Press Release

Schools and European cooperation for sustainable, slow and accessible tourism

“Take it Slow”: young people tell and promote sustainable Veneto

The students to be protagonists of the Veneto Region training course in order to promote tourism awareness and sustainability in a European key. 10 classes involved from the provinces of Venice, Padua and Rovigo.

07.10.2021 Venice, Italy – The Tourism Directorate of the Veneto Region, in collaboration with Centro Internazionale Civiltà dell’Acqua Onlus and the UNESCO Worldwide Network of Water Museums, inaugurates the 2021-2022 school year with a pilot educational project for schools, dedicated to the provinces of Venice, Padua and Rovigo and financed by the European project "Take it Slow - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" - a strategic project in the frame of the Interreg Italy - Croatia program, of which the Tourism Directorate is a partner together with 6 other Italian regional entities and 5 Croatian, focused on sustainability.

To train young people by actively involving them, stimulating their creativity on the themes of slow, accessible and sustainable tourism, making them personally “directors” of the narration and promotion of the territory: these are the aims of the training project. The activities will start on Thursday 14 October, with the online plenary meeting entitled "Redesigning the Future of Tourism" for all students and teachers of the 10 participating classes. The project, structured in two phases, will then continue throughout the school year.

From Adria (Cipriani Institute) to Porto Viro (Colombo Institute), from Rovigo (De Amicis Institute) to Dolo (Lazzari Institute), up to Padua (ITSE Einaudi - Gramsci di Padova and IPSSAR Pietro D'Abano di Abano), the participation of the schools was not long in coming. With the opening of the school year 2021-2022, supported by experts, students will participate, in the first phase, in interactive workshops - in the classroom or virtually, based on the evolution of the pandemic - with the aim of explore issues related to sustainable eco-tourism along the inland waterways of river navigation - from the Po Delta to the medieval canals of the Euganean Hills, from the Venice Lagoon to the Venetian Coast - and the natural and cultural heritage of water, understood as resource for sustainable development and the quality of slow tourism. An immersion to deepen and embrace the concept of awareness linked to tourism and territorial promotion, completed with guided excursions, by bike, on foot or aboard traditional boats, to discover - and rediscover - the itineraries presented: Delta del Po, Euganean Hills, Venice Lagoon and Eastern Veneto.

The creative moment will follow, with the second phase, in which the students, supported by the international network "World Network of Water Museums", will try their hand at making short films with the stop-motion technique. Thanks to individual tutoring and in-depth workshops on digital techniques, on the composition of the storyboard with participatory tools and on graphics and contents, each class will develop a digital product, thus giving shape to their own authentic vision of
sustainable tourism, to spread and promote it on social networks. The most deserving works will participate in the Unesco competition "The Water We Want", organized by the World Network of Water Museums (as a "flagship initiative" of UNESCO-IHP).

Thanks to the Take it Slow educational project, students will have the opportunity to put themselves in the "direction" to tell the world, with innovative digital tools, the welcoming charm of sustainable Veneto.

“Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (TAKE IT SLOW) is an over 3,7-million-euro worth strategic tourism project co-financed (85%) by the European Regional Development Fund through the Italy – Croatia Cross Border Cooperation Programme. Lead partner is Dubrovnik Neretva Region while project partners are Public Institution for Coordination and Development of Split Dalmatia County RERA, Public institution Development Agency of Šibenik Knin County, University of Zadar, Region of Istria, PROMOTORISMOFVG, Veneto Region, Svim SRL Regional Development Agency, Molise Region, Apulian Theatre – Regional Consortium for Arts and Culture, Emilia-Romagna Region, Abruzzo Region and Puglia Region. The project is designed to manage and promote the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination.

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Press Release

Europe, sustainability and Local Networking relaunch tourism on the Euganean Hills. Public forum on October 19th in Galzignano

Innovative methodologies and international certifications in a synergy among Veneto Region, companies and organizations. The Hills get stronger in Europe with the Charter of Sustainable Tourism in Protected Areas.

13.10.2021- Venice. On October 19, at the auditorium of Galzignano Terme, a public forum will be held, open to tour operators in the Colli Euganei (Euganean Hills) area, to enhance the sustainable tourism offer, through the CETS (European Charter for Sustainable Tourism in Protected Areas). A concrete tool to deal with current issues and an increasingly competitive market such as that related to sustainable tourism, as well as to promote the protection of local communities and networking between sector operators.

Veneto Region Tourism Department finances the operation through the European project “Take it Slow”, aimed at promoting slow, sustainable and accessible tourism in the Adriatic area, in collaboration with the Euganean Hills Regional Park. Six Italian partners, along the entire Adriatic coast from Puglia to Friuli - Venezia Giulia, five Croats, for a budget of more than 3.7 million Euros, with the common goal of encouraging, promoting and fostering slow and sustainable tourism, linked to the natural and cultural heritage in the Adriatic area - both along the coast and in the hinterland - as a lever for a more balanced and effective territorial development. In this context, Veneto Region has decided to give concrete form to European intentions, focusing on the Euganean Hills Regional Park, through the Charter.

There are three phases, foreseen by the Charter, starting from the accession of the protected area, to move to the training involvement of local tourism companies, with relative certification, and concluding with the creation of sustainable tourist packages by tour operators, thus creating a double certification guarantee. Three stages that simultaneously guarantee networking between the multiple actors of the territory, mutual promotion and international recognition: the Charter is in fact certified by the Europarc Federation, with the coordination, regarding Veneto Region area, of Agenda 21.

With this initiative, Veento Region, in collaboration with the Park Authority, aims to strengthen the harmony between public and private sectors at a local level and together to ensure dynamism and competitiveness in the global market, starting from the European one, through international cooperation.

Adopting the CETS means, for territories, enriching with a European level certification and advanced method tools that allow to give ever greater strength to the sustainable tourism offer. And to boost networking, bringing together companies, tour operators, institutions and local communities so as to be able to give effective answers to types of public, and customers, increasingly demanding and informed
Through the public assembly of 19 October at the Auditorium of Galzignano Terme, every operator of the Euganean Hills territory - linked to food services, accommodation, organization of visits - will have the opportunity to present themselves and adhere to the European Charter and thus actively participate in the co-planning of actions for the next four-year period 2022-2026. The opening of the forum is scheduled at 10 am, in the presence of the director of the Veneto Region Tourism Department Organizational Unit, Mr Mauro Giovanni Viti, and the president of the Euganean Hills Regional Park Authority, Mr Riccardo Masin. The first session, dedicated to current subscribers and focused on the analysis of the activities carried out so far, will leave room, starting at 3 pm, for the identification of new strategies for the renewal of the CETS, with the involvement of those, among the local operators, who wish sign the Charter and make a personal contribution to the new course of sustainable tourism in the Hills, between local synergies and Europe.

FOTO: Archivio Regione del Veneto / M. Danesin©

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