



## Conference

### **CULTURAL HERITAGE AND SUSTAINABLE CULTURAL TOURISM** **Experiences in the Creative Europe Program and in the Cultural Routes of the Council of Europe**

**Co-organized by Italian and Croatian Creative Europe Desks**

Friday 28<sup>th</sup> October 2022, 10.00 - 11.30 a.m.

Sala Cerere, Borsa Mediterranea del Turismo Archeologico, Ex Tabacchificio Paestum

#### **Institutional regards**

*The Creative Europe Culture Subprogram*

**Fiona Deuss Frandi**, Senior Project Adviser – Education and Culture Executive Agency - EACEA

*The role of the Creative Europe Desks: technical assistance and communication of Creative Europe program and European cultural policies*

**Anna Conticello**, Creative Europe Desk Italy DGCC-MiC - **Anera Stopfer**, Creative Europe Desk Croatia

#### **Cultural Heritage - Project CREAMARE**

**Fabio Bruno** Associate Professor UNICAL e co-founder di 3D Research

**Barbara Davidde** Superintendent, Soprintendenza Nazionale per il patrimonio culturale subacqueo

#### **Cultural Heritage - Project A SEA CHANGE**

By KONTEJNER / BIRO SUVREMENE UMJETNICKE PRAKSE

#### **Sustainable Cultural Tourism**

**Giuliana De Francesco** MiC responsible for the extended partial agreement on cultural itineraries of the Council of Europe - Segretariato Generale, Unit 3

**Antonio Barone** Director Phoenicians' Route

#### **Q&A**

*Creative Europe Desk Italy - coordinated by the Directorate-General for Contemporary Creativity of the Ministry of Culture - participates with a conference co-organized with the Creative Europe Desk Croatia which will be introduced by the two Italian and Croatian desks and will be divided into two stages: Cultural Heritage and Sustainable Cultural Tourism. For the cultural heritage, two projects co-financed by Creative Europe will be presented: CREAMARE, dedicated to the underwater cultural heritage, and A SEA CHANGE, curated by KONTEJNER / BIRO SUVREMENE UMJETNICKE PRAKSE which addresses the issues of the blue economy in the life of coastal communities in a direct and targeted way. The section dedicated to sustainable cultural tourism will be entirely dedicated to the Cultural Routes of the Council of Europe. During the speech we will talk about the Phoenicians' Route, the Olive Tree Route and the Iter Vitis Route.*

**From 27 to 30 October, as for the last edition, the Desk will be present with a stand for one-to-one meetings of technical assistance to the Culture of Creative Europe calls.**