ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage
3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D1.2.1 Meetings’ Minutes

WP1- Project management and coordination of activities
A 2. Day-to-day project management, coordination and internal communication

SEPTEMBER 2019

LP- PRIMORJE-GORSKI KOTAR COUNTY
ALL PARTNERS

Final version- PR4
Confidential document
“D.1.2.1. Meetings' Minutes - after the conclusion of every held meeting, minutes from the meetings will be regularly drafted, in order for Partners to be mutually informed and have an insight in the course of the project’s execution.”

In this document there are five minutes of meeting attached. First meeting was held on 28th June 2018 in Rijeka, second one on 29th November 2018 in Venice, and third was in Kaštel a Split on 19th of March 2019. After followed the meeting in Polignano a Mare on 16th of July. The final meeting was held in Rijeka during the Final conference on the 18th of September 2019.
“Enhancing touristic development and promotion through prism of culture”

D1.2.1 Meetings’ Minutes

RIJEKA, JUNE 2018

WP1- Project management and coordination of activities
A 2. Day-to-day project management, coordination and internal communication

LP- PRIMORJE-GORSKI KOTAR COUNTY
ALL PARTNERS

Final version
Confidential document
Minutes of 2nd Progress Meeting

AGENDA

Thursday, 28th June 2018

Location: Natural History Museum Rijeka, Lorenzov prolaz 1, Rijeka

15:00 – 15:30 Registration of participants

15:30 – 17:00 Steering Committee Meeting and WP1: Project management and coordination of activities (responsible partner Primorje-Gorski Kotar County)

17:00 – 17:15 Coffee break

17:15 – 18:15 Museum tour

19:00 Social dinner

Participants:

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<td>Petra Radošević</td>
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WP1: Project management and coordination of activities

In the name of the Lead Partner (LP) Irena Grdinić opened the meeting and welcomed present partners. She introduced the project team of Primorje-Gorski Kotar County. All the resent partners introduced themselves, as did those present through the Skype connection (Regione del Veneto). Six out of seven partners are present, hence there is decision allowing quorum.

Petra Radošević introduced the meeting agenda and informed partners that Valerij Jurešić is not employee of the LP anymore, however he will remain in project as administrative support.

SC has voted for partner’s replacement of Museum of Fine Arts with RERA Split.

Everyone agreed upon naming Valentina Škalic for the Financial Manager of the project, and Petra Radošević for a Project Manager. Pugliapromozione Agency has to nominate Communication manager of the project until 10. July 2018.

The upcoming progress reporting procedure for the first semester was discussed. SIU should be ready for use in following days (information from LP seminar in Venice). Since the spending levels in the first semester are very low a goal of reaching the spending of 600.000 EUR in the second semester instead of foreseen 408.510 EUR has been established by JS. It will take a huge step forward in coordination and efforts in realization of the activities to reach such goal. Croatian partners have very strict and short deadline to make financial reports available to FLC.
until 10th July. Italian partners still have to appoint FLC’s which will take some time. This discrepancy could make the progress reporting quite complicated for LP. Hence, PP’s are requested to make effort for successful reporting. Regione del Veneto will not report in first semester, because their budgets were open just two weeks ago. MFA will not report because they haven’t taken part in activities.

The summarized conclusions are:

- Change of the Project manager – Petra Radošević in the place of Valerij Jurešić
- Financial manager is Valentina Škalic
- Pugliapromozione Agency has to nominate Communication manager of the project until 10. July 2018.
- Procedure for the replacement of the MFA partner has begun.
- Progress reporting procedure begins in few days.
- Italian partners have to hurry up with FLC appointment procedure.
- Croatian partners have to produce financial reports until 10th July.
- Spending goal for the second semester given by JS is 600.000 EUR. Budget cuts are possible otherwise.

After the discussion, participants were taken for a guided tour through the Maritime and History and Natural History Museum Rijeka.

AGENDA

Friday, 29th June 2018

Location: Natural History Museum Rijeka, Lorenzov prolaz 1, Rijeka

9:30 – 10:15 WP2: Communication activities (responsible partner Pugliapromozione Agency)

10:30 – 11:00 Press conference

11:00 – 11:15 Coffee break

11:15 – 12:00 WP3: Destination promotion concept (responsible partner Primorje-Gorski Kotar County)

12:00 – 12:45 WP4: Promotion of tourism destinations (responsible partner Kvarner Region Tourism Office)

Conclusion

12:45 – 13:45 Lunch break

Participants:

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<td>Edi Budimilić</td>
<td>Exevio Ltd.</td>
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<td>Benedikt Perak</td>
<td>University of Rijeka</td>
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WP2: Communication activities (responsible partner Pugliapromozione Agency)

Irena Grdinić opened the meeting with presentation on project communication from LP seminar in Venice. She stressed the role of Pugliapromozione to communicate with PP’s and with general public. It is necessary that all PP’s understand the procedures of communication.

Next press conference is planned by Regione Veneto for September 2018. in Venice during Mostra film festival with participation of LP.

Pugliapromozione should finish A3 poster by 10th July 2018. When poster is produced it should be posted on a visible spot at all PP’s. During the production of posters special attention has to be awarded to the visual identity and logos of all PP’s and contacts of PP’s. Poster should be made for both languages (Croatian and Italian).

Production of leaflet and brochure are part of the activities of Pugliapromozione. It is concluded that those should be produced in Italian and English, afterward Croatian partners will do the
translation to Croatian, and return it to Pugliapromozione for final production and print. Leaflet will be similar to poster with more info. Brochure will be addressed when more actual content will be available.

PP’s discussed print runs for the materials and budget concerned. Pugliapromozione should explore the market and compare the prices. Also, PP’s must put short info about project on their official internet pages. Only LP and CA’ Foscari University did it so far. Other PP’s must do that until 5th July. PP’s discussed promotional bags (color, logo placement…) and decided to make 150 bags per PP.

The summarized conclusions are:

- PA has to take leading role in WP2 more actively and nominate Communication manager
- Next press conference is in Venice in September 2018. organized by Veneto region
- PA has to create project poster in coordination with LP by 10th July 2018.
- All PP’s have to deliver contact person info for poster to Carmela (PA) and Kristina (PPF)
- All PP’s have to deliver e-mail addresses to use official Facebook profile
- Kristina (PPF) will deliver plan of publishing on Facebook profile by 6th July 2018.
- PA has to create leaflet in coordination with LP.
- Bags will be produced by PA, 150 pieces per PP

After the discussion, participants went to the garden of NHM to take part on the press conference. It started at 10:30h. Conference was directed by Irena Grdinić (LP). In the name of Primorje-Gorski Kotar County, as LP, projects goals, development and content was represented by vice president Marina Medarić. In the name of Italian partners media was addressed by Fabrizio Panozzo, CFU. Media attending the conference were: Novi list, KanalRi, Radio Rijeka, La voce del popolo. Also, it was published on official pages of the LP and on the news portal Torpedo Media.
WP3: Destination promotion concept (responsible partner Primorje-Gorski Kotar County)

Exeleo ltd is company that is contracted by LP to create Design of the IT platform. Their representatives were Benedikt Perak and Edi Budimilić. They represented idea, functionalities and workflow of the IT platform. Schedule for the production of IT platform is very tight.

Petra Radošević described the concept of the destination promotion. All the PP’s must deliver names of at least three local tangible or intangible cultural heritage contents that will be promoted through the system.

Fabrizio Panozzo explained activity 3.3 – Education of artists and students. He stressed out necessity of connecting education and video production. Fabrizio Panozzo presented the model of education activities and creation of webinar. Also, he pointed that level of the student’s education should be defined. Workshops should be international, combining 5 students from Croatia and Italy, and two mentors. Also, he proposed that locations of the shootings should first be proposed to the Artvision Advisory Board.

Regione Veneto and Puglispromozione commented that they already have chosen locations for movie production, being close to larger cities. The question arose, where should the students come from? Should they be only from Academies of fine arts or Applied Arts? Discussion brought proposal that project should be open to students from different Faculties and Academies.

The summarized conclusions are:

- PP’s must nominate members of Artvision Advisory Board by 10th July 2018.
- PP’s must deliver names of at least three cultural heritage locations/phenomena by 10th July 2018.
- Developer for IT platform has to be contracted by 31st October ‘18., and IT platform operational by 31st December ‘18., so that content upload can start in January ‘19.
- LP will check with JS if student outside of academies can participate in workshops

WP4: Promotion of tourism destinations (responsible partner Kvarner Region Tourism Office)

Valnea Ivašić (KTO) presented promotion of tourist destinations and activities in the WP4 for which is responsible KTO. Those include video production, cross-border cultural events and promotion of destinations.

The summarized conclusions are:

- PP’s have to propose cross-border cultural events (time and context, content will be defined later) in their regions to KTO by 31st July 2018.

Annexes:

1. Signature sheets (meeting and press)

2. Project Evaluation plan
“Enhancing touristic development and promotion through prism of culture”

D1.2.1 Meetings’ Minutes

VENICE, NOVEMBER 2018

WP1- Project management and coordination of activities
A 2. Day-to-day project management, coordination and internal communication

LP- PRIMORJE-GORSKI KOTAR COUNTY

ALL PARTNERS

Final version
Confidential document
Minutes of 3rd Progress Meeting
Venue: Veneto Region – Palazzo Grandi Stazioni, Venice, Italy


AGENDA
Thursday, 29th November 2018

15.00: Welcome and registration

15.15: Welcome speeches:
- Veneto Region
- Primorje-Gorski kotar County (LP)

15.45: WP1 - Project management and coordination of activities (responsible partner Primorje-Gorski Kotar County):
- Overall progress of the project
- Change of partner
- Administrative issues
- Reporting of the first semester
- Advance payment
- Project modifications
- Levels of spending – perspectives of second semester

16.45: WP2 - Communication activities (responsible partner Pugliapromozione Agency):
- Leaflet and brochure
- Promotional gifts
- Public events

17.15: COFFEE BREAK
17.30: WP4: Promotion of tourism destinations (responsible partner Kvarner Region Tourism Office)
   - Cross-border cultural events
   - Promotion of the destination
   - Connecting to the different websites
   - Promotion directed to organisers of tourist attractions

18.00: PROJECT COCKTAIL

Participants:

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<th>Name</th>
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<tr>
<td>Srećko Radnić</td>
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WP1: Project management and coordination of activities

In the name of the Lead Partner (LP) Petra Radošević opened the meeting and welcomed present partners. Six out of seven partners are present (PA is absent), hence there is decision allowing quorum.

Petra Radošević introduced the meeting agenda and began with presentation of the WP1.

Meetings and project management is following the Management Plan adopted in Bari. Conclusions from Rijeka are being implemented.

Challenges of the project implementation lay in:

**Slow start of the project:** Project started on 1. January 2018. though Subsidy Contract was received only in April, and Partnership Agreement in May. However, some PP’s could not budget activities before the contract, thus low spending levels in first semester.

**Partner change:** Museum of Fine Arts Split (PP2) could not realise activities and had to be replaced. Since that was the first partner change in program it took longer than expected (it is still not finished). New PP2 is RERA, development agency of Split-Dalmatia County. They are for the first time present on the PP meeting in Venice, and are officially partner since 1st October 2018.

**Administrative issues:** Head of the LP was changed in May 2018 resulting with interregnum in project activities and shift to new project manager. Instead of Valerij Jurešić project manager is Petra Radošević.

**Advance payment missed:** It was not possible to close the partner change before deadline for Advance request (31st August). MA refused to prolong deadline due to slow administration of partner change. Hence, advance payment request was not successful, and partners will not receive any advance.
Due to the challenges mentioned report for the first semester was limited. Only 24% of the forecast budget was reported: 57,210,08 EUR of 215,830 EUR. It is 5,1% of the total budget. Only three out of seven partners reported (LP, PP1 and PP5).

Also, report has not yet been submitted fully due to the problems in SIU functioning.

Second semester report should catch-up with forecast. This means that partners should report 573,130 EUR.

Discussion with partners have shown that this is not realistic. Though all the activities started the spending will mostly (videos, IT platform, workshops...) happen in the third semester. Also, due to fiscal limitations Veneto region will not report more than preparation costs and costs of one event. They will have to wait for the third report – MA is informed of their situation. Similar situation is in PA (Puglia Promotion Agency). Also, Pino Pascali Foundation is limited in spending since they expected the advance. Altogether, reported spending level after the second semester is more likely to be around 40%, while real spending (due to partners that can spend but not yet report) would be around 65% of the forecast.

Major task of the project administration in the following period are project modifications: budget change, project change and project extension.

There was no need to report minor budget changes before First Progress Report. However, major budget change is proposed for the December 2018 according to the inputs from partners. All the partners should prepare their demands for the changes in their budgets and deliver them to the LP until 15th December ’18. Only one major budget change can be done during the project. After that, only changes of the budget inside the flexibility rule are allowed.

Changes in project description: Minor changes in the text from Application form, with no greater consequences for the project structure will be made according to the results of this meeting in
Venice (regarding the educational workshops, video making, cross-border cultural event organization...).

Project extension: According to the program rules Standard+ projects can last maximum 21 months (18+3). Extension can be demanded by major project change procedure after ½ of the project duration, and at least 3 months before the end of project. So, the conditions have been met, and we can apply for the extension of three months. However, project will most probably need additional two months more since the prolongation covers period July-September, not very useful time for project realization. It is similar with other projects as we hear.

Some most important project issues to be clarified during this meeting are:

Public event: LP organizes Final conference in Rijeka. It is open format, what do we want it to look like, what to include?

IT Platform and AAB: IT platform has to be integrated in the work of cultural, touristic and governing authorities in four regions. Do we have enough time and knowledge to make it? It is very important that Artvision Advisory Board do a good work on its first physical meeting in Venice which happens during the morning of the second day.

Education of artists and students: Few models were circulating (for education and as approach to filming videos). There is no time left, model has to be defined, procurements have to start.

Cross-border cultural events: They were supposed to be organized using the IT platform. Hardly possible, due to timeframe of IT platform production. So, how are we going to do that, when and how are they going to be cross-border?

Some of the questions will be resolved during the Steering committee meeting.

The summarized conclusions are:
- Procedure for the replacement of the MFA partner is almost finished. New partner is present on the meeting.
- Progress reporting for the first semester resulted with reported 24% of the forecast.
- Spending goal for the second semester given by JS is 600,000 EUR. However, it will be around 240,000 EUR.
- Major budget change starts with PP’s providing LP with their needs of budget change until the 15th December.
- LP will prepare maximal project extension request (three months – until 30th September 2018.).

WP2: Communication activities
Kristina Vidović is presenting the presentation created by Matteo Latorre (not present) in the name of the Puglia Promotion Agency (PA).

Objectives of the WP 2 are to give visibility to the project activities distributing promotional materials to interested groups, to effectively disseminate the project results and outputs to the target groups and to ensure the transferability and sustainability of the project results after the formal end of the project.

Start-up activities include Communication plan, promotional materials and social media activation. Communication plan was shared among all partners on July 2018. Text for leaflets has been drafted in all 3 languages and shared among all partners on August 2018. Partners’ feedbacks have been collected in September 2018. Quantities of promotional materials are defined in Rijeka (D.2.1.1 Brochure – 300 copies/partner; D.2.1.2 Leaflet – 300 copies/partner; D.2.1.3 USB, hat, pen, T-shirt, etc. (shopping bags) – 150 pieces/partner (June 2018). Updated Communication plan with logo of new partner was made in October 2018 when new partner was approved. PA will open tender for appointment of external service for communication services
in December 2018. Expected date for realization of promotional materials is February/March 2019.

For the activation of social media channels responsible partner is PP2 – Museum of Fine Arts. However, since the partner was inactive it was replaced by RERA – Development agency of Split-Dalmatia County. That is why the activity was slower: Facebook page activated in June 2018, Vademecum for Communication on Facebook drafted and shared among all partners in July 2018, all by PA. However, Facebook page has 47 likes! While, according to Vademecum, each partner should have published at least 4/5 posts (in total 28/35 posts), but there are only 14 posts.

Short discussion brought more ideas and immediate action to improve situation on project Facebook page.

Under the presentation of activity 2.2. Public events discussion on Final conference in Rijeka was opened. There were suggestions that it could take place in Venice instead of Rijeka. LP wishes to keep it in Rijeka. That event should become the “high level event” (one is required by each of the Standard+ projects) inviting the program authorities. At that time videos will be available, IT platform functional, cross-border cultural events will already have taken place, and AAB will have developed suggestions for the project continuation and sustainability. Hence, there will be enough material to organize presentations and, possibly some round tables or public discussions on sustainable cultural tourism. To be further discussed on next PP meeting.

Regarding Activity 2.3 - Public releases and press conferences:

- three press releases are supposed to be generated per partner. Until now, only three were made (Kick-off meeting by PP4 in April 2018, 2nd SC meeting by LP in June 2018 and Press releases by PP6 in August 2018).
- organization of press conferences looks much better, since three press conferences are to be delivered in total, and there were three already made: Kick-off meeting in April
2018, 2nd SC Meeting in June 2018 and within the 75th Venice International Film Festival in August 2018.

However, all the relevant and supporting documents on press releases and press conference should be uploaded on Cloud. Partners are failing to do so.

Partners were also informed about minimum required activities/deliverables by program, information & publicity requirements, project communication toolkit available on the program website, program check list of publicity requirements and of GDPR & copywriting issues that could be an issue.

The summarized conclusions are:

- Expected date for realization of promotional materials is February/March 2019 (PA responsible).
- Communication activities are slow, PP’s should pay more attention to Facebook page promotion (coordination by PIR) and production of press releases.
- PP’s should take care to upload all the relevant and supporting documents on press releases and press conference on the Cloud.
- Final conference in Rijeka will take place in June (or September ’19.). It should be high profile event with content to be further discussed on next PP meeting.

**WP4: Promotion of tourism destinations**

Valnea Ivašić is presenting in the name of the Kvarner Region Tourism Office (KTO), partner responsible for WP4.

The main objective of the working package is to motivate tourists to visit a new destination. Hence, this WP is dedicated to different promotional tools with the same goal. Included cross-border area is to be promoted as a unique tourism product through a systematic and
comprehensive promotional campaign. All the included destinations will become recognizable through a quality promotion concept.

Five activities that are included in the work package: videos, CB events, videos placed on locations, promotion through websites and promotion through workshops.

**Video production of 36 videos (18 in each country):** it will be more thoroughly discussed next day with presentation by Ca’ Foscari University.

**Cross-border cultural events organized within the IT platform (2 in each country):** as it was mentioned before, obviously they will not be organized through IT platform since it will not be fully functional on time. Nonetheless, other questions arise: should the events be thematically interlinked, will they happen in the same period, and what will make them “cross-border”? During the discussion partners agreed that CB events do not have to be interlinked by theme, they are already connected by using the IT platform. Hence, since the platform will not be fully functional PP’s will collaborate in finding the proper artistic partners for each event emulating the work of IT platform. Each partner can define on its own what to do for CB event. It does not have to be new event, it can be additional CB content to the existing event (while taking care of the program and project visibility rules). For CB nature of the events it is enough to have guest artists performing that comes from other country (from Italy to Croatia, from Croatia to Italy).

**Promotion of the destination (recorded video -materials on info displays on 10 locations in each country):** videos should be present on five public sights in each region. Those could be displays in tourist information centers, museums, railway or bus stations, airports… Responsible partners should prepare for this activity, so it can be performed by the end of the project, when videos are ready.

**Connecting to the different websites (the IT platform will be connected with 50 websites):** IT platform should be present/connected on 12-13 websites in each region. Those could be inserted
frames with IT platform map, part of the calendar of events, or elaborated link to the platform. Websites could be of tourist information centers, agencies, hotels, museums, railway or bus stations, airports... Responsible partners should prepare for this activity, so it can be performed by the end of the project, when platform is ready.

**Promotion directed to organisers of tourist attractions (4 workshops in each country):** by the end of the project there should be two workshops in each project region for the promotion of the IT platform among the organizers of cultural tourism events like tourism offices, tourism agencies, cultural centers, local authorities... Responsible partners should prepare for this activity, so it can be performed by the end of the project, when platform is ready.

The summarized conclusions are:

- Video production will be discussed tomorrow.
- Partners should decide how and when to organize CB events (coordinated by TKO)
- PP’s have to prepare for activities 4.3, 4.4 and 4.5 so that they can be done in a best manner after the next PP meeting.

After the discussion partners went for a cocktail to Continental hotel.

AGENDA

Friday, 30th November 2018

Location: Veneto Region, Palazzo Grandi Stazioni, Venice

9h – Welcome coffee and registration

9:15h – Summary of the previous day (LP)

9:30h - WP3: Destination promotion concept (responsible partner Primorje-Gorski Kotar County) + 4.1 Video Production
  - Artvision Advisory Board
  - IT Platform
  - Education of artists and students (Ca Foscari presents)
  - 3.4. Promotion of concept + 4.1. – Video production (Kvarner Region Tourism Office presents)

10:30h - Coffee break

11h - REPORTING OF Artvision Advisory Board (AAB member appointed by LP)

11:30 – STEERING COMMITTEE MEETING (with presence of JS)
  - State of the project
  - Questions for JS
  - Partner change
  - Goals for second semester
  - Next PP and CS meeting
  - Conclusion

12h – Lunch
Participants:

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<td>Marijana Čular</td>
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<td>Mara Tognon</td>
<td>Regione del Veneto</td>
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<td>Filippo Maria Coure</td>
<td>Regione del Veneto</td>
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<tr>
<td>Fabrizio Panozzo</td>
<td>University Ca Foscari</td>
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<tr>
<td>Nicolai Ciannamea</td>
<td>Fondazione Pino Pascali</td>
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<td>Valnea Ivašić</td>
<td>Kvarner Region Tourist Office</td>
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<td>Valentina Bićanić</td>
<td>Primorje-Gorski Kotar County</td>
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<tr>
<td>Petra Radošević</td>
<td>Primorje-Gorski Kotar County</td>
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<td>Valerij Jurešić</td>
<td>Primorje-Gorski Kotar County</td>
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<td>Srečko Radnič</td>
<td>RERA SD</td>
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<tr>
<td>Kristina Vidović</td>
<td>Fondazione Pino Pascali</td>
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WP3: Destination promotion concept (without 3.3 and 3.4)
In the name of the Lead Partner (LP) Petra Radošević presents.

Working package is of utmost importance for the whole project because of its direct impact on realization of the output indicators:

- 12 culture and natural heritage (tangible and intangible) promoted. At least 3 heritage sites or intangible heritages per region have been named and located.

- 40 actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)
- 1 (12) Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place. This will be realized through construction of the IT platform and activation of the created content.

WP consists of four activities: ArTVision Advisory Board, IT Platform, Education of artists and students and promotion workshops. First two are responsibility of the LP, while third and fourth are responsibilities of the CHU (PP5). That is why mr. Fabrizio Panozzo will be presenting the second part.

**ArTVision Advisory Board:** Has been fully established as a neutral body by naming of the one tourism expert and one cultural expert per region (one per partner) -7 members (1 for PIR). Principal aim of AAB is to coordinate activities around the cultural heritage and art in the cross-border area. AAB manages the cultural heritage with the aim to preserve and protect it and promotes the destinations by using cultural resources. The AAB is coordinated by the Primorje-Gorski Kotar County (Benedikt Perak) and after every meeting the meetings’ minutes will be drafted, in order to be delivered to all Partners for insight. AAB meetings will be held in same time as meetings of Steering Committee.

**IT Platform:** IT platform is an essential tool on which the promotional concept is based. It has to become operative in March 2019. so that it can be used and promoted in the last period of the project. The purpose of the platform is double, because in one hand it is a model of promotion of tourist destination through the lens/prism of culture and different experiences of artists but, at the same time, it is a communication channel between the artists who offer their content and the cultural events’ organizers that have a comprehensive cross-border base of cultural content available, through the platform. The platform will be responsively designed in a manner that will be possible to apply it for use on multiple operating system and types of display (PC, tablet, mobile phone, etc.) to give an innovative character to the platform.
Until now, design of the IT platform has been approved, procurement procedure for the developer of the IT platform has been finished and the developers have been chosen. They are present on the actual AAB meeting.

Through the presentation three dimensions of the IT platform were presented: as interactive map and calendar of the promoted territories for the general users (tourists?); as Cultural Tourism Planner for tourism agents and Cultural Mobility and Development promotor for cultural agents.

**WP3: Destination promotion concept (3.3 and 3.4) + 4.1 Video Production**

Fabrizio Panozzo presents in the name of Ca’ Foscari (CFU – PP5). Discussion is led by Valerij Jurešić, with important intervention about video production by Nicolai Ciannamea (PPF) who organized video productions for the previous ArTVision project.

The original project was not specific on educational and promotional workshops, thus CFU tried to give them a more precise form, suggest ways of organizing and integrate these activities as much as possible. The one presented are proposals based on certain hypothesis to be discussed and agreed upon. The activities can be conducted in different ways and times depending on the characteristics of the partner, local regulation and budget allocated. It is important to agree on a common minimum level of quality and quantity of the deliverables.

Target group of the educational workshops (3.3) by AF are fine arts students. We all agreed to extend it to all kind of university students. It would be however ideal to form a mixed group with students from tourism management, heritage studies and video making. The class must be international: each partner will identify a group of 5 students with at least one/two from the other territory involved in the project. The language used during the workshop will depend on the participants but in any case, instructors have to able to teach in English.
Instructor(s) will have to have at least 10 years of proven video making expertise on territorial storytelling or video-art. Ideally the same instructor(s) should teach both educational workshop in each region. Instructor should be able to conduct the lessons both in the local language and in English. S/he should act as facilitator that invites other speakers and coordinates their contribution to the program. Selection and appointment will depend on national and organizational regulation.

Educational workshops should be 3-5 days long with aim of teaching how to tell a video story of less know heritage destinations in an innovative way, i.e., through the lenses of arts&culture, provide students with an understanding of the techniques and the basic rules for video-making, cinematography and editing, present a repertoire of styles used to narrate cultural heritage in the perspective of destination management, to include site visits and lectures by experts in tourism and cultural heritage, academics, artists, filmmakers, and to interact with the professional crew appointed for video production.

Main topics of the educational workshops: Acquisition of specific elements of cinematographic language; Overview of the main video shooting tools; Analysis of the rules at the base of the image, of camera movements and of editing theories and techniques; Analysis of tourism policy and dynamic related to involved territories; Elements and techniques for the enhancement of cultural heritage through video storytelling; Vision and analysis of audiovisual material related to valorization of cultural heritage and analysis of tourism related phenomena. E.g. Film tourism.

What do partners have to provide for workshops: Each partner within its own budget will incur subsistence, accommodation and eventual local travel costs; It will be a week-long workshop: students will arrive on Monday lunch time and will leave on Friday after lunch.
Timing of the workshops: By the end of 2018: instructor(s) are identified and approved; January 2019: promotion/invitations to workshops and formation of the two classes; By the end of April 2019 workshops have been realized.

One of the outputs of activity 3.3 is Webinar on the topics of workshops. The webinar will be a live online conference held by the instructor and other experts on the topic of how to innovate territorial and heritage storytelling moving away from the stereotypes of touristic video making. It will consist of one host and a panel of participants presenting live for 30-60 minutes. Viewers may interact, get information, ask questions, and discuss in real-time via chat and messaging. Most webinars have fewer than 100 attendees, and most have fewer than 50.

Activity 3.4 promotional workshops includes 4 promotional workshops in each country will have to be organized. There new IT platform will be presented to municipalities, tourism & cultural heritage policy makers, cultural entrepreneurs to illustrate its the possibilities and usefulness. They have to be organized in close connection with the output of the video production activity. Workshops should involve creative industries and the artists/creative that have participated in the production of the video. They should last between 2 and 4 hours and be tentatively programmed in Spring and Summer 2020 (or Summer and Autumn if project gets extension).

After the presentation of WP 3 discussion started on filming videos (activity 4.1) and relationship to the 3.3 activity of educational workshops. Nicolai Ciannamea said that it is very important for videos to have common intro and credits at the end. He proposed to use format of videos from previous project ArTVision. Also, since the video production in Puglia already started, he asked for standards of production to be defined as soon as possible. For the standard he proposed HD as video standard and video length from 5 to 10 minutes. In the discussion following conclusions were reached:

- It is not possible to use intro and credits (sound and graphics) from ArTVision project due to program visibility rules. Puglia Promotion Agency will include production of
new brand identity for videos (intro and credits of same length as those in ArTVision project) in tender for appointment of external service for communication services
- Videos will be at least 3 minutes long, and up to 10 minutes. No trailers / short versions will be demanded by video producers.
- HD will be technical standard for quality of video.
- YouTube will be used as channel for distribution of videos.
- All videos will include same intro and credits provided by PA
- CFU will send to all partners elements for the tender to contract the instructors for the educational workshops and organize call for selection of students and artists for the workshops.

Minimal requirements for the educational workshops are:
- Workshops must interact with video production. Level of interaction is up to local decision. It can be only on the level where attendees of workshop meet with producers of video and get acquainted with the production. An it can go up to the level in which videos are being shot by attendees of the workshops, organized by instructors.
- At least one instructor able to teach in local language and English has to be contracted for workshops per region.
- Each region must have at least five students altogether on those two workshops they organize.
- On each workshop at least one student has to be international (from Italy on workshops in Croatia and vice versa).
- CFU will produce webinar before the first workshops outside Veneto region are organized. For production of webinar coordination of partners will try to organize participation of students from all areas (participation from distance).
CFU will produce web tutorial to be used as interactive resource for workshops (examples, explanations... as stated in description of the workshops).

**Report of Artvision Advisory Board**

Benedikt Perak, member of AAB nominated by LP presented the work of AAB which took place in another room during the first part of the PP meeting. More details available in minutes of the AAB meeting. There was no discussion after the presentation.

With this presentation the 2nd Progress meeting officially ended. Later Steering committee meeting took place and then lunch.

Annexes:

1. Signature sheets
2. Updated project Evaluation plan
“Enhancing touristic development and promotion through prism of culture”

D1.2.1 Meetings’ Minutes

KAŠTELA/SPLIT, MARCH 2019

WP1- Project management and coordination of activities
A 2. Day-to-day project management, coordination and internal communication

LP- PRIMORJE-GORSKI KOTAR COUNTY
ALL PARTNERS

Final version
Confidential document
# Minutes of 4th Progress Meeting

## AGENDA

**Tuesday, 19th March 2018**

Technical/Preparatory meeting – Main room

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>11.00</td>
<td>Welcome and registration</td>
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<tr>
<td>11.15</td>
<td>Welcome speeches:</td>
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<tr>
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<td>- Split-Dalmatia County</td>
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<td>- Primorje-Gorski kotar County (LP)</td>
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<tr>
<td>11.30</td>
<td>WP1 - Project management and coordination of activities (responsible partner Primorje-Gorski Kotar County):</td>
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<tr>
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<td>- Overall progress of the project</td>
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<td>- Administrative issues</td>
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<td>- Reporting of the second semester</td>
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<td>- Project prolongation</td>
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<td>- Major budget change</td>
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<td>- Minor budget changes</td>
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<td>- Levels of spending – perspectives of third semester</td>
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<td>- Project modifications and the fourth semester</td>
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<td>13.00</td>
<td>Lunch</td>
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<td>14.30</td>
<td>WP2 - Communication activities (responsible partner Pugliapromozione Agency)</td>
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<tr>
<td></td>
<td>- Overview of communicational activities (social networks, press releases)</td>
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<td>- Leaflet</td>
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<td>- Brochure</td>
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<td>- Promotional gifts</td>
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<td>- Final conference in Rijeka</td>
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<tr>
<td>16.00</td>
<td>AAB reporting</td>
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</tbody>
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- IT platform
- Promotion of destination
- Discussion

Artvision Advisory Board Meeting – Minor room

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11.00</td>
<td>Opening</td>
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<td>- IT platform state of art</td>
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<td>- Promotion of destination</td>
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<td>13.00</td>
<td>Lunch</td>
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<tr>
<td>14.30</td>
<td>Preparation of the conference</td>
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<td>- Promotion of IT Platform among stakeholders</td>
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<td>- Sustainability and durability of IT platform</td>
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<tr>
<td>16.00</td>
<td>Reporting to project partners (in Main room)</td>
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</tbody>
</table>

Evening visit to Split and dinner for partners

Participants:

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
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</thead>
<tbody>
<tr>
<td>Petra Radošević</td>
<td>Primorje-Gorski Kotar County</td>
</tr>
<tr>
<td>Marijana Čular</td>
<td>RERA SD</td>
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<tr>
<td>Paola Badurina Tomić</td>
<td>Logoteam d.o.o.</td>
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<tr>
<td>Valnea Ivašić</td>
<td>Kvarner Region Tourist Office</td>
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<td>Kristina Vidović</td>
<td>Fondazione Pino Pascali</td>
</tr>
<tr>
<td>Valerij Jurešić</td>
<td>Subjekt j.d.o.o.</td>
</tr>
<tr>
<td>Tea Gorup</td>
<td>Subjekt j.d.o.o.</td>
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</table>
WP1: Project management and coordination of activities
(responsible partner Primorje-Gorski Kotar County):

In the name of the Lead Partner (LP) Petra Radošević opened the meeting and welcomed present partners. Representative of host institution RERA SD from Split Dalmatia County, Srećko Radnić welcomed all the participants. Five out of seven partners are present (CFU and VR are absent), hence there is decision allowing quorum.

Petra Radošević introduced the meeting agenda and began with presentation of the WP1. Overview of project management and coordination activities is crucial to ensure the proper implementation of the planned project activities, according to the adopted project plan and responsibilities of each Partner.

Some challenges of project implementation were summarized:

Slow start of the project, administrative issues, advance payment missed, fiscal problems with Veneto Region, slow reporting of partners from Puglia, and Managing Authority (MA) is slow in responding to project changes.

Partner change: RERA, development agency of Split-Dalmatia County replaced Museum of Fine Arts Split (PP2) as partner in project, but the whole process is taking longer than expected. MA approved change by note on 28th September 2018. stating that „JS Project Manager in charge for your project will contact you in the forthcoming weeks to provide you with the information on how to align the data on the partnership in the SIU system“. Still MA have not reported about the closing procedure of partner change in program. Lead partner should write another official letter to MA about this problem to determine the closing procedure of partner change.

Major budget change: According to the inputs from partners, request for major budget change and new filled forms were sent on 23th January 2019 but until today we have not received
an answer. The problem lays in implementation of public procurements which can’t start without approval of major budget change. Since only one major budget change can be done during the project, after expected authorization only changes of the budget inside the flexibility rule are allowed.

Due to the challenges above mentioned, report for the first semester was limited. Only 24% of the forecast budget was reported: 57,210,08 EUR of 215,830 EUR. It is 5,1% of the total budget. Only three out of seven partners reported (LP, PP1 and PP5). Reimbursement paid to Lead partner on 31.01.2019., transferred to partners on 20.02.2019.

Due date for the joint progress report for the second semester is on 31st March 2019. Three partners have not yet reported anything (PP3, PP4 and PP6). Altogether after 12 months of the project less than 15% of the project budget has been reported instead of 60%. All the partner has large task for the remaining period of the project.

Major task of the project administration in the fore coming period are project modifications: budget change, project change and project extension.

Major budget change: As already mentioned, partners are waiting answer of MA due to requested major budget change on 23rd January 2019. Partners can’t start procurements according to the requested changes until they are approved by MA.

Project extension: According to the program rules Standard+ projects can last maximum 21 months (18+3). Extension can be demanded by major project change procedure after ½ of the project duration, and at least 3 months before the end of project. So, the conditions have been met and Lead partner requested for three months of prolongation (until 30th September 2019.) on 23th January 2019. Up till today LP have not received answer. Informal encouragement is present.
Modifications according to project changes: By the end of this meeting in Split partners have to modify Management Plan, Evaluation plan and Dynamic plan according to the results of meeting.

Some important project issues that need to be clarified during this meeting are:

Public event: LP organizes Final conference in Rijeka and it is time to define its structure.

IT Platform and AAB: IT platform has to be integrated in the work of cultural, touristic and governing authorities in four regions. How far have we arrived in reaching this goal? Artvision Advisory Board will report the progress and present the IT platform during the afternoon of the first day.

Cross-border cultural events: They were supposed to be organized using the IT platform. Each of partners will present time, place and content of the events.

Education of artists and students: Partners will report the progress of educational workshops for artist and students.

Video making: It should be in full motion at the moment. At least three videos should have been made before the end of 2018. Videos should be available on Youtube.

Promotional materials: Reponsible partner for production of promotional materials (PP4) will report on activity in second presentation after lunch break of the first day.

Promotion of the IT platform: The schedule and content of following Promotional workshops for cultural stakeholder, as well as, Promotional workshops for event organizers have to be defined. Also, other topic have to be specified, as: public spaces where IT platform will be promoted promoted, list of connected websites and digital media promotion.

Sustainability: AAB will give their sustainability proposals which should be included in Final conference schedule.
Report on intermediate results to JS: Partners need to report on results that have been announced to reach JS by the end of 2018.

Target groups: The way of reporting target groups described in application form has to be defined. Also, the question for JS is: how to resolve the possible issue with obligatory General Data Protection Regulation (GDPR).

Some of the questions will be resolved during the Steering committee meeting.

The summarized conclusions are:

- Procedure for the replacement of the MFA partner is still ongoing. New partner RERA is present on the meeting. Lead partner should write another official letter to MA about this problem to determine the closing procedure of partner change.
- Due date for the Report for the second semester is March 31st 2019. Three partners have not yet reported anything (PP3, PP4 and PP6). Altogether after 12 months of the project less than 15% of the project budget has been reported instead of 60%. All the partners have large task for the remaining period of the project.
- LP requested major budget change on 23rd January 2019 and still there is no answer from MA. Partners cannot start procurements according to the requested changes until they are approved by MA.
- LP also requested for three months of prolongation (until 30th September 2019.) on 23th January 2019. Up till today LP have not received answer.
- Present partners discussed proposal for another additional meeting which would be organized in Bari in first weeks of July (if the project extension is approved). This motion will be discussed during the Steering committee meeting scheduled for the afternoon session on 20th March 2019.
- By the end of this meeting in Split partners have to modify Management Plan, Evaluation plan and Dynamic plan according to the results of meeting.
WP2: Communication activities

Kristina Vidović is presenting the presentation created by Matteo Latorre (not present) in the name of the Puglia Promotion Agency (PA).

Objectives of the WP 2 are: to give visibility to the project activities distributing promotional materials to interested groups, to effectively disseminate the project results and outputs to the target groups and to ensure the transferability and sustainability of the project results after the formal end of the project.

Start-up activities include Communication plan, promotional materials and social media activation. Communication plan was shared among all partners on July 2018. Text for leaflets has been drafted in all 3 languages and shared among all partners on August 2018. Partners’ feedbacks have been collected in September 2018. Quantities of **promotional materials** were defined in Rijeka (D.2.1.1 Brochure – 300 copies per partner; D.2.1.2 Leaflet – 300 copies per partner; D.2.1.3 USB, hat, pen, T-shirt, etc. (shopping bags) – 150 pieces per partner (June 2018). Updated Communication plan with logo of new partner was made in October 2018 when new partner was approved.

PA opened tender for appointment of external service for communication services in January 2019. Five companies were called to place their offers, but no one applied. Due to no summited proposals, public tender had to be repeated. New tender was opened in the beginning of March and is still on going. The whole process last at least another few weeks due to Italian legislation.

New expected date for realization of promotional materials (leaflets and promotional shopping bags) is end of April 2019.

Partners discussed look of the brochure which should be educational in view of IT platform, also representing the partners, project results and promoted heritage sites. Whole brochure will have
around 30 pages. Agency Pugliapromozione (PP4) should propose the structure of the content of the brochure and deliver it to each partner as soon as possible. Each partner should start collecting required information and photographs for their segment in the brochure.

For the social media channels responsible partner is PP2 – RERA – Development agency of Split-Dalmatia County. Due to partner change this activity was slower. Facebook page was activated in June 2018, Vademecum for Communication on Facebook was drafted and shared among all partners in July 2018, all by PA. In March 2019 Facebook page had 240 likes. Point that needs to be emphasised is that each partner is responsible to post and share any news on project Facebook profile.

Under the presentation of activity 2.2. Public events discussion on **Final conference in Rijeka** was opened. That event should be the “high level event” (one is required by each of the Standard+ projects) inviting the program authorities. At that time videos will be available, IT platform functional, cross-border cultural events will already have taken place, and AAB will have developed suggestions for the project continuation and sustainability.

Final conference will be organised in Rijeka in the Marble Hall of Governor’s Palace. Dates of the conference were discussed due to requested project extension. If the project will not be prolonged the Final conference will be organised in the end of June, and if the prolongation of the project will be accepted the dates will be 17th and 18th of September 2019. The outline of the schedule is proposed:

- Exhibition should be prepared during the day before the opening day of the conference (16th September 2019.)
- First day of the Conference should be public day (for example projections of the movies made during the project, cross border artists performances and cultural events)
- Second day of the conference should focus on invited participants as important stakeholders and future users of the platform. (e.g. presentations, round tables or discussions on sustainable cultural tourism)

- Different target groups will be invited (general public, cultural and natural heritage management bodies, local, regional and national public authorities, NGOs, artists, young artists and academy students, educators, small and medium enterprises and etc.) according to the target groups from the AF

LP should make proposal of topics and structure of Final conference and deliver it to all partners.

Regarding Activity 2.3 - Public releases and press conferences:

- three press releases are supposed to be generated per partner during the project. Until now, only three were made (Kick-off meeting by PP4 in April 2018, 2nd SC meeting by LP in June 2018 and Press releases by PP6 in August 2018).

- organization of press conferences looks much better, since three press conferences are to be delivered in total, and there were three already made: Kick-off meeting in April 2018, 2nd SC Meeting in June 2018 and within the 75th Venice International Film Festival in August 2018.

However, all the relevant and supporting documents on press releases and press conference should be uploaded on Cloud. PP6 has to update the photos on Cloud. PP2 and PP6 have to upload screenshots of a short description published on institutional websites on Cloud.

Partners were also informed about minimum required activities/deliverables by program, information & publicity requirements, project communication toolkit available on the program website, program check list of publicity requirements and of GDPR & copywriting issues that could be problem.
The summarized conclusions are:

- Expected date for realization of promotional materials (leaflets and promotional bags) is end of April 2019 (PA responsible).
- Agency Pugliapromozione (PP4) should make suggestions concerning the content of the brochure and deliver it to each partner as soon as possible. Each partner should start collecting required information and high-quality photographs for their segment in the brochure.
- Communication activities are slow, PP’s should pay more attention to Facebook page promotion (coordination by PIR) and production of press releases. In March 2019 Facebook page had 240 likes.
- LP has contracted external help for promotion on digital platforms,
- PP’s should take care to upload all the relevant and supporting documents on the Cloud.
- Final conference in Rijeka will take place either in the end of June or in the second part of September 2019 (depends on possible project extension). Conference draft had been discussed. LP should make proposal of topics and structure of Final conference and deliver it to all partners for comments.

Report of Artvision Advisory Board
Artvision Advisory Board Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>Edi Budimilić</td>
<td>Exevio d.o.o.</td>
</tr>
<tr>
<td>Tea Perinčić</td>
<td>Kvarner Region Tourist Office</td>
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<td>Benedikt Perak</td>
<td>Primorje Gorski Kotar County</td>
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<td>Srečko Radnič</td>
<td>RERA SD</td>
</tr>
<tr>
<td>Christiano Caliandro</td>
<td>Fondazione Pino Pascali</td>
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Benedikt Perak, member of AAB nominated by LP presented the work of AAB which took place in another room during the first part of the PP meeting. More details available in minutes of the AAB meeting.

One of the main AAB task was advising and monitoring the development of the ARTVISION+ IT platform. ARTVISION+ IT platform is an essential tool on which the promotional concept is based. There is double purpose of the platform, because in one hand it is a model of promotion of tourist destinations through the lens/prism of culture and different experiences of artists by promoting their videos, at the same time, it is a communication channel between the artists who offer their content and the cultural events’ organizers that are reaching by means of platform a comprehensive cross-border base of cultural content.

The LP is in charge of the IT platform development.

Benedikt Perak (AAB coordinator) and Edi Budimilić (developer from Exevio d.o.o.) presented the ARTVISION+ IT platform. The platform is designed in a manner that it will be possible to apply it for use on multiple operating systems and types of display (PC, tablet, mobile phone, etc.). Through the presentation three dimensions of the IT platform were presented: as interactive map and calendar of the promoted territories for the general users, as Cultural Tourism Planner for tourism agents and Cultural Mobility and Development promotor for cultural agents.

Partners have seen the front-end of ARTVISION+ IT platform which is almost finished. Still there is much work because all relevant information and data for each region have to be implemented in the IT platform.

Long and thorough discussion brought more ideas and immediate action to improve operations and visual identity of IT platform. Some of proposals that will be implemented are:
- to include video bar with videos produced during the project, so the future users can be informed about the impacts and results of ArTVision+ project; videos should be selected according to the geolocation of the map on the screen

- mutual rating system of stakeholders and artists will be added

- IT platform has to create possibility of exchanging the units of content (performance, exhibition, concert, lecture, projection...). Hence, individual cultural content has to be offered and possible to choose. This will make the exchange of content more visible and easier. At the moment this is not possible.

Visibility rules of the program must be applied to the platform

Afterwards the sustainability and possible ways of financing the ARTVISION+ IT platform in the future were discussed. As written in application form, further maintenance and use will be entrusted to the Primorje-Gorski Kotar County.

After the discussion partners visited the city center of Split and went for a dinner.
AGENDA

Wednesday, 20th March 2018

Technical/Preparatory meeting + SC Meeting – Main room

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9.00</td>
<td>Welcome coffee and registration</td>
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<tr>
<td>9.15</td>
<td>Summary of the previous day (LP)</td>
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<tr>
<td>9.45</td>
<td>WP3: Destination promotion concept</td>
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<td></td>
<td>Activities 3.1. and 3.2.(responsible partner Primorje-Gorski Kotar County)</td>
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<tr>
<td></td>
<td>- ArtsVision Advisory Board – results and expectations</td>
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<td>- IT Platform – state of art and demonstration of functionalities</td>
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<td>11.00</td>
<td>Coffee break</td>
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<tr>
<td>11.15</td>
<td>WP3: Destination promotion concept</td>
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<tr>
<td></td>
<td>Activities 3.3. and 3.4.(responsible partner University Ca Foscari)</td>
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<tr>
<td></td>
<td>- Education of artists and students (webinar, web tutorial, educational workshops)</td>
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<td></td>
<td>- Promotional workshops, promotion via electronic media</td>
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<tr>
<td>12.00</td>
<td>WP4: Promotion of tourism destinations (responsible partner Kvarner Region Tourism Office)</td>
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<td>- Video production</td>
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<td>- Cross-border cultural events</td>
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<td>- Cooperation agreement(s)</td>
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<td>- Installations in public areas</td>
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<td>- Connecting to the other websites</td>
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<td>- Promotional workshops directed to organisers of tourist attractions</td>
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<td>13.00</td>
<td>Lunch</td>
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<td>14.30</td>
<td>STEERING COMMITTEE MEETING</td>
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<td>- State of the project</td>
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<td>- Questions for JS</td>
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<td>- Goals for third and fourth semester</td>
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<td>- Final conference</td>
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Participants:

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>Petra Radošević</td>
<td>Primorje-Gorski Kotar County</td>
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<tr>
<td>Marijana Čular</td>
<td>RERA SD</td>
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<tr>
<td>Srećko Radnić</td>
<td>RERA SD</td>
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<tr>
<td>Tea Perinčić</td>
<td>Kvarner Region Tourist Office</td>
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<tr>
<td>Christian Caliandro</td>
<td>Fondazione Pino Pascali</td>
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<tr>
<td>Rocco Malatesta</td>
<td>Puglia Promozione</td>
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<td>Paola Badurina Tomić</td>
<td>Logoteam d.o.o.</td>
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<tr>
<td>Valnea Ivašić</td>
<td>Kvarner Region Tourist Office</td>
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<td>Kristina Vidović</td>
<td>Fondazione Pino Pascali</td>
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<tr>
<td>Mihaela Tomašević</td>
<td>RERA SD</td>
</tr>
<tr>
<td>Valerij Jurešić</td>
<td>Subjekt j.d.o.o.</td>
</tr>
<tr>
<td>Tea Gorup</td>
<td>Subjekt j.d.o.o.</td>
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<tr>
<td>Benedikt Perak</td>
<td>Primorje-Gorski Kotar County/ University of Rijeka</td>
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<tr>
<td>Edi Budimilić</td>
<td>Exevio d.o.o.</td>
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Summary of the previous day (LP)

After welcome coffee a registration of the participates, in the name of the Lead Partner (LP) Petra Radošević summarized the decision of previous day.
WP3: Destination promotion concept (Activities 3.1. and 3.2.)
In the name of the Lead Partner (LP) Petra Radošević presents Destination promotion concept (WP3, Activities 3.1. and 3.2.)

Working package 3 is of utmost importance for the whole project because of its direct impact on realization of the output indicators.

- 12 culture and natural heritage (tangible and intangible) are promoted.
- 40 actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)
- 1 (12) Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place. This will be realized through the IT platform and activation of the created content.

WP 3 consists of four activities, from which the first two - ArTVision Advisory Board and IT Platform - are responsibility of the LP.

**Activity 3.1. - ArTVision Advisory Board**, neutral body that is coordinated by the member nominated by Primorje-Gorski Kotar County (Benedikt Perak) will draft meetings’ minutes after every meeting, in order to be delivered to all Partners for insight.

**Activity 3.2 – IT platform** - Benedikt Perak continued the presentation of the IT platform from previous day.

Another discussion was opened concerning some issues with IT platform. Useful examples were discussed in order to improve functionality of the on-line communication between the artists who offer their content and the cultural events’ organizers through the platform. As mentioned in meetings’ minutes from previous day, the due dates were agreed among the partners. It has...
to become operative in April 2019, so that it can be used and promoted in the last period of the project.

The summarized conclusions are:

- All suggested improvements, such as visibility rules, video bar, rating system and content portfolios will be implemented in ARTVISION+ IT platform
- ARTVISION+ IT platform will be finished and presented to stakeholders and users on 24th of April 2019 (not as foreseen in end of March 2019).
- Partners have to collect all the relevant data for database and deliver it via e-mail to edi@exevio.com until 5th of April
- ALFA/demo version with the API instructions will be delivered to all partners until 8th of April
- Short video tutorial (1-2 minutes long) will be made, so future users and stakeholder could use it easily.

WP3: Destination promotion concept (3.3 and 3.4)

WP 3 consists of four activities, from which Education of artists and students (3.3.) and promotion of concept through the workshops and promotional materials (3.4.) are responsibility of CFU.

Fabrizio Panozzo could not be present at the meeting, but he sent the video presentation in the name of Ca’ Foscari (CFU – PP5).

After the last meeting in Venice in November, PP5 started to prepare the tender, and the contract with identified video storyteller professionals was signed in January. **Video production** started in February. The video professional and their crew started to search for suggested heritage sites, but also, they suggested new ones, and they agreed to film in 9 locations/heritage sites in Veneto Region (Province of Padua and Province of Rovigo). All of locations have been visited and scripted during last four weeks. PP5 contacted all the important stakeholders and destination...
management authorities, municipalities of Padua and Rovigo and also with people in charge for maintaining those sites which are going to be filmed. They constructed network and spread the message of Artvision+ project. First shooting was done on 16th of March. There is a tight schedule of shooting and expected date of delivery is end of May/early June.

PP5 completed the selection of students for educational workshops. PP5 designed the public call according to local legislation. Last day for applying was Wednesday 13th of March and the selection of the students is completed on 19th of March. They received 4 applications from Croatia (thanks to Croatian partners in project) and 27 applications from Italy, from which 2 Croatian students and 8 Italian students will participate in. Overall the 10 students will participate in educational workshops. Two workshops will be organized in Padua and Rovigo. The first masterclass will begin on Monday 25th of March, in which 5 students will participate (4 Italian, 1 Croatian). The second masterclass will begin on 1st of April 2019 in Rovigo, in which 5 students will participate (4 Italian, 1 Croatian). The classes will last whole week. Two tutors will be teachers and professors of video storytelling, but also tourism and cultural heritage management experts. Local film makers, artist and designers are going to be engaged in the workshops. Monday and Tuesday are more theoretical parts in classroom. Students will also participate in shooting videos with professionals outside of classroom, in the city of Padua and Rovigo. They will operate as they are professional crew. They will visit Theatre of Rovigo or walls of Padua. They will learn about film editing, music selection and all the technicalities.

Promotional workshops (2) will be organized to promote the message of Artvision+. One of them is planned for the 1st of April, just before the beginning of the masterclass in Rovigo. The significant number of stakeholders (40) is invited, starting with Vice president for Culture of Veneto Region, director of local theater, director of video storytelling process, and directors from heritage sites... The theme will be Artvision+ project in general. Fabrizio Panozzo will have presentation about the project, integration of the policies from tourism and culture of Veneto Region.
The second promotional workshop is planned for the end of the process, meaning when the videos will be ready (first or second week of June). The aim is to promote video production and the results of the project.

In between two promotional workshops both Ca’ Foscari and partner Veneto Region want to organize events with aim to promote the results, platform and philosophy of Artvision+ project to the wider public. It is going to be very dense schedule.

One of the outputs of activity 3.3 is Webinar. PP5 already did the shooting for webinar, and currently the webinar is being edited. It will be ready soon and uploaded on You tube and Vimeo. Webinar is 28 minutes long video about introduction to video storytelling for touristic purposes. It will discuss the Artvision+ projects goals and technicalities of video storytelling of less known touristic and cultural heritage sites. Fabrizio Panozzo is one of webinar tutors and it is designed to be easily understood for wider audience and students that could not participate.

The question about web tutorials needs to be discussed because it is part of application form. And Ca’Foscari is worried about the difference between the web tutorial and webinar. Hence, they are asking for advice.

Fabrizio Panozzo announces that they are in desperate need for promotional material (WP2) and intro to videos (introduction part with logo and ending part with list of participants and logos) that should be done by AP.

Discussion is led by Valerij Jurešić. In Ca’ Foscari workshops there is no part with IT platform which could be the problem.

Main topics of the educational workshops: Acquisition of specific elements of cinematographic language; Overview of the main video shooting tools; Analysis of the rules at the base of the image, of camera movements and of editing theories and techniques; Analysis of tourism policy and dynamic related to involved territories; Elements and techniques for the enhancement of
cultural heritage through video storytelling; Vision and analysis of audiovisual material related to valorization of cultural heritage and analysis of tourism related phenomena. E.g. Film tourism.

Agreed minimal requirements for the educational workshops are:

- Workshops must interact with video production. Level of interaction is up to local decision. It can be only on the level where attendees of workshop meet with producers of video and get acquainted with the production. An it can go up to the level in which videos are being shot by attendees of the workshops, organized by instructors.
- At least one instructor able to teach in local language and English has to be contracted for workshops per region.
- Each region must have at least five students altogether on those two workshops they organize.
- On each workshop at least one student has to be international (from Italy on workshops in Croatia and vice versa).
- CFU will produce webinar before the first workshops outside Veneto region are organized (webinar is almost finished, CFU is waiting for video intro from AP)

Other partners announced their educational workshops (3.3.) as following:

- LP had made the selection of students and the 5 students were chosen. One student is going to Puglia educational workshops. Educational workshops organized in Rijeka will be held from 10th until the 18th of April. Two workshops will be held in these 9 days, one will last 5 days and another 4 days and the same group of students will participate in both workshops. During 9 days two films will be produced.
- AP partner received 11 applications and they will choose 10 participants.
- RERA SD will organize two educational workshops in duration of 6 days (each workshop last 3 days). Currently they announced tender for workshop organization.
The dates of workshops are from 13th till 18th of May. All the students will participate in film production.

The promotion under Activity 3.4 will be carried out by organizing the 4 promotional workshops, 2 in each country (2 RH – responsible partners RERA and TZ Kvarnera, 2 ITA – responsible partners Regional Tourism agency Puglia and Veneto Region).

There new IT platform will be presented to municipalities, tourism & cultural heritage policy makers, cultural entrepreneurs to illustrate its the possibilities and usefulness. Thus, two types of **promotional workshops** will be organized, one for cultural stakeholders (Activity 3.4) and other for tourism stakeholders (Activity 4.5). Workshops have to be organized in close connection with the output of the video production activity. Creative industries and the artists/creative that have participated in the production of the video should be involved in workshops. The promotional workshop for cultural stakeholders should gather all the important stakeholders that could be using the IT platform. The second promotional workshop should gather the tourism stakeholders which will use and promote the IT platform to other users.

Veneto Region will organize their promotional workshops during the Padua film festival in the end of June.

Also, all the partners agreed that it would be better that all the promotional workshops have one presentation in common. LP should make a sample of ppt or Prezi presentation and deliver it to all the partners. Also, the IT platform developer should make one presentation about the technical part of Artvision+ IT platform.

The summarized conclusions are:

- In all four regions calls for students to participate in the educational workshops has been successfully published
- All the educational workshops will be realized by the end of May 2019.
- PPF will send one student to Rijeka and one to Split. PIR will send one student to Puglia, and PGC also.
- Travelling and accommodation costs for the international student will be covered by partner from region of the student.
- Promotional workshops from activity 3.4 are combined with workshops from 4.5
- LP has obligation to prepare presentation of the project and IT platform that will be used on all the workshops

WP4: Promotion of tourism destinations

Valnea Ivašić was presenting in the name of the Kvarner Region Tourism Office (KTO), partner responsible for WP4.

The main objective of the working package is to motivate tourists to visit a new destination. Hence, this WP is dedicated to different promotional tools with the same goal. Included cross-border area is to be promoted as a unique tourism product through a systematic and comprehensive promotional campaign. All the included destinations will become recognizable through a quality promotion concept.

Five activities that are included in the work package: videos, CB events, videos placed on locations, promotion though websites and promotion trough workshops.

**Activity 4.1. - Video production of 36 videos (18 in each country):**

LP announces that in Primorje- Gorski Kotar Region video production of videos is in progress.
Agency Pugliapromozione has published public tender for the production and design of video intro and ending. The tender closes in few days. They expect that the video intro and ending could be finished and delivered to partners until the end of May.

RERA SD also published public tender. Their deadline for finishing the video production is 10th of June. They will produce 11 videos (10 short ones and one documentary).

Fondazione Pino Pascali already finished 4 videos (videos are recorded but not edited). Filming should start in January but it was delayed because of bad weather conditions. Nine videos will be produced in total.

The important note is that all the videos must have subtitles in English. Valerij Jurešić proposed that subtitles should also be made for Italian and Croatian language. Subtitles are important part of making video available to the general public and people with disabilities (output 3.103. Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place). Partners disagreed, titles in Croatian and Italian language remained optional.

If the project extension will be approved, partner agreed that a competition during Venice Film Festival (Mostra) could be organized. Local project teams will make preselection of the films that will be shown during the Film Festival in Venice. Ideally there will be four different categories competition organized. Further possibilities and conditions should be explored. PPF should propose the format of the competition.

**Activity 4.2 - Cross-border cultural events organized within the IT platform (2 in each country):**
The aim is to demonstrate the functionality, simplicity of use and benefits of the IT platform in that way, but also to promote the use of cultural contents in order to develop the tourism product. CB events do not have to be interlinked by theme, they are already connected by using the IT platform. Each partner can define on its own what to do for CB event. It does not have to
be new event, it can be additional CB content to the existing event (while taking care of the program and project visibility rules).

Kvarner Region Tourism Office proposal for the cross-border cultural event in the Kvarner Region is to connect the event with the existing manifestation Ljetne priredbe u Krku (Summer events in Krk). That will be possible only if the project will be extended because the event will be organised in July and August. The event has tradition more than 60 years old. The event program hosts different Croatian and foreign artists– concerts, theatre plays, etc.

RERA SD has announced their cross-border event in Kaštela in last week of April (26th and 27th of April). They will host Italian artist to whom they connected through IT platform.

Veneto Region will organize their cross-border event during the Padua film festival in the end of June. During the film festival, the promotional workshops will be organized. Veneto Region had some important questions regarding cross border events which were discussed.

Following proposals are: event has to be public without entrance fee, it is important that during the cross border cultural event guest artist is present (Guest artist can’t just send their works), guest artist has to be from the program area, all the expenses must be covered by the host organization, and the duration of the event should be at least two hours.

**Activity 4.3 - Promotion of the destination (recorded video - materials on info displays on 10 locations in each country)**: videos should be present on five public sights in each region. Those could be displays in tourist information centers, museums, railway or bus stations, airports... Responsible partners should prepare for this activity, so it can be performed by the end of the project, when videos are ready (end of May, beginning of June). Each partner should make a list of possible locations.
Kvarner Region Tourism Office will make the proposal of Cooperation Agreements and deliver it to other partners. Cooperation Agreements is an agreement that will be signed with the infrastructure owners.

Region Veneto has to find possible locations for promotion of ArTVision videos and IT platform.

The problem that Puglia Region encounters is absence of interactive public screens. After this meeting they should try to find at least some interactive screens, for example in public institutions.

**Activity 4.4 - Connecting to the different websites (the IT platform will be connected with 50 websites):** IT platform should be present/connected on 12-13 websites in each region. Those could be inserted frames with IT platform map, part of the calendar of events, or elaborated link to the platform. Websites could be of tourist information centers, agencies, hotels, museums, railway or bus stations, airports... Responsible partners should prepare for this activity, so it can be performed by the end of the project, when platform is ready (planned period of realization is May 2019).

**Activity 4.5 - Promotion directed to organizers of tourist attractions (4 workshops in each country):** by the end of the project there should be two workshops in each project region for the promotion of the IT platform among the organizers of cultural tourism events like tourism offices, tourism agencies, cultural centers, local authorities... Responsible partners should prepare for this activity, so it can be performed by the end of the project, when platform is ready.

The summarized conclusions are:

- Most of video production is in progress (Primorje-Gorski Kotar County, Fondazione Pino Pascali and Ca Foscari University are in production, RERA SD is in the middle of public tender process).
- Agency Pugliapromozione is responsible for the video intro and outro. It could be finished and delivered to partners until the end of May.

- all the videos must have subtitles in English. Subtitles in Italian and Croatian are optional.

- If the project extension will be approved, partner agreed that a projection of the videos and competition during Venice Film Festival (Mostra) could be organized. Local project teams will make preselection of the films that will be shown during the Film Festival. PPF should propose the format of the competition.

- Following proposals for organizing cross border events are:
  - event has to be public without entrance fee
  - guest artist must be present at event (Guest artist cannot just send their works)
  - guest artist must be from the program area
  - all the expenses must be covered by the host organization
  - the duration of the event should be at least two hours

- Each partner should contribute to the list of possible 10 locations per country for the promotion of the destination (IT platform with videos) on public interactive screens

- Kvarner Region Tourism Office will make the proposal of Cooperation Agreements and deliver it to other partners. Cooperation Agreements is an agreement that has be signed with the infrastructure (public interactive screen) owners.

- Responsible partners should prepare for list of websites where IT platform frames could be implemented (planned period of realization is May 2019).

Annexes:

1. Signature sheets

2. Updated project Evaluation plan
“Enhancing touristic development and promotion through prism of culture”

D1.2.1 Meetings´ Minutes

POLIGNANO A MARE, 16TH JULY 2019
WP1- Project management and coordination of activities
A 2. Day-to-day project management, coordination and internal communication

LP- PRIMORJE-GORSKI KOTAR COUNTY

ALL PARTNERS

Final version
Confidential document
AGENDA

Tuesday, 16th July 2019

Museo Pino Pascali, Polignano a Mare

Technical/Preparatory meeting – Main room

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9.00</td>
<td>Welcome and registration</td>
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<td>9.30</td>
<td>Welcome speeches:</td>
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<td>- Museo Pino Pascali</td>
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<td>- Primorje-Gorski kotar County (LP)</td>
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<tr>
<td>10.00</td>
<td><strong>WP1 - Project management and coordination of activities (responsible partner Primorje-Gorski Kotar County):</strong></td>
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<tr>
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<td>- Overall progress of the project</td>
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<td>- Administrative issues</td>
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<td>- Reporting of the third semester</td>
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<td>- Major project changes</td>
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<td>- Levels of spending – perspectives of third semester</td>
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<td>- Final minor budget changes</td>
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<td>- Final reports</td>
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<td>- Main open issues in other WPs to be resolved</td>
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<tr>
<td>10.45</td>
<td><strong>WP2 - Communication activities (Pugliapromozione Agency)</strong></td>
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<td>- Overview of communicational activities (social networks, press releases)</td>
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<td>- Leaflet</td>
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<td>- Brochure</td>
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<td>- Promotional gifts</td>
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<td>- Final conference in Rijeka</td>
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<td>11.30</td>
<td>Coffee break</td>
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<td>12.00</td>
<td><strong>WP3: Destination promotion concept - 3.1./3.2. (Primorje-Gorski Kotar County)</strong></td>
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<td>- Artvision Advisory Board – results and expectations (report of AAB)</td>
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<td>- IT Platform – state of art and demonstration of functionalities</td>
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<td>Time</td>
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<td><strong>WP3: Destination promotion concept - 3.3./3.4. (University Ca Foscari)</strong></td>
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<td>14.30</td>
<td><strong>WP4: Promotion of tourism destinations (Kvarner Region Tourism Office)</strong></td>
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<td>15.30</td>
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<tr>
<td>16.00</td>
<td><strong>STEERING COMMITTEE MEETING</strong></td>
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Artvision Advisory Board Meeting – Minor room

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<tr>
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<th>Session Title</th>
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<tr>
<td>10.00</td>
<td>- ArTVision + IT platform- state of the art</td>
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<td>- data structures</td>
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<td>- ArTVision + platform sustainability</td>
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<td>- ArTVision + promotion</td>
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<tr>
<td>12.00</td>
<td>Reporting to project partners (in Main room)</td>
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</tbody>
</table>
Participants:

1. **LP: Primorje-Gorski kotar County (Croatia)**
   - Irena Grdinić
   - Benedikt Perak (AAB)

2. **PP1: Kvarner region tourism board**
   - Valnea Ivašić
   - Renata Vincek

3. **PP2: RERA SD**
   - Marijana Čular
   - Mihaela Tomašević
   - Srećko Radnić (AAB)

4. **PP3: Pino Pascali Foundation**
   - Rosalba Brana
   - Susana Torres
   - Maurizia Giglio
   - Kristina Vidović
   - Nicolai Ciannamea
   - Christian Caliandro (AAB)

5. **PP4: Pugliapromozione Agency**
   - Carmela Antonino
   - Anamaria Lo Sacco
   - Rocky Malatesta (AAB)

6. **PP5: Ca’Focari University of Venice**
   - Serena Favaro

7. **PP6: Veneto Region**
   - Mara Tognon
   - Maria Teresa de Gregorio
   - Laura Trombetta

8. **Subjekt d.o.o**
Minutes of 5th Progress Meeting

The representatives of LP and PP1 (KVARNER) were late because of delayed flight, and they joined the meeting around noon. Therefore, Rosalba Brana, in the name of the host institution Pino Pascali Foundation, opened the meeting and welcomed present partners. All seven partners are present hence there is decision allowing quorum.

Valerij Jurešić from Subjekt d.o.o (in the name of the Lead Partner) opened the meeting and introduced the agenda. Since representatives of the LP and PP1 were missing in the first session, the meeting started with presentations of WP3.

WP3: Destination promotion concept (Activities 3.3. and 3.4.)

PP6 – Veneto Region presented WP3- action 3.4. The promotion of the concept through the workshops and promotional activities it state-of-the-art and results. They closed all the planned activities. Five local promotional workshops have been held from April to June (1st April Rovigo, 5th May-Rovigo, 16th May – Venezia, 11th June – Cittadella and 18th June- Padova) (more details about each workshop in ppt. 03B-RdV_WP3_rev03). In the promotional workshops there were more than 210 participants (target groups: General public; Local, regional public authorities; Cultural and natural heritage management bodies; Regional and local development agencies, enterprises; Education and training organizations). As well, more than 10 press releases were produced. The main goal to connect main actors from tourism and cultural sector was achieved. Each event had the performance part closing the workshops. The feedback of all the workshops was very positive.

PP5 – Ca’ Foscari University, as responsible for activity 3.3. Education of artists and students presented its state of the art and results (more in ppt. 03a – ArTVision_PP5_Poglinano WP3_3). Two masterclasses were organized in Padua (from 25th to 29th March 2019) and Rovigo (from 1st to 5th April 2019). Each
workshop was divided as indoor lectures and outdoor activities, and on each 5 students (both Italian and Croatian) were participating. They received good feedback from students.

**WP4: Promotion of tourism destinations**

**PP6 – Veneto Region** presented WP4- Action 4.2. Cross-border cultural events and Action 4.5 Promotion directed to organizers of tourist attractions, its state-of-the-art and results. They closed all the planned activities, since the decision to prolong the project came in late. (More about the project activities in this WP in 04c -RdV_WP4_rev03).

On the 11th of June the press conference was organized in Padova during the Euganea Film Festival. The crossborder event “Mens and Boars” was organized in Monselice on 30th of June. The performers were from Puglia (Italy) and Croatia, and more than the 300 participants was present.

As results of the Action 4.5 Promotion directed to organizers of tourist attractions two workshops were organized in Monselice on 25th and 30th of June 2019.

One extra activity was held on the 25th of June, as well, in Monselice. It was the Video competition in order to select the best movies in two Italian regions (Puglia and Veneto). International jury (two Italian and one Slovenian member) chose between 3 videos from Puglia and 3 videos from Veneto (chosen by audience) and selected the two best movies (one from each region). The best one from Puglia is “Dopo barba” and from Veneto is “Loggia e Odeo”.

The Croatian movies that will represent the Primorje Gorski Kotar and Split Dalmatia County will be selected at the ceremony in Split on 29th of July. The two best movies form the project area will be selected through organized voting through combined jury of social media and nominated critics.

As decided on the last 4th Process meeting in Kaštela, the Final video event will take place in Venice at the 76th Venice Film Festival on the 3rd and 4th of September (more in presentation 04b -RdV Mostra cinema_rev01). On the event that will be held on 3rd September at 11 o’clock in Excelsior hotel (Lido, Venice) the winner movie will be awarded from four movies (each representing one of four project areas). As well there will be thematic prizes for other videos. On the 4th of September the presentation and
projection of all the ArTVision+ movies will be held in Pino Pascali Foundation premises, in Palazzo Cavanis in Venice (organised by Pino Pascali Foundation).

Proposal from Veneto Region: the best movie should be selected by the ArTVision Advisory Board (AAB), as independent body acquittanted with the project activities and composed by experts/representatives from cultural and tourism sectors. For the Thematic prizes that will be awarded Veneto Region suggests that project partners gather an internal committee composed by 2 members from each partner area.

Srećko Radnić from RERA (PP2) disagrees with the proposal that AAB should select the winner movie.

Renata Vincek proposal – to make the criteria for produced videos, so the jury has main points to lean on. Jury should be independent, and international. Suggestion is to delegate professionals the film industry to make the decision about winner.

Veneto Region has enough budget to organise event, but each partner should put aside some money to finance travel and accommodation expenses for the director of the movie representing one of project areas.

PPS – Ca’ Foscari University presented the results of the activity 4.1 Video production. Through the public call the team who filmed the nine videos starting from January. The production followed the masterclass as already mentioned (activity 3.3). (more in ppt. 04a – ArTVision_PP5_Poglinano_WP4_1).

LP made 9 videos, RERA 10, Veneto region 9 and Pino Pascali another 10.

Note! All the videos must be uploaded on Youtube ArTVision+ channel. Some are now available on the Vimeo channel.

The present partners watched the two selected Italian (Dopo barba + Lodge and Odeo Cornaro) and two randomly chosen Croatian videos (Tramuntana (PGC) and Miljenko i Dobrila (RERA)).
WP3: Destination promotion concept (Activities 3.1. and 3.2.)

Valerij Jurešić, in the name of Lead Partner (PGC), presented WP3, its main activities and state-of-the-art (more in ppt. 03 -WP3- Destination Promotion Concept – Polignano – PGC).

ArTVision Advisory Board was formed as part of action 3.1. It seven members, and today three of them are present so they don’t have a quorum (still Benedikt Perak, president of AAB is on his way from airport). Their main role in this phase of the project is to give final suggestions referring durability, transferability and sustainability of the results of the project (produced videos, IT platform).

IT platform (A 3.2.) is available on-line and it is active now, all the partners were using it. Valerij asked present members of AAB to share their opinions, experiences and suggestions. Benedikt Perak (president of AAB) and Irena Grdinić (PGC) and Kvarner tourism board joined the meeting. The partners discussed about the improvement and the future of the platform (who will take care about the platform after the project finishes, in what way, what are the obligations of the partners). In the discussion, Christian and Rocky suggested some technical improvements, as following:

- More visible **field with the mission and vision** of the ArTVision+ project (currently exists on the bottom of the website). New field should be applied as part of the links on the upper right side of page.
- **Videos** are in the 4th position, currently at the bottom at the page and they should be more visible at the 1st position or as the vertical column on the right side (this column) / Valerij Jurešić answers that this vertical column is difficult to apply to the mobile version (the same was already discussed in Kaštelu).
- **Represent the map** that is currently not visible at the front page of the website, suggested is to apply one. Important is to see the purpose of the webpage as soon as you arrive on the site (nothing implies the guest will find the map with the location of the events/landmarks/routes).
- **Length of the tutorial** – current one is too long (18 minutes). Suggestion is to make one tutorial for customers and another for general public, also to make the short version to promote the platform via social networks (1min 30 sec long).
- **Proposition to make the short versions of videos (when possible)** – Partners implied that this action is impossible, since the videos are already short.

- **Integrate the platform in the other partners platforms** - in what way? AAB should discuss and give guidelines how to do that

Veneto Region questions for LP— first was about the tutorial that must be updated. Second one is about the filtering the entered data. Currently there is no filter to check the information on the platform. Big questions are: who checks the content and filters the data? Question of credibility? Platform needs administration.

**Conclusions from discussion about the ArTVision + IT platform:**

- Integrate proposed suggestions to improve technical and design part of the platform suggested by Christian and Rocky.
- Maintenance of the platform in future, as the platform should be filled in with new data, so there is a need for coordination between partners (technical part of the platform).
- Role of **AAB** is to propose/define agreement (structure of agreement)/ document for the sustainability of the IT platform that should be reached by partners. Deadline to make it is until **the end of July**. This document should be finalised and agreed on and signed in Rijeka on Final conference (17th and 18th September 2019).
- Credibility question- validating data inserted into the IT platform? Administration of the platform? AAB should include this into already mentioned document/agreement/proposal/solution.
- Proposal from **JS** is to make the **final event on 6th of September in Venice** to communicate the Standard + projects results (also the other projects implemented other platforms during their implementation which can be another occasion to finalise the discussion on IT platform sustainably, and to invite other projects to use the platform).
The summarized conclusions from the morning session (WP3 and part of WP4) are:

- Italian partners chose the video that will represent two partner regions. Croatian partners will select the videos at the ceremony in Split on 29th of July. Voting for the best one will be through the social media and by appointed critics.
- All the videos (with subtitles, intro and outro) must me uploaded on Youtube ArTVision+ channel with English subtitles
- Final video event will be held in Venice at the 76th Venice Film Festival on the 3rd and 4th of September
  - 3rd September at 11 o’clock in Excelsior hotel (Lido, Venice) the winner movie will be awarded. This winner movie should be selected by the ArTVision Advisory Board. Also, the four Thematic prizes will be awarded for all four video. Veneto Region suggests that project partners gather an internal committee composed by 2 member from each partner area.
  - As soon as all four videos representing the project areas are selected, the partners will arrange Skype conference to discuss the thematic prizes during the first days of August.
  - On the 4th of September the presentation and projection of all the ArTVision+ movies will be held in Pino Pascali Foundation premises in Palazzo Cavanis in Venice (organised by Pino Pascali Foundation).
- Veneto Region has only budget to organise event
  - Each partner should finance travel and accommodation expenses for the director of the movie representing their project areas → all partners agreed
- IT platform and AAB
  - Integrate proposed suggestions to improve technical and design part of the platform suggested by Christian and Rocky.
  - AAB should propose/define agreement (structure of agreement)/ document for the sustainability of the IT platform that should be reached by partners. Deadline to make it is until the end of July. This document should be finalised, negotiated among partners and signed in Rijeka on Final conference (17th and 18th September 2019).
- Proposal from JS is to make the final event on 6th of September in Venice to communicate the Standard + projects results.

WP1- Project management and coordination of activities

After lunch break, the partners continued with the presentations of finished and on-going activities. Irena Grdinić, in the name of LP, presented WP1- Project management and coordination of activities, its main activities, state-of-the-art and next steps.

Main points are:
- Project got prolongation and the new due date is 30th September 2019.
- Lead partner changed the project manager, instead of Petra Radošević new project manager is Irena Grdinić
- The project’s major budget change is approved. The programme Italy-Croatia finally introduced the modules in SIU system for major budget change and partner change. The changes will be submitted today into the SIU system, and after that the SIU system will be open for reporting in few days. Croatian partners have short time to submit the reports. Currently the due date is 19th July, but the prolongation is expected since it was not possible to enter data in SIU system. For Italian partner deadline to submit the financial reports is end of August. LP will inform all the partners when the system will be open to report.
- The third period report- After the third period 882.340 EUR should have been reported. In second period the project ended up with reporting only 151.060,73 EUR. The difference between reported and forecasted is huge, around 730.000 EUR. JS called to report the expenditures because they announced decommitment due to low reporting. Critics from MA were specifically appointed to Pugliapromozione because they didn’t assign FLC (PP4 have sent all documentation to JS, and now waiting for the approval of selected FLC). LP answered that the whole budget would be spent until the end of the project.
- Expenditure monitoring report was made with the predictions what will be spent (in annex). In remaining three months the project will spend more than in 18 months of project duration.
- Reporting of the partners in third period:
LP – PGC- prediction 52.000, it will be less.
PP1- Kvarner region - will be reported as forecasted
PP2- RERA - around 60.000 EUR (more than predicted)
PP3- PPF – around 20.000 EUR (instead of 70.000 EUR)
PP4 - PA- 44% of commitment, but without staff cost. They will report around 20.000 EUR
PP5 – CFU – around 55.000 EUR
PP6- VR – around 20.000 EUR (in whole project they will spend 2.000 more than predicted)
PP3, PP4 and PP6 have not report any costs in first and second period so now will be the first time they are reporting in SIU system. They must forward the checked and certified reports by FLC by the end of August.
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the final major budget change will be visible for all partners in SIU system when they start reporting.
Procedure for minor budget change (according to flexibility on the level of the whole project) started to fix the remains and to spent the most of the budget. The end of July is deadline to send the requests for all the partners. LP will send excel table to put in their requests that have to be approved.
Reporting the target groups- only few Italian partners reported some, Croatian non. Target groups have high numbers, and it will not be easy job. LP, together with Pugliapromozione will prepare instructions how to collect and report TG for the final report. Outputs of the project won’t be problem to reach.
LP organizes Final conference – 17th and 18th September 2019 in Maritime and History Museum of the Croatian Littoral in Rijeka
- First day 17th of September- open for public- presentations of project activities (IT platform, video showing) + final exhibition + music and /or cultural-artistic program
- Second day 18th of September – closed for public- Final conference/coordination meeting

Partners passed through the evaluation plan and its state of art.
- Each deliverable has to be documented. It should have the front page with the headline/title of deliverable, name of the partner, and date. Afterwards comes the documentation of the deliverable (e.g. for press release: list of media, short report and screenshots of published articles with links / report from workshops - date, attendees, agenda, summary, photos). It should be in form of pdf. sent to the LP, and when comes to deliverables from WP2 they should be collected by Pugliapromozione.
- LP should create documentation for deliverable D 3.2.2. IT platform – it is fully operational but still needs further upgrades
- To document the D4.1.1 Production of 36 video materials make a document (first page, title + link to You tube file) for each produced video in pdf. format.
- Activities to be done:
  - D1.2.1 Meetings’ Minutes and D1.3.1 Meetings’ Minutes (Steering Committee) (instead of 3 there will be 4)
  - D1.4.1 Joint Progress Reports – there will be 4
  - D1.4.2 Partners Progress Reports
  - D2.1.1 Brochure – in progress
  - D2.2.1 Final conference – Rijeka, 17th and 18th of September
  - D2.3.1 Press releases – 3 per partner – the press releases have to be documented!
  - D3.4.1.4 promotional workshops – in Kvarner and Puglia to be done
  - D3.4.2 Promotion carried out via electronic media - it is not connected to Facebook page (D2.1.4.). LP has a contract with promotion agency to promote the platform and there is report what was done in last month. RERA will be working on the promotion of the videos. This activity can be reported at the end.
  - D4.2.1.4 Cross-border cultural event – in Kvarner and Puglia to be done
  - D4.3. Signed Cooperation Agreement
  - D4.3.2 The application available in public areas in 20 locations
  - D4.4.1 Number of connected websites (IT platform with 50 websites)
  - D4.5.1 Implemented promotional campaign – workshops – in Puglia (2), Kvarner (1) and Split Dalmatia (1) to be done
During the September LP will make Joint progress report and regarding the Final report but there is no Factsheet for closing the project yet.

End of October is deadline for making all the payments.

Discussion about including some additional activities due to savings. Proposal is to find a way to invest the savings into the future of the IT platform (Renata, Kvarner)- it is not allowed to pay in advance the activity that has not been completed. Second proposal add additional event for the promotion of IT platform to invite the actors and directors of video (Kristina, Pugliapromozione)- this is up to partner, partnership doesn’t have to vote for. Valerij proposed investing in new activity – event with the coordination with JS.

WP2: Communication activities

Kristina Vidović from Pugliapromozione presented WP2, its main activities, state-of-the-art and next steps (more in ppt 02- WP 2 – Communication activities). PP4 finally appointed the communication company. Main points:

- Important! All the gadgets – leaflets, brochure (still not ready) and shopping bag will be sent to each partner by post last day of August. The problem is with brochures (delay with translation of the texts).
- Veneto region wants to have the gadgets before, to have it on Venice Mostra.
- Communication on social media- it has been updated regularly. Each partner is responsible for posting their news on FB page regularly. Each video can be nice FB post, and it can provoke lot of likes so it is recommended for all partners to post them.
- Public events – KOM in Bari was organised, and Final high-level event in Rijeka is next. Proposal it to organise exhibition on 16th of September, day before the Final event is officially open. LP should give the proposal of the agenda (not yet)
- Public releases and press conferences (D2.3.) template to report press releases will be provided to all the partners by PP4. Organization of press conferences the target is reached (3).
- Veneto region must upload the photos of poster and the screenshot of project description on their institutional web site on Cloud.
- Project website (launched in May 2019) is presented to all the partner - https://www.italy-croatia.eu/web/artvisionplus
- Each partner must support PP4 and project website populating with available data regarding its own activities.
- Template for news/events/final project deliverable is available on Cloud – To be filled by all the partners (photo should be sent separately)
- Brochure – in progress, all texts are translated, the proofreading is on partners – there should be only minor changes.

WP4: Promotion of tourism destinations

Renata Vincek, from Kvarner Region Tourism Office as responsible partner, presented WP4, its main activities, state-of-the-art and next steps (more in 04- WP4 - Kvarner Region Tourism Office- Polignano).

Main points:
- **Promotion of the destination (recorded video - materials on info displays on 10 locations in each country):** All produced videos will be available for the public on different locations. There are two ways- where one can interact with IT platform or only a screen loop with all videos. PP1- Kvarner will make a contract with 5 different locations where those videos will be shown for next 5 years without any cost. (no deliverable yet)
  - Main elements for the proposal of the Cooperation Agreement will be ready soon (important parts: no financial feed for showing the video for next 5 years) and will be sent to partner in Croatian and Italian language.
  - Partners form other three Regions must find suitable locations (best will be to connect the location from movies with locations where the videos will be shown) – deliverable is signed Cooperation Agreement.
- D 4.2.1 - 4 Cross-border cultural events – In Split- Dalmatia and Veneto region already happened and in Kvarner region it will be held in Mošćenička Draga in late August, and in Puglia region (Pugliapromozione responsible) in first weeks of September.
- **IFRAME**: Connecting to the different websites (the IT platform will be connected with 50 websites) - on workshops presented to local Tourist Boards, Travel Agencies, hoteliers, private renters the possibility to include Iframe into their webpages. Iframe is operational, but it still has not been included into any webpage. The manual for Iframe will be produced and sent to partners. (no deliverable yet)

- Kvarner Region had one workshop for tourism stakeholders, and for cultural stakeholders/local government will be one organised in next 30 day. Also, study trip and workshop will be organised for cultural and touristic sector. Pugliapromozione has promotional workshop for cultural stakeholders on 17th July 2019. As well two workshops for touristic sector in north of Pugila region (10.9.) and south of Puglia region (13.9.)

**The summarized conclusions from the whole meeting are:**

- **Reporting the target groups**- LP, together with Pugliapromozione, will prepare instructions how to collect and report TG for the final report.

- There is no Factsheet for closing the project yet, so waiting to see how the Final report will look like

- The project’s **major budget change** is approved. The programme Italy-Croatia finally introduced the modules in SIU system for major budget change and partner change.
  - Croatian partners have short time to submit the reports. Currently the due date is 19th July, but the prolongation is expected since it was not possible to enter data in SIU system.
  - For Italian partners deadline to submit the financial reports is **end of August**. LP will inform all the partners when the system will be open to report.

- **The end of July** is deadline to send the **minor budget change** requests for all the partners. LP will send excel table to put in their requests that have to be approved.

- **JS announced decemmiment due to low reporting.** Waiting for the decision form MA, but the partners are optimistic and think it is not going to happen.
- LP organizes **Final conference – 17th and 18th September 2019** in Maritime and History Museum of the Croatian Littoral in Rijeka
  - First day 17th of September - open for public - presentations of project activities (IT platform, video showing) + final exhibition + music and/or cultural-artistic program
  - Second day 18th of September – closed for public - Final conference/coordination meeting
- Discussion about including some **additional activities due to savings**. Proposal is to find a way to invest the savings into the future of the IT platform but the partner haven’t reached more specific agreement.
- **AAB** must propose/define agreement (structure of agreement)/document for the sustainability of the IT platform that should be reached by partners. Deadline to make it is until **the end of July**. This document should be finalised, negotiated among partners and signed in Rijeka on Final conference (on 18th September 2019).
- **Final video event** will be held in Venice at the **76th Venice Film Festival** on the 3rd and 4th of September
  - Croatian partners will select the videos at the **ceremony in Split on 29th of July**. Voting for the best one will be through the social media and by appointed critics.
  - 3rd September at 11 o’clock in Excelsior hotel (Lido, Venice) the winner movie and thematic prizes will be awarded.
  - On the **4th of September** the presentation and projection of all the ArTVision+ movies will be held in Pino Pascali Foundation premises in Palazzo Cavanis in Venice (organised by Pino Pascali Foundation).
  - The jury/committee for the election of winner videos still must be discussed –Veneto Region and Pino Pascali are defining the regulations of this awarding so all the proposals should be addressed to them
- Proposal from **JS** is to make the **cross fertilization final event on 6th of September in Venice** to communicate the Standard + projects results
Annexes:

1. Signature sheets
2. Ppt presentations
3. Evaluation plan
4. Expenditure monitoring report
5. Invitation and agenda
6. Photos from meeting
“Enhancing touristic development and promotion through prism of culture”

D1.2.1 Meetings’ Minutes
Final Conference Progress Meeting
RIJEKA, 18TH SEPTEMBER 2019
WP1 - Project management and coordination of activities/
A 3. Steering and monitoring of the project implementation

LP - PRIMORJE GORSKI KOTAR COUNTY

Final version
Confidential document
# AGENDA

**Maritime and History Museum of the Croatian Littoral, Ricardo Zanella Square 1, Rijeka**

**Date:** September 18th 2019 (2nd day)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9.30 – 10.00</td>
<td>Arrival and registration</td>
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| 10.00 – 12.00 | WP1 - Project management and coordination of activities (responsible partner Primorje - Gorski Kotar County):  
- Reporting of the third semester – collecting outputs  
- Final minor budget changes  
- Project closure procedure  
- Sustainability of the project results |
| 12.00 – 12.30 | Coffee break                                                                            |
| 12.30 – 13.00 | WP2 - Communication activities (Pugliapromozione Agency)  
- Overview of communicational activities (social networks, press releases)  
- Final Joint communication report |
| 13.00 – 13.30 | WP3: Destination promotion concept - 3.1./3.2. (Primorje - Gorski Kotar County) +Artvision Advisory Board:  
- IT Platform – state of art and demonstration of functionalities  
- Future of the IT platform |
| 13.30 – 14.00 | WP3: Destination promotion concept - 3.3./3.4. (University Ca Foscari)  
- Education of artists and students – lessons learned  
- Promotional workshops, promotion via electronic media |
<p>| 14.00 – 15.30 | Lunch                                                                                     |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>15.30 – 16.00</td>
<td>WP4: Promotion of tourism destinations (Kvarner Region Tourism Office)</td>
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<tr>
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<td>- Overview of outputs</td>
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<tr>
<td>17.00</td>
<td>Departure for the guided Mošćenice tour (Mošćenice is one of the locations featured in our project video production)</td>
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<tr>
<td>19.00</td>
<td>Dinner in Mošćenička Draga and return to Rijeka</td>
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Participants:

1. **LP: Primorje - Gorski kotar County (Croatia)**
   - Irena Grdinić
   - Jelena Mateševac
   - Benedikt Perak (AAB)

2. **PP1: Kvarner region tourism board**
   - Valnea Ivašić
   - Tea Perinčić (AAB)

3. **PP2: RERA SD**
   - Marijana Čular
   - Marjan Dumanić

4. **PP3: Pino Pascali Foundation**
   - Susana Torres
   - Kristina Vidović
   - Nicolai Ciannamea

5. **PP4: Pugliapromozione Agency**
   - Carmela Antonino

6. **PP5: Ca’Foscari University of Venice**
   - Serena Favaro
- Fabrizio Panozzo

7. **Subjekt d.o.o**
   - Valerij Jurešić
   - Tea Gorup

8. **Logoteam d.o.o.**
   - Ornela Jadreškić

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**Minutes of Final Progress Meeting**

In the name of the Lead partner, Primorje Gorski Kotar County Irena Grdinić opened the meeting and welcomed present partners. Six out of seven partners are present hence there is decision allowing quorum.

**WP1 - Project management and coordination of activities**

After presenting agenda, Irena Grdinić, in the name of LP, presented WP1 - Project management and coordination of activities, its main activities, state-of-the-art and next steps. The focus of discussion was put on last reporting period and Final report.

Verification of last progress reports for Croatian partners is in delay. Croatian responsible body, Ministry sent the note about delay to MA, but the exact dates when it is going to be verified we don’t know. Probably Pugliapromozione will manage to report, however we should make pressure on Veneto Region to verify FLC. Last answer from certificating authority was that they have to check their report with supervisor.

University Ca Foscari has highest level of expenditures - 77%. The remaining amount will be spent in last period. The last report should soon be verified. Veneto region reported for the first time in last period with the expenditure level of 29%. This is only report that is for now verified.

Low expenditure in total - due to two partners haven’t reported anything, other partners reported around 60%. Until now it is reported around – 369.767,06 EUR
The discussion about the sustainability is still open. Cooperation Agreement for sustainability should have been prepared by AAB until the end of July and was in delay. AAB prepared some recommendations on the sustainability of the platform after the project is completed that will be presented later by Benedikt Perak, president of AAB.

Partners had sent request for minor budget changes. Budget changes in WP2 gets over 20%, due to growth of expenditures on external expertise, so there is need to remodel budget changes. It is not a big problem; solution is to shift some staff cost from WP2 to other WP. Ca Foscari will have some savings, so the advice is to shift the saving to other costs so the money can be spent. New deadline for partners to send request for minor budget changes to LP 15th of October.

Factsheet 7 about closing project is in the approval procedure and it is expected soon. Proposal contained following information:
- Regular project expenditures can be paid until 60 days after the end of project period (30th November ‘19.), but invoices can be issued at most on last day of project (30th September ‘19.)
- Project closure expenditures include FLC costs for Italian and stuff costs for October ‘19
- Final report have to be submitted in 90 days after the closing module (still does not exist) is activated in SIU
Changes of the budget in SIU have to be made before inserting report. Last change inserted in SIU was Major budget change. It was not allowed to ask any minor budget changes before third report. This difference will be reported in the final report. Note! Old activities that wasn’t reported before can be included in final report.

Also, reporting on target groups and project output indicators was illustrated. When reporting, attachments/deliverables have to be properly delivered in PDF format to the LP. On examples is was shown how to format the deliverables, such as:
- Brochure deliverable → cover page + table of content + brochure template/print screen/photos
- document of printing company that certain number was produced + executive summary (similar for leaflets)
- IT platform deliverable → cover page + table of content + executive summary + screen shot with explanation + explanation of functionalities + document that has to be provided from IT provider to LP (responsible), in form of pdf (Similar to web tutorial, ...)
- Video deliverable → cover page + table of content + separate page for each video + short executive summary + screenshot of the video+ link

The deadline to sent the deliverable documents is the end of September.

Output indicators (table 3.1_Indicators_ARTVISIONPLUS_v2) have to be properly documented and delivered in PDF files so that LP can aggregate them. Better numbers of output indicator than we announced can maybe help us to avoid decommitment (expecting some lack of target groups, all the delays and etc). Output indicators are the most important part of every project because this is our contribution to overall program Italy Croatia.

Target group – media reach table was presented and explained to partners. The guideline how to fill in the table is on the first sheet of the table. The statement from media about their audience have to be attached as the evidence (we need to reach 3.000.000 general public).

To document general public/audience present on events it is enough is to have couple of photos and based on it you estimate the approximate number of people. In situation when you had signature list, it is important to connect each name on signature list to certain type target group.

Stakeholder is institution not the person representing the institution, however in some cases it is person (e.g. artist, expert....).

Tricky part will be to reach 5000 Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector) stakeholders. Valerij Jurešić suggest to reach the Commerce chambers, so their
newsletters publish the information about Artvision+ project. Maybe the article on the Croatian National Commerce chamber web is solution. Pugliapromozione sent the invitation to SMEs for the presentation of the IT platform, but no one came to presentation. Either way, it should be documented.

Main conclusions from WP1 presentation are:

- **D1.4.1. Joint progress report** ➔ Progress reports for third semester is in submission (deadline is 15th of October 2019)
- PR for final semester will be submitted according to plan in December 2019, or earlier if SIU allow it, partners will be informed.
- new deadline for partners to send request for minor budget changes to LP is 15th of October!
- **FINAL report** - Factsheet 7 about closing projects is in the approval procedure. It is expected soon.
- when reporting, attachments/deliverables must be properly delivered in PDF format to the LP. The deadline to sent the deliverable documents is the end of September
- **output indicators** (table 3.1_Indicators_ARTVISIONPLUS_v2) must be properly documented and delivered in PDF files to LP.
- In the first sheet of **Target group – media reach table** there is a guideline how to fill in the required information.
- For reporting the third period, partner should work just on deliverables, and later they should focus on target groups
WP4: Promotion of tourism destinations

Valnea Ivašić, from Kvarner Region Tourism Office as responsible partner, presented WP4, its main activities, state-of-the-art (more in 04-WP4). Partners from Kvarner and Ca Foscari discussed the state of art of promotion activity in which recorded video materials should be shown on info displays on 10 locations in each country.

Video production of 36 videos is done. 37 videos in total will be uploaded to YouTube. Partners should check following elements: the uploads, obligatory elements, intro and outro. 10 videos are produced by RERA, 8 by Veneto Region, 9 by Puglia (Pino Pascali - announced 10, but they did 9) and 9 by Kvarner region (PGŽ).

Cross-border cultural events organised within the IT platform are finished. Cross-border events were organised in Italy (Padova, Puglia) and in Croatia (Kaštel Lukšić, Mošćenička Draga).

Promotion of the destination, meaning recorded video materials put on info displays on 10 locations in each country. To conclude this activity, agreement between partners and institutions showing videos has to be signed. Agreements weren’t done before because WP Leader waited the end of video production, but maybe this was not good decision. Example of Cooperation agreement sent to partners two days ago (16/17th of September). Agreement text can be changed. Kvarner region already signed 3 Agreements (Tourist boards form Krk, Rijeka and Lošinj). Goal is to reach 10 signed agreements per country, 5 per Region/partner. This activity has to be documented for reporting – e.g. photos of videos in public spaces.

The IT platform has to be connected with 50 websites. Kvarner region has 26 websites that have put Iframe or banners on their websites. In total rest of the regions has to connect with 8 websites to complete this task.

Second workshop as part of Promotion directed to organisers of tourist attractions will be held on 25th and 26th September 2019. Participants will visit locations on island Cres and Lošinj included in a video where the workshop will be organized.
The conclusions from WP4 presentation are following:

- **in activity** Promotion of the destination (recorded video - materials on info displays on 10 locations in each country) **goal** is to reach 10 signed agreements per country, 5 per Region/partner. Example of Cooperation agreement sent to partners two days ago (16/17th of September). Agreement text can be changed.

- Within the activity **The IT platform connected with 50 websites** partnership requested Benedikt Perak and Edi from Exevio to write an e-mail in English for Italian partners, so they can forward it to institution/stakeholder. Kristina Vidović (speaking in name of Puglia partners) thinks it will be hard to convince bed and breakfast, hotels... to implement iframes to their websites because there is little time left to make new promotional workshops. She asks for e-mail with explanation of benefits and purpose for stakeholder that will implement iframe on their websites.

**WP2: Communication activities**

Kristina Vidović from Pugliapromozione presented WP2, its main activities, state - of - the - art and next steps (more in ppt 02 - WP 2 – Communication activities).

Following main points were presented:

- **Leaflets and shopping bags** are produced and shown to partners in Polignano a Mare.
- Production of the brochure still on going. All three language versions were ready, and sent to partners for validations, but the LP gave negative feedback and request for another translation and revision. Deliverable will be done soon.
- **Social media** – on going, all partners post news, and the activity is successful. The page has 1000 likes.
- **Public events** - the activity is completed with yesterday’s final conference.
Press releases - pointed on the last meeting, each partner has to create 3 press releases. Each partner has to publish 3 press releases. Partners Pugliapromozione and Pino Pascali reached the target. And Pugliapromozione is planning another press release for cross border event. Ca Foscari had two press conferences and 4 press releases in total. If the press release sent to media and was not publish, it is still important to document it as press release report.

For documenting press release there is PRESS RELEASE REPORT template which includes text of press release when it was sent to the media, the list of the media used, the results = publications that were made in different media + executive summary in English.

Pino Pascali has a problem with providing e-mail addresses for documenting some activities due to GDPR. To solve this or similar issues/problems it is suggested that Communication manager of the whole Project (Matteo Latorre) directly communicates with the Communication manager of the Programme.

Press conference - completed. Irena Grdinić (LP) on the first day of the final event the press was invited and present (not the usual press conference). Last week press conference was organized for cross border event.

Website – still some news has to be uploaded.

Joint progress report contains Joint communication report. All expenditures regarding communication has be backed up with the task/activity in Joint communication report.

The WP2 conclusions are following:

- all the activities will be reached and closed.
- PRESS RELEASE REPORT template includes text of press release when it was sent to the media, the list of the media used, the results = publications with executive summary in English.
- Veneto region has to upload the photo of poster is space and screenshot of short description of project website.
- Request from Kristina Vidović to all partners should send all the communication activities done by their institutions with all the materials (by email or upload on Cloud)!

Lunch break.

**WP3: Destination promotion concept (Activities 3.1. and 3.2.)**

Benedikt Perak and Tea Perinčić, members of AAB, in the name of Lead Partner (PGC), presented the current state of art of IT platform/document about the sustainability. The presentation with the current state - of - the - art was not prepared.

IT platform has been presented yesterday to wider public. As agreed, on the last meeting in Polignano, AAB should have delivered the document with sustainability recommendations until 31st of July. The main problem/issue discussed in this document is sustainability and availability of the platform in next 5 years. Following subjects are reviewed: infrastructure maintenance, implementation of information flow within the system, databases of regions that have to be maintained, content management, promotion activities to attract more users, implementation of the iframes, and the financing the platform. For each section there are suggestions presented (more find in document Provisions for sustainability of the AV+ Platform). LP should send the final version of document on the sustainability of the IT platform to all the partners. Partners should try to discuss it and conclude upon some agreement.

Output 3.1.3. is IT platform that has to be documented in a proper way. The central output of the project is IT platform, and during the project we had lack of presentation by the producer that
couldn’t be present on the meeting. President of AAB is not satisfied with the communication with the producer because it was hard to reach him. LP had the same problem.

Puglia partners reminded about the new tutorial (it should be around 2 min long). On the platform the old one is uploaded (20 min long), and meanwhile there were some changes on the platform, so the old one is outdated.

Each partner should send proposals on the changes within the IT platform so it can be fixed and updated (deadline - one week from meeting). Proposals for Exevio have to be very concise and doable in short time.

Split region has not done popper database connection to fill in the platform with new information, but it will be resolved until the end of the project.

Conclusions from WP3 (activities 3.1 and 3.2) are:
- LP will send the final version of document on the sustainability of the IT platform to all the partners. Partners should try to discuss it and conclude upon some agreement.
- to document the IT platform for reporting, platform functionalities with the screenshots and links should be described. Also, the basic statistical data (e.g. number of users, represented content etc.) should be included into report. It should be done by the producer that was procured to build the platform, and overviewed by AAB. All the functionalities are presented in users guide that could be part of documentation.
- each partner should send proposals on the changes within the IT platform so it can be fixed and updated (deadline - one week from meeting). Proposals for Exevio have to be very concise and doable in short time.
- proposal from Puglia partners is to make new tutorial since the old one is outdated.
WP3: Destination promotion concept (Activities 3.3. and 3.4.)

Fabrizio Panozzo from Ca Foscari summarized the achievements in 3.3. and 3.4. activities (more in Presentation_Ca’ Foscari_September 18).

It was pretty challenging to decide what to teach when saying “storytelling for cultural purposes of tourism destination”. Two elements are important; video language is important for promotion of touristic destination, but also the Artvision+ message and cultural elements that all videos should contain.

**Webinar** (30 min long) and **web tutorial** (15 min long) were done.

**Promotional workshops** on the IT platform are closed and done. First workshop started in April, and last one is expected in September. Ca’ Foscari had some saving, so it will be used to organize two more workshops (one will be next week + second on 28th of September). These workshops will be held where the videos were shot. Also, they will be combined with other events to maximize the number of participants.

Ca’ Foscari experience was that it is easier to attract the cultural stakeholders than the tourist ones. Kvarner region had different experience, in Puglia there was combination of perspectives.

**Below in tables is status/number of workshops across work packages:**

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of workshops</th>
<th>Average number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veneto</td>
<td>11</td>
<td>25</td>
</tr>
<tr>
<td>Pugia</td>
<td>3 (+ informal occasion)</td>
<td>20</td>
</tr>
<tr>
<td>Rijeka</td>
<td>2 organized (+ 3rd coming)</td>
<td>30</td>
</tr>
<tr>
<td>Split</td>
<td>3</td>
<td>40</td>
</tr>
</tbody>
</table>
Valerij Jurešić reminded the partners on some past problems with IT platform (design delayed, change of initiative and view on the platform, similar platform already exists in Primorje Gorski Kotar).
This project was capitalization one with the goal to add new value on the existing/past projects. At the moment there are no new applications, maybe (big maybe) there will be one possibility to apply through the strategic call. New applications will be open in two years in new financial prospective. Meanwhile institutions can stay in communication, to prepare for next period and to think about possibilities and perspective to improve the next possible project application highlighting cross sectorial cooperation adding value on innovations.

Conclusions in WP3 (activities 3.3. and 3.4.) are:
- Ca’ Foscari has some saving that will be used to organize two more workshops (next week + 28th of September). Bringing the workshops where the video was shot and to combine them with other events to maximize the number of participants.
- List of cultural institution enrolled on the platform is 11 stakeholders. There is need to push the stakeholders and to reach higher level!!

Irena Grdinić, in the name of Lead partner, gave a short closing speech.

The summarized conclusions from the whole meeting are:
- D1.4.1. Joint progress report -> Progress reports for third semester is in submission (deadline is 15th of October 2019)
- PR for final semester will be submitted according to plan in December 2019.
- verification of progress reports for Croatian partners is in delay. Croatian responsible body - Ministry sent the note about delay to MA (the exact dates we don’t know). Probably Pugliapromozione will manage to report, we should make
pressure on Veneto Region to verify FLC. Last answer from certificating authority was that they have to check their report with supervisor.

- new deadline for partners to send request for minor budget changes to LP is 15th of October!
- FINAL report - Factsheet 7 about closing projects is in the approval procedure. It is expected soon.
- staff cost for October can be reported!!
- when reporting, attachments/deliverables must be properly delivered in PDF format to the LP. The deadline to sent the deliverable documents is the end of September
- output indicators (table 3.1_Indicators_ARTVISIONPLUS_v2) must be properly documented and delivered in PDF files to LP.
- In the first sheet of Target group – media reach table there is a guideline how to fill in the required information.
- For reporting the third period, partner should work just on deliverables, and later they should focus on target groups
- 37 videos in total will be uploaded to YouTube = activity is done
- in activity Promotion of the destination (recorded video - materials on info displays on 10 locations in each country) goal is to reach 10 signed agreements per country, 5 per Region/partner. Example of cooperation agreement sent to partners two days ago (16/17th of September). Agreement text can be changed.
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explanation of benefits and purpose for stakeholder that will implement iframe on their websites.

- all the activities will be reached and closed.
- **PRESS RELEASE REPORT** template includes text of press release when it was sent to the media, the list of the media used, the results=publications with executive summary in English.
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- to document the IT platform for reporting, platform functionalities with the screenshots and links should be described. Also, the basic statistical data (e.g. number of users, represented content etc.) should be included into report. It be done by the producer that was procured to build the platform, and overviewed by AAB. All the functionalities are presented in users guide that could be part of documentation.
- each partner should send proposals on the changes within the IT platform so it can be fixed and updated (deadline - one week from meeting). Proposals for Exevio have to be very concise and doable in short time.
- proposal from Puglia partners is to make new tutorial since the old one is outdated.
- Ca’ Foscari has some saving that will be used to organize two more workshops (next week + 28th of September). Bringing the workshops where the video was shot and to combine them with other events to maximize the number of participants.

- List of cultural institution enrolled on the platform is 11 stakeholders. There is need to push the stakeholders and to reach higher level!!

- This project was capitalization one with the goal to add new value on the existing/past project. At the moment there are no new applications, maybe (big maybe) there will be one possibility to apply through the strategic call. New applications will be open in two years in new financial prospective. Meanwhile institutions can stay in communication, to prepare for next period and to think about possibilities and perspective to improve the next possible project application highlighting cross sectorial cooperation adding value on innovations.

Annexes:

1. Signature sheets
2. PPT presentations
3. table 3.1_Indicators_ARTVISIONPLUS_v2
4. table ARTVISION+_media_reach_target groups
5. document – cover page_template
6. Invitation and agenda
7. Photos from meeting