

I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”

Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”

Title of deliverable (as in SIU): **reports of the Laboratories**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.2 Awareness Raising Actions

Partner in charge (author): **P4**

Partners involved: **P4**

Status (draft, final, N_ version, etc.): **Final**

Distribution (confidential, public, etc.): **confidential**

Date(s): **30 May -1 June 2018**

OPEN PUBLIC UNIVERSITY OF POREČ AWARENESS RAISING ACTION REPORT

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Introduction

Local awareness raising lab has been held on May 30th and June 1st of 2018 by Open Public University of Poreč with the stakeholders on the I-Archeo.S. project. Both days the workshop lasted about 3-4 hours.

After presenting the project itself and the idea of the pilot activity which will be organized in Poreč next year, all the participants of the lab presented themselves and explained which could be their role on the project. After that the participants started with a brainstorming session and presented their ideas and problems and possible solutions they see in the city and which a project like that could help solving. Every stakeholder has been asked to define what could he develop for himself with the help of a project like that.

Themes of the itinerary

The identity of the city itself, which has been a bit suppressed due to non-stop growing tourism, and its definition have been showed as the biggest problem and biggest challenge.

On the first day of the workshop an important topic was the mosaic as an important part of the culture and history in Poreč. Since Poreč is known as a Mosaic city and since the head of an organization that makes mosaics in the city was present, participants discussed mosaic workshops on the pilot activity, but also possible lectures of a professor from Ravenna, a mosaic school, a mosaic house/museum, symposiums, souvenirs and other materials such as T-shirts, bags...

Furthermore was discussed how this kind of workshop could be available to all the social and age groups and which could be the result of it.

They also discussed all the costs that will appear during that kind of activity.

It has been proposed also a workshop with the traditional istrian instrument on which one could learn about the instruments and listen to them playing, but even try to play himself. That could be helpful for children in deciding which instrument to choose before going to a musical school, but

would also promote playing traditional instruments, above all in the istrian music scale, which has been protected by UNESCO as an unique music scale.

After that participants talked about the storytelling and its realization with the help of local (older) residents. Everybody concluded that it could be a great way to help us define our identity and understand what exactly do we want to achieve with this project. When we define that, we should also include and educate all the local community.

A tourist will identify himself with the local community when the local community will be consuming all the contents in the city, and the contents should not be only a part of a touristic offer.

The head of the Tourist office of Poreč agreed on promoting and supporting the project, but also educating and regaining consciousness among his employees to live that atmosphere, both as residents of Poreč and interpreters of that atmosphere through their work.

Furthermore the participant discussed the visual identity of the city and possible problems connected to it. They also agreed on strengthening sports culture, but above all a culture of tourism. Since Poreč is a city defined by tourism, which has played a major role in the economical and historical development of its development trough history, there is a need to heritage tourism as a cultural heritage by, for example, opening a museum of tourism.

Needs

The participants emphasized the need of doing a map of the city with all the locations on which the events for the pilot activity are planned. That would facilitate moving around the city for the tourists and choosing activities and events to attend on according to their own preferences. All the present agreed on organizing happenings and activities before the pilot activity to promote it.

Stakeholders discussed an outdoor activity with traditional istrian cuisine where all interested passengers could taste authentic istrian dishes, see the process how they are done or even do it themselves. The process of making the dishes would be followed by the story of how and why this dish was done on this territory, with all the belonging history of the community, agriculture ecc. that accompanies to it.

To introduce the visitors the istrian way of living, which contains a lot of socializing drinking coffee and relaxing outside, the participants suggested a chill zone where the passengers could relax on the free deck chairs with the residents, drinking drinks while enjoying the sight of the city and watching other people passing by, experiencing the life in Poreč.

For the conclusion all the participants made a plan on the board, which was divided in three parts: which are the problems in the city, what do we want the city to be and which are the ways to accomplish it.

In the end, a decision was made on the need for an identity study, and the stakeholders requested a short promotional video to present the itinerary and the cluster. The study would research and show which are the defining points of the identity of the city, through the history and in the present. That way the project itself would deepen its meaning and play even more important role in the city, but would also guarantee the sustainability of the activities, since they would be based on a credible and persuasive story.