


FORUM

 delle Camere di Commercio dell'Adriatico e dello Ionio
 of the Adriatic and Ionian Chambers of Commerce
 Gospodarskih Komora Jadransko-jonskog područja


XIII UNESCO Annual Conference Creative Cities Network

Creative Cities & Creative Industries

Sustainable Tourism and Cultural Heritage in the Adriatic - Ionian Region within AI-NURECC initiative

AI-NURECC is a 18 months initiative of the key stakeholders of the Adriatic Ionian region: the Conference of Peripheral Maritime Regions ([CRPM](#)), coordinator of the initiative, the Adriatic Ionian Euroregion([AIE](#)), the Forum of Adriatic and Ionian Cities ([FAIC](#)), the Forum of the Adriatic and Ionian Chambers of Commerce ([Forum AIC](#)), and the Association of Universities of the Adriatic-Ionian area ([UniAdriion](#)).

Based on their long-lasting experience in topics fully in line with the thematic pillars of the European Union Strategy for the Adriatic and Ionian Region ([EUSAIR](#)), partners have decided to pool forces with the aim of supporting the implementation of the EUSAIR and its action plan, ensuring deep and spread territorial coverage, at regional and local level.

The event is organized by Forum AIC in collaboration with FAIC and is supported by the AI-NURECC Tourism and Cultural Heritage action which aims are :

- to support the dialogue in the field of culture by promoting the rich and diverse cultural heritage of the Adriatic-Ionian region.
- to promote capitalisation on existing project ideas, identifying issues of common interest and sharing excellence and best practises and will
- to enhance training activities and skills development in the field of tourism business and cultural heritage in order to achieve a critical mass of pilot projects promoting for instance the development of sustainable, accessible, innovative tourism including thematic tourist and cultural routes

The workshop “Creative Cities & Creative Industries” will be held in the wider context of the XIII Annual Conference of UNESCO Creative Cities. Meetings, workshops, seminars and assemblies will transform Fabriano into a large open-air laboratory about the theme of creativity. The event will also be an opportunity for the active involvement of the local community, sharing, urban redevelopment visibility and the start of new international relationship.

U.C.C.N. (UNESCO Creative Cities Network) is an UNESCO programme launched in 2004. The network is comprised of 180 cities from 72 countries all around the world that have been designated “Creative Cities” by UNESCO. This programme aims to promote cooperation and projects among cities that consider culture and creativity as essential drivers of their development. Working together, sharing experiences, knowledge and best practices, launching initiatives and enhancing our intangible cultural heritage are the key goals of the Network. Every city stands out in a particular creative field. The Network has seven categories: Crafts& Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.

Workshop Creative Cities & Creative Industries

12th June 15:00– 18:00

Venue: **FABRIANO (Italy)**

DRAFT AGENDA

15:00 – Registration

Working languages: Italian/ English

15:30 - 16:00: OPENING SESSION – Welcome Greetings

- **Michele De Vita**, General Secretary of Forum of Adriatic and Ionian Chambers of Commerce – (Forum AIC), AI-NURECC initiative partner
- **Francesco Buoncompagni**, Coordinator of Forum of Adriatic and Ionian Cities (FAIC), executive director European Programmes Office of the City of Ancona, AI – NURECC Initiative partner
- **Giuseppe Sestili**, ISTAO business school

TRAINING SESSION

The session will be moderated by Giovanni Manzotti, economic development department of Marche Region Chamber of Commerce, Forum AIC member.

16:00 – 18:00

- **Cinzia De Marzo**, Lawyer, specialized in European Union Law & international sustainable tourism expert - EU policy on cultural and creative industries linked with sustainable cultural tourism
- **Case studies – Cultural and Creative Spaces and Cities**
 - **Municipality of Bologna – UNESCO Creative City**, Incredibol – L'Innovazione CREativa DI BOLogna (tbc)
 - **Municipality of Ljubljana - UNESCO Creative City**, permanent City of Literature in the Eusair area (tbc)
 - **Manfredi Mangano**, Digital Communication Officer, Fabriano UNESCO Creative City
 - **Roberto Cioppi**, Municipality of Urbino – UNESCO world heritage site
 - **18:00 Conclusions & Networking**