



# INTERREG V-B Adriatic-Ionian ADRION Programme 2014-2020

## Second Call for Proposal - Priority Axis 2

### Agenda

## Macro-regional ADRION Thematic Cluster Event

### “Sustainable Tourism & Emerging Destinations in the Adriatic-Ionian Areas”

**20<sup>th</sup> October 2022, 9AM-13PM**

**Organizer:** “WOOL - Wool as Outstanding Opportunity for Leverage” ADRION Project, Polo Tecnologico Alto Adriatico Andrea Galvani of Pordenone with the co-organization of the Chamber of Commerce of Basilicata and ADRION Joint Secretariat

**Venue:** Matera (Basilicata), Italy,

Salone Convegni, Via Lucana, 82, 75100 Matera MT

**Through ZOOM platform:**

<https://us02web.zoom.us/meeting/register/tZ0lc-2qrjsiGtMkYcKGY68DeomWCc3BOkb>

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Opština Pļevlja





## **Abstract:**

The concept of "sustainability" has now entered the daily life of our European and international societies, as a key to understanding economic, environmental and social development as lasting and respectful of resources. The transformation in practice of the concept is constantly evolving and requires multiple opportunities for dialogue and exchange, so that sustainable practices become an operational and strategic part of rural areas, especially for tourism and related productive and creative activities. The ADRION thematic cluster deals with the promotion and enhancement of remote tourist destinations and with this thematic event wants to create a space, in a completely exceptional place like Matera, through which the sharing of themes and good practices related to sustainability and territorial resilience Europeans, implementing synergies with new international competitions. The day is divided into three different sessions:

The first wants to specify the purpose, objectives and participants of the thematic cluster dedicated to the enhancement of remote tourist destinations of the WOOL, TANGRAM and ADRIONET projects;

The second focuses on the main concepts of sustainable development from a strategic point of view and of European and local policies, with some concrete examples of local strategies and plans for sustainable development;

The third deals with some territorial and international good practices to implement the sustainable approach in certain territories, especially rural mountainous areas will be taken care of. At the end of this third session, the participants will have the opportunity to visit the reality of the territory which in their small assets in a sustainable way and which therefore constitute good experiences of relaunching and enhancing rural areas.

## **20th October 2022**

*Moderator: Dr. Eva Canevarolo*

**9:00-9:05**

Registration

Initial Greetings from the Chamber of Commerce of Basilicata,

General Secretary Dr. Patrick Suglia

**Session 1 – ADRION Cluster of Emerging Destinations: New Prospective on Sustainable & Resilient Tourism in the Adriatic-Ionian Areas**

**9:05 – 9:10**

**Presentation of ADRION Clusters and its objectives**

*Dr. Giulia Frattini, Communication Officer of ADRION Programme*

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9:10 – 9:20	<b>Presentation of WOOL project</b> <i>Dr. Diego Santaliana, Polo Tecnologico Alto Adriatico</i>
9:20 – 9:30	<b>Presentation of TANGRAM project</b> <i>Dr. Giulia Pilia, Monza Municipality</i>
9:30 – 9:40	<b>Presentation of ADRIONET project</b> <i>Dr. Maura Mingozzi, Region Emilia-Romagna</i>
9:40-10:30	<b>Session 2 - What is Sustainable Tourism and Cultural Heritage Valorisation in Emerging Destinations of Adriatic-Ionian Areas: challenges and investment opportunities</b>
9:40 – 9:50	<b>“Cultural Consumption and Sustainable Tourism Value Chain”</b> <i>Prof. Giovanni Padula, General Director of Fondazione Matera-Basilicata 2019</i>
9:50 – 10:00	<b>“Italian Agritourism as a model for the development of sustainable tourism”</b> <i>Dr. Umberto Selmi, ISMEA – RRN (Italian Network for Rural Development)</i>
10:00 – 10:10	<b>“Strategy of Sustainable Tourism: perspective of Chamber of Commerce of Basilicata”</b> <i>Dr. Saverio Primavera, ASSET Special Agency Chamber of Commerce Basilicata</i>
10:10 – 10:20	<b>“Green Communities: focus on Friuli Venezia Giulia Region”</b> <i>President Demis Bottecchia and Dr. Gianluca Falcomer, Consortia of 15 Municipalities – Eastern Alps of Friuli Venezia Giulia Region</i>
10:20 – 10:30	<b>“Development of destinations for active tourism”</b> <i>Dr. Carlo Ricci, Director of Trabocchi Local Development Agency</i>
10:30 – 10:50	<b>Coffee Break</b>
10:50 -12:00	<b>Session 3 - Good Practices on Sustainable Tourism and Cultural Heritage Valorisation in Emerging Destinations of Adriatic-Ionian Areas</b>
10:50 – 11:00	<b>“The future of cultural and sustainable tourism: Network Mirabilia between new Gran Tour and UNESCO Heritage”</b>



Dr. Vito Signati, Chief Operating Officer of ASSET Special Agency of Chamber of Commerce Basilicata

11:00 – 11:10

**“Sustainable Tourism: Good practices from Slovenia”**

Dr. Tadeja Colnar Leskovsek, CEO Nativa Institute

11:10 – 11:20

**“Good practices from Lebanon”**

Prof. Josh Carney, American University of Beirut

11:20 – 11:30

**“Opportunities for Green and Cultural Empowerment of nomadic communities along the Greece – North Macedonia – Bulgaria – thrace/Turkey border region”**

Prof. Nurcan ÖZGÜR BAKLACIOĞLU, Istanbul University, International Relations Department

11:30 – 11:40

**“Good Practices from Bosnia & Herzegovina”**

Dr. Amela Ikić Suljagić, SERDA Sarajevo Economic Region Development Agency

11:40 – 11:50

**“ADRION WOOL Branding Strategy: wool identity”**

Prof. Marina Dabic, Prof. Goran Vlastic, Prof. Zoran Krupka, and MSc. Jelena Krizmanić, University of Zagreb Economics and Marketing Departments

11:50 – 12:00

**“ADRION Programme Presentation on Tourism areas and fields of intervention, funding period 2021-2027”**

Dr. Jelena Kolic, Programme Officer of ADRION Programme

12:00 – 13:00

Video/Documentaries on remote touristic destinations and best practices on sustainable tourism

13:00 – 14:30

**Lunch Break**

14:30 -17:30 Visits to Sustainable Touristic and Handicraft realities in Basilicata region (surroundings of Matera City)

Participation in presence is limited.

For any requests and further information, contact this email address:

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Opština Pļevtja

