

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): **3rd Steering Committee minutes**

Creativity vocational training course

Work package number, name of Work Package :

WP1 Project management and coordination of activities

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

1.3 Steering and monitoring of the project implementation

3.3 CREATIVITY VOCATIONAL TRAINING

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

Partners involved: **P1, P2, P3, P4, P5**

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

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

Date(s): **29.6.18**

*3RD STEERING COMMITTEE
MEETING MINUTES
AND
CREATIVITY VOCATIONAL
TRAINING COURSE
REPORT*

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INTRODUCTION

On these 27th, 28th, 29th days of the month of June of the year 2018 the 3rd Steering Committee meeting (act.1.3) of the I-Archeo.S. Project was held.

The SC has been organized in 2 different locations: Polverigi and Ancona.

On the 28th June 2018, Marche Teatro has summoned the Local Press Conference (act.2.3).

In the dates 27-29 June 2018 have been also organized:

- the “Creativity Vocational Training Course”(act. 3.3) with the participation of stakeholders invited by Marche Teatro;
- Editorial Board Workshop;

Agenda of the SC meeting:

- Update of the works done during the local “Awareness Raising Actions” with the stakeholders;
- Update draft of the projects of tourist thematic itineraries;
- Work on the project of tourist thematic itinerary with the support of Pool of Experts (one to one);
- Update % of budget paid by each Partner
- Discussion about the draft of “Agreement for Scholastic Tourism”
- “Decalogue”/lineguides to develop the “Charter for the evaluation of the quality of services” by Pool of Experts
- Recap Project activities to do:
 - Agreements for Public-Private Clusters;
 - development thematic itineraries with “new creative productions” (e.g. eco-roads, new intermodal plans, alternative ways of transferring, edutainment products, storytellers);
 - Chart for Evaluating the Quality Performance of Services;
 - Meeting in Porec;
- Mobile App Approval by SC;

PARTICIPANTS

Attendees:

Partner	Name	Role
TPP	Lino Manosperta	Project Coordinator
	Anna Stasi	Project Manager Assistant
	Roberta La Guardia	Communication Manager- Editorial Board
Abruzzo Region	Paola Di Salvatore	Project Manager
	Camillo Marracino	Project Manager Assistant/Editorial Board
	Pasquale Della Porta	Editorial Board
Marche Teatro	Alessia Ercoli	Project Manager
	Cristina Carlini	Editorial Board
	Monia Miecchi	Financial Manager
Grad Pazin	Ranka Šepić	Project Manager
	Petra Pilat Jakovčić	Editorial Board
Pou-Porec	David Belas	Project Manager
	Suzana Rupenović	Project Manager Assistant
	Dora Biroš	Editorial Board
Grad Crikvenica	Tena Pericic	Project Manager
	Denisse Mandekić	Project Administrator
Pool of Experts	Ottavia Ricci	Sustainable tourism-marketing
	Michele Trimarchi	Creative economy
	Rossana Cotroneo	Sociology
	Danijel Bertovic	Creative economy
JTS	Tea Ivanišević	Programme Communication Manager

PROJECT ACTIVITIES – OVERVIEW

With reference to the point **1)** in Agenda each Partner has summarised the local “Awareness Raising Actions”, organized as follows:

Teatro Pubblico Pugliese

Bari, 17-18/05/2018

14 Stakeholders participating on 21 stakeholders that have sent the “expression of interest”. Participants have been divided in 3 working groups to develop 3 projects of tourist thematic itinerary: Scholastic Tourism; Culture and Art; Food and wine.

Marche Teatro

Ancona, 4/06/2018

13 Stakeholders participating on 23 stakeholders that have sent the “expression of interest”;

Marche Teatro and its Stakeholders will focus on a Cultural Tourist Itinerary based on:

- the role and history of the Inteatro Festival as an international stage;
- the evolution of the Muse Theatre as a cultural hub of the city;
- the valorisation of non-deputed places within the city of Ancona (see for example the Mole Vanvitelliana).

Pou-Porec:

Porec 31/05-1/06/2018

6 Stakeholders participating.

There has been a brainstorming session about all the possibilities and needed methods of developing an itinerary. Participants agreed on doing the study of the territory which will be the base for developing a new creative product. Stakeholders also proposed to cooperate in doing a promotional video about the city to present the itinerary and the cluster.

It is also emerged the need of an Expert able to collect and identify the specific identity of the City to be valorised in the itinerary.

Pou-Porec has organized a total of 5 local workshops/meetings to inform the community about the Project for a total of 26 stakeholders involved.

Grad Pazin

7-8/06/2018

16 different stakeholders have participated. They have worked on the theme “the identity of a destination” and discussed keywords for identity of destination, elements of uniqueness of destination, target groups of visitors, main themes for the itinerary(-es), the main directions in creation of quality chart and general issues for creating cluster.

Grad Crikvenica:

14-15/6/2018

13 Stakeholders participating.

They have brainstormed on the future itinerary dedicated to the theme of Love and they have decided to create a virtual network to share and develop ideas useful for the “Creativity Vocational Training Course”.

Rossana Cotroneo has asked the Partnership to send her as soon as possible the questionnaires filled in by the stakeholders in order to analyse their answers.

Considering that the questionnaires of the Croatian stakeholders are in Croatian, Rossana Cotroneo will realize an excel file that has to be filled in by the Croatian Partners with the answers given by the Croatian Stakeholders.

With reference to the point **2)** and **3)** in agenda, Croatian Partners and Marche Teatro have no update about their first draft of tourist thematic itineraries because they will work on the itineraries during their Local Creativity Vocational Training Courses together with stakeholders.

Abruzzo Region informed that of the 3 working groups created during the local “Awareness Raising Action”, only one group is going on with an itinerary among hermitages and “calanchi”.

Teatro Pubblico Pugliese communicated that the work on the 3 itineraries (Scholastic Tourism; Culture and Art; Food and wine) is going on. The itinerary “Culture and Art” is at the moment characterized by 5 under modular itineraries.

SUGGESTIONS OF THE POOL OF EXPERTS

Danijel Bertovic has asked to the Croatian Partners more information about the typology of the Stakeholders.

He has suggested to the Croatian Partners to:

- personally contact the stakeholders;
- identify a responsible of the Cluster.
- involve Shuttle Bus Services; bike renting; specific local products;

Rossana Cotroneo has suggested to the Croatian Partners to think to a joint strategic and technical approach to their itineraries.

Ottavia Ricci has suggested to the Croatian Partners to mix their stakeholders; to write the itineraries and to identify the task of each stakeholder; to be concrete.

Michele Trimarchi has underlined to create something that has to be new and sustainable.

The Local dimension is important;

It is necessary to think to:

- activities for Children because they are reducing the use of smart phones and are more connected to the reality.
- Smart Villages;

The useful suggestions of Pool of Experts are also included in the “Human Resources enhancement Strategy Plan”, delivered to the Partners.

BUDGET UPDATING

With reference to the point 4) according to the news received by the Partners, the % of budget that will be paid by each Partner within the 30.6.2018 is described in the following table:

APULIAN PUBLIC THEATRE	ABRUZZO REGION	MARCHE THEATRE SCARL	CITY OF PAZIN	UNIVERSITY OF POREC	MUNICIPALITY OF CRIKVENICA	tot
58.630,57	21.842,00	27.000,00	8.960,00	14.997,90	6.800,00	138.230,47
84,7%	80,9%	140,6%	56,0%	85,7%	48,6%	84,9%

“AGREEMENT FOR SCHOLASTIC TOURISM”

With reference to the “Agreement for Scholastic Tourism” (point 5 in the Agenda) Lino Manosperta has asked to the Partners to read the draft of the Agreement presents in the folder of the meeting and to:

- 1) verify the possibility to organize a meeting in Croatia with the 3 Croatian Municipalities and the Schools in order to show them what we are doing with the Project;
- 2) verify and communicate the role/position that Croatian Partners want to have in the “Agreement for Scholastic Tourism”.

CHARTER FOR THE EVALUATION OF THE QUALITY OF SERVICES - GUIDLINES

With reference to point 6) in Agenda, Michele Trimarchi has explained the “Decalogue”/lineguides to develop the “Charter for the evaluation of the quality of services”(in attachment).

The first five general guidelines have been defined and approved by the Partnership.

The five additional guidelines for specific sectors (school tourism, etc.) are missing, and have to be developed by the Pool of Experts as soon as the itineraries and the target will be well defined.

Based on the first five general guidelines, Partners can start to elaborate the “Chart of Quality” of their respective Clusters.

Ottavia Ricci has suggested to use these first 5 guidelines to better develop their itineraries, because it is time to be more practical.

MOBILE APP

With reference to the **Mobile App**, hereinafter are summarised the decisions taken by the EB during their workshop:

CONTENTS

LOCATION/PARTNER

ITINERARIES/THEMES > emotional videos

- For example: Eno-gastronomy in cluster (with the quality chart we can symbolize with a medal as official)
- CREATIVE FILTERS: how do you feel today, family, days, (corresponding to tag every experience) OPTIONAL
- Not purchase directly the service, but BOOK THE SERVICE!
- NB. Disabled people> filter and tag

VENUES / POINTS OF INTEREST / PRODUCTS > single descriptive sheets / pics / videos of cultural and natural heritage [NB. AT LEAST FIVE PER PARTNER - Already everything will be on google bsn]

STAKEHOLDERS / CLUSTER > links or description

HOW TO REACH US > transports, contacts, travel info, accommodation info, facilities (not only a problem of information but moreover a discover which are services available) > NB. Also for disabled people!!!

* languages: MOTHER TOUNGE AND ENGLISH

** the requests of needs are from the clusters

DEADLINE

Timing for the APP:

15/07/2018 – TPP+Abruzzo will send STANDARDS for contents and TAGS to the partners

The partners will send back a synthetic description of the itineraries and clusters

24/09/2018 – draft contents from partners and draft layout of the App

29/9/2018-2/10/2018 – In Porec EB: analysis and evaluation

29/10/2018 – final contents from partners

26/11/2018 – App draft in vision

TPP+Abruzzo'll give the partners a standard for the contents and the provider will create the software and editing and assistant and maintenance services for 5 years plus editing and collect texts. The provider will be the Hub for text and multimedial contents.

NB. EVALUATE > VIDEO ANIMATION FOR COMMUNICATE THE APP

Ottavia Ricci has suggested to the EB to involve the community also in the development of the Mobile App.

Petra Pilat Jakovčić has suggested to do a promotional Video of the Mobile App.

Tea Ivanišević has considered it a good idea.

The Partnership has approved contents and deadline for the App and has also approved that the Mobile App will be a Progressive App.

TO DO LIST

Lino Manosperta has made a Recap of Project activities to do:

- Agreements for Public-Private Clusters;
- development thematic itineraries with “new creative productions” (e.g. eco-roads, new intermodal plans, alternative ways of transferring, edutainment products, storytellers);
- Chart for Evaluating the Quality Performance of Services;
- Meeting in Porec;

With reference to this latter it should be organized as follows:

-SC and JEC meeting to discuss about the final version of the itineraries, and the participation of Partners to the Pilot Actions;

- Meeting of the EB for the analysis and evaluation of the Mobile App;
- meeting with Croatian Schools for the “Agreement for Scholastic Tourism”.
- meeting among Croatian and Italian stakeholders coming from the tourism sectors and that are working on the I-Archeo.S. itineraries.

It is important the participation of the JTS (Mr Damir Fak and Mrs Tea Ivanišević)

Danijel Bertovic in the next months will help Croatian Partners in the development of itineraries and Clusters.

Lino Manosperta has updated Partners with the information received during the LP Seminar in Venice:

- SIU System will be accessible on Monday 2/7/2018;
- MA will generate usernames and passwords for every PP and FLC;
- it is possible to ask the advance payment via SIU System, the deadline is the 30th August 2018

Partnership has approved to ask advance payment.

Lino Manosperta has asked to the Partners to send within the 6/7/2018 a PP Activity Report, with a list of expenditures paid within the 30.6.2018. The Reports will be sent to Mr Damir Fak for a first check.

Lino Manosperta has asked moreover to the Partners to follow day by day the financial situation of the Project.

Tea Ivanišević has suggested to foresee some budget to participate in events organized by Italy-Croatia Programme.

Finally Lino Manosperta has informed Partners that Puglia Region is going to participate to 2 Tourism Fairs:

- **TTG Travel Experience (Rimini) 10 - 12 October 2018**
- **Buy Puglia (Bari) end of October 2018**



The Project needs to be there with its itineraries. It is the occasion to invite international Tour Operator to I-Archeo.S. Pilot Actions.

Lino Manosperta has underlined that it is necessary also the participation of the Pool of Experts to these fairs.

TPP will ask the approval to the JTS.

Deadline to verify the organization of the Agenda of the Meeting in Croatia and the participation to the Fairs is the **end of July**.

The SC meeting ends by having the note taken, read back the discussion points and the understood action items included in the present minutes for approval by the SC.

Ancona, 29.6.18

N.B.

All the suggestions given by the Pool of Experts during these 3 days of work have to be considered as “transfer knowledge” about “Creative economy” and “Sustainable tourism-marketing” necessary to better organize the Local Creativity Vocational Training Courses and to reach the objectives of the Projects.