

# D.1.1.1 - CB event in Ancona for the launching of the crossborder PIC

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 **ADRIJOROUTES**

**LP - ADSPMAC**

## Document Control Sheet

<b>Project number:</b>	ITHR0200108
<b>Project acronym</b>	ADRIJOROUTES
<b>Project Title</b>	Promoting sustainable solutions for maritime cultural tourism
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<b>Project activity</b>	Act. 1.1 - Setting up of Port Innovation Crews (PIC)
<b>Deliverable number &amp; name</b>	D.1.1.1 - CB event in Ancona for the launching of the crossborder PIC
<b>Type of deliverable</b>	Report
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<b>Work Package Leader</b>	LP-ADSPMAC
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<b>Author(s)</b>	Elena Montironi, Silvia Renda (ADSPMAC) Elia Rosetti – Giulia Della Martera – Olesya Ivanova (SINERGIA CONSULENZE - ADSPMAC External Ass.)
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# 1. INTRODUCTION

ADRIJOROUTES (Promoting sustainable solutions for maritime cultural tourism) is a 30-months Italy-Croatia project, started in February 2024 with a total budget of € 2.662.685,40. The project partnership is composed by 8 Organizations (mainly port authorities) equally distributed in the Italy-Croatia cooperation area and the Lead Partner (LP) is Central Adriatic Ports Authority – ADSPMAC.

The project is funded under Priority Axis 4 “Culture and tourism for sustainable development” – Specific Objective 4.1 “Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation”.

The general objective of the project is to boost the sustainability, social inclusiveness and digitalization of the touristic sector of the Adriatic area, by promoting sustainable touristic experiences based on ports cultural assets. ADRIJOROUTES aims at engaging cultural and touristic actors, public and private, of the EUSAIR area and beyond, in the valorization of ports cultural assets as gateway for green and digital cultural destinations consistent with the social wellbeing of local communities.

To reach the above general objective and the specific objectives (including communication ones) foreseen in the Application Form, the project has been structured in No.3 Work Packages. WP1 is titled “ADRIJOROUTES Cross-Border Strategy for resilient maritime cultural destinations” and it is composed of No.3 Activities, among which the Act. 1.1 “Setting up of Port Innovation Crews (PIC)”. The 1<sup>st</sup> Cross Border event subject of this deliverable represents the first action implemented in the framework of the Act. 1.1.

## 2. 1<sup>st</sup> CB event in Ancona for the launching of the crossborder PIC

The Application Form set that the WP1 specific objective is: „*Strengthening the CB cooperation on the sustainable management of passengers flows in the Italian and Croatian ports sites, to promote the transition to resilient tourism destinations in the Programme area*”; while the related communication objective is two-fold:

- “1- Engaging the public and private stakeholders at EU, national, regional and local level in the field of tourism, culture and local planning on the importance to plan long-term actions to foster the integration of the Adriatic maritime cultural heritage as alternative, resilient and socially inclusive form of cultural tourism;*
- 2- Raising awareness of citizens and local communities on the richness and wide accessibility of the maritime cultural heritage of the involved ports”.*

To achieve the above objectives and start the WP1 technical implementation, first carried out action has been the organization of the 1<sup>st</sup> CB Event. The event took place on 28<sup>th</sup> June 2024 in Ancona, at the NH Hotel - “Vanvitelli” Room, and LP-ADSPMAC was the PP responsible for its realization.

To ensure the success of the event, several weeks dedicated to its organization were necessary both in terms of practical organization (agreement with all the guests for their participation as speakers; definition and assignment of all services and external assistance needed for that day, e.g., rent of the meeting room, translation services, moderator, catering,

project communication assistance, promotional materials, etc...) and contents definition (topics assigned to each speaker in the framework of the two foreseen panels).

In fact, the CB event has been structured into 3 different sessions:

- Institutional greetings next to the firsts significant interventions to inform the audience about current and forthcoming policies and actions, at different public authorities' levels (from local to national) and at the various sector/areas of competence (i.e., city, port area, etc...) and project presentation;
- Panel 1 "Ports as gateways to discover local territories and link different cultures". It had the interaction between: Figen Ayan - Chief Port Officer of Galataport Istanbul and President of MedCruise; Vincenzo Garofalo - President, Central Adriatic Ports Authority; Marco Bruschini - Director ATIM (Agency for Tourism and Internazionalization of Marche Region); Luca Lupi - General Secretary, Port System Authority of the Western Sicilian Sea; Djoni Štambuk - Assistant to General Manager, Zadar Port Authority (also ADRIJOROUTES PP). Each of them, particularly those ones who work in port's administrations, brought the own experiences (good practices) in the creation/promotion of ports as gateway to discover and know more about local culture and territories. They provided to the attendees of the CB event hypothetic idea on how ports could change cities, their touristic flows and how to spread local culture, in a positive and intelligent way.
- Panel 2 "Port cities: the challenge for sustainable local touristic promotion and integration". It had the interaction between: by Michele De Vita - *Secretary General of*

*the Forum of the Adriatic and Ionian Chambers of Commerce; Huibert van Rossum - Programme Manager Energy Transition, Port of Rotterdam; Paolo Clini – Professor and Scientific Director of Dhekalos\_Lab, the heritage digitization laboratory of Polytechnic University of Marche and Chancellor's Delegate for Cultural Heritage; delegated person by Acquatecno Srl.*

In view of the CB event, the final agenda was published on-line and invitations to all potentially interested local stakeholders were sent. Actually, a large number of them joined the event for its entire duration (about 70 people). Also, many journalists belonging to the main local/regional television, newspapers and on-line journals attended the event and made different interviews to the ADSPMAC representatives and speakers.

To comply with minimum IT-HR communication requirements, but also to ensure a wide and good project communication and dissemination to all participants, promotional materials and gadgets were produced, placed in the location of the CB event (project roll-up and posters with main project data & info) and distributed on-site (thermal bag with project logo) to each person who attended the event.

In addition, a video was showed during the event to better convey the ADRIJOROUTES project objectives and scopes to all the participants (<https://www.youtube.com/watch?v=ESo4jVfRMpM>).

In the next pages, all supporting materials related to the 1<sup>st</sup> CB event in Ancona are provided: - Agenda; - Pictures; - Attendance List; - Follow-up report.

## 2.1 1<sup>st</sup> CB Event - Supporting documents

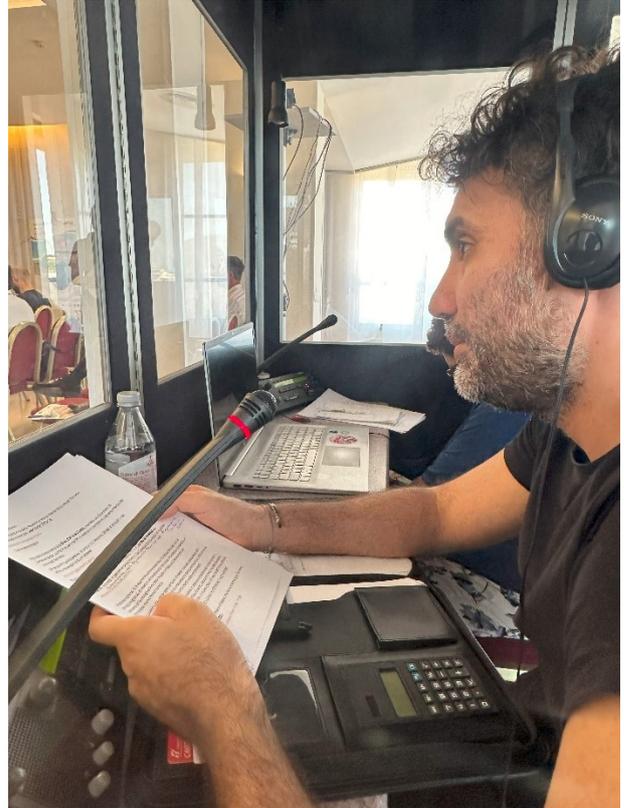
### VALORISING PORT-CITY CULTURE AND SUSTAINABLE TOURISM VOCATIONS **Adrijoroutes Kick-off meeting**

Del. 1.1.1. CB event in Ancona for the launching of the cross-border PIC  
28<sup>th</sup> June 2024 Ancona, NH Hotel, Rupi di Via XXIX Settembre, 14

9.30- 10.00	Registration
10.00 – 10.30	<b>Institutional Welcome</b> Daniele Silvetti, Mayor, Municipality of Ancona Admiral Inspector Vincenzo Vitale, Commander of the Port of Ancona and Marche Maritime Director Lucla Albano, State Undersecretary of Economy and Finance Anna Flavia Zuccon, Interreg Italy-Croatia Managing Authority
10.30 – 11.00	<b>Keynote Speech: The Marche region tourism strategy</b> Francesco Acquaroli, President of Marche Region
11.00 – 11.10	<b>Adrijoroutes Project</b> Guido Vettorel, Head of Development, promotion, statistics, communication and EU projects, Central Adriatic Ports Authority
11.10 – 12.15	<b>Ports as gateways to discover local territories and link different cultures</b> Figen Ayan, Chief Port Officer of Galataport Istanbul and President of MedCruise Vincenzo Garofalo, President, Central Adriatic Ports Authority Marco Bruschni, Director, ATIM Luca Lupi, General Secretary, Port System Authority of the Western Sicilian Sea Djoni Štambuk, Assistant to General Manager, Zadar Port Authority
12.15- 13.00	<b>Port cities: the challenge for sustainable local touristic promotion and integration</b> Michele De Vita, Secretary General of the Forum of the Adriatic and Ionian Chambers of Commerce Hulbert van Rossum, Programme Manager Energy Transition, Port of Rotterdam Paolo Cini, Scientific Director of Dhekalos_Lab, the heritage digitization laboratory of Polytechnic University of Marche and Chancellor's Delegate for Cultural Heritage Vittoria Blego, Expert in port planning, Acquatecno
13.00 – 13.10	<b>Conclusions and end of the meeting</b>
13:10	Light lunch
Moderator:	Michele Romano, journalist









# 1<sup>st</sup> Cross Border event - 28/06/2024 LP-ADSPMAC

## Event report



## Title of Event: 1<sup>st</sup> Cross Border event

Date & Place of Event:	28 <sup>th</sup> June 2024 Ancona, NH Hotel, Rupi di Via XXIX Settembre, 14
Event type (in presence/online)	In presence & online
Partner/s Involved:	LP-ADSPMAC, PP2-NASPA, PP3-ADSPMACS, PP4-PNAEAS, PP5-KIP, PP6-DPA, PP7-ZPA, PP8-RERA SD
Project WP and activity:	WP1 - Act.1.1
Topics tackled, description of activity and connection to deliverables/project main outputs	<p>The 1<sup>st</sup> CB event, held in Ancona on 28<sup>th</sup> June 2024, was the launch event of the cross-border Port Innovation Crew (PIC), already existing partnerships at local/regional level, involving local and regional stakeholders in the field of tourism, culture and local planning in the valorization of the cultural assets of the involved ports in the strategies for resilient and socially inclusive tourism and culture.</p> <p>The PICs are aimed at sharing with local actors not directly involved in the partnership the definition of development paths and contents of the cultural and tourism actions linked to the ADRIJOROUTES. Activities of the PICs include also engagement experiences on linking the maritime cultural assets of the single ports with local identity and heritage and collecting feedbacks from the involved stakeholders on the opportunities and challenges for the integration of these contents.</p> <p>The main topic of the 1<sup>st</sup> CB event was „VALORISING PORT-CITY CULTURE AND SUSTAINABLE TOURISM VOCATIONS”, which has been explored in particular in two panels:</p> <ul style="list-style-type: none"> <li>- Ports as gateways to discover local territories and link different cultures;</li> <li>- Port cities: the challenge for sustainable local touristic promotion and integration.</li> </ul>
Outcomes and follow-up, findings/conclusions that will contribute to achieving project results	<p>The main outcomes of the 1<sup>st</sup> CB event are the following:</p> <ul style="list-style-type: none"> <li>- Analysis and sharing with local actors of what Administrations (at all levels) are doing and what they want to do in the area of Ancona port-city and its surroundings in the next years.</li> </ul> <p>The awareness about the policies and the concrete actions is essential to bring all actors and stakeholders (mainly from the local level) to work jointly and to reach the same objectives and scopes. This is true also for the ADRIJOROUTES topics and aims.</p>



	<p>Different stakeholder categories were engaged and took active part into the panels: - Institutional figures representing Local, Regional and National Public Authorities; - Port Authorities not directly involved in the project but with interesting best practices to show (Galataport Istanbul, Port of Rotterdam and Port System Authority of the Western Sicilian Sea); - Researchers and scientific experts (Prof. Paolo Clini, Scientific Director of Dhekalos_Lab, the heritage digitization laboratory of Polytechnic University of Marche and Chancellor's Delegate for Cultural Heritage); - Enterprises operating in the field of port Planning.</p> <p>Many others stakeholders participated at the CB event (interest groups, ferry companies, tour operators, maritime agencies) as audience, jointly with PPs.</p> <ul style="list-style-type: none"> <li>- Collection of feedbacks from the involved stakeholders on the opportunities and challenges offered by the ADRIJOROUTES project for the integration of maritime cultural assets of the single ports with local identity and heritage. Set the basis to share common good practices (also from other EU and Mediterranean areas) to strengthen the IT-HR CB cooperation on the sustainable management of passengers flows in the Italian and Croatian ports sites, to promote ports cultural heritage as alternative form of cultural tourism, to raise on the richness and wide accessibility of the maritime cultural heritage of ports.</li> </ul>
<p>Type of audience reached (project target groups)</p>	<p>Numbers of reached target groups in the framework of event (see the excel table):</p> <ul style="list-style-type: none"> <li>- Local Public Authority;</li> <li>- Regional Public Authority;</li> <li>- National Public Authority;</li> <li>- Sectoral Agency;</li> <li>- Interest Groups including NGOs;</li> <li>- Higher Education and research organisations;</li> <li>- Enterprise (except SME);</li> <li>- SME;</li> </ul>
<p>Annexes (minutes, attendance lists, screenshot of pictures of the event, invitations, agenda)</p>	<p>Agenda, Minutes, Attendance list, Pictures of the event</p>
<p>Media (written article, photo, media coverage web-links, ready news for social media, etc.)</p>	<ul style="list-style-type: none"> <li>- Written articles:             <ul style="list-style-type: none"> <li>• ADRIAECO: <a href="#">Porto di Ancona, con Adrijoroutes nascono le rotte culturali dei porti   Adriaeco</a></li> <li>• VIVERE ANCONA: <a href="#">Adrijoroutes: 8 porti, tra cui quello di Ancona, per promuovere il turismo culturale marittimo (vivereancona.it)</a></li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>• IL RESTO DEL CARLINO: <a href="https://www.ilrestodelcarlino.it/ancona/cronaca/adrijoroutes-rotte-culturali-dei-porti-intanto-arrivano-due-nuove-superfast-08aeb65a">https://www.ilrestodelcarlino.it/ancona/cronaca/adrijoroutes-rotte-culturali-dei-porti-intanto-arrivano-due-nuove-superfast-08aeb65a</a></li> <li>• CRONACHE ANCONA: <a href="https://www.cronacheancona.it/2024/06/28/adrijoroutes-otto-porti-delladriatico-in-rete-per-valorizzare-il-turismo-sostenibile/507097/">https://www.cronacheancona.it/2024/06/28/adrijoroutes-otto-porti-delladriatico-in-rete-per-valorizzare-il-turismo-sostenibile/507097/</a></li> <li>• IL NAUTILUS: <a href="#">CON ADRIJOROUTES NASCONO LE ROTTE CULTURALI DEI PORTI - il nautilus</a></li> </ul> <p>- Media coverage:</p> <ul style="list-style-type: none"> <li>• TGR - REGIONE MARCHE: <a href="https://www.rainews.it/tgr/marche/articoli/2024/06/adrijoroutes-progetto-mare-adriatico-italia-croaazi-otto-porti-in-rete-per-valorizzare-turismo-culturale-e-sostenibilita-fd02dbe5-670a-4918-8fdc-ea6e09408688.html">https://www.rainews.it/tgr/marche/articoli/2024/06/adrijoroutes-progetto-mare-adriatico-italia-croaazi-otto-porti-in-rete-per-valorizzare-turismo-culturale-e-sostenibilita-fd02dbe5-670a-4918-8fdc-ea6e09408688.html</a></li> </ul> <p>- News for social media:</p> <ul style="list-style-type: none"> <li>• Post of the Forum of the Adriatic and Ionian Chambers of Commerce on LinkedIn: <a href="https://www.linkedin.com/posts/forum-aic_adrijoroutes-sustainabletourism-portcity-activity-7213468434557243392-S8OZ?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/forum-aic_adrijoroutes-sustainabletourism-portcity-activity-7213468434557243392-S8OZ?utm_source=share&amp;utm_medium=member_desktop</a></li> </ul>
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# Minutes of the ADRIJOROUTES 1<sup>st</sup> Cross Border event

**NH Hotel**  
**Rupi di Via XXIX Settembre, 14 – 60121**  
**Ancona (AN)**

**Friday, 28<sup>th</sup> June 2024**



On Friday 28<sup>th</sup> June 2024, the LP-ADSPMAC, organized the 1<sup>st</sup> CB event (**D.1.1.1 - CB event in Ancona for the launching of the crossborder PIC**) of the ADRIJOROUTES project, which all project partners attended. The main topic of the event was: **“VALORISING PORT-CITY CULTURE AND SUSTAINABLE TOURISM VOCATIONS”**. Overall the aim was engaging the public and private stakeholders at EU, national, regional and local level in the field of tourism, culture and local planning on the importance to plan long-term actions to foster the integration of the Adriatic maritime cultural heritage as alternative, resilient and socially inclusive form of cultural tourism, and in particular **raising awareness of citizens and local communities on the richness and wide accessibility of the maritime cultural heritage of ports.**

The event started at 10.15 with a brief introduction of the ADRIJOROUTES project and its framework and the institutional Welcome of the On. Lucia Albano - *State Undersecretary of Economy and Finance*; Admiral Inspector Vincenzo Vitale - *Commander of the Port of Ancona and Marche Maritime Director*; Giacomo Bugaro - *representing Ancona Municipality* and Silvia Comiati - *Interreg Italy-Croatia Joint Secretariat.*

Afterwards, Guido Vettorel – *ADSPMAC Head of Development, promotion, statistics, communication and EU projects*, presented more in detail the project, where it comes from, its objectives and expected impacts. A brief video to better explain project aims was showed.

The event was organized around two panels, which were animated by different public authorities, representatives of interest groups, enterprises and researchers, and moderated by the Journalist Michele Romano. All of them gave the own contribution, opinions, suggestions based on the own background, expertise and knowledge as well as talked about their experiences gained during the past years in improving the attractiveness of maritime cultural heritage of ports, through dedicated interventions, infrastructural investments, agreements with entities/organizations placed in the same area, etc...

The first panel **“Ports as gateways to discover local territories and link different cultures”** saw a dynamic participation of several authorities: Figen Ayan - *Chief Port Officer of Galataport Istanbul and President of MedCruise*; Vincenzo Garofalo - *President, Central Adriatic Ports Authority*; Marco Bruschini - *Director ATIM (Agency for Tourism and*

*Internazionalization of Marche Region); Luca Lupi - General Secretary, Port System Authority of the Western Sicilian Sea; Djoni Štambuk - Assistant to General Manager, Zadar Port Authority.*

Between the two panels, Francesco Acquaroli, *President of Marche Region and Councilor for Tourism*, intervened with a keynote speech on the Marche Region tourism strategy.

The second panel **“Port cities: the challenge for sustainable local touristic promotion and integration”** was presented by Michele De Vita - *Secretary General of the Forum of the Adriatic and Ionian Chambers of Commerce*; Huibert van Rossum - *Programme Manager Energy Transition, Port of Rotterdam*; Paolo Clini – *Professor and Scientific Director of Dhekalos\_Lab, the heritage digitization laboratory of Polytechnic University of Marche and Chancellor's Delegate for Cultural Heritage; Acquatecno Srl representative.*

A closing speech was done by Vincenzo Garofalo - President of Central Adriatic Ports Authority (Lead Partner of the ADRIJOROUTES project). He focused on two main aspects:

- the need of coexistence and of a strong partnership between cities and ports in those cases where both are located in the same area, namely in all port-cities like Ancona;
- the commitment of pursuing the sustainable and ecological transition to improve the well-being of local citizens on one hand, and on the other hand, to promote the local history and culture by allowing its concrete and increased usage and its access to an even more wide tourist's population.

The Event ended at 13.15.