



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

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### News & Upcoming Events

For more information check out the Cluster website at:

[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)

Dear Reader,

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

This is the 1<sup>st</sup> 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!



## OFFICIAL LAUNCH OF THE SUB-CLUSTER

The 1<sup>st</sup> official meeting among Lead Partners of the ADRION Thematic Cluster Towards Sustainability in Cultural and Natural Tourism Destinations - ‘Innovation through new methodological approaches and models and ADRION branding’ took place on the 6<sup>th</sup> September 2021. This was the starting point for the official cooperation of the 8 participating projects.

The objective of the first joint meeting was to set up a time plan for the joint activities to be realised by the sub-cluster (presented in the Figure at page 4), as well as to present the proposed content of sub-cluster 3 deliverables, including cooperation modality and required input.



First official meeting of sub-cluster 3  
6 September 2021

Thematic Cluster towards Sustainability in Cultural and Natural Tourism Destinations



## COOPERATION IN NUMBERS

8 ADRION projects

8 Countries

77 partners

Sub-cluster No 3 budget:  
280.811,36 €

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SUSTOURISMO



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PRONACUL



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ADRINETBOOK



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TRANSFER



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THEMATIC



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WONDER



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ADRILINK



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SMART Heritage





Newsletter # 1

## JOINT ACTIVITIES

The aim of the cluster cooperation is to add value to the projects through joint synergies and exchange, to help develop thematic analysis and to identify new fields of intervention to influence the policy debate for the next programming period. Joint cluster activities will also help increase the promotion of the projects in a more strategic way to ensure the dissemination and the transferability of project results both beyond the partnership and after the end of the Programme.

### Activities selected & leaders

1. Organization and actively participation to at 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 macro-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

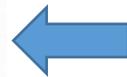
WONDER

THEMATIC



### Main chapters of the REPORT:

- ❖ The European Framework for territorial cooperation in the field of sustainable tourism in the next programming period.
- ❖ A strategic territorial analysis at the level of the ADRION Macro Region. Main challenges and opportunities for the sustainable development of thematic tourism in the post COVID-19 scenario.
- ❖ Joint strategic actions for the restart after COVID-19 and the promotion of sustainable and naturalistic tourism.



## JOINT ACTIVITIES

Apart from the participation in five thematic cluster meetings and in the ADRION Annual Event, cluster cooperation is foreseen to take place through:

### 1. ORGANIZATION OF A MACRO-REGIONAL EVENT OR A JOINT STAKEHOLDER MEETING

Organization of a specific ADRION thematic cluster macro-regional event in the context of the Albanian 2021-2022 EUSAIR ANNUAL FORUM to enhance cross-fertilization and synergies among the projects related to sustainable tourism, and/or organisation of a joint stakeholder meeting addressing common interest in the context of the AL-NURECC Initiative, in the field of sustainable tourism.

### 2. ELABORATION OF A REPORT ON SUSTAINABLE TOURISM

The 8 ADRION projects will join their forces to contribute to the topic of sustainable tourism for the next programming period, through the elaboration of a report including a series of recommendations. The key element of the report is the recovery and development of sustainable tourism in the ADRION Region. The paper will be based on strategic territorial analysis, while taking into account the context created by COVID-19.



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## PARTICIPATING ADRION PROJECTS AT A GLANCE

### SUSTOURISMO

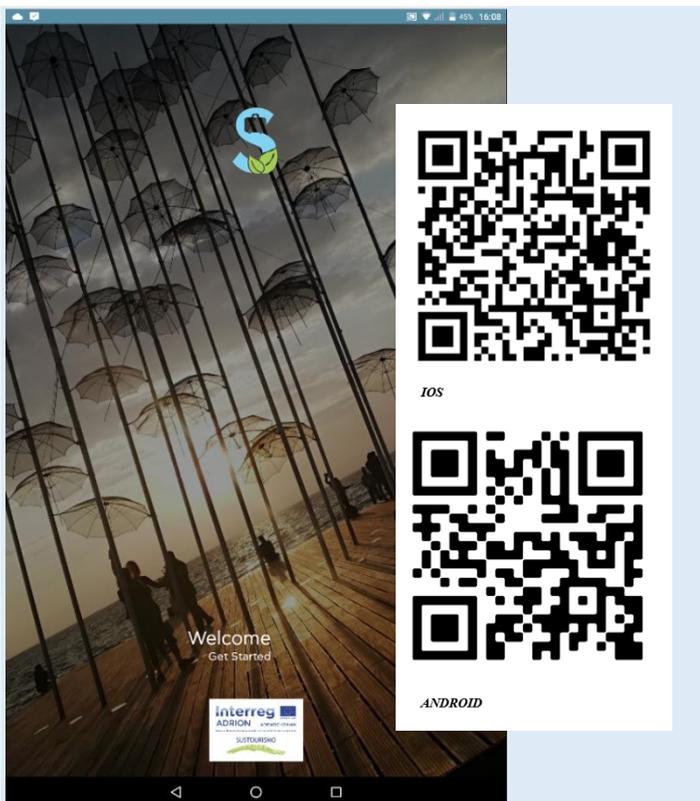
The aim of SUSTOURISMO is to generate innovative eco-friendly tourism models for lower-carbon tourism through the increase of modal sharing of active transport modes such as walking, cycling and public transport.

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
- 'educate' tourists in making responsible travel choices through the SUSTOURISMO app
- 'train' decision-makers to better tackle environmental limits to growth!



SUSTOURISMO





## PARTICIPATING ADRION PROJECTS AT A GLANCE

### 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 expected 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 15 pilot areas, whose experiences will result in a joint proposal for the identification of the Regional Route.

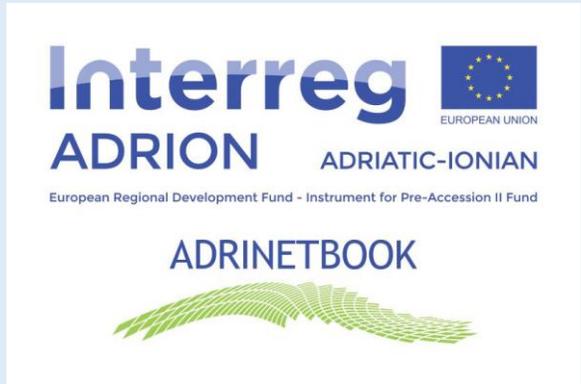




# PARTICIPATING ADRION PROJECTS AT A GLANCE

## 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 digitization 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 tour.



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## PARTICIPATING ADRION PROJECTS AT A GLANCE

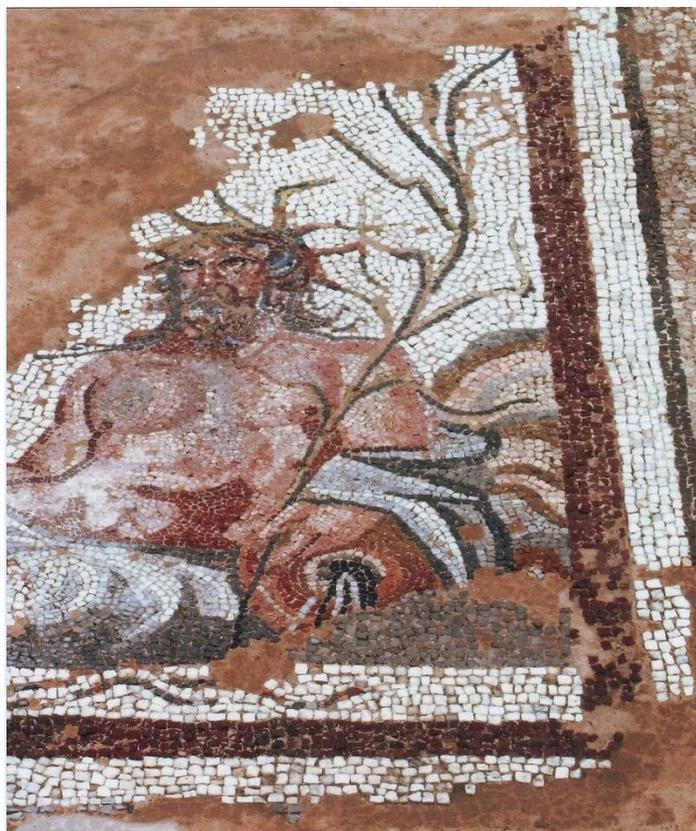
### TRANSFER

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; Viable economic sustainable activities and products where cultural heritage can become a key driver for local economic development; ICT tools that can generate new ways of cultural experience, and increase and broaden public access. Management Plans based on the model will be drawn up by the participating territories and tested through pilot actions implemented in 6 test areas.





## PARTICIPATING ADRION PROJECTS AT A GLANCE



### 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. Common tools 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.





## PARTICIPATING ADRION PROJECTS AT A GLANCE



Newsletter # 1

### 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 liveability of cities and the touristic offer (governance, environment and services) through the development of new and innovative participatory methods. The expected results are: New touristic offer addressed to children and families through innovative participatory methods; Improved cooperation at local and transnational level among the tourism sector, local authorities, civil society organisations and citizens/children; Well-defined transnational identity and improved awareness raising of child-friendly tourism in the Adriatic-Ionian area.





## PARTICIPATING ADRION PROJECTS AT A GLANCE

### 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 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.

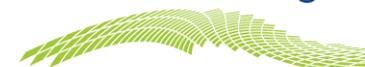




## PARTICIPATING ADRION PROJECTS AT A GLANCE

### 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, Gerace in Italy, Forli in Italy, Mostar in Bosnia-Herzegovina and in Albania. The scope of the project is to generate a deeper awareness of the cultural heritage by applying and implementing multimedia ICT tools, as well as by creating unique tourism products that unify the Programme Area.



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## ADRION

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#### For more information:

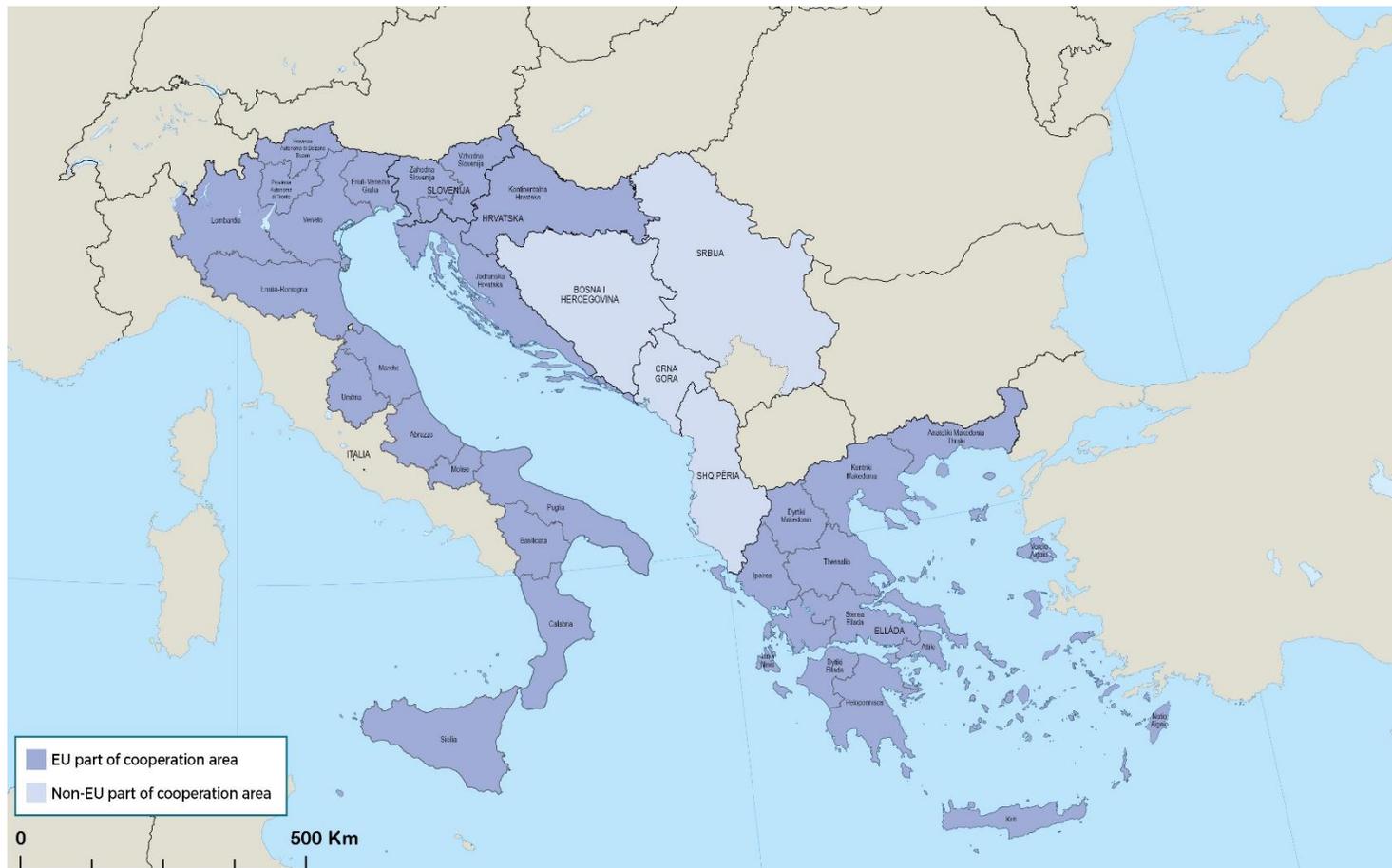
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