



ADRION Thematic Sub-Cluster No3 outcomes

Together for a resilient Adriatic-Ionian Region



1. Overview



2. policy paper



3. visibility



4. wide scale event



5. SUSTOURISMO experience



thank you

Together for a
resilient Adriatic-
Ionian Region



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



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

ADRION THEMATIC SUB-CLUSTER ON INNOVATION AND ADRION BRANDING

This Thematic Cluster focuses on the promotion of innovative models, and new methodological approaches to boost sustainable tourism in the Adriatic-Ionian area as well as to develop the ADRION branding.

PROJECT COORDINATOR:

SUSTOURISMO



leadership



✓ 8 projects

✓ 8 countries

✓ 77 partners

Overview

Activities & leaders



1. Organization and active participation to at least 5 Thematic Cluster meetings with the involvement of all projects involved in that Thematic Cluster;
2. Participation to the ADRION Annual Event in 2021 and/or ADRION capitalization events
3. Contribution to the update of the new ADRION web section on Thematic Cluster;
4. Organization of at least 1 micro-regional event for the dissemination of Thematic Cluster outcomes and potentials; and/or at least 1 joint stakeholders' meeting addressing common interest;
5. Elaboration of specific analysis in the fields/sectors/ themes covered by the specific Thematic Cluster and/or position paper/ policy paper / recommendations for influencing the policy debate in the theme of the Thematic Cluster

SUSTOURISMO

TRANSFER

WONDER

THEMATIC

Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

ADRILINK



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

ADRINETBOOK



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

PRONACUL



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

SMART Heritage



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

SUSTOURISMO



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

THEMATIC



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

TRANSFER



Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Accession 3 Fund

WONDER



WORK IN
PROGRESS



8 projects



8 countries



77 partners

ADRION THEMATIC SUB-CLUSTER ON INNOVATION AND ADRION BRANDING

This Thematic Cluster focuses on the promotion of innovative models, and new methodological approaches to boost sustainable tourism in the Adriatic-Ionian area as well as to develop the ADRION branding.

PROJECT COORDINATOR:

SUSTOURISMO



Activities & leaders



1. Organization and active participation to at least 5 Thematic Cluster meetings with the involvement of all projects involved in that Thematic Cluster;



SUSTOURISMO

2. Participation to the ADRION Annual Event in 2021 and/or ADRION capitalization events



3. Contribution to the update of the new ADRION web section on Thematic Cluster;



TRANSFER

4. Organization of at least 1 macro-regional event for the dissemination of Thematic Cluster outcomes and potentials; and/or at least 1 joint stakeholders' meeting addressing common interest;



WONDER

5. Elaboration of specific analysis in the fields/sectors/ themes covered by the specific Thematic Cluster and/or position paper/ policy paper / recommendations for influencing the policy debate in the theme of the Thematic Cluster



THEMATIC



ADRION Thematic Sub-Cluster No3 outcomes

Together for a
resilient Adriatic-
Ionian Region



1. Overview



3. visibility



**5. SUSTOURISMO
experience**



2. policy paper



**4. wide scale
event**



thank you

joint policy paper focused on the restart of sustainable tourism after COVID-19 in ADRIAN



progress

The project THEMATIC elaborated a first report on the recovery and restart of cultural tourism after the pandemic in the spring 2020.



Based on that experience, the team is coordinating a new, enlarger, cluster based work of observation, analysis and elaboration in a 3 stages process:
1. Analysis of current and future scenario for tourism in the ADRIAN region.
2. Survey among partners and stakeholders.
3. Elaboration of joint actions & strategies for the promotion of sustainable tourism in the 2021-2027 programming period.

- The scenario analysis prepared in its first draft
- The survey still in progress, but already received more than 70 interviews
- The policy paper will be ready by the end of December





ADRION Thematic Sub-Cluster No3 outcomes

Together for a resilient Adriatic-Ionian Region



1. Overview



3. visibility



5. SUSTOURISMO experience



2. policy paper



4. wide scale event

thank you





In this Issue

1. Official launch of the sub-cluster
2. Cooperation in numbers
3. Joint activities
4. Participating ADRION projects at a glance

News & Upcoming Events

For more information check out the Cluster website at:

<https://www.adrioninterreg.eu/index.php/2021/11/05/adrion-thematic-sub-cluster-on-innovation-and-adrion-branding/>

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

Dear Reader,

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

This is the 1st Newsletter of our sub-cluster '*Innovation through new methodological approaches and ADRION branding*' and we are happy to share joint work and expected outcomes of our sub-cluster.

Enjoy reading!

TRANSFER

The main aim of TRANSFER is to develop a Common Sustainable Governance Model for Archaeological Parks that goes beyond the traditional conservation approach, to open up for the valorisation of cultural heritage into sustainable development opportunities and growth. The model is built on 3 fundamental key elements: Methods and strategies for integrated management plans; Value recovery sustainable activities and products where cultural heritage can become a key driver for local economic development; ICT tools that can generate new areas of cultural experience and tourism and broader public access. Management Plans based on the model will be drawn up by the participating territories and tested through pilot actions implemented in 10 test areas.



TRANSFER

WONDER

The overall objective of WONDER is to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region thanks to a child-friendly approach, aimed at improving the quality of time and the summer after-ignomance, environment and services through the development of new and innovative participatory methods. The expected results are: New tourism offer addressed to children and families through innovative participatory methods; Improved conservation of local and international level among the tourism sector, local authorities, civil society organisations and intermediaries; Well-defined innovative identity and improved awareness raising of child-friendly tourism in the Adriatic-Ionian area.



WONDER

CONNECTING ADRION PROJECTS AT A GLANCE



Newsletter #1

SUSTOURISMO

The aim of SUSTOURISMO is to generate traveller, eco-friendly tourism models for those carbon footprints through the use of novel means of active transport modes such as walking, cycling and public transport.

In particular, the objectives are to:

- engage the tourism industry in a sustainable path with training to promote sustainable mobility options to decrease tourism carbon footprint;
- reduce tourism's impact on the environment by making responsible travel choices through the SUSTOURISMO app;
- test decision-makers to better tackle environmental risks to growth.



SUSTOURISMO

ADRILINK

ADRILINK's general objective is to promote Landscape Tourism in the Adriatic Region through the creation of a network of landscape Interpretation Centres. These will be conceived as nodes 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 promotes new models of sustainable tourism management aimed at reducing tourism seasonality through the valorisation of natural and cultural landscapes as common assets that can be visited throughout the year.



ADRILINK

ADRINETBOOK

The project aims at promoting, valorising and protecting cultural heritage in the Adriatic-Ionian area. Its specific aim is to contribute to the enhancement and conservation of specific cultural properties, in particular books, and to make the digitized heritage accessible to a wider public in the project area of Italy, Slovenia, Croatia, Albania, Greece and Serbia. This will be achieved through the creation of a network between operators of the cultural and tourism sectors and their training, through the digitisation of selected collections, performed with common standards and methodologies and integrated on a common platform, and through the tourism promotion of the cultural heritage sites, by means of an Adrion tool.



ADRINETBOOK

THEMATIC

The main objective of THEMATIC is to promote the development of a sustainable and accessible tourism economy based on natural, cultural and historical resources. This will be made through the establishment of a permanent network with the task to develop and endorse an action plan. Commitments for material and immaterial investments for thematic tourism will be created, including a repertoire of best practices and guidelines for feasibility studies for public and private investments in the field of cultural tourism. All innovation capacities and tools produced will subsequently be tested through pilot actions.



THEMATIC

PRONACUL

The main objective of PRONACUL is to improve the management of natural and cultural heritage for sustainable tourism development in the ADRION area through capacity building among stakeholders, new tourist products and enhanced management for preservation of natural and cultural heritage in fields, appropriate to current and new needs and associated future development. This will be achieved through development, application and promotion of a common methodology for the management of natural and cultural heritage in the Adrion area based on a participatory approach among stakeholders. The Common methodology will be tested and later applied in 10 pilot areas, whose experiences will result in a joint proposal for the identification of the Regional Route.



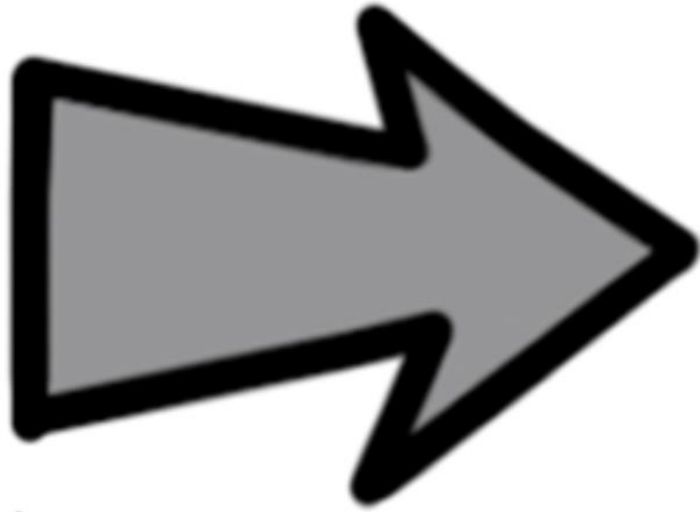
PRONACUL

SMART Heritage

The overall objective of SMART Heritage is to promote, valorise and protect cultural heritage in the Adriatic-Ionian area. The specific objectives are to raise tourism attractiveness and to reduce tourism seasonality in the project areas of Evia in Greece, Gorace in Italy, Albania, Mostar in Bosnia-Herzegovina and generate a deeper awareness of the cultural heritage by applying and implementing unique tourism products and services that unify the Programme Area.



SMART Heritage



NEXT



**Introductory
presentation of sub-
cluster No3
activities**

content

The European regional development strategy, the ESI funds strategic...
European territorial Cooperation in the next programming period, with...
the policies for the investments in the environment, the naturalistic and c...

**2- A strategic territorial analysis at the level of the ADRION Macro R...
challenges and opportunities for the sustainable development of...
tourism in the post COVID scenario**

A territorial analysis, based on the inputs from all partner projects, will be conducted...
objective of the analysis is the identification and assessment of the **constrai...**
challenges and opportunities that can be tackled by **joint strategies** in the ne...
programming period for the restart after the COVID 19 crisis

**3- Joint strategic actions for the restart after Covid and the promotion of a
sustainable cultural and naturalistic tourism.**

Joint strategic actions, that can be pursued in the framework of the territorial cooperation,
will be identified with active participation of the partners of the thematic cluster. Special
attention will be paid to the post COVID scenario, and to the opportunities for joint actions
at macro-regional level.

**Policy Paper &
Recommendations
on the go!**



**Project stories
sharing**



**feeding the webpage &
exploiting social media
channels**





ADRION Thematic Sub-Cluster No3 outcomes

Together for a resilient Adriatic-Ionian Region



1. Overview



3. visibility



5. SUSTOURISMO experience



2. policy paper



4. wide scale event



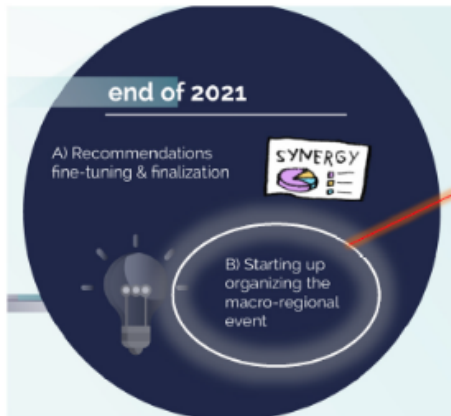
thank you



A wide stakeholders event or a macroregional event

possibilities under discussion

Timing for the organization of a specific ADRION Thematic cluster Macro regional event in the whole context of the Albanian **EUSAIR Annual Forum**



TASKS (borne by the Municipality of Fano):

- Keeping in touch and starting the collaboration with the Permanent Secretariat of the FAIC;
- Sharing the idea of the Macro-regional event with the Adriatic and Ionian Initiative through the collaboration of the AII FORA;
- Submit the Macro-regional (Side event) draft proposal to the Albanian Ministry of Foreign Affairs ;
- Involving the WONDER PPs and all the other members of the ADRION Subcluster in defining the draft of the agenda;

2nd option: organization of a Joint stakeholder meeting

The WONDER LP is proposing to organize a specific stakeholder event in the whole context of the:



The Adriatic Ionian Network of Universities, Regions, Chambers of Commerce and Cities Initiative PLUS is a preparatory action financed by DG REGIO that aims at encouraging **multi-actor networking and collaboration among representatives of the private and public sectors and civil society** to foster coordination among EU, national, regional, and local policies to develop Circular Economy: <https://www.adriaticionianeuroregion.eu/projects/ai-nurecc-plus-initiative/>



ADRION Thematic Sub-Cluster No3 outcomes

Together for a
resilient Adriatic-
Ionian Region



1. Overview



3. visibility



**5. SUSTOURISMO
experience**



2. policy paper



**4. wide scale
event**



thank you

Good Practice for a greener tourism: combining sustainable mobility with new itineraries

Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund

SUSTOURISMO




**QUARANTINE
BABY**



- go to 'Wallet'
- see special offers given by stakeholders
- select what you want!



Participation in touristic packages	
04/07/2020	1000 points
11/07/2020	1000 points
18/07/2020	1000 points
25/07/2020	1000 points
01/08/2020	1000 points





ADRION Thematic Sub-Cluster No3 outcomes

Together for a resilient Adriatic-Ionian Region



1. Overview



3. visibility



5. SUSTOURISMO experience



2. policy paper



4. wide scale event

thank you



thank you...

On behalf of CERTH/HIT
&
SUSTOURISMO project coordinating
team
&
Sub-Cluster No3 coordinating team

Dr. Maria Morfoulaki
Dr. Glykeria Myrovali
Dr. Kornilia Maria Kotoula



Glykeria Myrovali
Civil - Transport Engineer

