PRESS RELEASE

Rural Tourism more sustainable following the model of the Camaldolese Forest Code

The pilot action of the TAKE IT SLOW project involving Italy and Croatia at the Monastery of Fonte Avellana has been completed.

The working table of the local practice community, made up of local and regional authorities (public sector), the tourism industry (private sector), the civil sector (NGO) and the scientific community that operates in the micro-tourism destination. "A network action for the protection and enhancement of the intangible cultural heritage of the Camaldolese Forest Code", says Gianluca Carrabs Sole Director of Svim, the Marche Region Development Agency.

The Pilot Action and Local Community of Practice meeting was organized by Svim, as part of the TAKE IT SLOW project "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow", of which it is a partner, together with 11 organizations including in Croatia - RERA SD public institution for coordination and development of the Split-Dalmatia County; Public institution Šibenik-Knin County Development Agency; University of Zadar; Public institution Istria Region; in Italy - PromoTurismoFVG; Veneto region; Molise Region; Emilia Romagna region; Abruzzo Region; Puglia Region - Department of Tourism, Economics of Culture and Valorisation of the Territory (Associated partner).

"A strategic cross-border cooperation project", said Ludovico Caverni Mayor of Serra Sant'Abbondio - with the first meeting in Fonte Avellana, which aims to implement the intelligent management of micro-tourism destinations to stimulate local communities in "address the impact of the tourism industry and at the same time protect and promote the rich natural and cultural heritage that characterize the intervention area.

"The Camaldolese Forest Code" - chosen by Svim, to represent the concept of sustainability - It is a tangible example of multifunctional, flexible and durable management of environmental resources, and of socio-economic development for many local communities in the Italian and non-Italian Apennines. only "declares don. Gianni Giacomelli Prior of the Monastery of Santa Croce of Fonte Avellana. "Here the environment, the natural resources and in particular the forest ones, have been profoundly transformed by the prolonged action of man, becoming the product of a historical and cultural process, of interaction between social, economic and natural factors".

Svim with TAKE IT SLOW in Fonte Avellana intends, together with the Community of Practice, to enhance the historical and cultural heritage inherent in the management of the territory and natural resources carried out by the Camaldolese monks, between 1027 and 1866. The Community of Practice will focus on the potential of material / intangible heritage of the Camaldolese Forest Code, as an
attraction for the development of sustainable tourism of the Italy-Croatia cross-border destination, exchanging knowledge, defining and implementing pilot actions, to test new policies, products and services, through the signing of a "Pact of 'action' in order to ensure the sustainability of the project.

The Forest Code of Camaldoli contains 850 years of rules and regulations on forest and land management, a historical paradigm of a balanced relationship between man and nature, representing a concrete model of sustainable development in the Apennine area. It is for this reason that the Community of Practice wants to relaunch the UNESCO candidacy to recognize this extraordinary historical value as an "Intangible Cultural Heritage of Humanity".

With funds from TAKE IT SLOW, Svim aims to develop a package of activities with the aim of carrying out a cultural-educational function and providing maximum accessibility and transparency of the contents of the Code and ethics.

Among the activities planned for strengthening the collaboration between key actors involved in the promotion of natural and cultural heritage at the local and cross-border level, innovative training sessions for the creation of "Tourism Business Network" (product clubs, networks, associations, businesses) and exchanges of good practices of sustainable, slow and smart products or services in tourism. In Svim, the task of organizing with the project the International Conference in “Smart Tourism” where products and services of intelligent tourist destination will be presented, scheduled for November next year. The next scheduled operational meeting on the project is set for September 2021.

“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, PROMOTURISMOFVG, Veneto Region, Svim SRL Reggional 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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Images provided:

1. Image #1 Roundtable Community of Practices
2. Image #2 Sabrina Santelli, (Municipality Pergola), Gianluca Carrabs (Sviluppo Marche srl), Osvaldo Lucciarini (Fondazione Medit Silva),
3. Image #3 Salvatore Frigerio, Collegium Scriptorium Fontis Avellanae, Ludovico Caverni (Municipality of Serra Sant’Abbondio)

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PRESS RELEASE

Svim at the Salone del Libro (International Book Fair) for the enhancement of the intangible cultural heritage of the Camaldolese Forest Code

The focus dedicated to Svim will be held on Saturday 16 October at 10.30 and can be followed in live streaming at the following link https://www.youtube.com/watch?v=7c2B-82C_wc or on the Svim Facebook page and will be dedicated to the Pilot Action of the TAKE IT SLOW Strategic Project. After a year of closure to the public due to the pandemic, the International Book Fair is back with its 33rd edition in the Lingotto exhibition area from 14 to 18 October. This edition of the Book Fair has Vita Supernova as its theme, also an icon of the Salone manifesto, Dante's reference in the title, which as we read in the presentation, refers with a pun to the period we are experiencing: The supernova is a star that explodes. Its energy can be useful or destructive, its light can blind or illuminate.

The participation of the Marche Region in the 2021 edition of the Turin Book Fair takes on a double meaning: factual and symbolic. On the one hand, it constitutes a showcase and an important market for Marche's editorial productions, on the other it represents a sign of the restart and liveliness of the entire cultural sector of the region.

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“A very important event - declared Gianmauro Melis AU of Svim - that of the International Book Fair which is back in attendance after the difficult period we have all experienced. Our focus on Saturday morning will aim at the enhancement of the transnational intangible cultural heritage of the Camaldolese Forest Code linked to TAKE IT SLOW, a Strategic Cross-border Cooperation Project of which Svim is a partner. The goal is to identify a new path, in the management of tourist destinations, based on the common natural and cultural heritage, protected and enhanced for the development of maritime and coastal tourism, in order to achieve the economic, social and territorial cohesion of the destinations. joint cross-border tourism of the Adriatic, enabling regional and local stakeholders to exchange knowledge, develop and implement pilot actions and test new policies. A perfect stage in Turin which pays homage to Dante's seventh centenary also in its title, an element that binds Fonte Avellana to the Supreme Poet who made the Hermitage immortal in the 21st canto of the Divine Comedy”.

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Images provided:
1. Image #1 Panel on 16/10/2021 at 10:30 Fonte Avellana - Codice Forestale Camaldolese. Presentazione dell’azione pilota del progetto strategico “Take it Slow” del Programma Interreg Italia-Croazia, relativo alla valorizzazione del patrimonio culturale immateriale del Codice Forestale Camaldolese, con Dom Gianni
Giaccomelli Priore Monastero Camaldolese della Santa Croce di Fonte Avellana, Lucia Catalani Coordinatore Progetto e Resp. Area Svim, Gianmauro Melis Amministratore unico Svim

2. Image #2 Panel on 16/10/2021 at 10:30 Fonte Avellana - Codice Forestale Camaldolese. Presentazione dell’azione pilota del progetto strategico “Take it Slow” del Programma Interreg Italia-Croazia, relativo alla valorizzazione del patrimonio culturale immateriale del Codice Forestale Camaldolese, con Dom Gianni Giacomelli Priore Monastero Camaldolese della Santa Croce di Fonte Avellana, Lucia Catalani Coordinatore Progetto e Resp. Area Svim, Gianmauro Melis Amministratore unico Svim

3. Image #3 XXXIII Salone del Libro, Padiglione 1 E09-D08

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