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Project outline

CHORD develops a common sustainable approach which envisages exploiting the potential of the tourist sector as a driver for the whole economy, through the creation of innovative cultural services. Partly financed by EU Med programme, this initiative aims to sketch long-term market strategies by means of interregional cooperation that contributes to a balanced and sustainable rural development in the Mediterranean. ■

www.chordmed.eu

CHORD Project brings the Mediterranean to Vienna

■ The event was an invitation to discover the cultural heritage

Last November, the Naples Chamber of Commerce, in collaboration with the Italian Tourist Board in Vienna, held a press conference followed by a presentation and celebration dinner in the capital of Austria, at the famous Palais Todesco. The aim of the event was to showcase to the Austrian public the amazing variety of attractions that the Province of Naples and its Mediterranean partners has to offer in terms of art, climate, events, food, and crafts. It was also an invitation to come and discover the city of Naples at Christmas, when there is vast choice of things to do, sights to see, and delicious local specialities to taste. It was also an invitation to come and discover the cultural heritage of the Mediterranean: from Sannio to the Valle del Frido e del Pollino, from East Macedonia and Thrace, in Greece, to the Spanish regions of Valencia, Andalusia and Ribera Alta. Co-partners in the EU-funded CHORD project joined the Naples Chamber of Commerce in the presentation of Naples as the "Mediterranean Pearl".

More information:

<http://www.chordmed.eu/posts/view/29/pg:news>

Via dei Tribunali, in Naples city.

Key aspects:

Programme: Med — Budget: 1,317,000 € — Length: 30 Months — Starting date: 01/04/2009 — Ending date: 30/09/2011

Partners:

Province of Benevento (IT), Region of East Macedonia and Thrace (GR), Culture and Heritage Industries Cluster (FR), Fundación Comunidad Valenciana - Región Europea (ES), Ena Chios S.A. (GR), Official Chamber Of Commerce, Industry and Navigation of Seville (ES), Mancomunitat De La Ribera Alta (ES), Municipality of San Severino Lucano (IT), Ceuti's Town Council (ES)

CHORD partners at work in their own regions

Stakeholders of East Macedonia – Thrace get to know the CHORD project

On Friday 28th of May 2010, the Region of East Macedonia – Thrace, organized the **first info seminar for the local stakeholders of the project CHORD / Cultural Heritage: Exploiting Opportunities for Rural Development**. The info seminar took place as a parallel event of the 19th Pan – Hellenic General Fair “Thrace 2010” in the International Exhibition Center of East Macedonia – Thrace. The project was presented to representatives from local authorities, cultural institutions, feminine cooperatives and entrepreneurs from the regional economy. The aim of the seminar was to present the objectives of the project to the relevant stakeholders in order to get a first contact with them and gain their interest. The Head of the Directorate for Regional Planning and Development, Mr. Kostantinos Kaloudis, welcomed the participants and gave the floor to Mr. Sofoklis Larissis, project manager and Deputy Head of Unit C of the Intermediate Managing Authority of the Region of East Macedonia – Thrace. Mr. Larissis informed the participants about the objectives and the aims of the project with a short explanation of the expected outcomes and deliverables. Mr. George Sgouros, officer of the Directorate for Regional Planning and Development, took the floor in order to present the pro-



CHORD presentation in the Exhibition Center of East Macedonia.

motional activities of the Region of East Macedonia – Thrace in the field of tourism in the previous programming period and the plans for the future. The event closure held a presentation from Mr. Emmanouel Ioannidis, Researcher of Traditional Culture, who spoke about the traditional culture (folklore, traditional dances and dresses) in the region and its exploitation as a tool for the development of tourism in the rural areas. ■

www.remth.gr

Ceuti boosts local traditions and culture through the Project CHORD

Ceuti City Council has launched the first activities aimed at general public foreseen in the EU project for tourism dynamisation CHORD that gathers the efforts of nine towns from Greece, Italy, France and Spain to promote their traditions and culture. The main objective of this project is to develop a common sustainable strategy that allows the exploitation of the tourism resources through the creation of innovative cultural services. During 2010 and 2011 Ceuti will become a lab of new cultural experiences that will add value to the tourist experience. The first step of this project has been to improve the local resources with an integrated mix offer comprising museums, leisure activities and art. Visitors can enjoy special tourism packages designed for the weekends including a visit to the Museum 7 Chimeneas (Chimneys), where they will be welcomed by a typical inhabitant of Ceuti in the XIX century. Through an amusing theatre representation, visitors will have the opportunity to see how people of Ceuti lived one century ago. Other activities include a cycling along the Open Air Museum and shopping in the craft fair, including special workshops to practise ancient trades such as stonecutting, falconry, recorder-making and pony-riding. Additionally, the artist Torregar, whose photo exhibition “Ego Sum Tu” is exposed in the Cultural Center, will be giving a workshop about his techniques. Modelling workshops in the Museum Antonio Campillo, concerts, films and theatre performances in the city auditorium complete the tourist offer. ■



Culture in the streets of Ceuti.

www.ceuti.es

International dissemination

CHORD Project, presented in Munich

The Province of Benevento (Italy) celebrated in the German city of Munich on Wednesday 5th May an official presentation of its new cultural district, which encompasses the whole cultural and touristic offer of the area. This event has been organized within the CHORD project. Media and tour operators attending the presentation had the opportunity to discover the culture and traditions of the city of Benevento, best known as the "witches' city". Its surroundings also offer tourism attractions, which were duly presented as potential means for regional development, such as the gastronomy of the Monte Taburno region, the Protected Designation of Origin wines from Caudina valley, or the production of the unique Melannurca apples. The extensive architectural and natural heritage of the Sannio



A street in Benevento.

region, with landmarks such as Campolattaro lake and the thermal source of Telesina valley, are the components of a tourist offer that the CHORD project will help improve and develop in order to promote regional development. ■

www.provincia.benevento.it/



Church of Santa Sofia.

Next events



On the occasion of the **International Forum TECHA2010: Innovation at the service of Heritage**, Med2Europe, CINEMA and Bridgeconomy (all of them Enterprise Europe Network nodes) organise a brokerage event focusing on technologies applied to cultural heritage. This event will be held in the Grande Halle of Arles, France, on the 22nd September 2010. It will allow companies, researchers, university professors and representatives of institutions operating in the field of conservation and preservation of the European cultural and natural heritage to meet each other, to exchange expertise, know-how and needs, and to start technological and business partnership. The purpose is to encourage meetings and co-operation projects between European research groups, centres of excellence and companies interested in applied cutting-edge technologies. ■

<http://techa.b2bmatchmaking.com>



The **annual key event of the MED Programme** will be held in Thessaloniki (Greece) on the 22nd and 23rd September 2010. The event will be focused on the co-operation with IPA countries of the Balkans and will offer a picture of the current situation, the perspectives for cooperation for this area and experiences from the participation of potential candidate countries in the MED Programme. The conference will also present best practices in the fields of innovation, territorial development, environment and accessibility, as well as a project exhibition. Through the animation of two round tables about the cooperation in the Mediterranean towards 2020, the event will bring the first reflections on the future of cooperation for the Mediterranean and the MED area as well as on the added-value of the strategic projects for the area. ■

CHORD international presentations

Riberaturisme promotes the tourist attractions of La Ribera in Vienna

The recently set up Riberaturisme aims to enhance tourism in the Valencian area of La Ribera. This organisation disseminated **the main cultural, architectonic, landscape and gastronomic attractions of La Ribera among the several tour operators in Austria and Germany**, as to increase the number of tourists from Central European countries. This advertising campaign, organised as part of the European project CHORD, was held at the Todesco Palace in the Austrian capital in presence of the Chairperson of Riberaturisme, Ms. Rosa Sebastià, Chairman of La Ribera consortium, Mr. Juan Ignacio Barrachina, Chairman of the Catering Association of Cullera (Valencia), Mr. José Luis Palacios, and the representative of the Valencian Business Confederation, Mr. Antonio López. Therefore, the tourist offer disseminated included several foodstuffs from La Ribera, such as Persimmon kakis, light mistela wine, rice, oranges and wines with protected designation of origin (PDO), as well as Christmas delights, which were tasted by attendants at an evening dinner. Throughout the dinner other products from European countries (Italy, France and Greece) we are provided for tasting. Ms. Sebastià described this marketing activity as a "unique opportunity to disseminate the resources of our region; not only because of the setting, that is, just opposite the Vienna Opera, but because of the high attendance of tourist operators and journalists to this event". For instance, the Chair of Riberaturisme pointed out the attendance of one of the "most important wholesalers in this



Representatives from Riberaturisme in the Vienna event.

sector, TUI, which has over 3.500 tour operators, 7 airlines, 12 hotel chains, 10 cruise ships and 30 million customers, which gives us an idea of the importance of this event". In addition to the foodstuffs presented, Riberaturisme, on the occasion of this event, took the opportunity to disseminate the region's cultural and architectonic heritage, nature and landscape offerings, as well as the festivals and fairs held in La Ribera, by means of brochures in English that were provided for tour operators and visitors. ■

www.riberaturisme.es

CHORD, presented during the international UNESCO workshop "Urban heritage in the Mediterranean: Social and economic development"

On the 22nd and 23rd April 2010, CHORD has been presented by the project partners Pôle Industries Culturelles et Patrimoine from Arles and the Official Chamber of Commerce, Industry and Shipping of Seville during the international workshop : "**Urban heritage in the Mediterranean: Social and economic development**" that took place in Arles, France under the patronage of the UNESCO. This workshop was organised by the Alliance of European Cultural Cities (A.V.E.C.), the International Union of Technical Organisms and Associations (U.A.T.I.), the City council of Arles, the Institute of Urban planning of Paris IV Sorbonne, the Cluster 'culture and heritage industries' with the assistance of the ICOMOS and the French Commission for the UNESCO. The objec-

tives of the workshop were to discuss the development of the heritage, in particular the urban heritage, as an effective lever for the development, city planning and for their understanding by the inhabitants. In addition, the complexity of the interventions on what already exists can be a source of technical innovation (products, know-how, data-processing tools etc) but also in the communication area. A rehabilitated or renovated place is also an asset of the territory to attract families willing to settle down and creating new activities such as tourism or construction. ■

www.industries-culturelles-patrimoines.fr

