

## **SEMINAR « PRESERVE HIDDEN TREASURES » AS PART OF THE PROJECT « P.RE.S.E.R.V.E »**

The Abruzzo region participated to the seminar “PRESERVE HIDDEN TREASURES” which had been held on November 7 at the Committee of the Regions in Brussels.

The seminary has been organized as part of the project P.RE.S.E.R.V.E (Peer Reviews for Sustainable Eco-Regions Via Europe) funded by the INTERREG IVC PROGRAM with a global budget of 1.222.160.23 euros.

The project PRESERVE reunited 13 partners, for a length of 36 months, from 2008 to 2011. The goal is to improve the efficiency of regional touristical policies and support sustainable tourism for the safeguard of cultural and environmental policies.

Based on methodologies commonly decided, the partners will share their best practices in the sector. Moreover, they will use tools like peer-reviews *in loco* and information-sharing seminars. The peer-review tool encourage an actual process of mutual learning in a European context, based on trading and sharing between people working in the same area and in similar conditions (in this case, regional Administrations).

The activities of the project will also be useful to give recommandations and regional holistic action plans which will be used to find a compromise between modernisation envys and a strengthened competitiveness about the questions of sustainability and preservation of cultural heritage.

During the conference held in Siena the 20<sup>th</sup> and 21<sup>st</sup> October, the principal themes of the project have been fully debated with an exchange of ideas and good practices. At the European level, innovative practices and tools for the development of sustainable tourism in all of the sectors have been discussed. Finally, the results of the project inspired by the use of tools such as peer-reviews *in loco* and information-sharing seminars have been presented. They have made possible launching the actual process of mutual learning between poeple working in the same area and in similar conditions.

In this case, the aim was to protect regional Administrations valued for natural and cultural ressources endangered by the lack of fundings or by the fact that fundings put at risk their ressources and may damage their value.

The seminar “PRESERVE HIDDEN TREASURES” about touristical strategies and hidden treasures in the territories concludes the framework of the scheduled activities.

For the Abruzzo region, Giancarlo Zappacosta, director of the touristical policies service (department of tourism development, cultural policies) spoke to find a happy medium, which will have to be clear and supported, between the green vocation of the Abruzzo region and the art and culture, fruits of the works of men.

## **Participants to the project**

- Assembly of European Regions – France
- Abruzzo region – Italy
- Alba County Council – Romania
- Alytus County Governor's administration – Lithuania
- Avila County Council – Spain
- Office of Banská Bystrica Self-Governing Region – Slovenia
- Office of the Carinthian Government, Department 20 – Spatial Development – Austria
- Észak-Alföld Regional Development Agency – Hungary
- Fonden Fyntour – Denmark
- Örebro Regional Development Council – Sweden
- Region of Sterea Ellada – Greece
- Internationalisationcenter Styria – Austria
- Business Innovation Centre (Bic) Toscana Sud – Italy

## **For more information about the project P.RE.S.E.R.V.E**

<http://preserve.aer.eu/>

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