaster, filmmakers, film editors, local events coordinators, press office, social media manager, web developer, librarians/archivists.

KEY RESOURCES

- ▶ Starting first with experimental workshops, also conducted in schools
- ▶ Creating its own autonomy
- ▶ Creating a production / distribution company
- ▶ Developing a wide communication network

CHALLENGES and STEPS FORWARD

Culture today is unfortunately based on numbers and results (especially attendance): this type of project has profound results and involves the creation of useful tools in the long term. If the results of the public - for external reasons - are not immediate, the project could not have the funds necessary to make it live. The effort will be to work with steadily and possibly increasing quality, in particular in the selection and creation of contents, disseminate, communicate constantly and clearly, so that the achieved results are certain.





Olympia International Film Festival for Children and Young People

 (since 1998)

The Festival that will never get old.

Promote

The International Film Festival for Children and Young People is one of the most important artistic events of Western Greece that is also internationally recognized.

The Festival builds a bridge of friendship and collaboration between filmmakers from different countries and of different cultures and views, while at the same time firmly promoting the timeless values of the Olympic spirit. The Festival nurtures the idea that children should have an active presence in the cinematic celebration.

INSPIRATION BEHIND

Promotion of film education, especially at school level.
Creation of a cinematic institution in Ilia area, valorizing development and cultural benefits.
Contribution to the development of audiovisual programs for children and young people in Greece.
Encouraging film creation and the production of films for children and youth.

STORY of SUCCESS

Economic sustainability: Financial turnover generated by the annual organization of the Festival; ability to further develop the organisation through grants and revenues from its operation; direct and indirect financial inputs that will arise in the institution, and in the region as a whole, from the operation of the new headquarters as a permanent educational venue for the cinema industry and for hosting film producers.

Sociocultural sustainability: Active participation of the school community in different aspects of the Festival preparation and organisation (workshops, production, training of volunteers, etc).

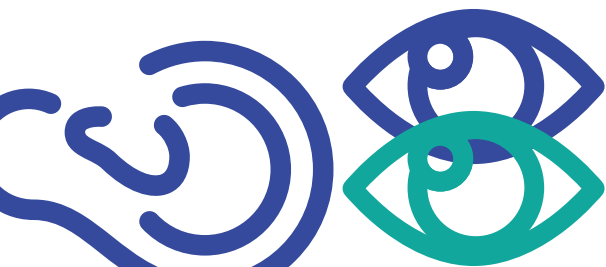


MASTER MIND

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Explore their work by visiting

 www.olympiafestival.gr





KEY STAKEHOLDERS

Olympia International Film Festival for Children and Young People Social Enterprise

Regional/local authority: Greek Ministry of Culture and Sports, Region of Western Greece

KEY BENEFICIARIES

School community around Greece, local and abroad film industry and the HoReCa industry (Hotel, Restaurant, Café).

KEY RESOURCES

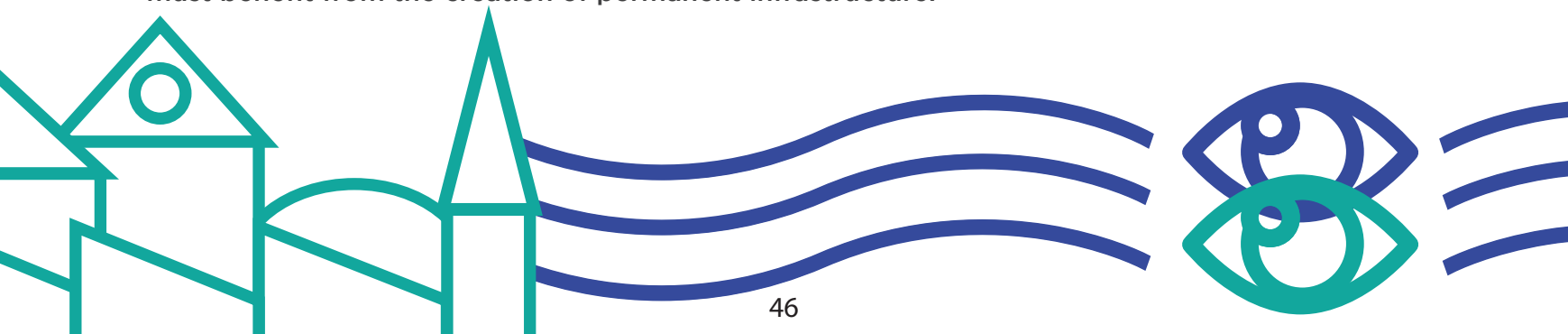
This film festival employs five people working on an annual basis, and about 10-15 people working seasonally.

What you can SEE and EXPERIENCE

- ▶ Best Feature Film
- ▶ Best Feature Film Director
- ▶ Best Screenplay
- ▶ Best Young Actor in a Feature Film
- ▶ Best Young Actress in a Feature Film
- ▶ Best Short Fiction Film
- ▶ Best Short Animation Film

CHALLENGES and STEPS FORWARD

The main problem that the organisation faced was the lack of permanent headquarters that would help its development and the ability to expand its activities throughout the year. Also, the lack of qualified personnel who would be trained and undertake the continuation of the institution. In 2019, the old raisin warehouses were donated to the Organisation by the Region of Western Greece, a fact that gives a new prospect for further development of the institution. The main lesson from this is that a cultural institution that seeks to create added value for a region, must benefit from the creation of permanent infrastructure.





Discover INSPIRING examples

Tastes of Heritage (taste)

- ▶ Craft IN – Craft in Action
- ▶ Music System Italy
- ▶ Achaia Clauss winery venue
- ▶ PANTARUL - Concept Restaurant
- ▶ Museum of Modern Art Dubrovnik (MOMAD) Gift Shop
- ▶ “Pelješac – The Empire of Wine” thematic route
- ▶ The City of Jajce
- ▶ The Royal City of Vranduk





Tastes of Heritage





AL

CRAFT IN ACTION



(October 2014 – February 2017)

Preserved by generations, valuable crafts continue to live.

Preserve

Changes in trends of architecture, living habits, industrialization and globalization, and the rapid drift towards international influences has put the crafts as well as the skilled workers' careers under threat. Marketing of their products has become one of the most vital problems.

This project secured that traditional skills and handmade products are valuably promoted and preserved.

INSPIRATION BEHIND

Preservation of traditional crafts characteristic for the area.
Promotion of traditional crafts as a tourist attraction.
Contribution to local business development.

STORY of SUCCESS

Economic sustainability:

- ▶ Fighting unemployment and providing strong support in a sector with high potentials such as that of crafts.
- ▶ Advancing mobility of cultural capital and workforce.
- ▶ Designing a road map for sustainable local development which will ensure the continuity of the enabled process and will guide and orientate local policies.
- ▶ Diversifying and promoting the tourism sector as economic resource proposing different and innovative demands in the labour market of the two territories, Greece and Albania.
- ▶ Boosting and promoting the process of internationalization of small and medium enterprises of the two territories.


Environmental sustainability: Promoting a systemic action through the permanent platform which will integrate the territorial system (environment, landscape and socio-productive systems), the institutional local actors involved in the process (both private and public) and the cultural heritage (knowledge, conservation, management and service fruition).



MASTER MIND

 Dorina Myftari
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Sociocultural sustainability: Preserving valuable knowledge which is considered as cultural capital and supporting preservation of artefacts and products.

160 craftsmen have been registered in the application and were trained. Of the total number, 20 percent sold their products online through the application.

KEY STAKEHOLDERS

European Institute for Local Governance

Auleda (Local Economic Development Agency Vlore)

Municipalities (Dropull, Pogoni and Delvina)

KEY BENEFICIARIES

Craftmen from the Vlora Region, Municipality of Dropull and Delvine, tourist operators (mostly hotels).

KEY RESOURCES

The annual budget is 168 000 Euro.

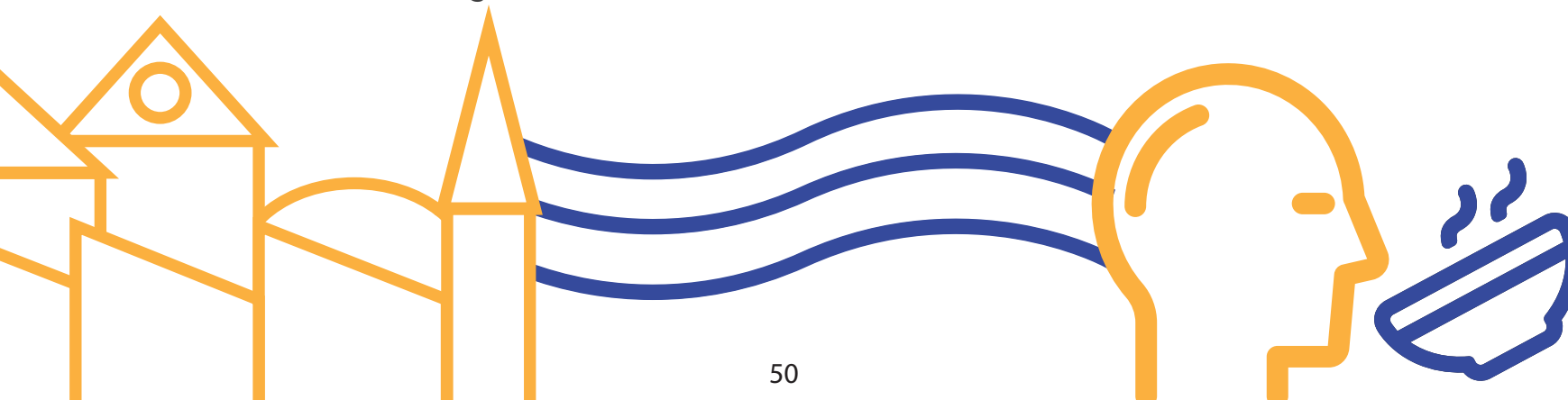
The team consists of permanent and temporary employees. They are: 3 software developers, 3 field survey experts, one company for the fair organisation, three experts for professional training in the field of crafts product elaboration.

KEY STEPS to IMPLEMENTATION

- ▶ General survey about the handcraft business status, problems of handcraft sector, legal contest analysis.
- ▶ E-commerce mobile and android application for their online selling.
- ▶ Development of marketing strategy.
- ▶ Handcraft policies on a regional level.

CHALLENGES and STEPS FORWARD

One of the most vital problems faced by the handicraft industry concerns marketing of their products. There is no umbrella organization or co-operative society, or a body supporting artisans in promoting their products. This project allowed the craftsmen to sell their products online and on fairs to larger and more diverse markets.





Music System Italy

 (since January 2019)

Enter the world where music is the only language that everyone speaks.

Valorize

The Friuli area in Italy annually welcomes young musicians from different parts of the world to a very unique training where studying has different meaning. Participants take part in high level courses, master classes, concerts and guided tours in the most important cultural and gastronomic sites of this region.

Students and young professionals at the same time study music with world-renowned teachers and learn about the excellence of Friuli Venezia Giulia, including the five UNESCO world heritage sites.

INSPIRATION BEHIND

Influencing music and artistic growth of young local artists. Valorizing and enriching tourism offer of the Friuli Venezia Giulia Region.

Strengthening international brands of the Region.

Cultural exchange and promotion of international networking in the music sector.

Giving new communication level to the sector of “classical and contemporary music”.

Preserving the memory of the most influential figures in music in the FVG Region such as Maestro Giovanni Canciani.

STORY of SUCCESS


Economic sustainability: Economic resources remain within local community. The project also attracts economic resources from abroad to be reinvested in the enhancement and animation of the local cultural heritage, in the cultural growth of the participants and the local community, in the local hospitality system and in the brand awareness of the Friuli Venezia Giulia region.



MASTER MIND

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Explore their work by visiting

 <https://simularte.it>
<https://musicsystemitaly.eu>
http://bit.ly/MSI2019_report
http://bit.ly/MSI2019_videos



Sociocultural sustainability: Possibility for young international musicians to know and appreciate the cultural excellence of the region. Specific alchemy between Italian and international guests leads to a great cultural exchange.

KEY STAKEHOLDERS

SME SimulArte Società Cooperativa

Regional/local authorities: Promoturismo FVG, Comune di Udine, Comune di Tavagnacco, Consulate-General of Japan in Milan, Istituto Italiano di Cultura - Tokyo

Non-profit Organization Ente Friuli nel Mondo
Foundations: Fondazione Friuli, Fondazione Pietro Pittini

Cultural institutions: Senzoku Gakuin College of Music Japan, Melbourne Conservatorium of Music Australia

KEY BENEFICIARIES

International students and Friuli Venezia Giulia region.

KEY RESOURCES

The annual budget for this project is 100.000 EUR.

In total, 13 people are involved in the project. They are: project manager and institutional

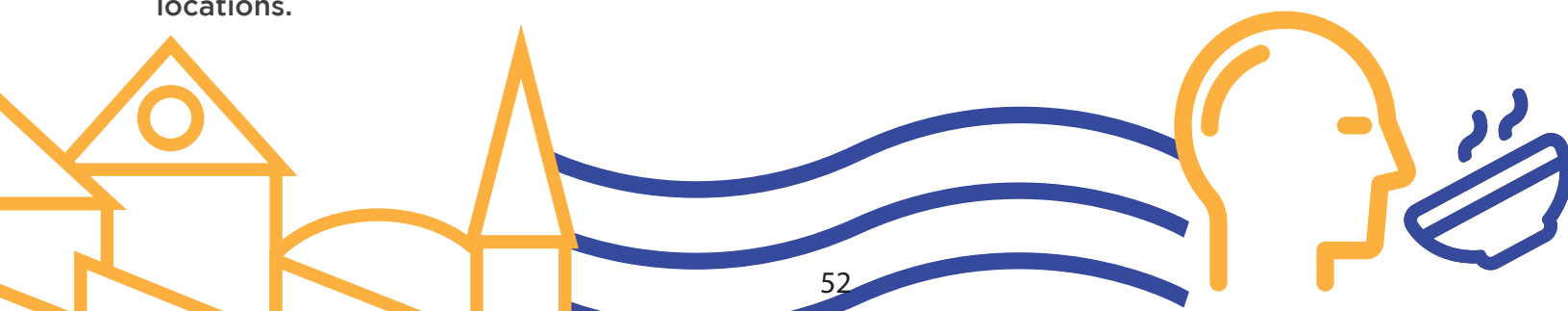
relations, artistic director, fundraising and financial manager, marketing manager, PR manager, graphic designer and content creator, social media manager, photographer, video maker, executive assistants, head of musical training activities and head of production.

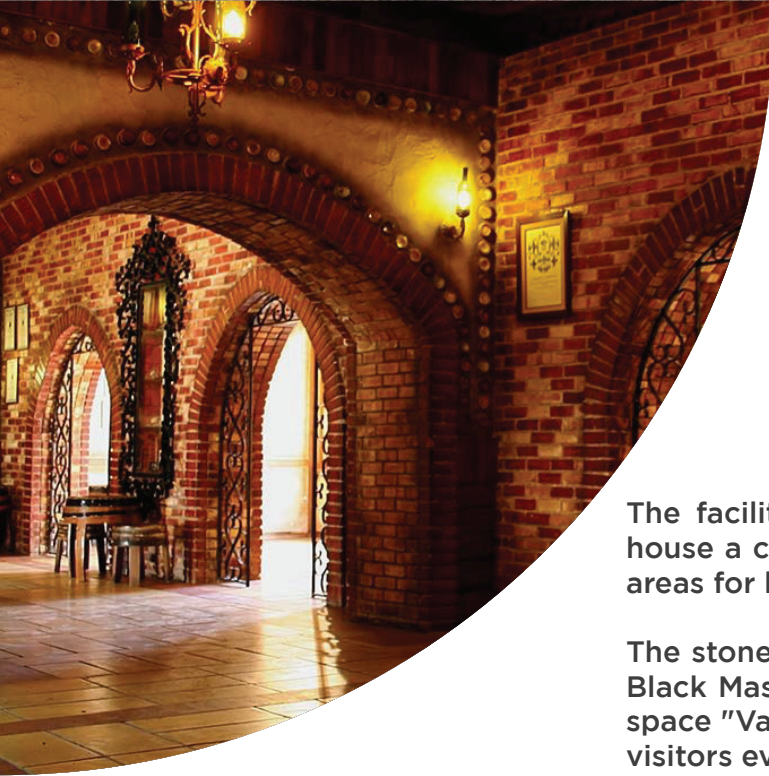
KEY STEPS to IMPLEMENTATION

- ▶ Creating and implementing ideas in collaborative relationships with stakeholders present in the region
- ▶ Choosing the faculty
- ▶ Organizing the cultural experience together with the DMO and in synergy with other cultural workers present in the area
- ▶ Promoting and creating different marketing activities
- ▶ Consolidating activities with international stakeholders
- ▶ Creating strong relationships for the continuation of the project

CHALLENGES and STEPS FORWARD

Preparations and organisation of the project long in advance is challenging since the work includes many project partners. By exploiting the interest of educational institutions in international mobility as a driving force for cultural growth of the new generations, this “Good Practice” can be replicated in the form of “franchising” or it can grow in synergy with new locations.





GR

Achaia Clauss winery venue



(since 1990's)

An old storyteller that has never stop welcoming heritage lovers.

Preserve

The facilities of the most historic Greek winery from 1861 now house a conference event space, the company's museum, tasting areas for local wine varieties and a venue for cultural events.

The stone buildings, the castle, the large oak carved barrels with Black Master of a century, the traditional Kava, the new museum space "Varelatiko" and the unique landscape attract thousands of visitors every year.

INSPIRATION BEHIND

Preserving and promoting historic buildings of Achaia Clauss winery.

Revealing cultural and wine tourism in Greece.

Becoming a hub for different events which contribute to local economy.

STORY of SUCCESS

Economic sustainability: The operation of the winery as a museum and event space, created a new economic activity in parallel with winemaking, which helps ensure its economic viability.

Environmental sustainability: The preservation and promotion of the facilities and the surrounding area of the winery has been done with absolute respect for the environment.

Sociocultural sustainability: Strengthening the long-standing ties of the local community with Achaia Clauss, both as a landmark and as a venue for events, is an element of social cohesion.

The facilities of Achaia Clauss are a landmark of Patras and the whole of Western Greece, both because of the history of the homonymous winery, as well as their special castle-like architectural and cultural importance. The fact that in the recent years, after the relocation of the winery to another area, they have




MASTER MIND

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Explore their work by visiting

 www.achaiaclauss.gr
http://bit.ly/MSI2019_videos





been successfully used as an event space and museum makes it a good example of highlighting and utilizing cultural heritage.

KEY STAKEHOLDERS

Achaia Clauss SA (Administrator and operator of the facilities)

KEY BENEFICIARIES

The wine industry in Achaia, tourist market and the organizers of cultural and conference events.

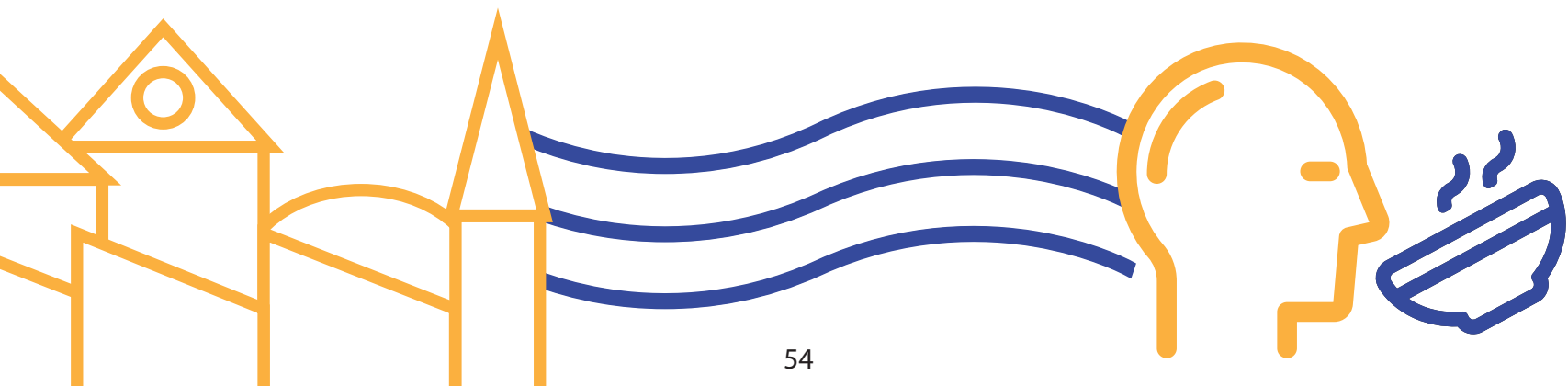
What you can SEE and EXPERIENCE

- ▶ Events hosting
- ▶ Wine testing
- ▶ Wine shop, winery products and wine accessories
- ▶ Imperial cellar sightseeing
- ▶ Museum space and exhibition seeing in “Varelatiko”

CHALLENGES and STEPS FORWARD

The lack of local and regional policy for wine tourism in Achaia has led Achaia Clauss officials to develop separate action plans and transfer good practices from other countries, seeking direct cooperation with the tourism industry and other potential partners. Poor transport connection of the key points of Patras (port, Archaeological Museum, Saint Andrews church, city center etc.) with Achaia Clauss is an important barrier to attracting tourists. In order to overcome this, special emphasis was given to the conclusion of agreements with tour operators and advertising of the facilities.

Preservation and mixing of historic buildings and tasting of local varieties produced by the winery were successfully combined with the provision of cultural and conference services. The brand of Achaia Clauss is quite strong, inside and outside Greece. It has established very close ties with the local community, while at the same time being a timeless tourist attraction.





HR

PANTARUL - CONCEPT RESTAURANT



(since 2014)

The taste of tradition in every bite.

Preserve, Valorize



Pantarul, whose name refers to a local dialect word for a fork, is a cozy but modern restaurant in Dubrovnik promoting local gourmet heritage. All dishes are inspired by family recipes and created with seasonal organic ingredients sourced from Dubrovnik countryside farmers. Wine list features Croatian wines, including local varieties of plavac mali, dubrovačka malvasija and pošip. Cooking techniques and traditional recipe secrets have been shared by the owners through two published cookbooks, 'Pantarul at home' and 'What's cooking in Dubrovnik', while guests can learn about wines through the engaging lessons organized on-site.

INSPIRATION BEHIND

To valorise and promote cultural heritage through the restaurant offering - food prepared according to traditional local recipes, using local small businesses as suppliers.

STORY of SUCCESS

Economic sustainability: Fostering the productivity and economic output of both PANTARUL and the small local suppliers.
Environmentally sustainable: Since the restaurant suppliers are local producers of organic food/wine and other products that contribute to environmental sustainability.




MASTER MIND

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Explore their work by visiting

🌐 www.pantarul.com





been successfully used as an event space and museum makes it a good example of highlighting and utilizing cultural heritage.

KEY STAKEHOLDERS

SME Pantarul Restaurant
SME: OPG Marija Pendo, Miloš Vinery, Crvik Winery

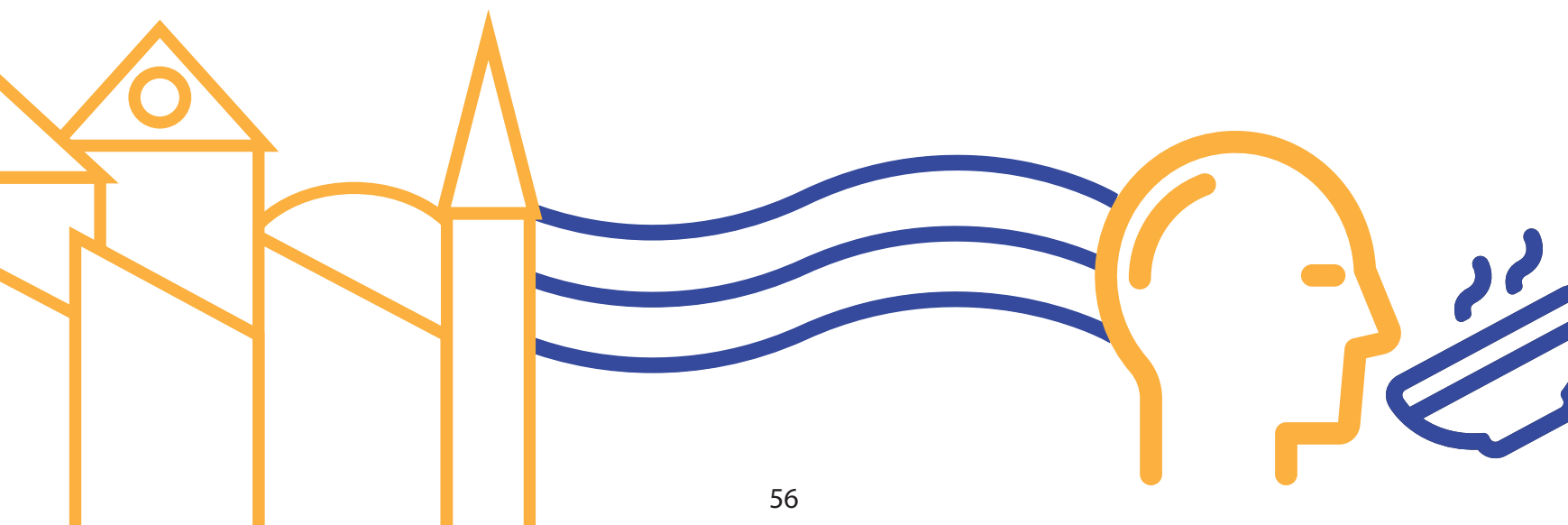
KEY BENEFICIARIES

Tourist, locals and small local suppliers.

CHALLENGES and STEPS FORWARD

Dubrovnik as a tourist destination has a lack of concept restaurants, especially those focusing on high quality products through local suppliers only. This restaurant aims to offer tourists a different experience that reflects the local tradition.

This example will be used in devising the new Development Plan for Dubrovnik Neretva County 2021 – 2027.





HR

Museum of Modern Art Dubrovnik (MOMAD) Gift Shop



(since 2018)

Locally made products that tell the story of the people and their heritage.

Valorize

Dubrovnik as a tourist destination predominately offers mass-produced imported souvenirs and lacks in easy access to local modern designers. With an aim to create a space where locally made products that reflect the tradition of the region will be offered, the Momad gift shop was created.

This shop offers modern products made by local designers and inspired by natural and cultural heritage of the area.

INSPIRATION BEHIND

Valorization of local cultural heritage.
Promotion of cultural heritage through the sale of locally produced souvenirs, craft work and art.

STORY of SUCCESS

Economic sustainability: Fostering the productivity and economic output of both MOMAD and the business involved.

The souvenir shop has tripled its earnings since introducing new products inspired by the local cultural heritage.



MASTER MIND

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Explore their work by visiting

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KEY STAKEHOLDERS

Public Institution: Museum of Modern Art Dubrovnik (MOMAD)

Business entities: SME (Croatian City Stories souvenirs, ART GO'DEN fashion accessories, PALDAR Jewelry); start-ups (RD CODE designer handbags, Vicious Delicious jewellery, Lobaš ART, NIZZ, THEALL, Rogoz, Little Wonder, Woondoir, Terra, WhyKnot Decor, Boya, Magical Book Lab, Bilja, My moon Moon, Artefacto)

KEY BENEFICIARIES

Tourists, small businesses, start-ups and the MOMAD gift shop.

KEY RESOURCES

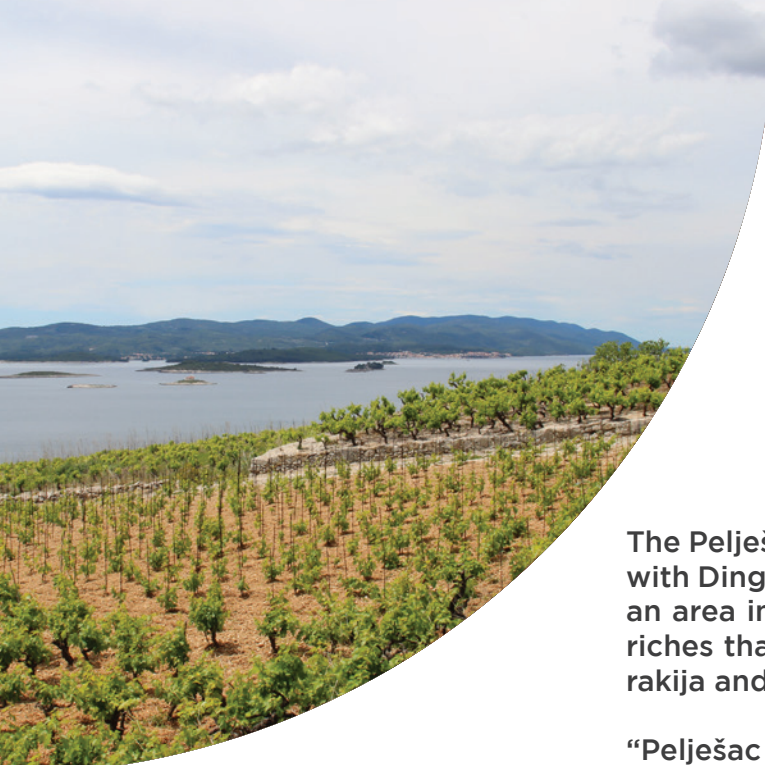
The shop where the products are offered to potential buyers and employees involved in different stages of work.

KEY STEPS to IMPLEMENTATION

- ▶ Upgrading the current MOMAD's souvenir shop.
- ▶ Establishing the collaborations with the designers, with commission agreements.
- ▶ Promotion of souvenirs through different communication channels.

CHALLENGES and STEPS FORWARD

This example will be used in devising the new Development Plan for Dubrovnik Neretva County 2021 – 2027.



HR

“Pelješac – The Empire of Wine” thematic route



(2012 - 2019)

Experience that triggers only positive emotions.

Valorise, Promote

The Pelješac peninsula is a synonym for good wine. It is associated with Dingač and Postup and protected geographical locations. It is an area in which Plavac mali reigns, but also all the other natural riches that hard-working hands transform into prosecco, liqueurs, rakija and extra-virgin olive oil.

“Pelješac – The Empire of Wine” is the first thematic route in Dubrovnik Neretva County that gathers agritourism, wineries, wine bars, wine-tasting, shellfish tasting and souvenirs.

INSPIRATION BEHIND

Establishment of experiential thematic tourism routes in the rural area of Dubrovnik as an alternative form of tourism.

To valorise and promote cultural heritage through an increase of accessibility to local offer. Promotion of traditional products and events as well as produced souvenirs, craft work and gourmet products.

STORY of SUCCESS

Economic sustainability: Promotion and accessibility of tourism offer contributes to the economic sustainability of the Pelješac peninsula.

Environmental sustainability: The project sets apart organic and traditional producers.

Sociocultural sustainability: It has influenced the opinion of the local community on their heritage.

The routes can be easily applied in different environments and used for different themes.



MASTER MIND

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Explore their work by visiting

 <https://www.rural-dubrovnik-neretva.hr/en/thematic-routes/peljesac-the-empire-of-wine>
<http://adriatic-route.com/>





KEY STAKEHOLDERS

Regional Development Agency Dubrovnik Neretva County – DUNEA
Regional/local authority: Municipalities (Janjina, Orebiž, Ston, Trpanj)

Public authority Dubrovnik Neretva County
Tourism Organization Dubrovnik Neretva County Tourism Board
Tourism Organization Ston Municipality Tourism Board

55 SME: wine bars, wineries, restaurants, souvenir shops

KEY BENEFICIARIES

Locals, tourists and small business.

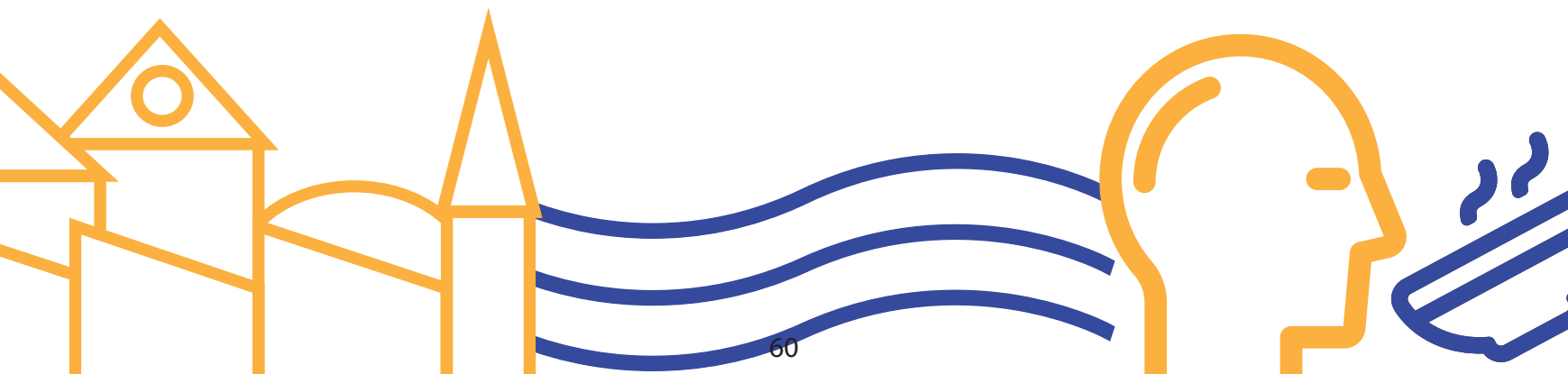
What you can SEE and EXPERIENCE

The tourist route “Pelješac – The Empire of Wine” is the first thematic route under the Rural Dubrovnik Neretva umbrella brand. It has gathered entrepreneurs and organizations in the Pelješac peninsula dedicated to wine production and complimentary activities in the scope of gastronomy. It consists of a database of local producers and presentation of their offer through the Mobile App, web page and print guidebook. Also, throughout the Pelješac peninsula thematic road signs have been installed to increase the visibility of the offer.

CHALLENGES and STEPS FORWARD

The project has addressed the problem of unrecognized tangible and intangible heritage, particularly the one related to local traditional knowledge, skills and products in rural areas of the Dubrovnik Neretva County. The existing tourism offer lacked recognition, promotion and consequently raising of the market value. By creating thematic routes, the offer became more accessible to tourists.

The project will be used in devising of the new Development Plan for Dubrovnik Neretva County 2021 – 2027.





BA

The City of Jajce



(since 2003)

The city of irresistible beauty.

Preserve, Valorize, Promote

Jajce - a museum under the open sky - was built on the banks of the rivers Pliva and Vrbas. Near the town, there are the Great and Little Pliva Lakes, between which small watermills have been built, known as Mlinčići among the people in Jajce. The town's strongest symbol, its trademark, is the magnificent 17-meter-high waterfall.

This small town carefully preserves tangible and intangible traces of four empires (Roman, Byzantine, Ottoman and Austro-Hungarian), three kingdoms (Bosnian, Hungarian and Yugoslav), three world monotheistic religions - Christianity, Islam, and Judaism, and the most diverse architectural styles, and everyday customs. In 2006, Jajce was put on the Tentative list of UNESCO World Heritage Sites.

INSPIRATION BEHIND

Preserving, protecting and promoting rich and diverse cultural, historical and natural heritage and values as a tool for educating, scientific researching and enriching knowledge and experiences. Raising ecological awareness about its significance and importance.

Using cultural and historical heritage as an insight into the connection of nature and human culture.

Making heritage more valuable and profitable through exploring ways of using various opportunities as a source of knowledge, creativity and inspiration.

STORY of SUCCESS

Economic sustainability: Financial gain for the Jajce municipality and all tourism offer providers (restaurants, accommodation, guides, makers of local dishes etc).

Environmental sustainability: Quality protection of historical, cultural and natural values. Increased ecological and heritage



MASTER MIND

Public Institution „Agency for cultural, historical and natural heritage and development of tourist potentials of the City of Jajce“, Jajce, B&H

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Explore their work by visiting

<http://www.agencija-jajce.ba/>
<https://www.agencija-jajce.ba/images/pdf/pdf-vodic-Jajce.pdf>





protection and promotion awareness.

Sociocultural sustainability: Increased number of tourists, researchers and visitors from around the world.

KEY STAKEHOLDERS

Public Institution „Agency for cultural, historical and natural heritage and development of tourist potentials of the City of Jajce“, Jajce, B&H

Regional/local authorities: Jajce Municipality, Institute for the Protection of Monuments, Ministry of Civil Affairs, Federal Ministry of Culture and Sport, Federal Ministry of Environment and Tourism, the State of Bosnia and Herzegovina

Non-governmental sector: Cultural Heritage without Borders BiH, Center for Education and Gathering (COD)

KEY BENEFICIARIES

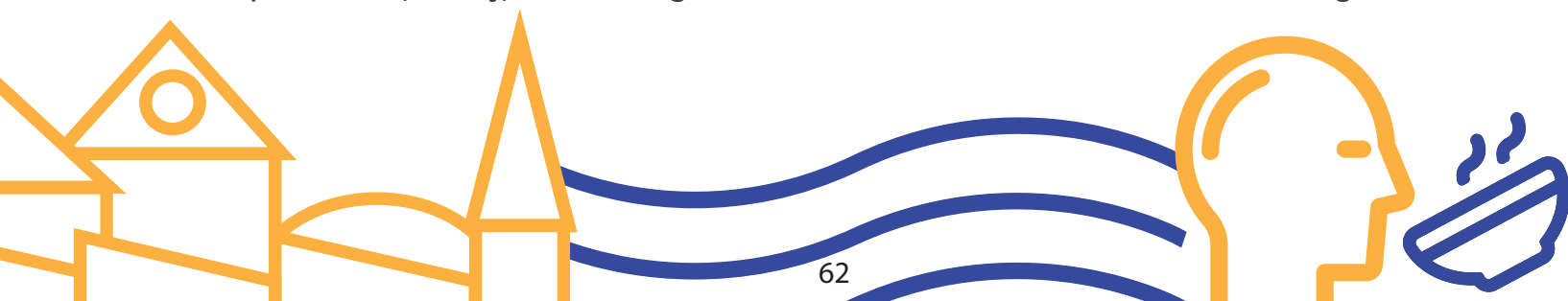
Tourists, local businesses, different organizations and institutions (governmental and non-governmental), Jajce Municipality and the public institution Agency for cultural, historical and natural heritage and development of tourist potentials of the City of Jajce.

What you can SEE and EXPERIENCE

- ▶ Sightseeing of the open sky city museum
- ▶ Traditional food tasting
- ▶ Walking, biking, fishing

CHALLENGES and STEPS FORWARD

The first challenge is, considering the size, importance, significance and amount of assets needed to run all of the 25 national monuments, the lack of financial resources necessary for its functioning. There is also a sense of unawareness by governmental institutions which are in many ways - from financial to legislative - crucial for the protection and rehabilitation of monuments. The obstacles are overcome primarily by having a clear plan and vision that includes the protection of natural, cultural and historical heritage of the town of Jajce, sustainable use of cultural and historical heritage resources, strengthening the potential of administration, tourism development and, finally, establishing mechanisms for sustainable monument management.





BA

The Royal City of Vranduk



(since 2005)

An exceptional medieval fortress in the heart of the country.

Preserve, Valorize, Promote

Vranduk is the jewel of the Bosnian medieval kingdom. The old fortress Vranduk is an excellent example of fusing different elements of a fully rehabilitated cultural, historical and natural heritage in one place, in the function of the tourism offer.

Authentic dishes, old crafts such as traditional Vranduk carpet weaving, represent fantastic examples of good practices created in the royal City of Vranduk. The City of Vranduk was declared a protected national monument in 2005.

INSPIRATION BEHIND

Preserving, protecting and promoting valuable heritage as a tool for enriching knowledge, raising awareness about its significance and importance, creating starting point for intercultural dialogue, peace and tolerance.

Creating a stable framework to involve local authorities and communities to take action in preserving, rehabilitating and promoting their own heritage using opportunities of various projects.

Making heritage more accessible through exploring ways of using it as a source of knowledge, creativity and inspiration based on traditional practices and new technology.

STORY of SUCCESS

Economic sustainability – Involvement and financial gain for the local community.

Environmental sustainability – Improvement of infrastructure (water supply, electricity, sewage) and increased awareness among the locals.

Sociocultural sustainability – Enriched social life full of various events with a maximum participation of the local community.



MASTER MIND


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Explore their work by visiting

<http://www.agencija-jajce.ba/>
<https://www.agencija-jajce.ba/images/pdf/pdf-vodic-Jajce.pdf>





The Royal City of Vranduk is visited by several thousand visitors on an annual basis and many more that attend various events organized throughout the year. After the major restoration works were completed, numerous opportunities have been opened in order to enrich the content, tourism offer, introduce new, modern and innovative tools and ways of presenting heritage, as well as to involve the local community in progressive activities and start cooperation with different stakeholders. This ultimately resulted in numerous and diverse events at the Vranduk fortress.

KEY STAKEHOLDERS

Public Institution Zenica City Museum

Regional/local authorities: Zenica City; Ministry of Education, Science, Culture and Sports Zenica – Doboï Canton; Federal Ministry of Environment and Tourism; Institute for the Protection of Monuments

KEY BENEFICIARIES

Local community, tourists, different organisations and institutions (governmental and non-governmental), Zenica City Museum.

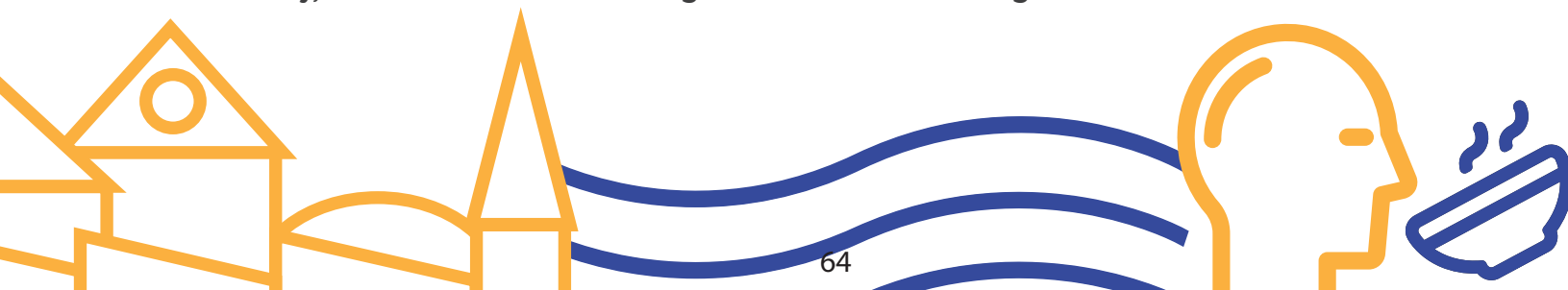
What you can SEE and EXPERIENCE

The Royal City of Vranduk offers unique experience to all its visitors. Vranduk hosts many events, such as “In the Footsteps of the Kingdom of Bosnia”, rock concerts, classical music concerts, exhibitions, workshops, art colonies, etc.

CHALLENGES and STEPS FORWARD

We believe that the most important change over the years is the awareness of the local community towards the Royal City of Vranduk. They have realized that Vranduk is a jewel that can be presented to the world in the best light, and that at the same time the whole local community can have some benefits from this position. On the other hand, tourists regularly witness new and innovative things and tools that improve the offer and their experience.

Vranduk is first and foremost a well-designed and promoted cultural and historical heritage and tourist destination largely due to the quality approach that has been insisted on from the beginning. This means that the preconditions (infrastructure, participation of the local community, and connection with the governmental and non-governmental sector as well as with

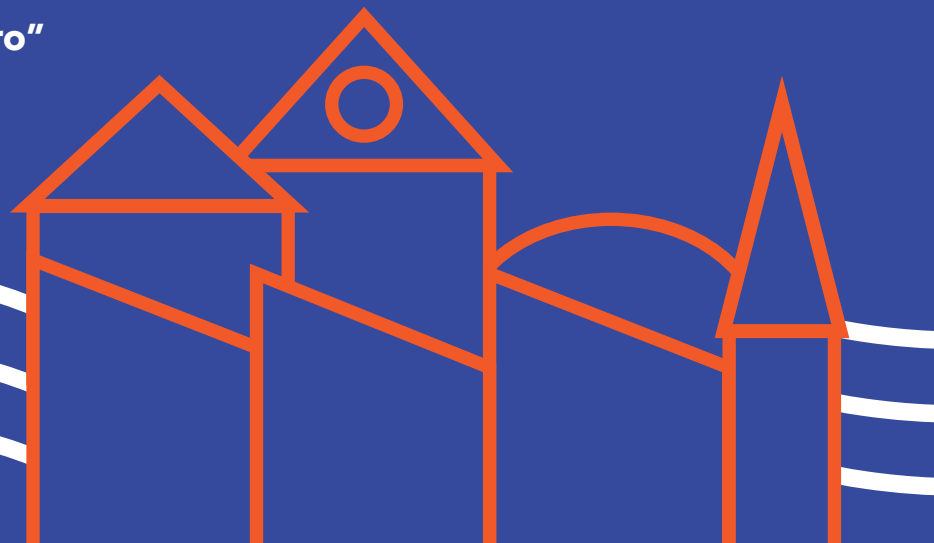




Discover INSPIRING examples

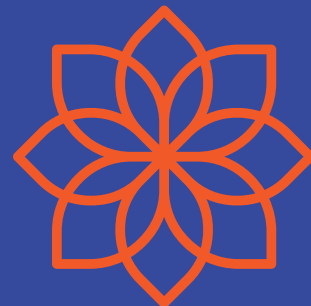
Touring through Heritage (feel)

- ▶ The Cinematographic Walks of the External/Day Project
- ▶ Thematic tourism development through the preservation of Polyphonic music, unique element of the Cross-Border Cultural Heritage
- ▶ Crinali
- ▶ Paths of Gods, Wool and Silk
- ▶ Poti miru – the Walk of Peace
- ▶ Urbana Vrana/Ptich: Music Trips & Urban Tours
- ▶ Bike Slovenia Green
- ▶ Sutjeska National Park
- ▶ Cycling through the history: revitalization of an old narrow - gauge railway "Ćiro"
- ▶ Tajan





Touring from **Heritage**





The Cinematographic Walks of the External/Day Project

 (since 2012)

Cities as film sets.

Valorize, Promote

The Cinematographic Walks of the External/Day Project takes tourists and residents on innovative tours to explore the Friuli Venezia Giulia region by visiting famous film and television locations. The participants visit sites where popular shows have been filmed, and through the use of augmented reality they access sets, learn about technical “tricks” and similar.

The participants are accompanied by journalists, film critics and experts who work on film sets. At the moment, 19 tours to different film and television sets are offered.

INSPIRATION BEHIND

Promotion and valorisation of local heritage and cinematic sites in the area of Friuli Venezia Giulia. Raise awareness about specific non-tourist areas that, due to their cinematographic experience, have gained additional tourist value.

Introduce the industry to different target groups, especially younger population.

STORY of SUCCESS


Economic sustainability: The increase of tourism, at a regional level, linked to the project has not yet been measured. However, in 2018 more than 900 people participated in 45 cinematic walks.

Sociocultural sustainability: An important effect of the project is the involvement of the communities, which feel like protagonists. The local population was enthusiastic about the project and thanks to their participation, the project grew rapidly.


This unique experience in Italy has enabled the growth of the regional tourism offer and, consequently, the growth of tourism. The project allows films/shows to extend their “life” beyond their release in theatres or on television.



MASTER MIND

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Sociocultural sustainability: Preserving valuable knowledge which is considered as cultural capital and supporting preservation of artefacts and products.

160 craftsmen have been registered in the application and were trained. Of the total number, 20 percent sold their products online through the application.

KEY STAKEHOLDERS

Non-profit Organisation Casa del Cinema Association (formed by: Maremetraggio Association; Cappella Underground; AlpeAdria Cinema Association; AnnoUno Association; Cooperativa Bonaventura; FVG Film Commission)

Regional Authority Friuli Venezia Giulia Autonomous Region (FVGAR) (Department for Culture and Sport)

SME: Hoptour, IKON

KEY BENEFICIARIES

Main beneficiaries are young people, tourists, local population.

KEY RESOURCES

The budget is estimated at 40.000 EUR.
The team consists of: designers, media manager, press officer, assistant director, critic,

social media manager, and members of the organisational and technological aspects of work.

KEY STEPS to IMPLEMENTATION

2012, the first edition of the cinematographic walks was exclusively dedicated to professionals in the film industry. The cinematographic walks were located in Trieste which had been used as film set, even for international films (such as “The Godfather”).

2014-2015, the format was changed and became more focused on sets that are less accessible. Supported by the use of augmented reality, participants now can access these locations virtually. This approach requests great preparation, but in the end allows users to visit sets in the three different times: before, during and after film shooting.

CHALLENGES and STEPS FORWARD

The speed with which new technologies are developed requires constant updating of devices and software. This constant updating represents the main difficulty of the project.
The problem is overcome with the assistance of different IT companies.

The project is an excellent opportunity for teaching (high schools and universities). Indeed, the project aims to introduce young people to the professions connected to the film business. In the near future, these opportunities will grow even more.



AL

Thematic tourism development through the preservation of Polyphonic music, unique element of the Cross-Border Cultural Heritage



(2018 - ongoing)

Polyphonic music - the cross-border guardian of common cultural heritage.

Valorize, Promote

The Polyphonia project aims to preserve and enhance the polyphonic music of the regions of Epirus and South Albania, as an integral cultural element of the area. Preservation of the common cultural heritage is important to foster the common cultural identity.

Both of the regions are rich in natural landscape and extraordinary monuments that, combined with cultural tradition, can provide the impetus for thematic and alternative tourism development of significant inland emergent destinations.

INSPIRATION BEHIND

Preservation and valorisation of polyphonic music of Epirus and South Albania.

Improvement of the region's attractiveness and increasing the number of visitors.

Strengthening cross-border cooperation in the fields of arts, culture and tourism.

Training, exchange of knowledge & experiences of professionals and authorities/bodies.

STORY of SUCCESS

Economic sustainability: Tour operators and local businesses benefited from the better knowledge and data on the polyphonic culture by offering more to the tourists of Gjirokaster and Vlora Region.



MASTER MIND

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Explore their work by visiting

 www.polyphonia.eu





Sociocultural sustainability: The increase and protection of polyphonic culture which is very sensible for the community.

KEY STAKEHOLDERS

Regional Union of Municipalities of Epirus

Regional/local authorities: Municipalities of Pogoni and Dropull;
Institution of Prefect in Gjirokastra Region; Regional Directory of
National Culture Vlore

KEY BENEFICIARIES

Polyphonic groups and stakeholders such as researchers, public institutions, etc.

KEY RESOURCES

The total budget is 621,184.25 EUR (funded by the European Union, ERDF and IPA/IPA II)

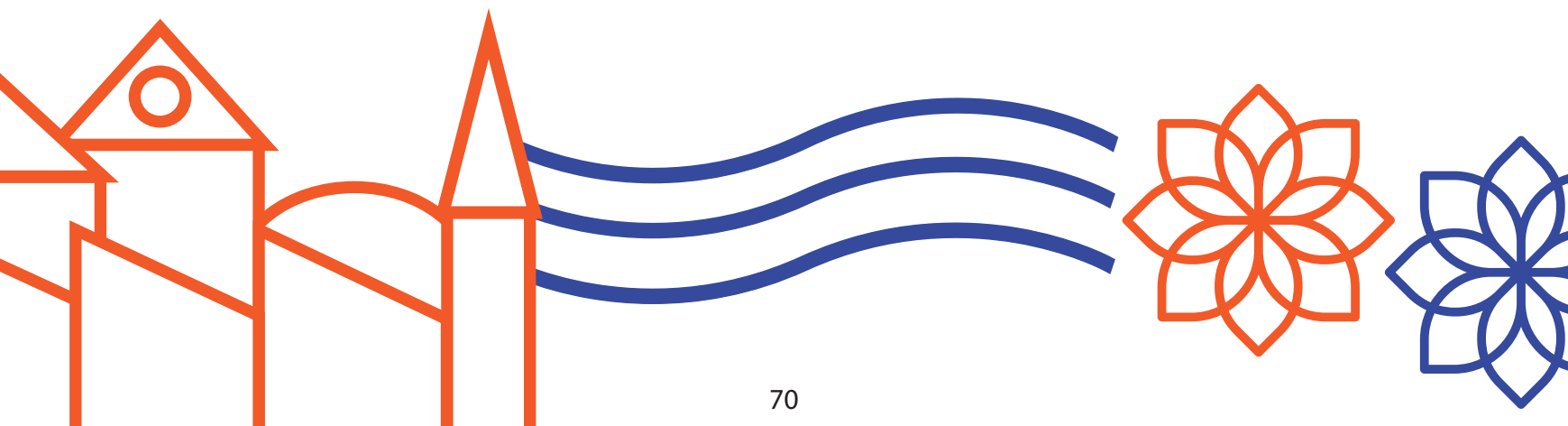
The team consists of: Project manager, Communication Officer, Financial Officer, repository experts, historian, digitalisation, development, cataloguing and archiving, data collecting, promoting researchers, etc.

What you can SEE and EXPERIENCE

Due to the global pandemic, the Polyphonia project has been postponed to August 2021. Among many things, it is expected that by the end of the project two centers for the provision of tourist information to the visitors will be established, Polyphonia Thematic Route to be printed and digitised, Virtual Reality Museum and Permanent Exhibition representing polyphonic events to be finalized, Augmented Reality Tourist Guide produced, etc.


CHALLENGES and STEPS FORWARD

This project idea can be implemented in any other area where the intervention for the preservation of intangible cultural heritage assets is needed. The project has produced significant influence in the municipalities' policy of Vlora and Gjirokastra Region regarding the conservation and promoting the polyphonic culture.





IT Crinali

 (2020-ongoing)

Experience the journey where art hugs nature.

Valorize, Promote

Created as a unique experience for visitors, Crinali joins creativity and tourism, presenting new experimental paths of beauties and landscapes of the Bolognese Apennines. These walks represent peculiar ways of wandering amidst the beech woods and the chestnut groves accompanied by musicians, storytellers and artists who, in the guise of magical inhabitants of the forest, might appear unexpectedly to entertain their guests with stories, musical performances and the most diverse forms of art.

INSPIRATION BEHIND

Promoting new experimental ways of incorporating nature and art elements as a model of sustainable tourist product in the niche of slow, unconventional tourism.

Using art forms as a mode for enriching natural landscape beauties of the Bolognese Apennines.

Creating space for generating new jobs and reducing depopulation.

STORY of SUCCESS

Economic sustainability: Participation of private sponsors and the allocation of public resources for the 2021 edition.

Environmental sustainability: As an evolution of a trekking experience, it is not only maintaining the environmental sustainability of this kind of tourism, but enriching it with cultural and artistic narrations of the surrounding nature.

Sociocultural sustainability: Promotion of new, enriched, kind-to-nature ways of tourism; creating platform of generated enthusiasm among interested areas; coherence with relevant strategies.

In the period from July to October 2020, 156 Crinali Experiences were held. There are requests of participation of territories outside



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<https://www.cittametropolitana.bo.it/portale/crinali>
<https://www.progettocrinali.it/>
<https://www.bolognawelcome.com/en/events/nature-and-trekking/crinali-en>





the Apennines and replication of Crinali in Langhe territories in 2021. The edition of Crinali 2021 is in the preparatory phase.

KEY STAKEHOLDERS

Metropolitan city of Bologna – Tourism destination
Regional/ local authorities: Bologna Apennine Unions,
the Emilia-Romagna Region- Department of Culture and
Landscape, the Managing Body for Parks and Biodiversity -
Eastern Emilia

Business entity: Bologna Welcome, Apennino Slow, Hera
group S.p.A.

KEY BENEFICIARIES

The actors involved (artists), local population
and tourists.

KEY RESOURCES

The annual budget is 160.000 EUR.

In the implementation process are involved: local tourism and cultural managers of the single local institutions (municipalities), coordinated by the Apennine Union and with the participation of Metropolitan-level entities (Touristic destination, ExtraBo, Bologna welcome)

KEY STEPS to IMPLEMENTATION

- ▶ Designing of Crinali as a methodology
- ▶ Beginning of implementation through presentation to all involved entities in order to enable coordination
- ▶ Developing a strategy to react to the current pandemic that gives creative solutions of incorporating innovative projects and necessary security measures together
- ▶ Creating itineraries and accompanying activities

CHALLENGES and STEPS FORWARD

One of the main difficulties lies in the necessity to overcome the fear that a project could result in a form of “colonization” from the point of view of the participant territories. Therefore organizing round tables mainly focused on showing that every local territory could participate with their own ideas and peculiarities was crucial.

The other main challenge was the respect of security measures for the Covid pandemic. This was faced with the particular methodology of Crinali. It is noticed that this kind of methodology gives opportunity for creating jobs (artists, stewards) in a severely Covid-affected sector. Using all this experience pushes to the next aim and that is to overcome Crinali’s seasonal character, making it an all-year-round experience.



Paths of Gods, Wool and Silk



(mid 2013/January 2018-ongoing)

Unique experience that takes the visitors to
stunning landscapes and the ancient past.

Promote

The Path of Goods and the Wool and Silk Route represent two of the Apennines' most iconic touristic attractions connecting Bologna with Florence and Prato.

Both routes, in specific and most extraordinary ways, combine centuries-old history and spectacular natural sceneries and are a great example of how different heritage elements can be mixed together in order to create a quality and sustainable tourism offer.

INSPIRATION BEHIND

Preserving, in sustainable way, the Apennines' history, Roman ways and traditions.

Valorizing and emphasizing naturalistic, historical and cultural fragments of paths. Using different forms of heritage in order to create an alternative, local, sustainable and resilient tourism offer. Creating added value for the economic activities along the paths as well as framework for further experimentation activities and/or replication in other territories.

STORY of SUCCESS

Economic sustainability: maintenance of the existing economic activities, increase in the number of accommodation facilities and decline in depopulation in the mountainous areas. The routes inspired young people from the area to start activities related to them.

Environmental sustainability: increased awareness of the environmental and landscape protection.

Sociocultural sustainability: preservation of small villages from depopulation by means of redeveloping the existing traditional buildings.

On 2019 14000 people walked along the routes, while 10.000 were the visitors just during summer 2020 after the lockdown.



MASTER MIND

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Explore their work by visiting

 <http://www.viadeglidei.it>
<https://www.viadellalanaedellasetta.com/>



KEY STAKEHOLDERS

The Emilia-Romagna Region
Metropolitan city of Bologna – Tourism destination
Regional/local authorities: Bologna Apennine Unions, 14 cities and municipalities, Tuscany Region
Promotional and environmental associations of the area

Business entity: Bologna Welcome, Appennino Slow

KEY BENEFICIARIES

Local population and tourists.

KEY RESOURCES

The annual budget for the Path of Gods is 14.000 EUR and for the Wool and Silk Way is 40.000 EUR.

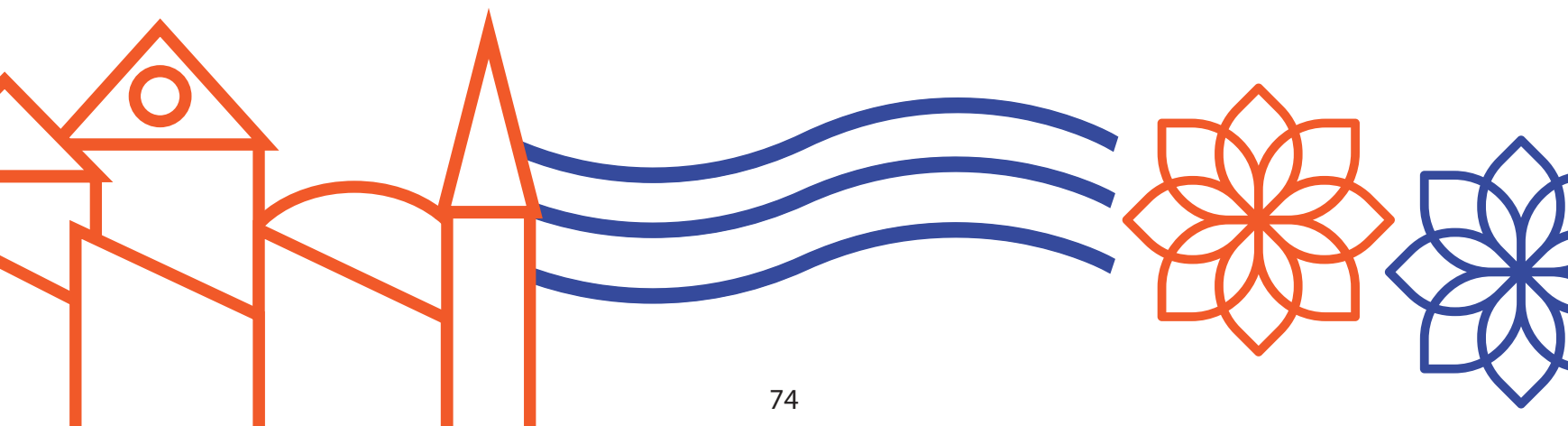
The team consists of: marketing coordinator, communication coordinator, promoters, financial manager, employees of the tourist information offices and contact persons for trail maintenance.

KEY STEPS to IMPLEMENTATION

- ▶ Identification of itinerary in view of tourist interest
- ▶ Review of itinerary usability
- ▶ Establishment of a working roundtable on the coordination for each path
- ▶ Engagement of local stakeholders through territorial enlivenment
- ▶ Communication and marketing plan
- ▶ Management of information requests
- ▶ Monitoring and maintenance of the paths as well as results

CHALLENGES and STEPS FORWARD

One of the main challenges is the initial resistance of accommodation facilities to adapt and improve their services and infrastructures as well as target niche demands, overbooking on smaller stopovers. The risk is definitely the environmental unsustainability where the passing becomes invasive. The routes have improved the touristic attractiveness of the area in respect to natural heritage of the area, and created a unique hiking experience as a base for economic opportunities for the residents in the area.





SI

Poti miru – the Walk of Peace

Award-winning project that nurtures heritage, promotes peace and sustainable tourism through cross-border cooperation.

Preserve, Valorize, Promote

Around 430 km of beautiful sceneries, unspoiled nature and historical sites welcome every visitor on the Walk of Peace route. This unique route settled between Slovenia and Italy was established in 2015 in tribute to numerous victims of the First World War.

The tour provides an active rest in the wonderful nature of the Soča valley and the world of mountains where the folk life and the traces of the First World War are still vividly preserved. The Walk of Peace Information Centre in Kobarid is the tourists' central hub that offers information, museum exhibition, guided tours, and handcrafted souvenirs made exclusively by local people.



MASTER MIND

Non-profit organization "Fundacija Pot miru v Zgornjem Posočju"
Kobarid, Slovenia
info@potmiru.si
+386 5 389 0167

Explore their work by visiting
www.potmiru.si/eng/
www.thewalkofpeace.com



INSPIRATION BEHIND

Preservation of cultural heritage and safeguarding the First World War heritage.

Promotion of peace and cross-border cooperation.

Preservation of nature and promotion of sustainable tourism.


STORY of SUCCESS

Economic sustainability: The route attracts more tourists every year.

Environmental sustainability: Minimum carbon footprint. The route promotes walking and hiking combined with cultural landscape and cultural heritage. New routes are developed on the existing (abandoned) routes. Since tourists are focused on the routes, not the whole landscape, the impact on the wildlife is minimized.

Sociocultural sustainability: Peace promotion and co-operation between nations. Includes local economy and enables better living standards for the local citizens.

The Foundation has received many national and international awards for its work. One of the most prestigious awards was the



Golden Apple Award for the Walk of Peace, received by the Committee of the World Association of Tourist Journalists and Writers, FIJET. In the same year, 2012, the Foundation received the Nedelo Sunflower Award for an innovative example in tourism.

KEY STAKEHOLDERS

Non-profit organization Ustanova "Fundacija Pot miru v Zgornjem Posočju"

Posoški razvojni center (regional development agency) and other development agencies
Regional/local authorities: municipalities and ministries from the area of Bovec and Komen, Institute for the Protection of Cultural Heritage of Slovenia
Cross-border partners (Friuli Venezia Giulia region, Italy)

Educational, historical, tourism and cultural organisations and institutions

KEY BENEFICIARIES

Slovenian and Italian local tourism organizations, municipalities and local economies, and the large number of tourists attracted by this unique tour.

KEY RESOURCES

This project employs eight professionals in the field of history, tourism, development of

tourism products and administration/finances. The Foundation has an office and developed communication and promotion materials/activities.

KEY STEPS to IMPLEMENTATION

- ▶ Restoration and maintenance of heritage
- ▶ Establishment of hiking trails
- ▶ Creation of unified corporate image
- ▶ Research
- ▶ Promotion activities
- ▶ Educational activities (for schools and guides, lectures, workshops, field trips)
- ▶ Nomination to the UNESCO Trial List

CHALLENGES and STEPS FORWARD

The lack of financial support for the valorization, promotion and renovation of the cultural heritage is a significant challenge. Another challenge is regular maintenance of footpaths that get damaged due to heavy weather conditions (rain and snow).

The Foundation is continuously developing new routes in cooperation with different organizations and institutions and with an aim to connect nations, preserve history and common remembrance, and to promote sustainable tourism.



SI

Urbana Vrana/Ptich: Music Trips & Urban Tours

Absolutely unusual tours.

Preserve, Valorize, Promote

Urbana Vrana is non-profit organisation that promotes sustainable cultural tourism. Run by community-conscious locals, it is based on scholarly research and everyday life experience.

Its brand Ptich: Music Trips & Urban Tours focuses on contemporary social and cultural characteristics of Slovenia, including its various music genres, subcultures, urban lifestyles, feminism, graffiti, street art, urban gardening, culinary traditions and similar. At the moment, the Ptich is number two of 119 outdoor activities in Ljubljana on TripAdvisor.

INSPIRATION BEHIND

To preserve and valorise tangible and intangible cultural heritage through in-depth research, training and creative workshops for decision makers and students.

STORY of SUCCESS

Economic sustainability: Helps to maintain economic benefits within local communities and communities of music and cultural workers, provides additional income to local food providers and artisans, contributes to the income of local museums, encourages the development of places which are economically and from the tourist point of view less developed, etc.

Environmental sustainability: Due to small groups and cultural themes that attract culturally and environmentally conscious buyers, it has an impact on the daily lives of locals and cultural heritage. It is redirecting tourists from the most crowded and congested tourist sites.

Sociocultural sustainability: Promotes cultural exchange between tourists and locals and music and cultural workers, preserves and promotes local traditions and cultural heritage. Additionally, it strengthens the community of music and cultural workers through



MASTER MIND

 Urban Vrana/Ptich
 Gornji Trg 9,
1000 Ljubljana
 +386 40 418 554

Explore their work by visiting

 www.ptich.si





natural partnerships with festivals and other cultural venues and organizations, includes domestic tourists.

KEY STAKEHOLDERS

Non-profit Organization Urbana Vrana

Regional/local authorities: Turizem Ljubljana, Culturemaker - institute for cultural development, Društvo Focus - institute for sustainable development, Center for Creativity, Vodnikova domačija, Ljubljana-UNESCO City of Literature

Business entity: Tam-tam street gallery, Galerija Fotografija

KEY BENEFICIARIES

The project has many beneficiaries, including: multi-day festivals, cultural venues, institutions and organizations, educational institutions, travel agencies, companies and public administration, tourists, music lovers visiting and/or working in Slovenia, etc.

KEY RESOURCES

The team consists of about 28 temporary employed professionals, and they are: local guides, researchers, general manager/PR person, programmer, designer, accountant, photographer.

What you can SEE and EXPERIENCE

Urbana Vrana's 15 tours and trips target the local population as much as the tourists from other countries. Successfully spreading the knowledge about marginalised artistic practices, minorities and disadvantaged social groups, it tries hard to be an important part of the local community, promoting its creative traits through city walks and bike tours and inspecting the social aspects of Ljubljana through in-depth research.

CHALLENGES and STEPS FORWARD

Innovative niche tourism needs much more time to become sustainable but cannot compete with more generic types of tourism for access to institutional incentives. That means that promising, innovative and responsible types of tourist enterprises are systemically left behind.

Another barrier concerns the system of obtaining guide licences which is also designed for a rather generic type of tourism that needs tour guides with standardized type of knowledge that can be used in any tourist agency. Although Urbana Vrana builds its business model differently, without obtaining those licences for every single guide it is almost impossible to grow from a start-up to a serious travel agency.



SI

Bike Slovenia Green



(2018 - ongoing)

Green tours that even the National Geographic could not resist.

Valorize, Promote

Bike Slovenia Green tours connect destinations that have been awarded the Slovenia Green certificate by committing to a green future and developing their tourism in a sustainable manner. This was the first time in the world that certified sustainable destinations were connected into one tourism product. The National Geographic, the Guardian and the Lonely Planet he listed Slovenia Green tours as “a thing to do in 2020”.

INSPIRATION BEHIND

To promote sustainable tourism.

To develop, promote and market innovative green themed cycling tourism products in Slovenia Green Destinations.

To promote and preserve the local tangible and intangible heritage of individual destinations.

STORY of SUCCESS

Economic sustainability: It brings profit to us as a company and also to our partners (accommodations, transport services, restaurants etc.)

Environmental sustainability: Since we use bike as a way of transportation, our carbon footprint is minimal. We also use certified sustainable accommodations along the way.

Sociocultural sustainability: We included places and providers that are out of the beaten track. We also use family run businesses.



MASTER MIND

Visit GoodPlace the sustainable travel agency
Jan Klavara
info@visit-goodplace.com

Explore their work by visiting

www.visit-goodplace.com/bike-slovenia-green





KEY STAKEHOLDERS

Sustainable Travel Agency Visit Good Place

Regional/local authorities (Institute for the Promotion of Tourism - Tourism Bohinj, Local tourist organization Laufar Cerkno, Institute for Tourism, Culture, Youth and Sports Brda, Municipality Ajdovščina, Public institute Komenski Kras)

KEY BENEFICIARIES

Tourists, tourist and travel agencies, parks, hospitality.

KEY RESOURCES

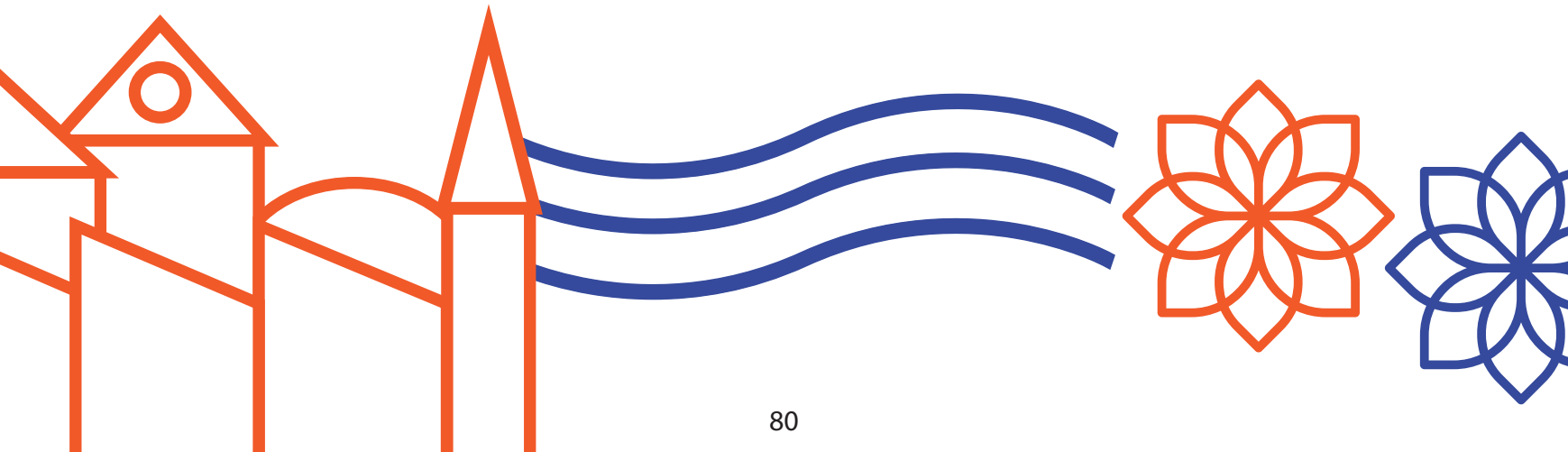
Total budget of this project is: 164.700 EUR
The team for its implementation consists of: software programmer, cartographers, tourism experts, financial managers and marketing managers.

What you can SEE and EXPERIENCE

- ▶ Map potential partners/connections
- ▶ Detect right destinations
- ▶ Create virtual product
- ▶ Develop marketing plan

CHALLENGES and STEPS FORWARD

The biggest threat at the moment is the impact of the global pandemic on travel since the tours are targeting foreign tourists.





BA

Sutjeska National Park



(Since 1962)

Take a deep breath as you step into a magnificent adventure

Preserve, Valorize, Promote

Due to its historical value and natural diversity, the Sutjeska National Park has always been considered the pride and jewel of Bosnia and Herzegovina, and Europe. The Park's vast area includes the highest mountain in Bosnia and Herzegovina - Maglić and the largest and best preserved rainforest in Europe - Perućica.

The Park is one of the richest biodiversity areas in the country and one of the richest in this part of Europe. A large number of lakes, mountain rivers, endemic flora and fauna makes this Park truly a magnificent place. During the World War Two, one of the most important battles - the Battle of Sutjeska - was held in this area, which makes the Park an important world historical heritage site.

The Sutjeska National Park is the oldest and biggest national park in the country, and since 2017, it has been included in the UNESCO tentative list.

INSPIRATION BEHIND

Preserving, protecting and promoting rich, diverse and precious cultural, historical and natural heritage and values as a tool for educating, scientific research and enriching knowledge and experiences.

Raising ecological awareness about its significance and importance. Using cultural and historical heritage as an insight into the connection of nature and human culture.

Making heritage more valuable and profitable through exploring ways of using various opportunities as a source of knowledge, creativity and inspiration.

STORY of SUCCESS

Economic sustainability: Financial gain for the National Park. Environmental sustainability: Quality protection of historical, cultural and natural values, and increased ecological awareness.




MASTER MIND

Tjentište, Sutjeska National Park
npsutjeska@yahoo.com
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Explore their work by visiting

www.npsutjeska.info/





Sociocultural sustainability: Promotion of various activities for different target groups including scientists and researchers.

KEY STAKEHOLDERS

Public Institution National Park Sutjeska

Regional/local authorities; Ministry of Physical Planning, Construction and Ecology of the Republic of Srpska; Government of the Republic of Srpska; Institute for the Protection of Monuments

KEY BENEFICIARIES

Tourists, scientists and researchers, different types of organizations.

What you can SEE and EXPERIENCE

- ▶ Hiking
- ▶ Camping
- ▶ Cycling
- ▶ Fishing
- ▶ Different tours (one-day arrangements, multi-day arrangements, traditional events, visits to lookouts)
- ▶ Various types of accommodation
- ▶ Visit Center for scientific research and ecology
- ▶ Visit led by internationally license guides

CHALLENGES and STEPS FORWARD

A huge problem represented the insufficient development of infrastructure and thus accessibility and small accommodation capacity. Through various projects, financed by both domestic and foreign investors, huge progress has been made so that today the number and quality of accommodation and other additional facilities that raise the quality of the destination, is more than satisfactory.

The risk, considering the size, importance, significance and the amount of assets needed to run the National Park, is the lack of financial resources necessary for its functioning.

Obstacles are overcome primarily by having a clear plan and vision which includes the protection of natural, cultural and historical heritage of the Sutjeska National Park, sustainable use of natural resources, strengthening the potential of administration, tourism development and, last but not least, establishing mechanisms for sustainable management of the Park.



BA

Cycling through the history: revitalization of an old narrow - gauge railway "Ćiro"



(since 2014)

One-of-a-kind tour that takes your breath away.

Preserve, Valorize, Promote

A former narrow gauge railway that was built in the early 20th century to connect Mostar in Bosnia and Herzegovina with Dubrovnik and Konavle in Croatia, today welcomes cyclists from across the world. The first train named "Ćiro" passed this railway on 15 July 1901. The idea to revitalize this line as a bicycle route was born jointly from both sides of the border in order to preserve this railway line as a historical heritage and to develop new tourism offer.

This biking trail is recognized as a unique tourism offer with a clear identity. The trail connects a number of tourist attractions, including some UNESCO heritage sites. It received the BigSEE Tourism Design award 2020 – winner as well as the BigSEE Tourism Design Award 2020 - Grand Prix.

INSPIRATION BEHIND

Preserving, protecting and promoting valuable heritage as a tool for enriching knowledge, raising awareness about its significance and importance.

Creating a stable framework to involve local authorities and communities to take action in preserving, rehabilitating and promoting their own heritage.

Making heritage more accessible through exploring ways of using heritage as a source of knowledge, creativity and inspiration based on traditional practices and new technology. Contributing to integration of economy in the bordering regions through the development of new joint tourism offer.

STORY of SUCCESS

Economic sustainability: Involvement of local community, financial gain for local community, tourist agencies and other organizations.



MASTER MIND

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 info@vjetrenica.ba

Explore their work by visiting

 <https://www.ciro.herzegovinabike.ba>



Environmental sustainability: Improvement of infrastructure, increased awareness among locals.
Sociocultural sustainability: Enriched tourism offers of this area, revitalization of the cultural heritage sites.

KEY STAKEHOLDERS

Public Company "Vjetrenica-Popovo polje"

Regional Development Agency for Economic Development REDAH
Regional/local authorities: municipalities (Čapljina, Ravno, Neum, Konavle), Tourist organization of the City of Trebinje, Tourist board of Konavle, the Dubrovnik Neretva County Regional Development Agency DUNEA

Association "Herzegovina Bike"

KEY BENEFICIARIES

The main beneficiaries are: local communities, tourists, different organizations and institutions (governmental and non-governmental), tourist agencies and tour operators, and bicycle clubs and associations.

What you can SEE and EXPERIENCE

- ▶ Project management and coordination
- ▶ Joint study of tourism development of the "Ćiro" route
- ▶ Collecting archival material about the "Ćiro"
- ▶ Infrastructure works and equipping of the route
- ▶ Capacity building of stakeholders
- ▶ Design and printing of promotional materials
- ▶ Organization of the promotional cycling race
- ▶ Presentation of the project at the fairs

The entire route of the narrow-gauge railway from Mostar to Konavle was put into operation, after it had been marked with recognizable signs and infrastructure work on 14 bridges and 9 tunnels had been performed. In order to increase the promotion of the route, a set of trainings was held for potential tourism service providers, and more than 100 bicycles were distributed to tourism service providers that will be available for rent to tourists. Additionally, four promotional bicycle races were organized with the participation of several hundred cyclists.

CHALLENGES and STEPS FORWARD

Along this route there is a lot of natural, cultural and historical heritage that could be used as an attractive tourism offer. Seeing that there was a lack of tourism offer in this area and its untapped potential, we came up with the idea of revitalization of the old narrow-gauge railway by turning it into a bike path which will make the rich heritage of the border area between Dubrovnik-Neretva County and Herzegovina accessible. By implementing this project, we wanted to increase the quantity and quality of tourism offer and services of this area.



BA

Tajan Monument of Nature



(since 2003)

Tajan – untouched pearl in the heart of Bosnia and Herzegovina

Promote

Tajan Monument of Nature is a hidden gem in the central part of Bosnia and Herzegovina. It is a complex of exceptional beauty and biodiversity, a place where visitors can enjoy traditional cuisine and traditional way of living, learn about specific tangible and intangible heritage of this part of the country, and take part in many outdoor activities.

Since 2008., the Monument of Nature Tajan is the protected natural area of Bosnia and Herzegovina.

INSPIRATION BEHIND

Preserving, protecting and promoting rich, diverse and precious natural and cultural heritage and values as a tool for educating, scientific research and enriching knowledge and experiences. Raising ecological awareness about its significance and importance.

Using protected nature area and biodiversity as a means to achieving sustainable tourism.

Making natural heritage more valuable and profitable through exploring ways of using various opportunities as a source of knowledge, creativity and inspiration.

STORY of SUCCESS

Economic sustainability: Financial gain for Public Company Forest Business Association of Zenica-Doboj Canton, Zavidovići, B&H.

Environmental sustainability: Quality protection of historical and natural values. Increased ecological awareness.

Sociocultural sustainability: Increased number of tourists,



MASTER MIND

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Explore their work by visiting

<https://www.zavidovici.ba/turizam/>



Due to its historical value (endemic species and fossils) and natural diversity and richness, the Monument of Nature has always rightly been considered the pride and the hidden gem of Bosnia and Herzegovina. Due to its endless possibilities, not only for tourists, but also for scientist and researches, speleologists and archeologists, it is clear that the benefits from its preservation, protection and promotion are highly warranted.

KEY STAKEHOLDERS

Public Company Forest Business Association of Zenica-Doboj Canton, Zavidovići, B&H

Regional/local authorities: Zenica-Doboj Canton; Zavidovići Municipality; Zenica City; Kakanj Municipality; Zenica-Doboj Canton Tourist Board

Sports and scientific-research club Atom Zavidovići

KEY BENEFICIARIES

Tourists, scientists and researchers, speleologists, different organizations and institutions (governmental and non-governmental), Public Company Forest Business Association of Zenica-Doboj Canton.

What you can SEE and EXPERIENCE

- ▶ Traditional food tasting
- ▶ Traditional family houses turned into Bed&Breakfast
- ▶ Hiking, Mountain biking
- ▶ Fishing
- ▶ Cave exploring
- ▶ Picnicking
- ▶ Mushroom collecting
- ▶ Zip-line over the river Krivaja
- ▶ Flora and fauna exploring

CHALLENGES and STEPS FORWARD

In addition to financial issues, the insufficient development of infrastructure and thus accessibility and small accommodation capacity posed significant problems to the Tajan Monument of Nature. Through various projects, both financed by domestic and foreign investors, mostly EU projects, some of the issues have been resolved. Although state aid has been arriving slowly, the quality of the area has recently been recognized by the authorities, and thus their institutional and financial assistance.

The biggest success is the continuous, systematic, monitored and measurable work which is the consequence of a long-term, planned investment in all aspects (environmental, touristic, scientific, natural preservation) of the Tajan Monument of Nature. Year after year, tourists as beneficiaries have witnessed new, improved, innovative things, routes and activities that offer something exciting.

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5. Athens University of Economics and Business Research Center (EL)
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8. School of Economics and Business in Sarajevo (BH)

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It can in no way be taken to reflect the views of the European Union. In case any party is interested in extracting some pages from this Catalogue, the source must be mentioned:

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The purpose of the Catalogue is to promote good practices, educate and inspire others to develop new innovative projects. The Catalogue has been compiled by the School of Economics and Business, University of Sarajevo (SEBS) and the external expert commissioned by the SEBS - Cultural Heritage without Borders Bosnia and Herzegovina. Data and information have been collected by the CREATURES project partners through a direct survey. The Good Practices included in this report have been identified by the relevant project partners. The authors are not responsible for any content of web pages linked in the document. Any error or omission in this version of the document, which is due to incomplete data, an error or omission in data provided to the authors or obtained from any other parties, is not the responsibility of the authors.

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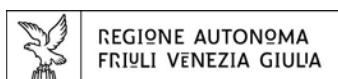
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