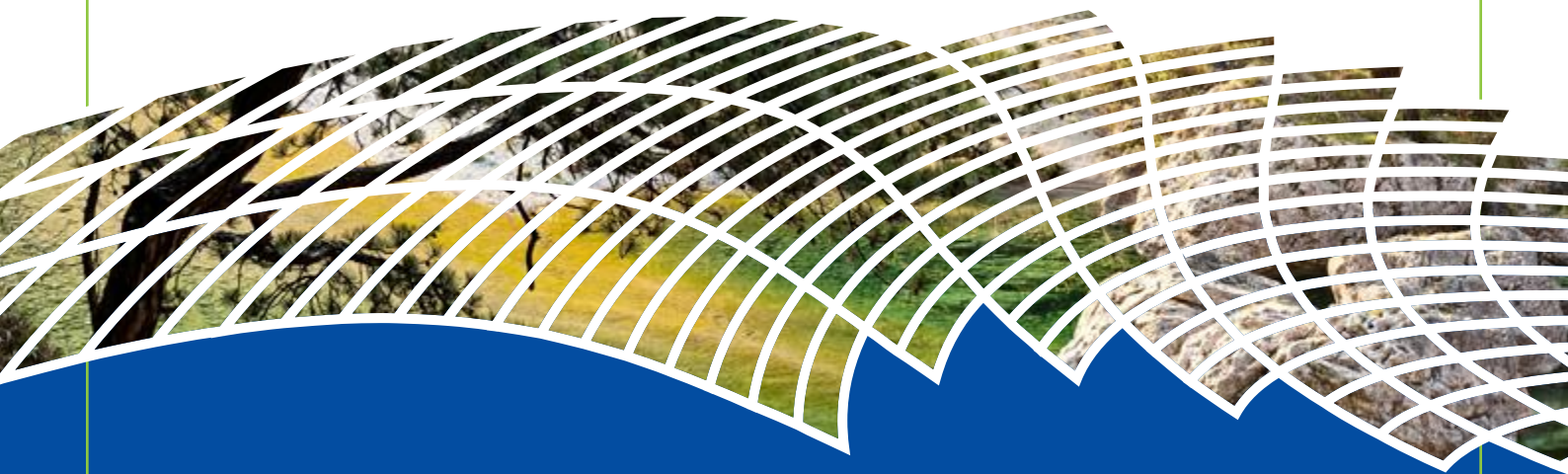




# New Experiential and Sustainable routes: the results of Creatures Project



[creatures.adrioninterreg.eu](http://creatures.adrioninterreg.eu)



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# Context

The activities and initiatives carried out in the field of **culture** and **creativity** not only enrich people, cities and territories with values and knowledge, but furthermore represent a precious opportunity to generate economic **development** and **innovation** in the territories, also in the various areas of **tourism promotion**.

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Starting from these assumptions, with the **European transnational program ADRION**, various investment initiatives are being implemented in the field of regional innovation systems, cultural and natural heritage, environmental resilience, sustainable transport and mobility as well as capacity building. These investments are promoted in 8 countries of the Adriatic-Ionian macro-region: **Croatia, Greece, Italy and Slovenia**, belonging to the EU, **Albania, Montenegro, Serbia**, candidates for entry, and **Bosnia-Herzegovina**, a potential candidate country.



By bringing together eight Partner States, ADRION aims to act as a policy driver and governance innovator for the benefit of **more than 70 million people** in the Adriatic-Ionian macro-region.

The **CREATURES - Promoting Creative Tourism through new Experiential and Sustainable routes** project also fits into the context of this broad and articulated program of interventions.

# Creatures Promoting creative tourism through new experiential and sustainable routes. Project synthesis

**CREATURES, Promoting Creative Tourism Through New Experiential And Sustainable Routes**, aims to preserve cultural heritage while, at the same time, promoting sustainable and experiential tourism in the Adriatic-Ionian

macro-region, by exploiting Cultural&Creative Industries'(CCI) potential, finding a right balance between innovation and conservation of the rich cultural heritage of this macro-region.

## About us

The project has been implemented **between March 2020 and February 2023** by **8 partners** located in several countries of the Adriatic-Ionian macro-region, through the development of actions and tools aiming to raise competencies, support decision making processes and test solutions, focusing its activities in particular in the following **areas**:

- a **Joint Acceleration Programme**, promoted with the aim to increase CCI-related SMEs and start-ups' capacities to do business supporting cultural heritage preservation and sustainable tourism;
- **Policy Recommendations, Local Action Plans and related Pilot Activities**, in order to provide decision makers with new strategic tools useful to better support CCI in the project fields;
- development of **Mobile app and multimedia installations**, with the goal to attract tourists, with particular reference to young people, in the new **CreaTourES routes**, encouraging them to explore the Adriatic-Ionian cultural heritage in "alternative" ways.

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# Partners



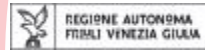
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# Project ID Card



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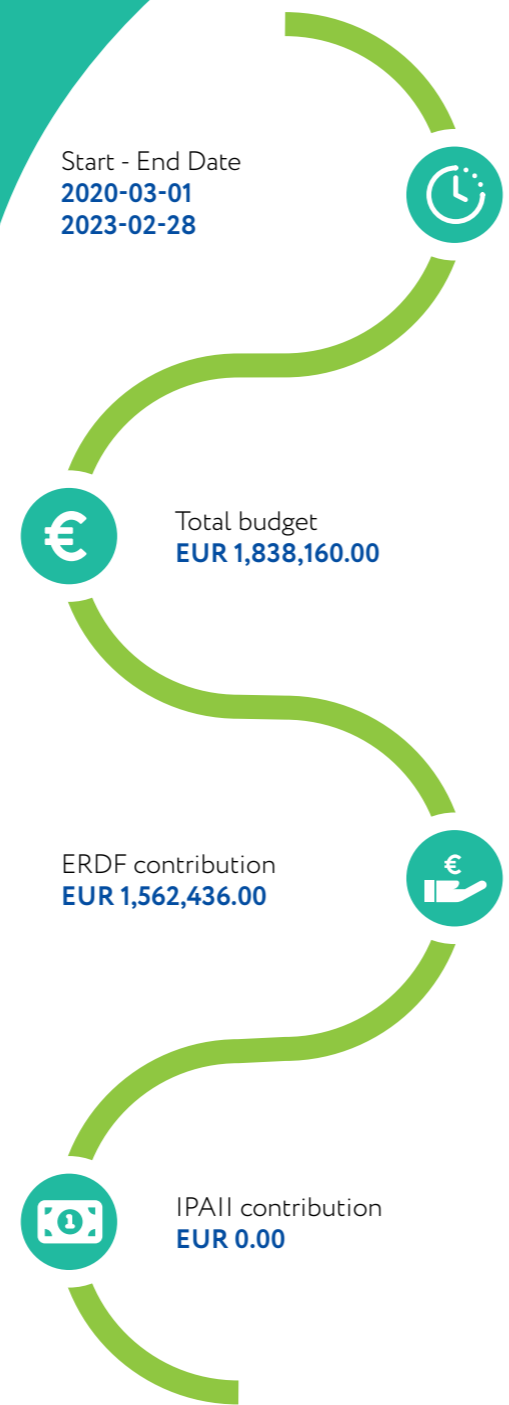


# Goals

The **CREATURES Project** has been promoted following the main goal to **promote sustainable and experiential tourism** in the **Adriatic-Ionian macro-region**, by **exploiting Cultural&Creative Industries'(CCI) potential**, and **finding a right balance between innovation and conservation of the rich cultural heritage** of this macro-region.

Given this main goal, its actions and solutions have been promoted to generate positive changes at **3 levels**:

- **economic:** increased CC SMEs-startups' competitiveness and tourist flows attracted by the CreaTourES routes offered;
- **cultural:** greater valorization of cultural heritage;
- **strategic:** improved policies promoting a more integrated vision of CCI.



To raise these targets, the project's partners adopted an approach aiming to well-balance beneficiaries' increased knowledge & skills, being integrated, participatory and transnational, exploiting CCI sector and its key-role in economic growth and cultural valorisation of the Adriatic-Ionian macro-region, and boosting high-quality and sustainable tourist offer through an experiential perspective.

All this, with the intent to generate several **spill-over effects**:

- enhancing collaboration among tourism-CCIs-decision makers;
- revitalisation of marginal areas;
- diversification and innovation of tourism offers;
- extension of seasonality.



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The CREATURES project was divided into various initiatives of comparison, exchange and sharing between the project partners. The start of its activities took place in March 2020, practically coinciding with the outbreak of the pandemic crisis which had enormous impacts on health, economic, social and cultural levels on a global scale.

The CREATURES project includes a detailed and articulated program of initiatives and moments of discussion, exchange and sharing among the project partners, involving external stakeholders and experts. It started its activities in March 2020, practically coinciding with the outbreak of the pandemic crisis. The staggering impact it had on the tourism (both international and domestic, with a slightly better resistance for the second one, as pointed out the Eurostat data) and CCIs sectors affected the project, forcing the partnership to face an unexpected challenge: to rethink some activities and readjust them to the new economic-social-cultural contexts.

# Activities

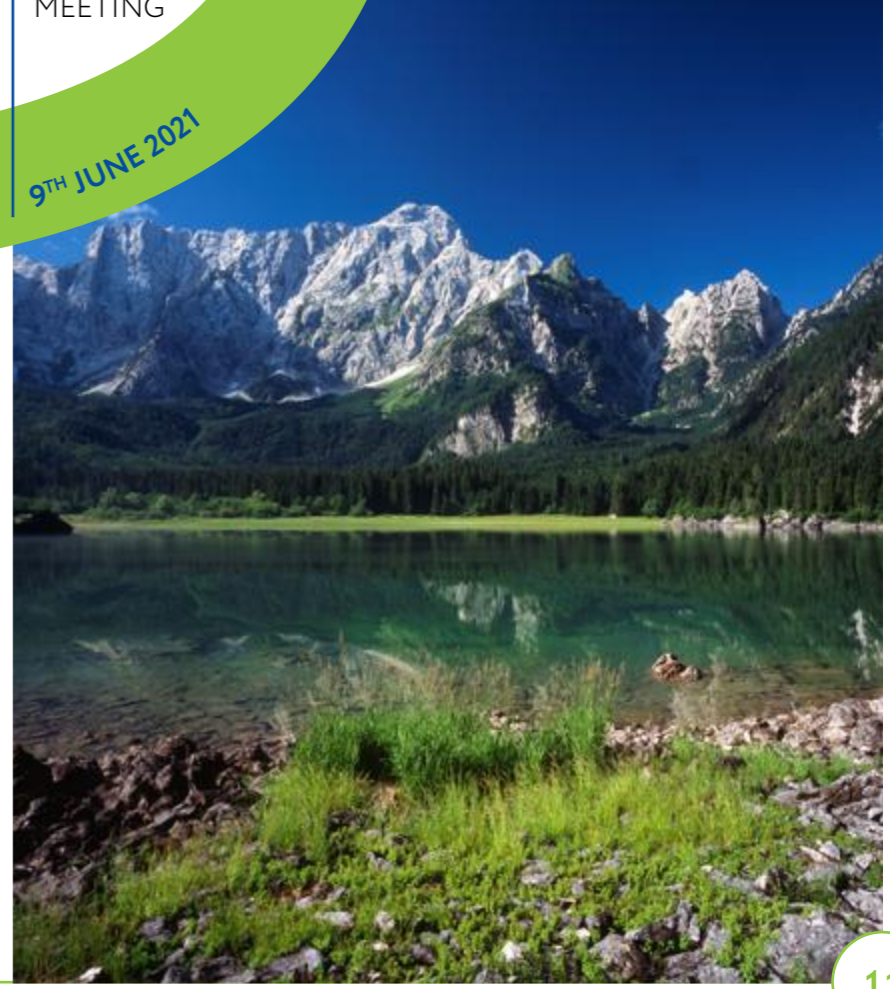
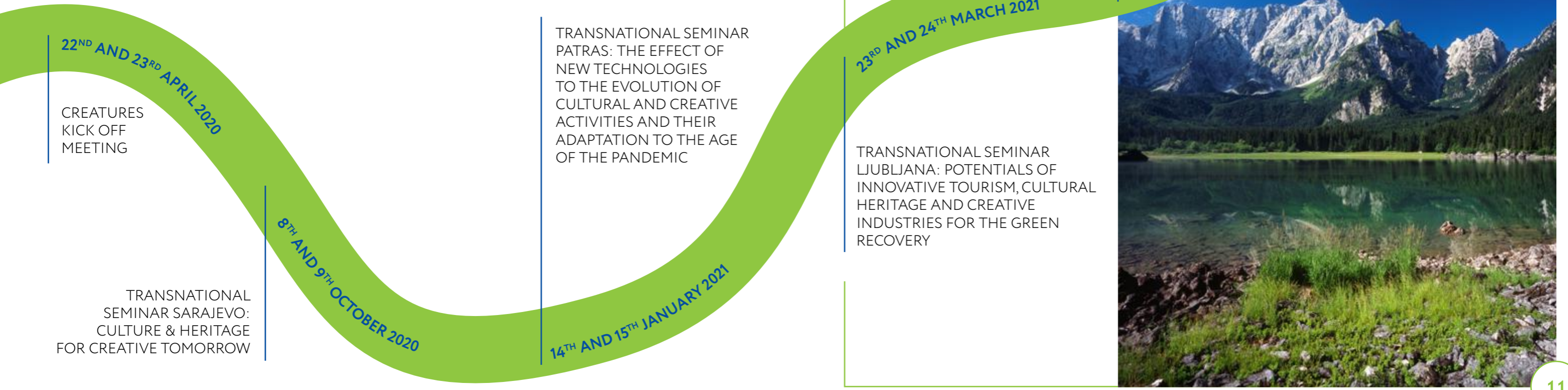
A summary table with the number of events organized by category:

- 1 Kick of meeting
- 9 Partner meetings
- 3 Transnational seminars
- 1 Transnational meeting
- 1 Mid-term partner meeting
- 1 Transnational final conference
- 7 Press tours
- 7 Local dissemination events



<https://creatures.adrioninterreg.eu/news-events>

## Timeline: main activities



# Main results

The main results achieved with the implementation of the project include reports and documents, functional to the definition and knowledge of the contexts of intervention, to the reporting of best practices, to the development of policies and recommendations useful for enhancing and promoting the opportunities for alternative, cultural and sustainable.

1. Report and publications
2. Joint Acceleration programme
3. Digital Tools
4. Target reached

In addition, outputs focused more on final expectations and needs were created, starting with tourists potentially interested in similar opportunities, such as the implementation of itineraries that have the purpose of promoting unprecedented tourism experiences referring to younger population groups and aimed at enhance lesser-known places and attractive sites.

Digital communication tools have also been developed, specifically a portal, a mobile app and a multimedia installation kiosk, functional to their knowledge and use. Again to promote awareness of these routes, some project partners have also organized press tours, involving journalists and other information professionals in guided visits to places and points of interest scattered along the routes.

<https://creatures.adrioninterreg.eu/library>

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## 1. Report and publications

### STATE OF THE ART & SWOT ANALYSIS

The State-of-the-Art Report is one of the first documents produced, a preliminary study mapping the **context of the CCIs sector** in the project area as well as within a broader economic and political scenario. Along with the joint SWOT analysis – which illustrates the different stages of development and recognition of CCIs – it was found that all project partners share elements. Be it **strengths, weaknesses** or **common treats** in terms of fostering the links between CCIs and sustainable/experiential tourism.



<https://creatures.adrioninterreg.eu/library/deliverable-state-of-the-art-swot-analysis-joint-report>

### GOOD PRACTICES E-CATALOGUE

This e-catalogue contains **27 examples of projects created** and implemented in the Adriatic-Ionian area, united by inspirational ideas and innovative responses. These good practices were developed by governmental bodies, civil society organizations, SMEs, as well as individuals. Among other topics, the catalogue shares creative ideas for festival organization, museum development, unique outdoor tours, use of technological innovation and business ideas creation.



<https://creatures.adrioninterreg.eu/library/good-practices-e-catalogue>



### JOINT PREPARATORY REPORT

The study presented in this volume is a preparatory analysis collecting current policies, strategies and legal-institutional framework related to CCIs. With this document, entitled "**Culture and Creativity: designing strategies and innovative policies**", the project partners have developed an insightful and strategic paper for the development of more effective and focused Policy Recommendations.

<https://creatures.adrioninterreg.eu/library/joint-preparatory-report>

### LOCAL ACTION PLANS (LAP)

CREATURES Local Action Plans, signed by each of the project partners, detail the **timing, activities, the actors involved**, the available **resources** and expected **results** related to the new creative tourism offering "out of the box" (e.g. multisensory experience) enhancing the experimental sustainable aspects.

<https://creatures.adrioninterreg.eu/library/creatures-local-action-plans>

### POLICY RECOMMENDATIONS

This paper was produced to suggest integrated policy tools and measures for the **long-term development and sustainability** of CCIs, with a focus on project fields. These recommendations aim to target policy integration, acting as a **policy driver** above the national level of project partners. The main challenge pursued with the creation of this output, was to propose a set of PRs that were cross-cutting, relational and adequate to different realities, capacities and resources, among others.

<https://creatures.adrioninterreg.eu/library/creatures-policy-recommendations>

## 2. Joint Acceleration programme

### JOINT ACCELERATION PROGRAMME

The Acceleration Programme aimed to speed up the development of **innovative business ideas into viable business projects** for both start-ups and existing companies in the CCIs sector in six countries: Italy, Slovenia, Greece, Croatia, Albania, and Bosnia and Herzegovina. A team of local experts, coaches, researchers and leading professionals supported early-stage start-up entrepreneurs and established SMEs in growing their businesses. In total, **64 accelerations** were carried out.

<https://creatures.adrioninterreg.eu/library/final-report-on-the-results-of-japs-implementation>



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### 3. Digital tools

The portal, the app for a mobile use and the multimedia products, represent one of the main and most significant project outputs, especially as regards its concrete effects on the tourist target.

To increase the visibility of the project and of the routes among the main target groups, especially young people, social channels have been opened: facebook, twitter and instagram.

Browsing the portal (<https://portal.creatoures.eu/index.php/en/>) a georeferenced map allows you to obtain information and details on CreaTourES routes, designed by the project partners to offer alternative creative and sustainable touristic experiences, establishing new connections for less visited places, and providing a response to centralisation and overcrowding.

#### Portal, apps and multimedia installations for the promotion of CreaTourES routes

The same goes for the **app**. Through the filters, the app will identify and propose to the 'CreaTourist' the most suitable route to satisfy his preferences, providing useful information and links to the appropriate sources of information on price, duration, places (shown on a map), type of activity to do, contacts etc. On the CreaTourES App Mobile also an interactive space for the exchange of comments, opinions and suggestions of CreaTourists.

**Multimedia Installations** have also been set along the routes, intended as original support tools for CreaTourists, whose goal is to deepen the contents of the app and the experiential-sustainable aspects that characterize the selected itinerary.

### 4. Target reached

The project and its action have reached a large audience.

In particular:





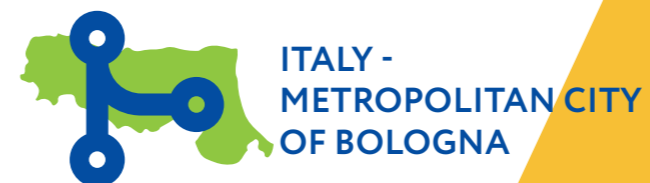
# CreaTourES routes



Among the main project outputs stand out CreaTourES routes, new creative, sustainable and experiential tourism routes, designed by the project partners and included in their Local Action Plans, aiming to establish new connections for less visited places, and providing a response to centralization and overcrowding. The routes target in particular younger people in search of alternative tourist offer, and are approaching them through integration of multimedia content and use of different modes of mobility along the route.

All the routes were tested and approved by project partners through their pilot actions (with related useful information on routes' prices, duration, expected activities, etc.) and subsequently included in the portal and app realized to spread their knowledge (see the points below). In addition, they were promoted by project partners organizing local press tours dedicated to their presentation.

More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](https://creatures.adrioninterreg.eu/news/creatoures-routes)



ITALY -  
 METROPOLITAN CITY  
 OF BOLOGNA

Little Cassia:  
 Bologna - Monteveglio

Little Cassia:  
 Gaggio Montano - Porretta Terme



Bologna  
 Monteveglio



The Metropolitan City of Bologna has created **two routes**, both centered on getting to know the Piccola Cassia, an ancient Roman road crossing Emilia Romagna region.

More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](https://creatures.adrioninterreg.eu/news/creatoures-routes)

The first consists of a new walking and cycling path that connects the **center of Bologna** with the Piccola Cassia.

The second was created to enhance **Porretta Terme** and his soul festival and spas. The existing network of available cycle paths has been improved and completed, allowing tourists to enjoy the richness of the natural and cultural heritage of the landscape and its communities. Itineraries are accessible to everyone who want to discover the beauties of the Apennines through a perfect slowly journey.

Gaggio Montano  
 Porretta Terme





## ITALY - FRIULI VENEZIA GIULIA AUTONOMOUS REGION

Literary Route  
Musical Route

More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](https://creatures.adrioninterreg.eu/news/creatoures-routes)



Literary Route

Friuli Venezia Giulia Autonomous Region developed, thanks to the inputs of the regional stakeholder group and with the support of PromoturismoFVG, the new literary route and the new musical route.

21 authors are mentioned along the path of the **literary route**. We find the poet Rainer Maria Rilke along the scenic path in Duino, Pier Paolo Pasolini on the Gradese Lagoon, and advancing northwards we discover the first-time writer Ilaria Tuti and her intriguing stories that are based in Val Resia. Then, for mountain lovers, the Valcellina valley - the centre of many books by Mauro Corona - cannot be missed.

The **musical route** includes 39 points of interest. The itinerary takes us on a discovery of personalities, objects - ancient organs, and offers us the opportunity to take part in many regional events. The route allows us to get to know historical or contemporary personalities linked to the stages of the musical route, such as the violinist Giuseppe Tartini, and international singers like Elisa and Franco Battiato.

IO SONO FRIULI VENEZIA GIULIA

DUE NUOVE ROTTE  
PER SCOPRIRE IL  
FRIULI VENEZIA GIULIA

TWO NEW ROUTES  
TO DISCOVER  
FRIULI VENEZIA GIULIA



Musical Route



CREATURES



## SLOVENIA

Where the River goes, there I wanna be - Bridges and banks of Ljubljana river

Walk of Peace - A young soldier's journey on the Isonzo Front



Where the River goes, there I wanna be - Bridges and banks of Ljubljana river

Slovenia has created two routes: "Walk of Peace - A young soldier's journey on the Isonzo Front" and "Where the River goes, there I wanna be - Bridges and banks of Ljubljana river".

The route titled "Where the river goes, there I want to be", created with the support of the Museum of Architecture and Design in Ljubljana, focuses on the bridges and banks of the Ljubljana River. This route shows how each of architect Plečnik's and other prominent architect's interventions took into account the values of the river, its natural, architectural and historical aspects, and how different ideas continued in subsequent interventions and also persist in contemporary architectural practice. The aim of the route is to promote sustainable and green tourist services (boat, paddleboard, kayak, bicycle, walking) and alternative ways of discovering green areas in Ljubljana and its surroundings in connection with the city centre and other neighbourhoods along the river.

The second Route "Walk of Peace - A young soldier's journey on the Isonzo Front", created with the support of The Walk of Peace in the Soča Region Foundation, features different locations from the life of a young soldier during World War I and touches on several historical points of interest. In this route we can learn about the events and also the everyday lives of the soldiers fighting on the Isonzo Front during World War One. One of the main points of interest are the Kobarid Museum and Kolovrat Outdoor Museum.

More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](https://creatures.adrioninterreg.eu/news/creatoures-routes)



Walk of Peace - A young soldier's journey on the Isonzo Front





GREECE

**Bike route of Nafpaktia**  
**The Route of Creativity Network**

Patras Science Park S.A. finalized the selection of the two cultural routes in Western Greece: “**The Bike route of Nafpaktia**” and the “**The Route of Creativity Network**”.

The first is a network of cycle and hiking paths in the surrounding area of **Ano Chora**, a traditional village located in mountainous **Nafpaktia**. The route actually starts at the castle-port of the beautiful little town of Nafpaktos, where the visitor has to drive from, with a car or bus, towards Ano Chora. Many points of interest are located along the path, mainly religious monuments, bridges, beautiful landscape and bike itineraries.

“**The Route of Creativity Network**” starts from the little town of Katakolo, the main port in Greece for cruise ships, it leads northern to the beach of Killini and southern to the site of Ancient Olympia and to the temple of Epicurean Apollo. In this route young people can attend various events, participate in training seminars, exchange views with the actors of the CCI and at the same time visit many archaeological sites, museums, historical or religious monuments, areas of physical beauty and sandy beaches.



Bike route of Nafpaktia



More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](https://creatures.adrioninterreg.eu/news/creatoures-routes)



The Route of Creativity Network



CROATIA

**LIBERTAS Horizon**  
**LIBERTAS Perspective**

The efforts of the Dubrovnik-Neretva County - Dunea Regional Development Agency in Croatia focused on the creation of two new routes, **LIBERTAS Horizon** and **LIBERTAS Perspective**.

- **LIBERTAS Horizon** valorizes the natural and cultural heritage of Peljesac and Dubrovnik Coast, connected with the way of life by the sea. It brings together a number of unique microlocations, and the name of the route itself emphasizes the importance of the sea and alludes to the goal of expanding the horizons of young tourists.
- **LIBERTAS Perspective** connects the most attractive points from which the most beautiful views are offered. Creative name of this themed trail connects the route with the area and alludes to the point of view, both literally and figuratively.



LIBERTAS Horizon



LIBERTAS Perspective

More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](https://creatures.adrioninterreg.eu/news/creatoures-routes)



## ALBANIA

Julius Caesar Route  
Spinarica Route



Julius Caesar Route



Regional Directorate of Cultural Heritage, Vlorë, in collaboration with Auleda, the Local Economic Development Agency, designed two cultural routes: **Julius Caesar Route and Spinarica Route.**

**Julius Caesar's Itinerary** includes the route he took from Palasa to the ancient city of Orik (Jericho) crossing the Vtulia River to the peak now called Caesar Peak, descending the mountain to the ancient city of Orik in whose bay carried out the battle with Pompey. This itinerary includes the bay of Grama, crosses the National Park of Llogara offering tourists the opportunity to cross vineyards, cellars, taste traditional products and watch theatrical performances.

**The Spinarica itinerary** allows you to discover an important medieval center on the Adriatic coast. The route is designed in the old paths of Spinarica and allows you to discover one of the most important historical points of interest like the Monastery of Saint Mary in Zvernec and the Archeological Park of Apollonia, and natural points like Narta Lagoon.

More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](http://creatures.adrioninterreg.eu/news/creatoures-routes)



Spinarica Route



## BOSNIA AND HERZEGOVINA

Eat, Pray, Love  
From East to West



Eat, pray, love



City of Sarajevo



More information:  
[creatures.adrioninterreg.eu/news/creatoures-routes](http://creatures.adrioninterreg.eu/news/creatoures-routes)

The School of Economics and Business in Sarajevo, University of Sarajevo, carried out two significant actions within the project.

Through the route **"Eat, Pray, Love"** the tourists will discover the heart of Ottoman architecture, Sarajevo's Baščaršija, admire historical sites from Austro-Hungarian rule, experience local hospitality over a cup of warm Bosnian coffee, and learn the difference between "burek" and all other pies.

The route **"From East to West"** is a guided walking tour that aims to describe the historical transition of Bosnia and Herzegovina from one empire to another, i.e., from the Ottoman Empire to the Austro-Hungarian Empire, as well as its transition to a new era. This tour is a kind of contrastive analysis of culture and life in Bosnia and Herzegovina during the Ottoman Empire and what changes were brought by Austro-Hungarian Empire.





## New Experiential and Sustainable routes: the results of Creatures Project

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The content of this document is the sole responsibility of the CREATURES partners and can under no circumstances be regarded as reflecting the position of the European Union and/or ADRION programme authorities.

