

ADRIONET Final Conference

January 10th 2023, Bologna, Italy

Address: Regione Emilia-Romagna, - viale Aldo Moro, 30 – Aula Magna - Bologna

Working languages: Italian and English - Please bring your own earphones for phone translation

Link for online participants: <https://us02web.zoom.us/j/82913235708> Passcode: 1001

Tuesday, January 10th – Public Event – Aula Magna

09:00-09:30 Registration of participants

09:30-09:45 Welcome speech

Morena Diazzi – General Director for Knowledge, Research, Labour, and Enterprise of Emilia-Romagna Region

Lodovico Gherardi - Head of Interreg Adrion Managing Authority

09:45-10:00 Project Adrionet at a glance: activities and results

Maura Mingozi - Attractiveness, Internationalization, Research Sector of Emilia-Romagna Region

10:00-11:00 PRESENTATION OF KEY OUTPUTS:

T1.1 - Transnational Action Plan (TAP)

Simone Taddei - Authentic Villages of Italy Association

T2.1 - Pilot Demonstration Actions

Tina Primožič - Regional Development Centre Koper

T3.1 - Transnational Network of Authentic Villages

Maura Mingozi - Attractiveness, Internationalization, Research Sector of Emilia-Romagna Region

11:00-11:45 ADRION THEMATIC SUB-CLUSTER OF EMERGING DESTINATIONS

Capitalization in Interreg Adrion Programme

Giulia Frattini - Communication Officer of Interreg Adrion Programme

Presentation of WOOL project

Diego Santalana - Eva Canevarolo – Upper Adriatic Technology Pole Andrea Galvani SCPA

Presentation of TANGRAM project

Giulia Righetti – Monza Municipality

11:45-13:00 AUTHENTIC VILLAGES AS A TOOL FOR SUSTAINABLE TOURISM DEVELOPMENT

Culture, identity, quality of life and tourist development in authentic villages

Rosanna Mazzia - President of Authentic Villages of Italy Association

Marketing and communication for authentic villages

Fausto Faggioli – Territorial marketing manager for sustainable tourism

Regional planning of ERDF and ESF+ funds

Daniela Ferrara – Community and National Funds Sector Emilia-Romagna Region

The role of sustainable tourism in the Interreg Adriatic Ionian Programme 2021-2027

Lucia Calliari - Representative of Joint Secretariat of Interreg Adrion Programme

13:00 **Buffet Lunch**

Moderator Mr. Alberto Mazzotti - journalist