



Sensory branding for ADRIAN Tourism

ADRIAN 5 SENSES



Project ADRIAN 5 SENSES

e-newsletter #2



ADRIAN5SENSES

e-Newsletter Nr. 2/2020

Editorial

Dear Reader,
thank you for subscribing to our e-newsletter.

Sustainable tourism is an indispensable aspect of our lives and substantially is the core of the economy in the **ADRIAN** area. The Interreg **ADRIAN** project **ADRIAN5SENSES** presented to you in this e-newsletter deals with a new theme linked to tourism and destinations promotion thanks to a holistic approach to sight, hearing, smell, taste and touch to develop effective branding strategies and boost the performance of **ADRIAN** destination by creating conditions to enhance tourist experiences.

With this e-newsletter we want to highlight the progress we make throughout the project, recap the most important events and workshops and provide you with more insight into the management and enjoyment of 5 senses to tourism. Besides that, you can learn more about the involved project partners and their activities on a local and regional level. Thereby, we hope to convey the most important developments within our project and contribute to a better understanding of the **ADRIAN** area.



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Which can be the experiences of Adrion5senses? A path along a river connecting the old city with an old town experiencing the silent way of a travel by boat? Or a scent of medicinal herbs, breath taking views, home-made food that melts in touch with the palate, the sound of silence, the texture of stone, fertile valleys and the sea sight?

Here you can find details on these experiences, together with the future of the programme Adrion financing the opportunities of transnational cooperation.

Project's Life

Project Progress

The ADRIAN 5 SENSES project is currently in full implementation mode.

Since the successful completion of the first set of activities and the establishment of the ADRIAN 5 SENSES Transnational Network and the adoption of the Joint Strategy & Action Plan, the project partners have almost completed the “branding” activities and are well ahead with the implementation of the Pilot Activities!

The aim of the branding action is to create a new ADRIAN brand for the unified Adriatic-Ionian destination and to train tourism professionals and destination managers on how to make the best use of the brand. Please see below the full presentation of the new ADRIAN 5 SENSES Brand and how to make the best of it!

Another objective of the project is to create a multilingual web platform that will represent the new ADRIAN 5 SENSES brand including the “Map of Sensations”, a web-GIS application that presents points-of-interest based on their sensory experience, to create 9 exhibition centres where visitors will be able to retrieve information on the ADRIAN destination. You can have a first glimpse of the web-platform here: www.adrion5senses.eu.



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Finally, the ADRION 5 SENSES project has been reaching out to the tourism professionals and destination managers, via its Exhibition Stands in international tourism events. Please check below our participation at Athens International Tourism Expo and Fitur Madrid!

ADRION 5 SENSES Brand

The ADRION 5 SENSE Brand is one of the outcomes of the EU funded “ADRION 5 SENSES” project. The purpose of the project was to create a new brand for the ADRION region that will be based both on the common characteristics of the area and invite the visitor to enjoy the destination based on the offered sensory experience.

The ADRION brand represents the ADRIatic and IONian Region, their common characteristics and the cooperation of between 4 EU countries (Croatia, Greece, Italy, Slovenia) and 4 non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, Serbia) towards a common prosperous future. The ADRION region is supported by the EU Strategy for the Adriatic and Ionian Region (EUSAIR) as well as by the ADRION European Transnational Programme.

Versions



Vertical



Horizontal



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Common Characteristics

The visitor of the region will find several common characteristics among the different ADRION counties. The warm and sunny weather, the rich cultural and historical heritage, the affluence of natural beauty, the exquisite gastronomy as well as the spirit of hospitality are to name a few! This combination of common characteristics is what makes ADRION a desirable destination, a unique adventure and a sensory rich experience!

Concept / Symbolism



Five Senses /
Five Colours /
Five natural &
cultural elements
that unite us





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5 Senses Philosophy

Life is full of experiences. But experiences are the sum of the information coming from our senses. The ADRION 5 SENSES philosophy invites the visitor to unlock his or her senses and feel the offering of ADRION destination! The 5 senses will create a unique feeling, stimulating both body and mind of the visitor.



Access all relevant documents and brand elements at <http://adrion5senses.eu/adrion-5-senses-brand/>



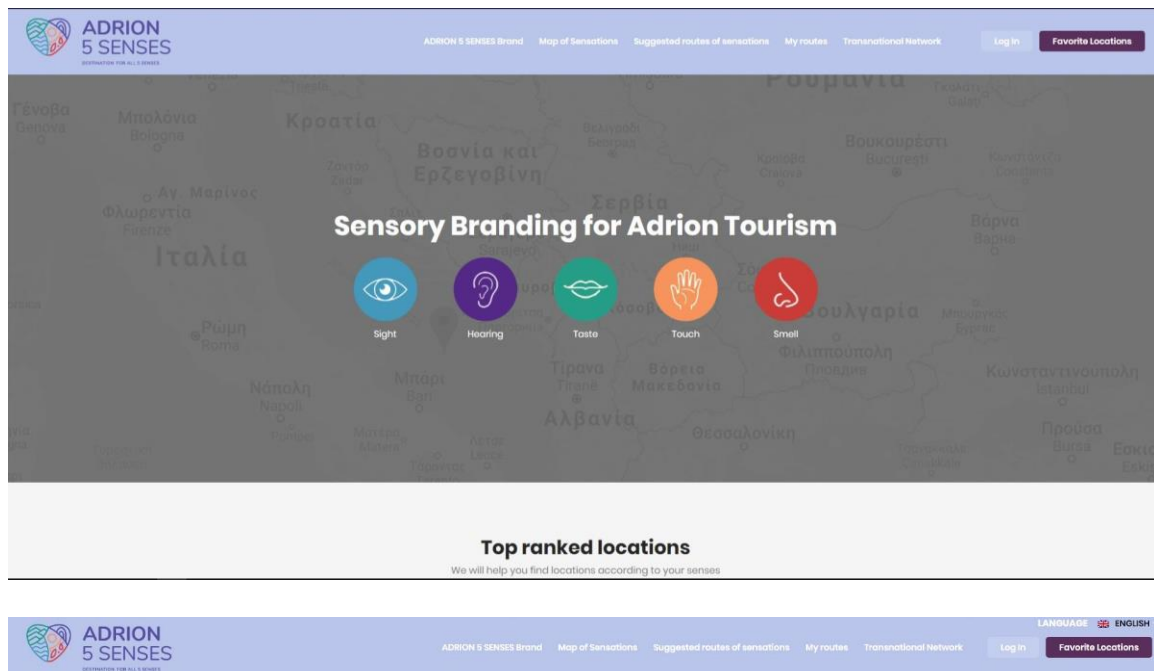
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Web Platform

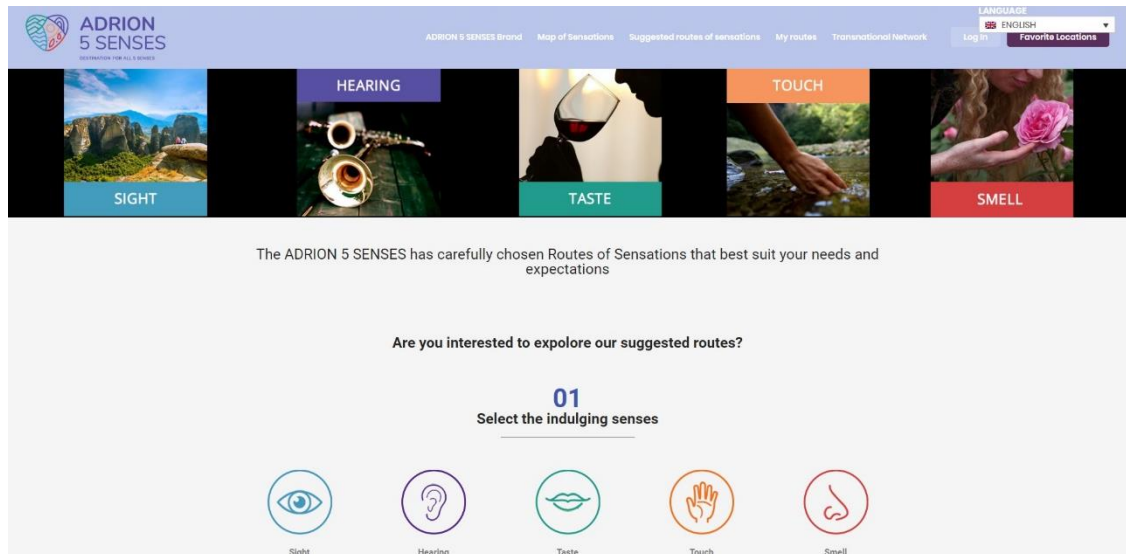
The web platform is available to the public www.adrion5senses.eu/ and is established as a central means of communication with respect to ADRIAN Brand Identity and values associated to it, allowing visitors to virtually experience the destination, especially at the present time where technology becomes more interactive and sensory-informed since it enables the use of multimedia resources to describe destinations and experiences, such as interactive logos, web-videos, sensory maps, virtual tours and interactive platforms for posting testimonials.





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International Tourism Events

The project ADRION 5 SENSE has successfully participated to the first two International Tourism Events, the 6th Athens International Tourism Expo, held in Athens-Greece, and the Fitur 2020 in Madrid/Spain.

In both cases, the project was represented with an exhibition stand, especially designed to highlight the new ADRION 5 SENSES brand, and promote the unified destination.





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Partner News and Projects

Events

Launching of the Metropolis of Landscape experience - Sipro

Metropolis of Landscape is a territorial vision for Ferrara and its province, focused on the development of an integrated tourism path that includes cycle paths, navigable waterways, paths in the landscape, roads, railway sections within which to move using technologies innovative for transport and optimization of travel times and will allow the users to taste new experiences along the way.

A new horizontal way through the waterway of the Ferrara Province: the innovative and suggestive path between land and water that will connect Ferrara and Vigarano Mainarda, giving each user a five-way experience in the background of our territory. The experience has been launched on 4-6 October 2019, in parallel with the implementation of other initiatives dedicated to the tasting of the territory: *Internationale* journalism event and the opening of the *Rambaldi Museum*.



**Autorità di Bacino
Distrettuale del Fiume Po**



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Study visit in Zadar

Zadar County Development Agency ZADRA NOVA on October 2nd and 3rd 2019 hosted a two-day partner meeting as part of the ADRION 5 SENSES project. As part of the project's programme, the first day of the partners meeting was dedicated to exchanging experiences and showing good practices through the study visit in Mountain Velebit. On the second day, a Partners Meeting was held in the old town of Zadar, Almayer Art and Heritage Hotel.

As the ADRION 5 SENSES project aims to create a new tourism product that stimulates all five senses of tourists, the representatives of the partner institutions felt first hand all the senses that can stimulate Zadar region's mountain location Velebit. The scent of medicinal herbs, breath-taking views, home-made food that melts in touch with the palate, the sound of silence, the texture of stone, fertile valleys and the sea sight in a distance showed that Velebit really awakens all senses, and neither fog nor rain prevent it, on the contrary.

With the expert guidance of Marin Marasovic and his team from Photo Safari Velebit, visitors brought home a unique experience. Wild pomegranate, cornel red cherry, sage, heather, and giant mushrooms lured visitors with their colours and scents, while the trees donned their



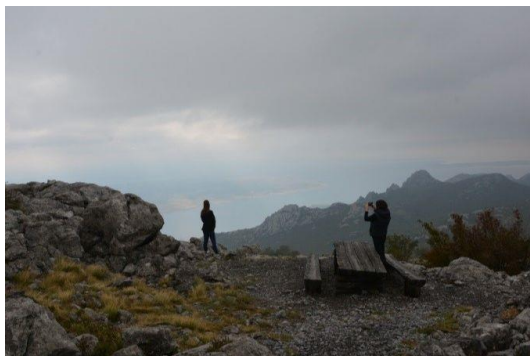
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autumn coat that even fog couldn't hide. Veliko i Malo Libinje, Tulove grede, Zrmanja, Potprag, view of the fog-escaping islands awoke all five senses of visitors immediately.

The second day of the visit was marked by the project meeting with presentation of tasks achieved so far on the project implementation and plans for further successful implementation of the project.



ADRION 5 SENSES & INNOXENIA

EUSAIR Event

The Rimini Province, in the framework of the InnoXenia project - Innovation in Tourism in the Adriatic-Ionian Macroregion - organized the EUSAIR Capitalization final Seminar in Rimini Innovation Square.

The speakers in the first part of the sessions presented the results of the project, starting with the Region of Western Greece which, as Lead partner of the project, showed the objectives fulfilled by the partners, in particular the Tourist Innovation Observatory - the structure which will foster and enable the consultation and comparative evaluation of the intended outputs and actions regarding Innovation in Tourism and the Adriatic Ionian Tourist Technology Platform, an assessment tool for the evaluation of the possible effect on the



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Competitiveness and Sustainability of tourism destinations, infrastructure and services, as well as the Strategic Tourist Innovation Agenda and the local capacity building interventions. The Lead Partner provided the data of the successful implementation of the project by all the partners and then the partners in charge of each main output presented their functionality and possible application in the definition of innovative policies for tourism sector.

In the second session of the conference, ADRIAN JS project officer presented the main elements of the programme and its future development towards the next programming period, considering that at least 75% programme resources will be devoted to EUSAIR strategy in the 2020-2024 programming period. In addition a capitalisation session has been dedicated to create synergies with other projects, such as ADRIAN5SENSES.

Next Steps of ADRIAN programme in synergy with EUSAIR

In the next programming period Adrion Programme will act much more in strict collaboration with the macro-regional strategies actors, even in particular with the EUSAIR strategy. The strategy focuses on four (4) Pillars: 1. Blue growth, 2. Connecting the Region, 3. Environmental quality, 4. Sustainable tourism. In the next years the main Adrion objectives are: capitalization activities to promote achieved outcomes shall start in the second part of 2019; ad hoc Working Group composed by Monitoring Committee representatives to agree on future capitalization activities and future programming period; cooperation with EUSAIR. In relation to Programme design and implementation, the new approach will be:

- Post-2020 Cooperation Programme should more take into account the programme area specificities/characteristics through territorial, swot analyses, and definition of future scenarios for TN cooperation thus to make use of EU funds more effective
- More prominent role of dissemination and capitalization activities to be considered
- TN cooperation still perceived as an “enlarged CBC cooperation”: a step forward has not been fully done yet
- Synergies and cooperation with the other existing programmes (TN and CBC) operating on the same geographical area are currently weak; need to reduce potential overlapping

In the next newsletter we will keep you updated about the next steps. **Consultation meeting: Building the ADRIAN Brand Name in Tourism and Identification of needs for training in the Albanian Alps Region, as part of the ADRIAN 5 SENSES Project.**



The Albanian Development Fund continues the implementation of the ADRION 5 SENSES project. In the framework of the activities foreseen in the project, the Albanian Development Fund organized at the premises of the Regional Office of Shkodra a consultation meeting for building the ADRION Brand Name in Tourism and Identification of needs for training in the Albanian Alps Region. In order to have a better input during the meeting was realized a questionnaire and an open discussion. Furthermore were conducted several interviews with service providers in the area to better understand the local context and to reflect it on both the brand building and in the report of identified training needs.

The meeting will enable the promotion of the international brand ADRION 5 SENSES in tourism in line with the local vision. In the same time is being carried out the design of training modules as well as the realization of trainings in the private sector in the Albanian Alps region. In the meeting participated representatives from different public institution, businesses operating in tourism sector in Albanian Alps, universities as well as civil society representatives, who were introduced in more detail to the project and possible approaches to the branding strategy.



Partners portraits

In this section you can learn more about the project partners who are participating in ADRION5SENSES. We will portray the partners in rotation within this and the subsequent e-newsletter editions. The Albanian Development Fund from Albania, the agency Zadra Nova, host of the meeting and study visit held on October 2019, and the Regional Development of Evia in Greece are the upcoming partners invited to introduce themselves:

The Albanian Development Fund

The Albanian Development Fund is a development agency based in Tirana, able to respond challenges and partners' demands in function of Albanian's sustainable



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development. Established in 1993, ADF counts 26 year experience in infrastructure development, urbanization, tourism, and cross-border cooperation. Credibility, transparency, effectiveness and sustainability are the guiding principles of ADF. Albanian Development Fund applies innovative methods and is oriented towards long-term results that benefit communities affected by the projects it implements. ADF has extensive experience with various donors in sustainable development of the country with a long-term impact on citizens' welfare. The ADF staff enjoys a good and consolidated reputation in the field of community development in Albania. At the same time, the ADF collaborates with a broad spectrum of experts in different fields according to specific project requirements.

Zadra Nova

The public institution Zadar County Development Agency ZADRA NOVA was established in 2013 by the Zadar County and the City of Zadar. From 2006 to 2013 it acted as the Development Agency of the Zadar County ZADRA d.o.o.

The Zadar County Development Agency ZADRA NOVA provides systematic support with the establishing and further development of the Zadar County and its economic subjects in accordance with the vision: Zadar County is an attractive and economically competitive region of balanced and sustainable development, recognizable cultural and natural heritage and high quality of life.

Zadra actively participates in the preparation and implementation of EU projects of local, county and regional significance and in the drafting of local and county development strategies. The agency implements support programmes for various segments of social and economic development in the county, and organises numerous activities aimed at strengthening human resources of businesses, local public administration and associations.

ZADRA NOVA has a goal of creating a system for ideation and coordination of a development cycle of Zadar County, all within the framework of regional development, creating a positive climate for investors and with the ultimate goal of realizing the well-being of Zadar County residents.

ZADRA NOVA's mission is to promote a sustainable development of the Zadar County through the preparation of the Zadar County's capacity to attract EU funds, implement regional development policy, assist small and medium-sized entrepreneurship, attract and support investors, and promote energy efficiency and renewable energy sources.



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DAE

The Development Agency of Evia (DAE) was established in 1996 by the Prefecture of Evia (local authority at NUTS 3 level) with the aim to rationally exploit the potential of the area through initiatives, activities and cooperation that promote Evia's comparative advantages. Today the shareholders of DAE are the following: Region of Sterea Ellada (78.47%), Municipality of Chalkida (5.17%), Union of Agricultural Cooperatives of Evia (4.00%), Regional Association of Municipalities of Sterea Ellada (3.92%), Municipality of Istiaia-Aidipsos (1.72%), Municipality of Mantoudi-Limni-Agia Anna (1.72%), Municipality of Dirfys-Messapia (1.72%), Municipality of Kymi-Aliveri (1.15%), Municipality of Skyros (1.15%), Municipality of Karystos (0.57%), and Labour Union of Evia (0.40%).

The purpose of the agency is to act as scientific expert to local/regional stakeholders, in order to meet the needs of the area regarding research, study and coordination of several local development potentialities. To this direction the agency aims to: accelerate the creation of jobs; upgrade the living standards; promote regional integration and balanced development; harmonize endogenous socioeconomic imbalances; and introduce more effective local administration.

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