

PROJECT NAME

INNOCULTOUR | Innovation and Promotion of Adriatic Cultural Heritage as a Tourism Industry Driver

DESCRIPTION

The project INNOCULTUR, is capitalizing the results of the IPA Adriatic project MUSEUMCULTOUR, and is aimed to increase the visibility and immediate identification of 8 less-known cultural heritage sites. The activities will be focused on active involvement of creative industries, local population and major stakeholders dedicated to the preservation of natural and cultural heritage by the mean of public call for ideas launch in order to support integration of traditional cultural offer with ICT and improving the virtual accessibility of the natural and cultural destinations involved in the project

MAIN OUTCOMES

- 1 professional promotion campaign
- 1 marketing and promotion activities strategy
- 10 workshops in schools
- 10 workshops with local communities
- 1 Joint Call competition for Creative Ideas
- 8 valorization & accessibility interventions on less-known cultural heritage sites
- 8 training manuals for multimedia installation use and maintenance

TARGET GROUPS

Youth, Tourists
Local, regional and national public authorities
Cultural and natural heritage management bodies
Regional and local development agencies
Cultural and Creative sector Enterprises

TOTAL BUDGET

916.183 €

DURATION

1.01.2018 - 30.06.2019

CONTACT

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PROJECT PARTNERS

DELTA 2000 Consortium | Ostellato **LP**
Molise Region | Campobasso **1**
Veneto Region | Venice **2**
RERA Development agency of Split-Dalmatia county | Split **3**
Natural History Museum of Rijeka **4**