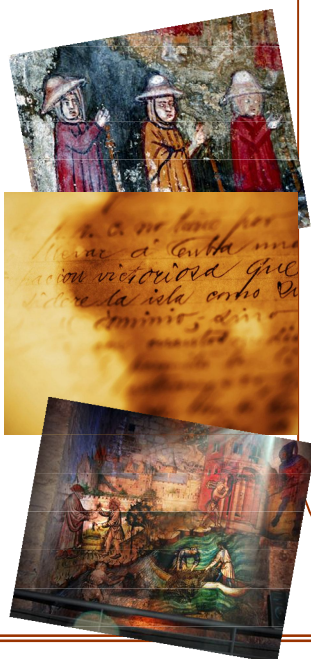


## NEWSLETTER no 3

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### Third Project Management Meeting Race, Slovenia

Pozejdon Turizem d.o.o. hosted the third project management meeting during 12<sup>th</sup> – 13<sup>th</sup> of December 2016 in Race, Slovenia. The meeting gathered the partners, local authority officials and local key actors in the stakeholder workshop and Info day organized as part of the project.

Mr Branko Ledinek, Mayor of Race and Mrs Zorica Zajc-Kvas, Director of municipal administration were the special hosts who greeted the participants.

The first part of the meeting was devoted to the administrative and technical progress of the project where each partner had to report the achievements and results, barriers hindering the process of implementation and future actions.

The Italian version of the iBook was presented with details about physical requirements for the actual connection between the 70 geolocations of the partner countries in EUROTHENTICA route. It is among the three outcomes that ensure the interpretive learning, cultural diversity based on distinctive features and national identities of the partner territories.



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## Third Project Management Meeting Race, Slovenia

The opportunities and practical tools for the seven pilot projects global distribution at the ITB Berlin 2017 in March were discussed in order to ensure that the communication and dissemination strategy will be utilized. It will further address the connected consumer market, the senior and youth marker and will enable the profit making for the operating business right after the project completion.

The evaluation workshop organized at the end of the meeting was to review the progress and to advance the exceptional experiences through 70<sup>th</sup> geolocations identification, valorization and heritage interpretation.

The project partners discussed the financial operation and programme requirements which facilitate the operational capabilities and enrichment of outcomes.



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## SECOND STUDY VISIT AND GAMIFICATION



The Gamification method as complementary to the Slovenian pilot project was promoted before the international partners and local stakeholders. The “Last conspiracy” game was performed by Drama group students from the primary school in Rače. The play about plotting the conspiracy was played by in the castle white room. Eight children led by their 2 mentors perform the short play. Then the audience was separated into two groups to find the conspiracy letter, hidden somewhere in the castle and reveal the traitor of the conspiracy. Thus the people played historic game and were as actors actively involved into the story.

After the game, a quick discussion with the actors and mentors from school was performed. Similar gamification activities will be developed and performed in the rest six partner countries and will be jointly promoted together with the Cultural Heritage Route.

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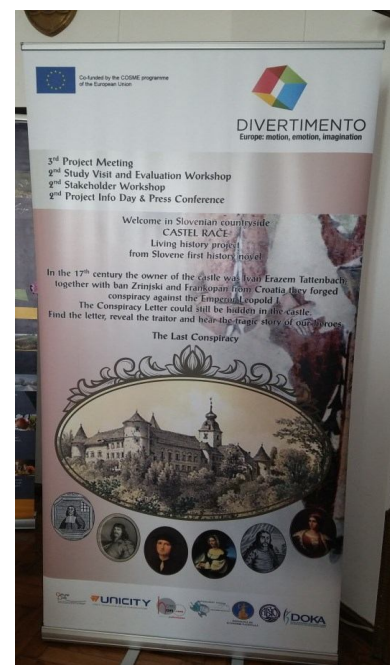


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## STAKEHOLDER WORKSHOP AND INFO DAY

The Second Stakeholder Workshop took place on 13th of December where representatives from the town of Rače and surrounding settlements came to hear about the project initiative. Representatives from the Botanical Garden TAL 2000, the Tourist Association of Podravje region, the Anona marketing, the Primary School of Rače and the Municipality of Rače gathered to discuss and identify the new generation of the experience-base tourism product in the territory. The objective of the meeting was to embrace and support entrepreneurial activities through provision of domain specific training to the participants.

The project Info Day aimed to attract the local key actors, media and citizens to publish and promote DIVERTIMENTO at the local level. The arguments towards project uniqueness are that it will promote the peripheral areas, to advertise local products and services, to support local economies thus to achieve safety and security of tourism supply in an innovative and user oriented way.



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