



EMOUNDERGROUNDS

EMOtional technologies for the cultural heritage valorization within transnational UNDERGROUNDS



MAIN GOAL:

**PROMOTING A NEW
TRANSNATIONAL
CULTURAL-CREATIVE
TOURIST PRODUCT
BASED ON INNOVATIVE
METHODOLOGIES AND
ADVANCED EMOTIONAL
TECHNOLOGIES**

SET-UP A TRANSNATIONAL NETWORK OF PUBLIC-PRIVATE ACTORS OF TOURISM CHAIN TO JOINTLY PROMOTE THE SMART, INCLUSIVE AND SUSTAINABLE MANAGEMENT OF AN INTEGRATED CULTURAL PRODUCTS & SERVICES' TOURIST OFFER

DESIGN, DEVELOP AND PROMOTE PILOT APPLICATIONS FOR NEW DIVERSIFIED EMOTIONAL-CULTURAL-INNOVATIVE EXHIBITS FOR AN EXPERIENTIAL TOURISM

EMPOWERING CAPACITY LEVEL AND SKILLS OF KEY ACTORS OF CC&T CHAIN TO IMPROVE PUBLIC POLICIES ON CULTURAL TOURISM MANAGEMENT AND TO CREATE NEW JOBS AND SERVICES

EMOUNDERGROUNDS



WHO WE ARE:



N	PARTNER NAME
LP	Municipality of NARDÒ (IT)
PP2	Municipality of CARPI (IT)
PP3	Municipality of ANDRAVIDA-KYLLINI (GR)
PP4	Rijeka Tourist Board (HR)
PP5	Public Cultural Institution Fortress of Culture ŠIBENIK (HR)
PP6	Regional Development Centre KOPER (SI)
PP7	Municipality of IVANČNA GORICA (SI)
PP8	Municipality of KUKES (AL)
PP9	Tourism organization of municipality of BAR (ME)
PP10	Trebinje Development Agency (BA)
N°	ASSOCIATED PARTNER NAME
AP1	Superint. for Archeology, Fine Arts & Landscape (BR-LE-TA - IT)
AP2	Forte Marghera Foundation (IT)
AP3	Municipality of Komen (SI)
AP4	The Cultural Center of BAR (ME)



MULTIFACETED PROJECT RESULTS IMPACTS & FIGURES



1. WIDE NETWORK & ACTION PLAN



2. CAPACITY BUILDING, EDUCATION, CC EVENTS



3. EMOTIONAL EXHIBITS FOR EXPERIENTIAL TOURISM



ADRION ANNUAL EVENT & CAPITALISATION EVENT

NETWORKING & CLUSTERING

- N. 8 Countries
- N. 27 PPs (at cluster level)
- Target Groups-6.21
 - PA: N. 28;
 - SA-IG-IO: N. 39
 - R-E-T: N. 15
 - E-BO: N. 54
 - GP: N.1236
- N. 2 MoU (at project & cluster level)

CAPACITY BUILDING & PUBLIC POLICY ENHANCEMENT

- N. TN CB Programme
- N. 1 TN Action Plan
- N. 1 GL Manual with REC. for PMs
- N.1 Policy Paper with REC. (at cluster level)

DIGITALIZATION & TECHNOLOGICAL INNOVATION

- Cultural assets digitalized with new multimedia technologies for an innovative emotional cultural enjoyment

ENVIRONMENTAL & SOCIAL SUSTAINABILITY

- HOW DOES THE PROJECT MINIMIZE THE ENVIRONMENTAL FOOTPRINT AND CONTRIBUTE TO SOCIAL INCLUSION?**
1. Cultural tourism offer integrated with reduced tourism seasonality;
 2. Environmentally friendly Events & Pilot Actions

EDUCATION & TRAINING

- N. 1 TN E&T Programme with 3 paths per each site & around 200 participants per path
- New job and employment opportunities for participants