

## SMART Heritage

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# SMART Heritage

- Tourism
- Innovation
- Culture



## Project Funding

SMART HERITAGE project is funded by the ADRION Transnational Cooperation Programme 2014-2020, which main goal is to act as a policy driver and governance innovator, fostering European integration among Partner States, taking advantage of their rich natural, cultural and human resources, as well as enhancing economic, social and territorial cohesion in the Adriatic and Ionian region.

Total Project Budget: € 1.191.495,00  
ERDF: € 715.321,75  
IPA II: € 297.449,00  
Partners' Contribution: € 178.724,25

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## SMART HERITAGE

The overall objective of the **SMART HERITAGE** project is to **promote, valorise and protect cultural heritage** in the Adriatic-Ionian area.

The specific objectives are to **raise tourism attractiveness and reduce tourism seasonality** in the project area:

- Evia/Greece
- Gerace/Italy
- Forli/Italy
- Mostar/Bosnia-Herzegovina
- Albania

The scope of the project is to generate a deeper awareness of the cultural heritage by **applying and implementing multimedia ICT tools**, as well as by **creating unique tourism products** that unify the Programme Area.



## Main Activities

**Creation of the SMART HERITAGE cultural route:** An innovative and unique cultural tourism product for the Programme Area

**Implementing Awareness Campaigns & Organising Training Activities on cultural heritage tourism:** Raising awareness and raising the capacity of the stakeholders.

**Creation of a Transnational Cultural Network & Cluster:** Establishing collaborative working groups for creative and innovative cultural tourism working together across the Programme Area.

**Digitalisation of cultural heritage:** Safeguarding and promoting the less known cultural heritage assets that often remain hidden.



## Tools

- **5 Regional Action Plans** for selected Cultural Heritage Organisations
- **60 Training days**, in 5 areas for 300 stakeholders focusing on key cultural tourism themes
- **One transnational innovative web-platform** that will coordinate the Transnational Cultural Network, offer access to training materials and promote the SMART HERITAGE cultural route.
- **One Joint Sustainability Plan** that will valorise the outputs of the project.
- **One large-scale Pilot Activity** at the museum gallery of the University of Mostar.