

## NEWSLETTER no 1



**DIVERIMENTO**  
Europe: motion, emotion, imagination

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*Our main aim is to diversify tourism offers in peripheral destinations with heritage-based products and services: only through the creation of stakeholder alliances and skills alliances we can internationalize locally operating micro-enterprises and facilitate their uptake by the global market.*

**Motion, emotion and imagination**  
will be keystones in our journey!

#### **Motion**

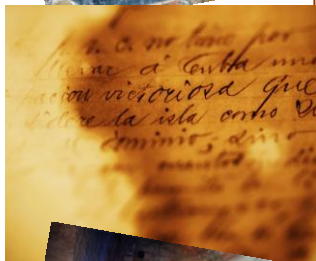
is the origin of progress, starting with the abduction of the Phoenician princess Europa by Zeus to the present day: Europe, our continent, is the common home of people migrating and seeding their values: democracy, knowledge, and secularity. Domestic and international tourism connects every year millions of people of different backgrounds and languages in a common spiritual citizenship

#### **Emotion**

indicates the rational and conscious experience, it implies the *motivation* and the *cognitive process* to approach cultural heritage and legacy. By transforming people in motion into participants, DIVERIMENTO is switching on the knowledge engine. Emotion is a focus on the identity and the essence of a place called in Latin *genius loci*.

#### **Imagination**

the abstract thinking, is the power to represent the unreal. In our case it is connected to the *illusion* and the *willing suspension of the disbelief* that are the necessary condition to enter the fantastic kingdom of the tales.





This project is co-funded by  
the European Union



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## TECHNICAL SUMMARY OF THE PROJECT

DIVERTIMENTO diversifies tourism offers in peripheral destinations with heritage-based products and services, addressing stakeholder alliances and improving professional skills to internationalize locally operating micro-enterprises, achieve excellence and facilitate their uptake by the global market. The Project combats stakeholder fragmentation and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a new, shared vision for development.

Seamlessly connected with tourism consumption points at place level, the product offers authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities. The product builds an unprecedented opportunity to terminate the vicious circle of generating and distributing low quality tourism commodities exchangeable by price.

Fully in accordance with the EU2020 GRAND SOCIETAL CHALLENGES and the NEW NARRATIVE FOR EUROPE, 2014, 7 peripheral destinations in Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism.

The final product is a Trilogy (Cultural Route, iBook, Heritage Games) inspired by the COE Principles for Cultural Routes, exploiting both the technology intense experience and the onsite experience in the territory. It enters the global distribution channel ITB Berlin in 2017 addressing primarily the connected consumer market, the senior and youth market.

The Project Legacy with 102 tools will be inherited to the Statutory Association of Tourism Related Enterprises EUROTHENTICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements.

DIVERTIMENTO PROJECT STARTED IN MARCH 2016

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## KICK OFF MEETING IN BRUSSELS

The kick-off meeting of DIVERTIMENTO was hosted by the Executive Agency for Small and Medium-sized Enterprises (EASME) at 19th April 2016 in Brussels, Belgium

The main objectives of the Kick off meeting were:

- ☐ Introduce the parties (Beneficiaries, DG GROW, EASME)
- ☐ Discuss the terms of the contract
- ☐ Detail the objectives and work plan
- ☐ Networking

To establish transnational project management structure and decision making procedure, DIVERTIMENTO project consists of 3 Project Committees and 7 Partner Project Teams. All Committees have been elected at the Kick-off Meeting organized by EASME in Brussels upon approval:

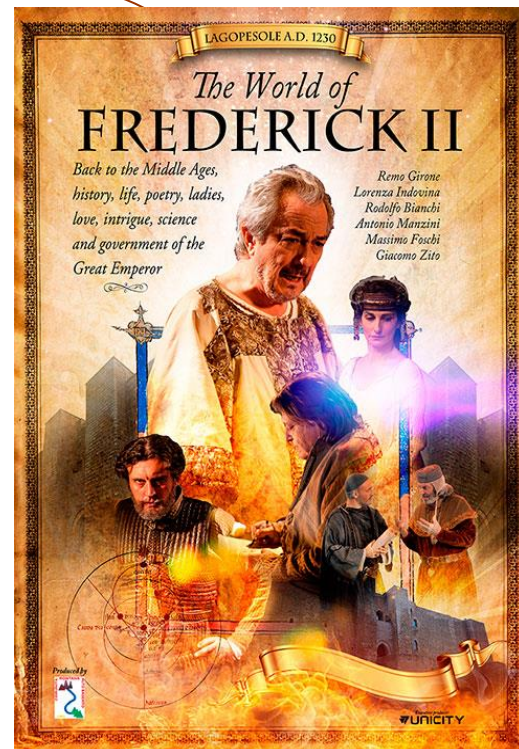
- The Steering Group Committee (SGC) with 3 members: the Scientific Supervisor, the Communication Coordinator, and the Secretariat Coordinator. The Scientific Supervisor holds the majority vote in all procedures and belong to the Project Team of the Coordinator.
- The Technical Coordinator and the Communication Coordinator has been elected at Partnership level. The Technical Committee (TC) consists of the Technical Coordinator and the Web Administrator.
- The Quality Control Committee responsible for all project outputs has been elected by the Transnational Partnership. A Quality Control Committee sets up the standards and the procedures for the quality of outputs delivered and the guidelines for the quality of Project implementation procedures, according to the time schedule, the skills of human resources, the deliverables, the communication needs, the COSME Programme framework/rules and the estimated risks.



## LAGOPESOLE MEETING

The 2nd Project Management Meeting,  
Together with the  
1st Study Visit and Evaluation Workshop  
1st Stakeholder Workshop  
1st Project Info Day & Press Conference  
will take place in Lagopesole, Italy  
during the period of 26th –28th of July 2016

The events will take place in the Castle of Lagopesole.



Lagopesole can be the prototype of a peripheral cultural heritage and touristic attraction. It is a picturesque village built around a medieval castle surrounded by wonderful forests. The castle will be the venue of DIVERTIMENTO transnational events: 2nd project meeting, 1st study visit and evaluation workshop, 1st stakeholder workshop and 1st project info day.

The narrative museum is peopling the Castle with stories from the "World of Frederick II". Visitors become integral part of the excitements of the court life, get to know the historical and political events and personalities that marked the Emperor's lifetime. Through an interactive and very atmospheric journey, an exhibition of art and media illuminate the personality of Frederick and his time: the arts, the crafts, the struggle against the pope and his human side as well. In his monologue the Emperor states that he is infiltrated by the desire for perfection, which has been the result of his education.

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## PROJECT CONSORTIUM

7 partners in Greece, Italy, Spain, Slovenia, Romania, Bulgaria, and Turkey share a common vision to boost the tourism potential of peripheral destinations, acquire new knowledge, capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism.



*CULTUREPOLIS, the Project Coordinator, with seat in Corfu, Greece*



UNICITY from Italy



HOTELOFI Srl. from Spain



POZEJDON TURIZEM d.o.o. from Slovenia



INSTITUTUL DE  
ECONOMIE NAȚIONALĂ

Institute of National Economy from Romania



Union of Bulgarian Black Sea Local  
Authorities from Bulgaria



DOKA from Turkey

