

PROJECT NAME

Zero Waste Blue | Zero Waste Blue sport events for territorial development

DESCRIPTION

The project Zero Waste Blue, is capitalizing IPA Adriatic Zero Waste project, and is aimed at protecting and promoting natural and cultural heritage by the means of shared methodologies and cooperation strategies for better governance and policy instruments development and by the means of creating a joint touristic follow-up, focused on sustainable sport events of high attractiveness capacity, able to promote social inclusion and involve all ages local community members and public-private stakeholders.

MAIN OUTCOMES

- Natural/cultural sites hosting sport events
- Improving accessibility for 10 natural/cultural heritage destinations
- Brand designed and promoted
- 10 sport events
- 10 Protocol subscribed through working groups
- 1 ICT/contents and usability updating of Zero Waste 2.0 platform
- 1 new 2.0 platform as APP
- 10 sustainable services/tools/instruments per each event
- 7 Local Action Plans

TARGET GROUPS

- Local, regional and national public authorities
- Cultural and natural heritage management bodies
- Regional and local development agencies
- Enterprises
- NGOs

TOTAL BUDGET

861.435 €

DURATION

1.06.2018 - 30.11.2019

CONTACT

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- Town of Opatija ^{LP}
- University of Rijeka, Faculty of Tourism ¹
- ZADRA NOVA | Zadar ²
- Dubrovnik and Neretva County | Dubrovnik ³
- ERVET Emilia Romagna | Bologna ⁴
- Emilia Romagna Region | Bologna ⁵
- Veneto Region | Venice ⁶
- Molise Region | Campobasso ⁷
- Municipality of Ancona ⁸
- Veneto Innovazione | Venice ⁹

PROJECT PARTNERS