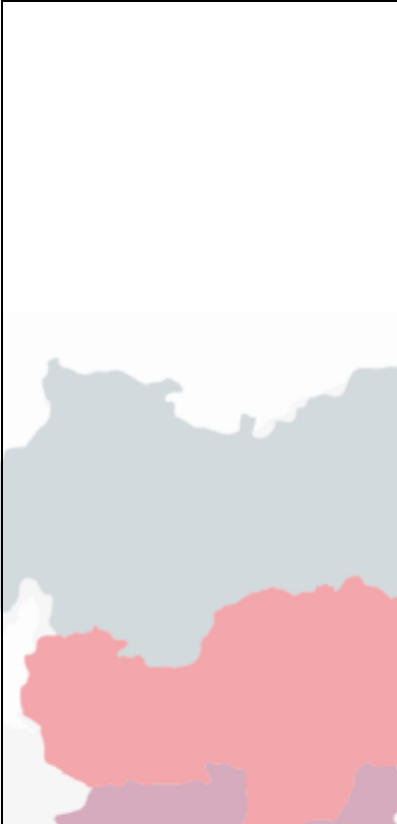


Project fiche

TITLE OF THE PROJECT	<p style="text-align: center;">MUS&NAT</p> <p style="text-align: center;"><i>Cross-border digital museum for the increase of slow tourism and participatory safeguarding of the nature</i></p>
Funding programme	<i>Interreg Italy-Austria</i>
Summary of the project	<p><i>The project sets up a network of Italian and Austrian local institutions aimed at creating and promoting a slow tourism product focused on rivers (Isonzo, Sile, Gail) and nature. The natural sites will be enhanced through a cross-border digital museum setting up through the active involvement of the citizenship.</i></p>
Partners	<p><i>Municipality of Gorizia – LEAD PARTNER</i> <i>Municipality of Morgano - PARTNER</i> <i>Museum für Volkskultur – PARTNER</i> <i>Land Carinthia - PARTNER</i></p>
Challenges	<ul style="list-style-type: none"> - <i>to valorise less-known destinations close to art cities and main tourism flows;</i> - <i>to self-promote as tourism sites devoted to school and cycling tourism;</i> - <i>to create a network of towns that have already carried out projects for the exploitation of their natural tourism potential;</i> - <i>to raise awareness of the population on the importance of the protection and conservation of river habitats;</i>
Objectives	<p><i>General objective: development of responsible and sustainable tourism with a limited environmental impact</i></p> <p><i>Specific objectives:</i></p> <ul style="list-style-type: none"> - <i>to create new tools for the Didactic Plans;</i> - <i>to attract tourists interested in natural and slow tourism products;</i> - <i>to raise awareness of the population towards environmental themes;</i>

<p>Contribution to programme's objectives</p>	<p><i>The project is consistent with the programme's objectives as it aims at preserving the uniqueness of the cultural and natural heritage and fostering a sustainable and cross-border tourism that balances protection and enhancement of natural sites through an active involvement of the local communities.</i></p>
<p>European dimension of the project / European added value</p>	<p><i>The European added value for this project is the use of a joint methodology for the setting up of a cross-border network of natural sites addressed to school tourism.</i></p>
<p>Contribution to other policies</p>	<p><i>The project is consistent with regional policies of Friuli Venezia Giulia and Veneto regions.</i> <i>The Strategic Plan of Friuli Venezia Giulia Region 2018-2023 identifies, among its priorities, the setting up of slow tourism packages addressed to specific Italian and foreign target groups (and the project is addressed to schools).</i> <i>The Destination Management Plan of the "Art cities and Venetian Villas of the Treviso's territory" aims at enhancing the sport and school tourism as well as the and promotes the setting up of international partnerships. It also aims at becoming a destination that pays attention to social responsibility and sustainability.</i></p>
<p>Synergy and complementarity</p>	<p><i>The project is also complementary to the project "Isonzo-Soča Cross-border Park" financed by the programme Interreg Italy-Slovenia 2014-2020 whose main goal is the conservation, protection, recovery and development of the natural and cultural heritage of the cross-border area along the Isonzo-Soča river, as a homogeneous tourist-recreational destination.</i></p>
<p>Description of the project and organisation in WPs</p>	<p><i>WP1 - administrative and financial management</i></p> <p><i>WP2 - communication and dissemination</i></p> <p><i>WP3 – METHODOLOGY FOR A CROSS-BORDER APPROACH</i></p> <p><i>WP3.1 - awareness raising activities and definition of a methodology for participatory processes with local stakeholders and schools</i></p> <p><i>WP3.2 – focus groups with local stakeholders (public/private and profit/non-profit as: fishermen, hunters, the Region, the local DMO, the Province, sport associations etc) on the strategy for the protection and enhancement of the river;</i></p> <p><i>WP3.3 – seminars addressed to schools on the intangible heritage related to the river, its flora and fauna and its history and guided tours in each town for schools from the other 2 partner areas; it aims at strengthening the identity and the sense of belonging of local communities;</i></p> <p><i>WP3.4 – realisation of a participatory parish map by a school for each partner area based on the same visual identity; the map will be bilingual</i></p>

	<p>and in this way language, scientific and humanities skills will be strengthened;</p> <p>WP3.5 – workshops with the citizenship to improve hospitality skills in order to let it become the first ambassador / front-office of the territory</p> <p>WP4 – digital cross-border museum of the 3 rivers</p> <p>WP4.1 - Setting up of a digital cross-border museum. The website will be trilingual (Italian, German and English) and fully accessible to disabled people. It will provide all the necessary information for the accessibility of visitors to the 3 destinations. The contents to be uploaded in the digital museum will be written together with schools and stakeholders in order to guarantee the full understanding by the readers. Different type of texts, according to the age of the readers, could be foreseen. This digital museum will be an e-learning tool to be used by local schools.</p> <p>WP5 - promotion</p> <p>WP5.1 – agreements with hotels and restaurants of three areas for boosting school tourism among these towns</p> <p>WP5.2 – setting up of tourism packages addressed to schools and their promotion through the involvement of the Regional School Offices</p> <p>WP5.3 – online promotion and participation to the School Tourism Fair of Genova</p>
<p>Output and result indicators</p>	<p>What is the way of measuring an objective to be met, a resource committed, an effect obtained? (max 500 characters)</p> <ul style="list-style-type: none"> - No. of local associations involved; - No. of students involved; - No. of insights and interactions on social networks; - No. of visits to the Digital Museum - No. of seminars and workshops organised; - % positive satisfaction questionnaires filled by the participants ; - No. Of school tours organised; - % of increased arrivals and stays;
<p>Durability / sustainability</p>	<p>How will the project outputs be further used once the project has been finalised? How will the project continue after its end? (max 500 characters)</p> <p>The digital museum of the 3 rivers could become a permanent e-learning tool for schools participating in the project; the museum could be widened and include other towns and rivers sharing the same philosophy; There will be agreements with restaurants and hotels from the three areas;</p>
<p>Innovative character</p>	<p>Active citizenship, the river as source of culture and sociability</p>

Target groups	<i>Tourists, slow tourists, cyclotourists</i> <i>schools</i> <i>Citizens</i> <i>General public</i>
Budget	<i>EUR 750.000?</i>
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