



SUB-CLUSTER ON INNOVATION THROUGH NEW METHODOLOGICAL APPROACHES AND MODELS AND ADRION BRANDING

In this Issue

1. Our sub-cluster at the 7th Annual EUSAIR Forum and Macro-regional event, 16-18 May 2022 in Tirana, Albania
2. PRONACUL at the 7th Annual EUSAIR Forum
3. Interesting achievements in progress:
THEMATIC, ADRILINK & TRANSFER

News & Upcoming Events

**European Conference organised by the
TRANSFER project in Belgrade, Serbia
19 January 2023**

*Presentation and Signature of an International
Strategy for Sustainable Preservation &
Valorisation of Archaeological Parks*

Dear Reader,

Welcome to the Thematic Cluster Towards Sustainability in Cultural and Natural Tourism Destinations.

This is the 3rd Newsletter of our sub-cluster '*Innovation through new methodological approaches and models and ADRION branding*' and we are happy to share joint work and expected outcomes of our sub-cluster.

Enjoy reading!



OUR SUB-CLUSTER AT THE 7th ANNUAL EUSAIR FORUM & MACRO-REGIONAL EVENT

The **MACRO-REGIONAL EVENT** for the dissemination of the outcomes and potentials of the ADRION Thematic Cluster n. 3 and specifically the 3rd Sub-thematic cluster named “Innovation through new methodological approaches and models and ADRION branding” has been carried out in the wider context of the **7th Annual EUSAIR Forum** held in Tirana (Albania) from 16th to 18th of May.

The Municipality of Fano, member of Forum of the Adriatic and Ionian Cities and Towns (FAIC) and the Lead Partner of the WONDER project, coordinated the event in collaboration with CERT





OUR SUB-CLUSTER AT THE 7th ANNUAL EUSAIR FORUM & MACRO-REGIONAL EVENT

(the coordinator of the 3.3. Sub-thematic cluster).

The EUSAIR Annual Forum is organized annually following a specific well-established format that foresees a plenary session focusing on specific themes also linked to the EUSAIR four Pillars and followed by Forum Side events.

The ADRION 3.3. Sub-thematic cluster macro-regional event was included as a “Side event”, promoted in collaboration with the three Fora (Cities, Chambers of commerce and Universities) that represent networks of the main stakeholders involved since many years in the establishment and implementation of the EUSAIR Strategy. This 7th EUSAIR Annual Forum has been implemented in Tirana under the Albanian Presidency of the EUSAIR from June 2021 to June 2022. The Macro-regional event, held on the 18th of May, consisted of a specific capitalization activity considering the coherence of the 3.3. Sub-cluster sphere of action and the Pillar 4 of the EUSAIR strategy, whose title was:





OUR SUB-CLUSTER AT THE 7th ANNUAL EUSAIR FORUM & MACRO-REGIONAL EVENT

“Towards sustainability in cultural and natural tourism destinations - sharing new innovative and methodological approaches and models - the experience of the ADRIAN Programme Subcluster 3.3”.

Not only representatives of the projects that are part of the 3.3. ADRIAN Sub thematic cluster were involved, but also the three Fora representatives and associated members.

During the Macro-regional event the ADRIAN Sub-cluster 3.3. projects (**WONDER, PRONACUL, ADRIANETBOOK, TRANSFER, THEMATIC, ADRIANLINK, SUSTOURISMO, SMARTHERITAGE**) have been presented by the project managers as all of them are coherent both with the EUSAIR Pillar 4 and with the two main topics of it: Topic 1 – Diversified tourism offer (products and services); Topic 2 – Sustainable and responsible tourism management (innovation and quality), and the related specific objectives:





OUR SUB-CLUSTER AT THE 7th ANNUAL EUSAIR FORUM & MACRO-REGIONAL EVENT



- ✓ diversification of the macro region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand;
- ✓ improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

Finally it must be pointed out that this collaboration, between the three Fora in the “Side event” context and the ADRION Sub-thematic cluster 3.3. project partners, has been shared in advance with the ADRION programme Managing Authority and Joint Secretariat representatives as well as with the Adriatic and Ionian Initiative, the latter officially endorsing this collaboration.



PRONACUL AT THE 7th ANNUAL EUSAIR FORUM

The Interreg V-B Adriatic-Ionian programme, better known as ADRION, as one of the instruments dedicated to the implementation of the EU Cohesion Policy, has invited the person in charge of **PRONACUL** to present the project at the 7th Annual EUSAIR Forum, which took place in Tirana (Albania), on 16-18 May 2022.

The 7th Forum of the EU Strategy for the Adriatic and Ionian Region (EUSAIR) was conducted under the motto „EU-Youth-AIR cultural exchange“ and was designed as a great networking event and experience, featuring inspiring speakers and offering opportunities to share and exchange best practices.

PRONACUL, making part of the sub-cluster Towards Sustainability in Cultural and Natural Tourism Destinations - sharing of new and innovative and methodological approaches and models, took part in the panel on Sustainable and Responsible Tourism, where the discussion was centred around Green travelling and new paths for a correct tourist use of cultural and natural heritage. PRONACUL's presentation was based on Project results, Implemented Activities, Outputs, Future actions and Pilot actions with specific focus on Small scale investments, which garnered loud applause by the audience.





PRONACUL AT THE 7th ANNUAL EUSAIR FORUM

The Forum brought together Project Managers, Ministers in charge of foreign affairs and European funds, officials of the European Commission, relevant stakeholders and the general public to discuss about the future of the Strategy and its role in addressing the key issues in the ADRION region. The annual event also aimed to raise the visibility of the EUSAIR and to reflect on the significant progress made in the last year within the Strategy. In particular, participants could find out more about initiatives and projects in the Adriatic and Ionian region regarding specific fields of expertise or interest, and cooperation as a central concept also for the post-2020 programming period.



PRONACUL Presentation:

[PRONACUL.ppt. ang. 7th Annual EUSAIR Forum.pptx](#)





INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRILINK & TRANSFER

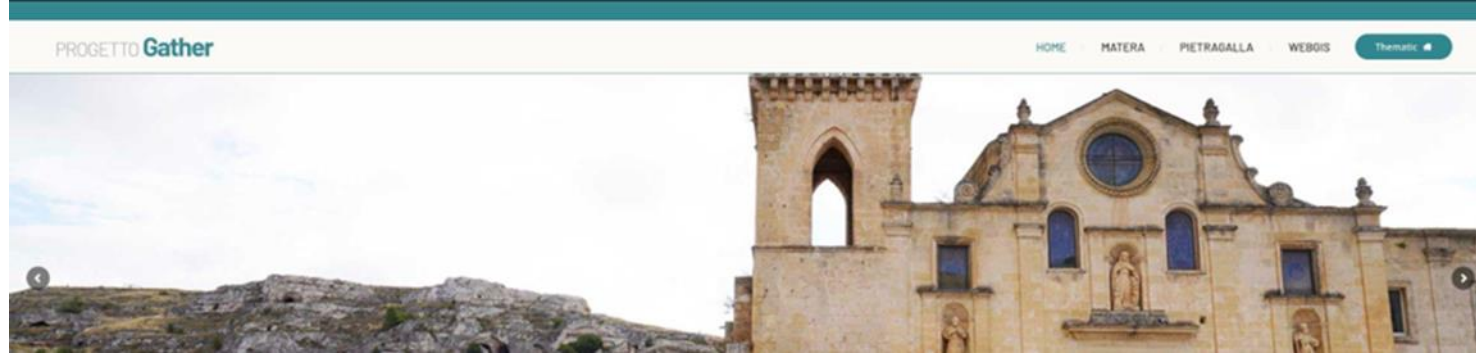
The aim of the Pilot Project **GATHER** is to promote the growth of cultural tourism in minor locations of the Basilicata Territory, improving the accessibility of all resources of cultural heritage, for all categories of visitors.

THEMATIC

GATHER: A guide on accessibility promoted by University of Basilicata.

Accessibility is a constantly evolving concept that, since the first historical stages that date back several decades ago, has seen the birth and the wider spread of guidelines and good practices.

The work carried out by the University of Basilicata, lead partner of the **THEMATIC** Project, financed by the Interreg Adrion Programme, is based on this line, that of a tourism designed for all, that allows the participation of the individual in social life with equal rights.





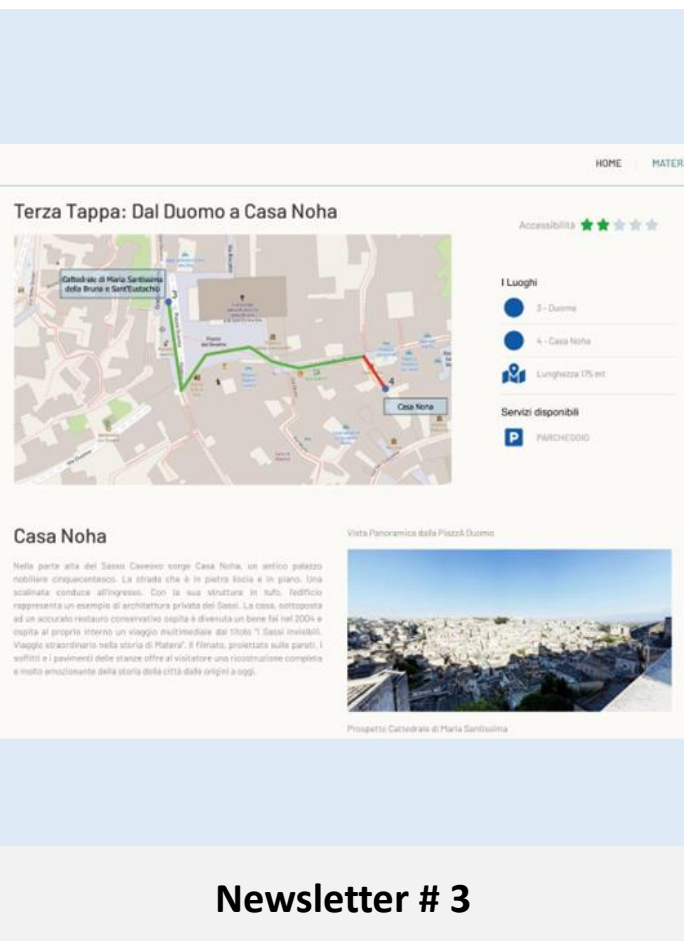
INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRILINK & TRANSFER

THEMATIC

The virtual guide that the University is developing, aims to create an information network that can offer people with special needs and their families, autonomy in exploring tourist routes.

Through paths with different levels of difficulty marked with different colours and a five-star rating system, each person can independently assess which path to follow, depending on their state of health and their physical condition, temporary or permanent. Each stage of the route is also accompanied by texts with useful information about the city and the tourist attractions that can be visited.

The guide, developed for now in two locations of Basilicata, Matera and Pietragalla, is a transferable model for other cities in the Adriatic Ionian area.





INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRILINK & TRANSFER

The ADRILINK - Adriatic Landscape Interpretation Network

The **ADRILINK** - Adriatic Landscape Interpretation Network - general objective is to promote Landscape Tourism in Adriatic Region through the creation of a network of Landscape Interpretation Centres, conceived as nodal points of selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions. The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorization of natural and cultural landscapes as common assets that can be visited throughout the year.

During the first part of the project a common methodology for the development and implementation of the Landscape Interpretation Centres (LICs) was drafted by CORILA with the cooperation of all partners. The methodology was fully applied and locally tested by each partner. Basically, the methodology helped partners to: (i) analyze and map their local landscapes; (ii) implement local “Landscape Days Initiatives”; (iii) create and establish their LINK-Labs for promoting and carry out innovative solutions for the implementation of LICs.





INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRIALINK & TRANSFER

The ADRIALINK - Adriatic Landscape Interpretation Network

After the first year, each single partner started working on planning their LICs throughout a very wide planning participatory process. Basically, work package T2 was addressed to implement Landscape Interpretation Centres in each pilot area as well as to launch the LICs network able to promote the Adriatic-Ionian Landscape through an integrated and innovative methodology. The work package was organized in different activities simultaneously carried on by each partner: (i) establishment of the 10 LINK-Labs; (ii) elaboration of specific thematic itineraries and landscape maps, (iii) Definition of 10 LIC Plans (one for each pilot area), (iv) Defining a protocol of cooperation in the Adriatic Region as ADRIALINK Network.





INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRIALINK & TRANSFER

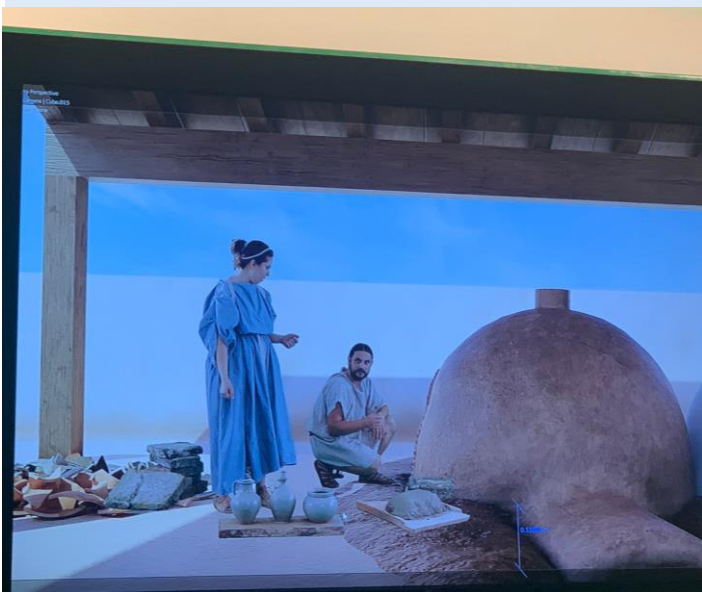
The ADRIALINK - Adriatic Landscape Interpretation Network

Currently the project is going into its final part: the implementation of a technological infrastructure for supporting the LICs network and the thematic routes. The ICT infrastructure consist on: (i) A web-GIS/Digital Platform; (ii) Landscape Route App for augmented reality; (iii) Interactive corners and Digital and virtual technologies for equipping each LIC. The Digital Platform and the “Landscape Lovers” Card will be launched during the III International Conference that will be held in Jesi next 5 October in the framework of the National Initiative called Brand Festival (<https://www.brandfestival.it>) while each LIC will be equipped and opened within the end of the current year.





**Shooting for Virtual Reality
tools and activities**



INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRILINK & TRANSFER

TRANSFER

AIM:

TRANSFER arises from the need to identify management models of archaeological areas starting from the approaches of the Malta Convention and the European Landscape Convention. The aim is to include the protection and enhancement policies of the archaeological heritage in the planning and management processes of the territory.

The Archaeological Park is not just an open-air museum, but it is often a part of the territory that lives and interacts from a social, economic and cultural point of view with the surrounding area. The management of a park must therefore be open to the territory with the ambition to condition its development and taking into account that the qualities of the surrounding area affect its development.



INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRILINK & TRANSFER



Newsletter # 3

TRANSFER

METHOD:

The Plan and the Project are therefore the tool to overcome defensive protection and instead provide archaeologists with tools and methods to collaborate with professionals who deal with planning, to intervene on the choices that determine the future of landscapes. The absence of rules and guidelines for the development of Archaeological Park Plans in the Adriatic area and in Europe is consequently a serious shortcoming.

The project focuses on three specific topics: 1) relations with territorial and urban planning; 2) economic management; 3) use of ICT for research, protection and enhancement.



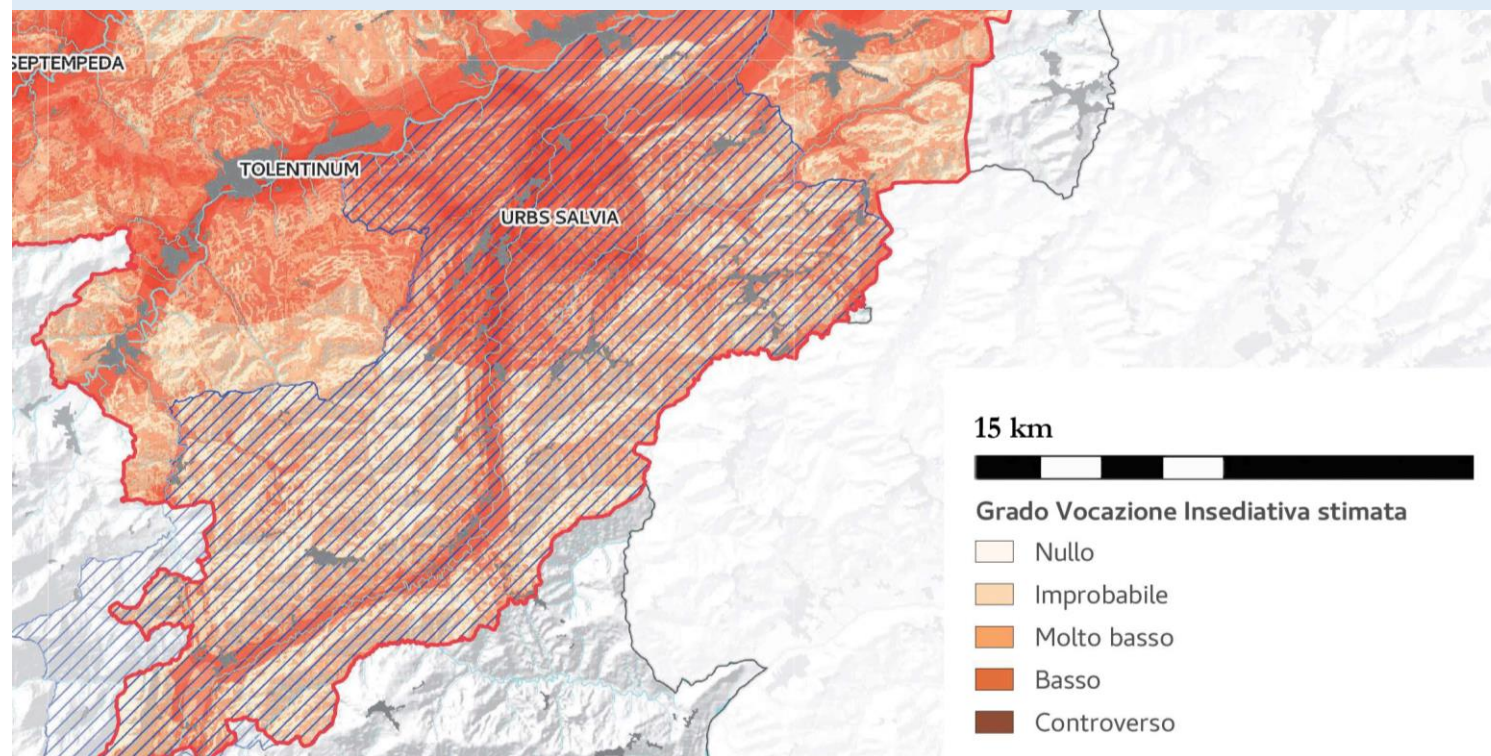


INTERESTING ACHIEVEMENTS IN PROGRESS: THEMATIC, ADRILINK & TRANSFER

OUTPUTS:

- ❖ Manual and guidelines for the management plans of archaeological parks to be applied in different situations in relation to territorial planning.
- ❖ Six models of Park Management Plans: Antigonea (Albania), Omjsalj and Sibenik (Croatia), Dodona (Greece), Urbisaglia (Italy) and Ptuj (Slovenia).
- ❖ Six Pilot Actions for the launch of the Plans focused on the use of ICT.

TRANSFER



Interreg



EUROPEAN UNION

ADRION

ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

Thematic Cluster towards
Sustainability in Cultural and
Natural Tourism Destinations



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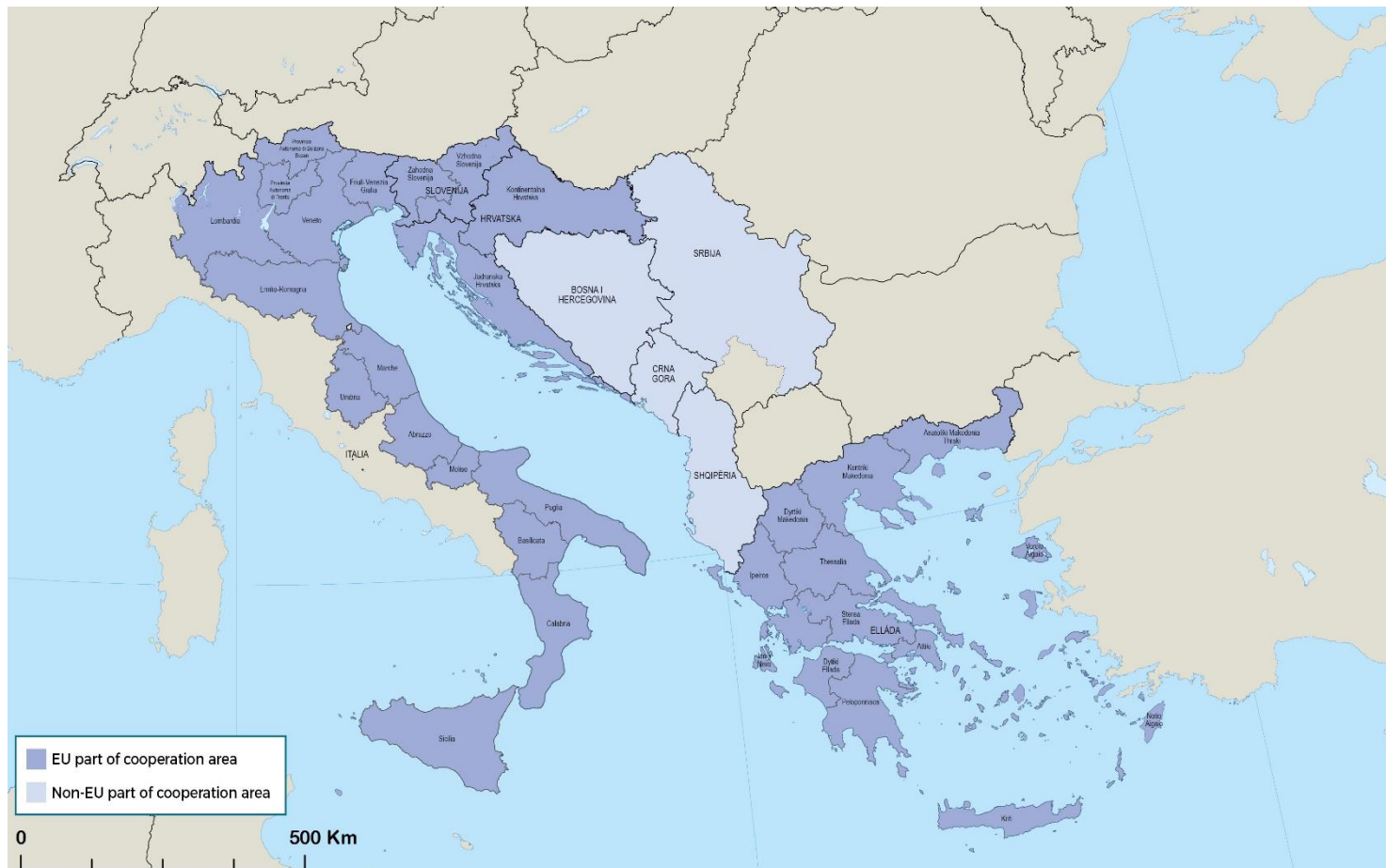
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www.adrioninterreg.eu/index.php/2021/11

[/05/adrion-thematic-sub-cluster-on-innovation-and-adrion-branding](http://www.adrioninterreg.eu/index.php/2021/11/05/adrion-thematic-sub-cluster-on-innovation-and-adrion-branding)



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