

Σελίδα 1 από 1
25.5.12
Φιλ

Κλειώ Φατούρου

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Θέμα: Opportunity of Collaboration Calliope Project

ΠΑΝΕΠΙΣΤΗΜΙΟ ΜΟΝΤΕΡΕ
ΣΧΟΛΗ ΘΕΤΙΚΩΝ ΕΠΙΣΤΗΜΩΝ
ΤΜΗΜΑ ΧΗΜΕΙΑΣ
Αριθ. Πρωτ. 15790
Ημερομηνία 24/5/12

Dear Sir/Madam,

I'm writing on behalf of the University of Bari LUM. We would like to propose to Your Institution to be Partner in a transnational project, led by the LUM University (IT), within Italy-Greece (deadline for proposal submission: **4th June 2012**).

CALLIOPE project aims to answer to the increased demand by tourist or inhabitants to the use of cultural and natural heritage. Those have to be promoted through more efficient networks and services, as well as through the development of joint management and promotion initiatives at international level. In the context of the objective, it is important also to promote the education and job training systems, the shared/joint education programs (joint eLearning programs on issues of common interest) and the twinning activities between the reciprocal school institutes or between the territorial public administrations.

The foreseen results of this project are

- Development of sustainable management of natural resources especially in relation to the protection of the environment
- Increase in tourism related to the cultural and natural heritage

Upgrading of the cross-border trade, especially to increase the degree of SMEs Internationalization

Please find attached a brief presentation of the proposal. We think that your expertise in the field, as well as your experience in projects related to this field would be a precious support for **CALLIOPE's** aims.

Looking forward to a prompt reply, I remain at Your disposal for additional details You may need.

Giuditta Zagordo

Από το Πανεπιστήμιο του Bari LUM
Πρόταση για συνεργασία
σε διακρατικό πρόγραμμα
(Ελλάδα - Ιταλία)
(Ημερομηνία υποβολής: 4/6/2012)
[Το πρόγραμμα αφορά
την βελτίωση της ποιότητας
ζωής, την διατήρηση και την
αποτελεσματική διαχείριση
του περιβάλλοντος και την αύξηση
της κοινωνικής και πολιτιστικής αλληλεπίδρασης]

Project Title	CALLIOPE Contemporary Arts and Landscape Linkages as Integrated Opportunity for Promoting the Environment
Priority Axis	Priority Axis 3: Improve the quality of life, protection of the environment and enhancement of social and cultural cohesion Specific Objective 3.1: Promotion of cultural and natural heritage
Lead Beneficiary	University LUM Jean Monet Provincia di Bari
Duration	
Start Date	2 years
Budget	500.000 up to 2.500.000 euros
Co-financing	25%
Objective	Improve the quality of life, preserve and effectively manage the environment and increase social and cultural cohesion The objective answers to the increased demand by tourist or inhabitants to the use of cultural and natural heritage. Those have to be promoted through more efficient networks and services, as well as through the development of joint management and promotion initiatives at international level. In the context of the objective, it is important also to promote the education and job training systems, the shared/joint education programs (joint eLearning programs on issues of common interest) and the twinning activities between the reciprocal school institutes or between the territorial public administrations.
Expected Results	Development of sustainable management of natural resources especially in relation to the protection of the environment Increase in tourism related to the cultural and natural heritage
Work Packages	WP1 Project management 1.1. Kick off meeting 1.2. Creation of the managing and implementation team of experts 1.3. Creation of the Scientific committee 1.4. Creation of the managing tools: implementation plan, timetable, WBS, communication plan among partners etc. 1.5. Financial management 1.6. Monitoring and evaluation 1.7. Intermediary and final reporting WP2 Information and dissemination 2.1. Launching and closing conferences 2.2. Dissemination of printed and online materials, including the results of the research and position papers 2.3. Creation of the CALLIOPE web portal 2.4. Viral marketing WP3 CALLIOPE Laboratories on Nature and Culture 3.1. Organization of Italia-Greek interdisciplinary laboratories on: * cultural management, * territorial and environmental management (including of protected natural areas), * environmental impact of tourism, * management of archeological sites for tourism purposes * visual arts for the promotion of natural and cultural heritage The laboratories will be backed up by an e-learning platform, an intelligent library and a Community of Practice all meant to facilitate the exchange of knowledge and peer-to-peer

exchange of best practices

WP4 CALLIOPE Integrated itineraries

- 4.1. Creation of a multimedia (hi-tech and visual) touristic itineraries joining Italian and Greek elements, natural and cultural points interest. The instrument will include a holistic approach including in parallel historical, artistic, nature, cultural, gastronomic proposals for an integrated tour.
- 4.2. Creation of real touristic itineraries involving all the participating partners as managers of specific segments or custom combinations (custom made packages) of the ones mentioned in activity 4.1
- 4.3. Ad hoc thematic festivals held in small communities with the purpose of boosting local (micro) tourism, including agro tourism.

WP5 CALLIOPE for the economic development of coastal territories:

- 5.1. 1 Pilot Action for the encouragement of 2 permanent Ateliers of Arts, gastronomy and local products;
- 5.2. Creation of Guidelines for Renewed Policies of valorisation of touristic resources, natural and cultural heritage.

Activities 3 and 4 will seek the involvement of the representatives of local institution with competencies in preservation of natural and cultural heritage, faculty members, undergraduate and graduate students, schools, museum and cultural sites' personnel, representatives of cultural and environmental NGOs and local communities as a whole.