



EX.PO AUS

Extension of Potentiality
of Adriatic UNESCO sites



Let's grow up together

Adriatic IPA

Cross Border Cooperation 2007-2013



LOKALNI SEMINAR I RADIONICA O

PRIPREMI UNESCO PLANOVA UPRAVLJANJA

I NJIHOVE PRIMJENE U ŠIREM KONTEKSTU RAZVOJA GRADOVA,
BRENDIRANJA, PROMOCIJE I SUVREMENIH PRISTUPA OČUVANJU
I PROMOVIRANJU BAŠTINE

Poreč, Hrvatska, 12. – 13. lipnja 2014.

Villa Polesini, Valamar Riviera Hotel & Residence, Obala maršala Tita 15



Projekt EX.PO AUS prekogranični je projekt sufinanciran sredstvima Europske unije u okviru IPA Programa jadranske prekogranične suradnje 2007-2013. U projekt je uključeno 12 partnera iz sedam država na Jadranu: Grad Dubrovnik, vodeći partner, Istarska županija, Grad Split (Hrvatska); Pokrajina Ferrara, Općina Ravenna – Muzej umjetnosti grada Ravenne, Općina Alberobello, Fondacija Aquileia (Italija); Univerzitet na Primorskem – Znanstveno istraživački centar (Slovenija); Centar za konzervaciju i arheologiju Crne Gore (Crna Gora); Komisija za očuvanje nacionalnih spomenika (Bosna i Hercegovina); Administrativni i koordinacijski ured Butrint (Albanija) i Općina Krf (Grčka). Ukupno trajanje projekta je 36 mjeseci, a njegova financijska vrijednost iznosi 3.155.784,80 eura, od čega 85 % sufinanciranja predstavlja udio IPA-sredstava dok udio partnera iznosi 15 %.

Opći cilj projekta je uspostavljanje mreže suradnje UNESCO lokaliteta na Jadranskom moru kojima obiluje programsko područje, uključujući lokalitete koji tek priželjkuju to priznanje. Mreža prekogranične suradnje razvijat će i razmjenjivati visokokvalitetne tehničke i upravljačke vještine uključivanjem javnog i privatnog sektora, s ciljem stvaranja dugoročne zajedničke strategije za održivu valorizaciju lokaliteta, na temelju inovacija na upravljačkom, tehnološkom i energetskom nivou.

Posebni ciljevi projekta su:

- Prekogranični razvoj koncepata i alata za održivo upravljanje UNESCO lokalitetima,
- Prekogranično poboljšanje znanja, tehnika i tehnološke podrške,
- Realizacija inovativnih pilot akcija na partnerskom području,
- Zajednička valorizacija UNESCO lokaliteta na Jadranu.

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SEMINAR I RADIONICA O PRIPREMI I IMPLEMENTACIJI UNESCO PLANOVA UPRAVLJANJA

10:00 – 10:10	REGISTRACIJA SUDIONIKA	
10:10 – 10:30	Pozdravni govor	Vladimir Torbica, voditelj projektne aktivnosti
	Pozdravni govor	Valter Flego, župan Istarske županije
	Uvodno predstavljanje programa i predavača	Sandra Ilić, koordinatorica projektnih aktivnosti Istarske županije, moderatorica
10:30 – 11:00	Plan upravljanja Episkopalnim kompleksom Eufrazijeve bazilike u Poreču	Sanja Tišma, ravnateljica Instituta za razvoj i međunarodne odnose, Zagreb, Hrvatska
11:00 – 12:00	Upravljanje svjetskom baštinom: što smo iz toga naučili	Katri Lisitzin, savjetnica za kulturnu baštinu, Švedska
12:00 – 12:20	Prirudno i kulturno-povijesno područje Kotora – proces izrade plana upravljanja i izazovi u implementaciji	Aleksandra Kapetanović, Centar za konzervaciju i arheologiju Crne Gore, EXPEDITIO, Kotor, Crna Gora
12:20 – 12:40	PAUZA	
12:40 – 13:10	Svjetska kulturna baština u Bosni i Hercegovini: Izazovi u upravljanju živom urbanom baštinom	Mirela Mulalić Handan, izvršna dužnosnica Komisije za očuvanje nacionalnih spomenika, Sarajevo, Bosna i Hercegovina
13:10 – 13:40	Suradnja Hrvatske i UNESCO-a	Rut Carek, voditeljica i glavna tajnica Hrvatskog povjerenstva za UNESCO, Ministarstvo kulture, Zagreb, Hrvatska
13:40 – 14:00	Rasprava	
14:00 – 15:15	RUČAK	
15:15 – 15:45	Jaz između imenovanja i stvarnosti sudbine spomenika kulture	Mitja Guštin i Savin Jogan, Institut za baštinu Mediterana, Univerzitet na Primorskem – Znanstveno-istraživački centar, Kopar, Slovenija
15:45 – 16:15	Park prirode Sečovljanske solane: javno – privatno partnerstvo	Andrej Sovinc, zamjenik direktora i voditelj Parka prirode Sečovljanske solane, Piran, Slovenija
16:15 – 16:30	Podjela EX.PO AUS promotivnih materijala	

PREDSTAVLJANJE MOGUĆNOSTI RAZVOJA GRADOVA, BRENDIRANJA, PROMOCIJE I SUVREMENIH PRISTUPA OČUVANJU I PROMOVIRANJU BAŠTINE UNESCO SITEOVA I PRIPADAJUĆIH PLANOVA UPRAVLJANJA VIZUALNE UMJETNOSTI, INOVATIVNE UMJETNIČKE I KULTURNE PRAKSE, BRENDIRANJE, ARHITEKTURA I UPRAVLJANJE UNESCO BAŠTINOM

9:30	REGISTRACIJA SUDIONIKA	
10:00 – 10:15	Uvodno predstavljanje programa i predavača	Sandra Ilić, koordinatorica projektnih aktivnosti Istarske županije, moderatorica
10:15 – 10:50	Današnje svjetlo na nekadašnjim građevinama	Dean Skira, Skira d.o.o., Pula, Hrvatska
10:50 – 11:30	Baština u kibernetičkom prostoru Provokacija, subverzija ili možda ipak realnost?	Penezić & Rogina, arhitekti, Zagreb, Hrvatska
11:30 – 12:15	PAUZA	
12:15 – 12:55	Implementacija multimedijских instalacija u prezentaciji kulturoloških turističkih proizvoda i destinacija	Boris Bengez, Idea studio, Samobor, Hrvatska
12:55 – 13:35	Promidžba baštine kroz virtualnu stvarnost	Ervin Šilić, Novena d.o.o., Zagreb, Hrvatska
13:35 – 14:00	Rasprava i podjela promotivnih materijala EX.PO AUS projekta	
14:00	RUČAK	
15:00	Završetak seminara / radionice	

Za sve informacije molimo kontaktirati: Mara d.o.o. / Nataša Beljan / mara@pu.t-com.hr / 00385 (0)52 507 700 / 00385 (0)52 507 707 / 00385 (0)99 694 85 60

Za sve sudionike organiziran je autobusni prijevoz.

12. lipnja – polazak u 8:30 h iz Pule (ispred Veslačkog kluba), povratak u Pulu u 17 h.
13. lipnja – polazak u 8 h iz Pule (ispred Veslačkog kluba), povratak u Pulu u 16 h.
Prijava se vrše na mail: mara@pu.t-com.hr

12/06/2014

13/06/2014



Projekt je sufinanciran sredstvima Europske unije, Instrument za pretprijetnu pomoć



Projektnu aktivnost provela je Istarska županija – Regione Istriana

LOCAL SEMINAR AND WORKSHOP ON

PREPARATION OF UNESCO'S MANAGEMENT PLANS

AND THEIR IMPLEMENTATION IN THE WIDER CONTEXT OF URBAN DEVELOPMENT, BRANDING, PROMOTION AND MODERN APPROACH TO PRESERVATION AND PROMOTION OF HERITAGE

Poreč, Croatia, 12 – 13 June, 2014

Villa Polesini, Valamar Riviera Hotel & Residence, Obala maršala Tita 15



Project EX.PO AUS (EXtension of POtentiality of Adriatic UNESCO Sites) is a cross-border project co-financed by the EU within the IPA Adriatic CBC Programme 2007-2013. The project includes 12 partners from seven Adriatic states: City of Dubrovnik, as Lead Partner, Region of Istria, City of Split (Croatia), Province of Ferrara, Municipality of Ravenna – Art Museum of the City, Municipality of Alberobello; Aquileia Foundation (Italy), University of Primorska – Science and research centre (Slovenia); Centre for Conservation and Archaeology of Montenegro (Montenegro); Commission to Preserve National Monuments (Bosnia and Herzegovina); Office of Administration and Coordination of Butrint (Albania) and Municipality of Corfu (Greece). The duration of the project is 36 months, the total value of the project is 3,155,784.80 EUR, 85% being co-financed from IPA funds, whereas the partners' share is 15 % of the entire project value.

The general objective of the project is to set up a cooperative network between the UNESCO sites of the Adriatic sea (including some remarkable sites aspiring to get this recognition), which will be able to develop, in a cross-border context, and diffuse highly qualitative technical and managerial competences by the various public and private actors involved, with the aim of pursuing a joint strategy of long term to achieve a sustainable valorisation of these sites, based on high levels of managerial, technological and energy innovation.

To achieve this strategic objective the following specific objectives will be pursued:

- Cross-border development of concepts and tools for a sustainable management of the UNESCO sites,
- Cross-border improvement of knowledge, techniques and technological supports,
- Realisation of innovative pilot experiences in the partner areas,
- Joint valorisation of the UNESCO sites of the Adriatic Sea.

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SEMINAR AND WORKSHOP OF HIGH TRAINING ON PREPARATION AND IMPLEMENTATION OF UNESCO MANAGEMENT PLANS

10:00 – 10:10 a.m.	REGISTRATION	
10:10 – 10:30 a.m.	Welcoming address	Vladimir Torbica, Head of project activity
	Welcoming address	Valter Flego, President of the Region of Istria
	Introduction and presenting the programme / lecturers	Sandra Ilić, Coordinator of project activities for the Region of Istria, moderator
10:30 – 11:00 a.m.	Management plan of the Episcopal Complex of the Euphrasian Basilica in Poreč	Sanja Tišma, Head of Institute for Development and International Relations, Zagreb, Croatia
11:00 a.m. – 12:00 p.m.	Lessons learnt from managing world heritage properties	Katri Lisitzin, Cultural Heritage Consultant, Sweden
12:00 – 12:20 p.m.	Natural, cultural and historical region of Kotor – management plan development and challenges of implementation	Aleksandra Kapetanović, Centre for Conservation and Archaeology of Montenegro, EXPEDITIO, Kotor, Montenegro
12:20 – 12:40 p.m.	COFFEE BREAK	
12:40 - 1:10 p.m.	World heritage sites in Bosnia and Herzegovina: challenges in managing living urban heritage	Mirela Mulalić Handan, Executive Officer of the Commission to Preserve National Monuments, Sarajevo, Bosnia and Herzegovina
1:10 – 1:40 p.m.	Cooperation between Croatia and UNESCO	Rut Carek, Head of Service and Secretary General of the Croatian Commission for UNESCO, Ministry of Culture, Zagreb, Croatia
1:40 – 2:00 p.m.	Discussion	
2:00 – 3:15 p.m.	LUNCH BREAK	
3:15 – 3:45 p.m.	The gap between the nomination and the reality of cultural monuments	Mitja Guštin and Savin Jogan, Institute for Mediterranean Heritage, University of Primorska – Science and research centre, Koper, Slovenia
3:45 – 4:15 p.m.	Sečovelje Salina Nature Park: public-private partnership	Andrej Sovinc, Deputy Director and Head of Sečovelje Salina Nature Park, Piran, Slovenia
4:15 – 4:30 p.m.	Distribution of EX.PO AUS promotional materials	

PRESENTING OPPORTUNITIES FOR URBAN DEVELOPMENT, BRANDING, PROMOTION AND MODERN APPROACHES FOR PRESERVING AND PROMOTING UNESCO SITES HERITAGE AND ASSOCIATED MANAGEMENT PLANS VISUAL ART, INNOVATIVE ARTISTIC AND CULTURAL PRACTICES, BRANDING, ARCHITECTURE AND MANAGEMENT OF UNESCO SITES

9:30 a.m.	REGISTRATION	
10:00 – 10:15 a.m.	Introduction and presenting the programme / lecturers	Sandra Ilić, Coordinator of project activities for the Region of Istria, moderator
10:15 – 10:50 a.m.	Today's light on yesterday's structures	Dean Skira, Skira Ltd, Pula, Croatia
10:50 – 11:30 a.m.	Heritage in cyberspace – Provocation, subversion or perhaps a reality?	Penezić & Rogina, architects, Zagreb, Croatia
11:30 a.m. – 12:15 p.m.	COFFEE BREAK	
12:15 - 12:55 p.m.	Implementation of multimedia installations in presenting cultural touristic products and destinations	Boris Bengez, Idea studio, Samobor, Croatia
12:55 – 1:35 p.m.	Heritage promotion through virtual reality	Ervin Šilić, Novena Ltd, Zagreb, Croatia
1:35 – 2:00 p.m.	Discussion and distribution of EX.PO AUS promotional materials	
2:00 p.m.	LUNCH BREAK	
3:00 p.m.	End of seminar and workshop	

For all information please contact: Mara Ltd. / Nataša Beljan / mara@pu.t-com.hr / 00385 (0)52 507 700 / 00385 (0)52 507 707 / 00385 (0)99 694 85 60

Bus transport is provided for all participants.

June 12 – departure at 8:30 a.m. from Pula (Veslački klub), return to Pula at 5 p.m.
June 13 – departure at 8 a.m. from Pula (Veslački klub), return to Pula at 4 p.m.
Register by e-mail: mara@pu.t-com.hr

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13/06/2014



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