

Interreg Cooperation Programme

“Interreg V-B Adriatic-Ionian programme” - 2014-2020

Project “EMO.Undergrounds”

Call 2018 for Ordinary Project Proposals

Title (EN):

EMOtional technologies for the cultural heritage valorization within cross-border Undergrounds – “EMO.Undergrounds”.

Programme/Priority:

European Territorial Cooperation Programme “**Interreg V-B Adriatic-Ionian**” - **Priority Axis 2. “SUSTAINABLE REGION” - Thematic objective:** “Preserving and protecting the environment and promoting resource efficiency” - **Specific Objective 2.1** “Promote the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area” – **Call 2018.**

Brief description of the project

“EMO.Undergrounds” project aims at systematizing a set of interventions of promotion, valorisation and better enjoyment of the identified cultural assets (castles with undergrounds), and consequently, at reinforcing, in a sustainable way, the attractiveness and competitiveness of the involved Adriatic-Ionic tourist destinations by the use of advanced Information and Communication Technologies (ICT) - New Media and Emotional Technologies – both with innovative marketing tools. The project intends to boost the tourist development and the sustainable, smart and inclusive growth of target areas improving quality in tourism and promoting new integrated market oriented cultural-creative tourist products. In order to achieve this goal, the project plans to carry

out an integrated set of actions to manage and promote jointly, in a sustainable and innovative way, the identified cross-border cultural sites, integrating the existing tourism services supply and improving their quality.

More in details, the foreseen activities include networking actions, target sites studies and analysis, ICT and New Media tools development, pilot actions of recovery, safety and requalification of castles undergrounds, accessible cultural itineraries/paths designed, specific actions of institutional information/awareness/training/institutional capacity building/governance at cross-border level.

The project will be implemented by a network of 7 project partners and 3 associated partners from Italy, Greece, Croatia, Slovenia, Albania and Montenegro that are:

1. Municipality of Nardò - Apulia Region (Italy);
2. Cultural and Creative Industries Clust-ER (Association) - Emilia-Romagna Region (Italy);
3. Municipality of Andravida – Kyllini - Western Greece Region (Greece);
4. Public authority in Croatia (Croatia);
5. Public authority in Slovenia – (Slovenia);
6. Municipality of Kukes - Albania;
7. Municipality of Podgorica – Montenegro.

The Associated Partners are:

1. Superintendence for the Historical Patrimony, Artistic and Etnoantropologico heritage of Puglia
2. Ministry of Culture of the Republic of Albania – (Albania);
3. National Tourism Organization of Montenegro (Montenegro).

End-users are a wide range of possible visitors and key stakeholders (foreign tourists, citizens, students of different ages, policy makers, public employees, researchers and technologists, businesses and aspiring entrepreneurs, associations).

The project assumes and applies the guiding principles of the European policy for a smart, inclusive and sustainable growth for the year 2020 (EC COM (2010) 2020 - 03.03.2010: "Europe 2020 - A strategy for smart, sustainable and inclusive growth", integrating them through a multidisciplinary approach, with other policies in the field of accessible-secure-sustainable tourism and innovation, and with the corresponding national and regional executive policy documents. In addition, the project will contribute to the implementation of the EUSAIR strategy, because its actions are highly synergic with the specific objectives/topics of Pillar 4 "Sustainable Tourism" - topic 1 "Diversified Tourism Offer" and topic 2 "Sustainable and responsible tourism management". At territorial level the project is consistent with the National and Regional Smart Specialization Strategies (RIS3) of Italy, Greece, Croatia, Slovenia, Montenegro and Albania and with the National Tourism plans and strategies.

Background

The project idea arises from the primary needs emerged in project area to tackle either the lack of harmonized and innovative strategies and techniques on tourism management, either the insufficient availability of financial resources to be invested in requalification and marketing actions on cultural sites of particular historical-artistic value. It should be pointed that, the project represents an important challenge for the project partners oriented to seek a solution to address a common issue they agreed to face together, id est, implementing systemic actions in place of sporadic and isolated ones, for promoting the common sustainable growth and the cultural heritage's valorization with the view of tourism development. Project areas lags behind the European economy in terms of economic development and employment; a preliminary territorial analysis showed that project area offers an extraordinary wealth of cultural heritage and thus there is a great deal of possibilities for the development of sustainable cultural tourism. Against this starting strength, the project area presents weaknesses, as: - congestion by mass tourism in some year periods (June-August): particularly, in these period, tourism, is strongly seasonal, with consequent congestion and crowding, so it is inevitably destined to destroy the primary cause which has generated itself and which keeps it viable. This kind of tourism can cause the overcoming of natural ecosystems' carrying capacity and a consequent degradation of those natural and environmental resources on which it is based; - inadequate promotion and marketing activities for the start-up of new initiatives to promote the cultural tourist fruition; - limited diffusion of ICT use for the fruition and valorisation of cultural resources and the tourism promotion. In view of this starting points, the relevance of "EMO.Undergrounds" project for the Programme area in terms of common challenges lies in its strategic approach based on the valorization of the potentialities for a sustainable tourist development that derive from the extraordinary value of cultural sites object of interventions, with consequent positive impacts on deseasonalizing of tourist offer. This richness is enhanced even more by the mystery wing that experiential paths based on the most advanced technologies of virtual and augmented reality solely can assure, guiding visitors and users in an emotional and suggestive way along history and legend of project castles undergrounds. By doing this, the project will provide innovative solutions that goes behind the existing practices actually used in participating countries in cultural tourism sector, giving to the visitors the opportunity to live an unique charming experience through the ages of history, never lived before. This experience will include virtual reality rooms, smart mobile applications, holographic demos, interactive screens and projections, training and capacity building paths, educational tours and other dissemination activities of international relevance. Part of the activity will focus on the development of web based applications that aimed to explore, virtually, the undergrounds across different countries.

Project objectives

The project main objective that matches the specific Programme objective 2.1 is to increase the international competitiveness of targeted tourist destinations through the sharing of integrated innovative tools for the cultural heritage management and valorization.

The specific objectives are:

- To start up coordination initiatives among involved partners and key stakeholders.
- To increase tourists flows in project areas.
- To promote the internationalization of emotional and innovative connections/itineraries across cultural sites.
- To point out and promote the usage of shared and efficient procedures for the sustainable, smart and inclusive management of cultural sites.
- To enhance capacity building of tour operators and policy makers, favoring the aggregation of public and private sectors.
- To create new professional skills and jobs on innovative technologies for the valorization of cultural heritage.
- To activate communication and awareness initiatives aiming at promoting the role of Municipalities in the innovative management and promotion of cultural sites, and opportunities arising from project outputs.

Activities:

The project is structured in **7 work packages**, as specified below:

Work-Package/Task	
ID	WPP: Preparation costs
P1	Preparation Activities
P2	Closure of the project
WPM Project Management	
A.M1	Governance structure and Partnership Coordination
A.M2	Project Administrative, Financial and Contractual Management
A.M3	Project Meetings
A.M4	Risks and Quality Management
WPC Communication	
A.C1	Start-up activities including communication strategy and website (it includes the Communication Plan and the development and operation of the project dedicated web-space within the Programme web-site)
A.C2	Promotional materials
A.C3	Publications
A.C4	Digital activities including social media and multimedia (social media networking and 1 EMO.Undergrounds video)

A.C5	Organization of promotional events in project areas (5 inauguration ceremonies of emotional undergrounds in each project area and 5 promotional events of cross-border emotional paths with associated press educational tours)
	WPT1 – Small scale investments for the recovery, safety and regeneration of cross-border castles
A.T1.1	Completion of executive planning of public works and public procurement procedures to award them
A.T1.2	Implementation of recovery, safety and regeneration works
A.T1.3	Public procurement procedures for purchasing equipment and equipping of cultural sites
	WPT2 – Design and development of emotional innovative joint paths across cross-border cultural undergrounds
A.T2.1	Castels Undergrounds Studies and Analysis
A.T2.2	Castels Undergrounds survey, relief and photographic campaigns
A.T2.3	Digital and virtual contents production
A.T2.4	Interactive applications design and development
A.T2.5	Wireless Monitoring System and Audio Assistant
	WPT3 – Capacity building and education on innovative methods and technologies of joint management of cultural sites
A.T3.1	Implementation of trainings paths across project areas on innovative management methods and technologies for cultural sites
A.T3.2	Execution of a Programme of capacity building that will start with focus groups with actors of the quadruple helix (public authorities, businesses, research, citizens)
A.T3.3	Recommendations and follow-up for public policies
	WPT4 – International networking through activities outside of Programme Area
A.T4.1	Participation at 2 International Conferences/ Exhibitions on creative and cultural tourism out of the Programme Area
A.T4.2	Implementation of 1 Educational tour with international and local tour operators and press media specialized in creative cultural tourism outside the Programme area

Expected results

The main direct result of the project's activity is: project will ENHANCE, in a SUSTAINABLE WAY, THE CULTURAL HERITAGE of selected areas, offering to the tourism a new original occasion of enrichment and/or an attraction for several categories of visitors.

The other Expected Results are: - Closer European integration in target areas, Cooperation improved, Public Authorities and private tourist and culture operators being networked, experiences exchanged and best practices transfer among cross-border territories; - Widespread visibility and better fruition of the targeted tourist destinations; - Tourist flows, related to the cultural heritage, increased;- Local Communities granting benefits; Wider dissemination of Adriatic-Ionian regions culture, history, art and better knowledge of creative-cultural heritage; - Level of accessibility of the involved cultural sites and improved territories, respecting equal opportunities principles; - Policy makers and Tour Operators ablest to manage tourism and culture promotion; - New professional skills and jobs on innovative technologies for the valorization of cultural

heritage.- Harmonious, sustainable, inclusive and smart development of the involved territories; - Cross-border historic-artistic goods rehabilitated; - Creative culture valorized and standard of life revitalized.

Project will assure an important contribution to raising the capacity level of stakeholders operating in cultural heritage protection and tourism field to valorize in a sustainable way cultural heritage as a growth asset of Project and Programme area.

Budget

Project budget is around € 2.800.000,00

Duration

30 months