

## 2nd International Event:

### **“Social Innovation as a Reference Model for the Cultural Heritage”<sup>1</sup>**

## Programme

**PLACE:** Melpignano, Apulia (Italy)

**DATE:** 26th - 28th of June 2019

### DAY 1 / WEDNESDAY (26<sup>th</sup> of June)

#### Partners' Meeting

16:00 - 17:30 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### 1. Welcome & Participants' Presentation

- ✓ **Welcome Greeting** from the **12 Mayors** of the **Municipalities** belonging to the **Union of Municipalities** of **“Grecia Salentina”** (**Calimera, Carpignano Salentino, Castrignano dei Greci, Corigliano d'Otranto, Cutrofiano, Martano, Martignano, Melpignano, Sogliano Cavour, Soleto, Sternatia and Zollino**)
- ✓ **All Participants** will briefly present their **Role** in the **Institution** they represent, their **Experience** in the **Project Thematic** and **Expectations** regarding the **#EuSAVE Project**

17:30 - 19:00 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### 2. 2<sup>nd</sup> Transnational Coordination Meeting (Panel 1)

- ✓ **Review** and **approval** of the **Kick-off Meeting Minutes (All Partners)**
- ✓ **Follow up** on **Tasks** identified during the **Kick-off Meeting** held in **Vimianzo, Spain (Concello de Vimianzo)**
- ✓ **Project Progress Review:**
  - **WP1 - Project Coordination and Management (Concello de Vimianzo)**
  - **WP2 - Sharing Experiences and Exploring Successful Approaches and Initiatives (UCGS, LAG ZS & ALDA): Presentation and Selection of Good Practices (All Partners).**
  - **WP4 - Project Communication and Dissemination (Concello de Vimianzo)**
- ✓ **Next Steps (All Partners)**

19:00 - 20:30 / Venue: **Village of Melpignano**

#### 3. Tour & Visit Study of Melpignano and to its Historical and Cultural Heritage

20:30 - 11:00 / Venue: **Taverna & Pizzeria “Melpigos” (Melpignano)**

#### 4. Dinner & Intercultural Evening

### DAY 2 / THURSDAY (27<sup>th</sup> of June)

#### Official Opening International Event

09:00 - 09:30 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### 5. Participants' Registration

<sup>1</sup> Topics to be discussed during the 2nd IE: The Cultural and Historic Heritage of the Rural Territories as Strategic Resource for a Sustainable Rural Europe / The Cultural Tourism / The Slow and Sustainable Tourism / The Role of Youth Education for the Development of Tourism in Rural Areas.

09:30 - 11:00 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### **6. International Conference (Panel 1)**

✓ The **first Panel** of the **Conference** foresees, at the **opening**, the **Institutional Interventions** of the **Public Authorities** invited, the **Official Inauguration** by the **President of the Union of Municipalities** of the **“Grecia Salentina”** (**Mr. Roberto Casaluci**), the **Presentation of the Project** by the **Project Manager** (**Mr. Luigi A. Dell’Aquila**) and the **Presentation of Partner Organizations** from **Spain, Croatia, Belgium, Portugal, Bulgaria, Latvia and Republic of Northern Macedonia**

11:00 - 11:30 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### **7. Coffee Break & Networking**

11:30 - 13:00 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### **8. International Conference (Panel 2)**

✓ The **second Panel** of the **Conference** foresees the following **Thematic Speech**:

- **“Sustainable Cities and Communities: SDGs 11 of the 2030 UN Agenda for Sustainable Development” / Mrs. Teresa Gualtieri / National President - Italian Federation of Associations and Clubs for UNESCO**
- **“Cultural Heritage as a Flywheel of new Citizenship and Community Empowerment: the Strategy of Authentic Italian Village of Italy” / Mr. Gianluca Greco / Co-Manager of the Technical Secretariat for the Region of Apulia - Association of Authentic Italian Villages of Italy**
- **“Smart Villages: the Rural Renaissance” / Mr. Francesco Marchionni / European Project Manager Junior - “Knowledge Management & Intellectual Capital” Consulting and Training Agency**

13:00 - 13:30 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### **9. Questions & Answers**

13:30 - 15:00 / Venue: **Ristorante “Caffè del Parco” (Melpignano)**

#### **10. Lunch & Networking**

15:00 - 18:00 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### **11. Panel of Experiences & Best Practices**

✓ The **Panel** foresees the illustration of the following **Experiences and Best Practices** in the field of **Social Innovation, Cultural Tourism, Slow and Sustainable Tourism & Cultural Heritage**:

- **“The Festival “La Notte della Taranta” / Mr. Ivan Stomeo / Mayor - Municipality of Melpignano**
- **“The Cammini di Leuca Project: first Ecclesial Cultural Park in Italy” / Mr. Federico Massimo Ceschin/ General Director - De Finibus Terrae Foundation**
- **“The Paths of Apuglia Project” / Mr. Davide Petranca / Learner - Advanced Training Course in Management of the Supply Chain of Slow and Sustainable Tourism Destinations (Regional Higher Technical Institute of Apuglia for the Development of the Hospitality and Enlarged Tourism Industry)**
- **“The Community Libraries Project: Mali Ghetonia. The great Borgo Griko” / Mrs. Sara Saracino / Technical Project Referent - Municipality of Zollino**
- **“The Every House is a Theater Project of Castrignano dei Greci” / Mr. Pietro Valenti / President - “OTSE - Officine Teatrickès Salento Ellada” Association**

18:00 - 19:00 / Venue: **“Torsello” Hall of the Former Augustinian Convent (Melpignano)**

#### **12. Debate**

19:00 - 20:30 / Venue: **Village of Sternatia**

#### **13. Tour & Visit Study of Sternatia and to its Historical and Cultural Heritage**

20:30 - 11:00 / Venue: **Ristorante “Porta Antica” (Sternatia)**

#### **14. Dinner & Intercultural Evening**

**DAY 3 / FRIDAY (28<sup>th</sup> of June)**

**International Workshop**

09:30 - 10:00 / Venue: **"Torsello" Hall of the Former Augustinian Convent (Melpignano)**

**15. Stakeholders' Presentation**

- ✓ The **Working Session** foresees the **Welcome Words** on behalf of the **Union of Municipalities** of **"Grecia Salentina"** and a **Brief Introduction** of the **Guests** coming from the **"Salento" Area** and the **Region of Apulia**

10:00 - 11:30 / Venue: **"Torsello" Hall of the Former Augustinian Convent (Melpignano)**

**16. Thematic Panel on "Social Innovation as a Reference Model for the Cultural Heritage"**

- ✓ The **Thematic Panel** foresees the following **Speech**:
  - **"Culture & Development" / Mr. Mimmo Braccioldieta / National Vice President - Confcooperative Cultura Turismo Sport**
  - **"The Community Cooperatives as a Social Innovation System and Enhancement of Cultural Heritage: the Case of the Melpignano Cooperative Community" / Mrs. Grazia Giovannetti / President – Comunità Cooperativa Melpignano Cooperative Society**
  - **"Innovation and Enhancement of Cultural Heritage in Higher Education" / Mrs. Giuseppa Antonaci / President - Regional Higher Technical Institute of Apulia for the Development of the Hospitality and Enlarged Tourism Industry**

11:30 - 12:00 / Venue: **"Torsello" Hall of the Former Augustinian Convent (Melpignano)**

**17. Coffee Break & Networking**

12:00 - 13:30 / Venue: **"Torsello" Hall of the Former Augustinian Convent (Melpignano)**

**18. Discussion and Debate about the Current Situation and Challenges of Tourism in Europe in the Cultural Heritage Sector**

13:30 - 15:00 / Venue: **Ristorante "Caffè del Parco" (Melpignano)**

**19. Lunch & Networking**

15:00 - 16:00 / **"Torsello" Hall of the Former Augustinian Convent (Melpignano)**

**20. 2nd Transnational Coordination Meeting (Panel 2)**

- ✓ **Project Progress Review**:
  - **WP2 - Sharing Experiences and Exploring Successful Approaches and Initiatives (UCGS, LAG ZS & ALDA): Presentation and Selection of Good Practices (All Partners).**

16:00 - 20:30 / Venue: **Village of Soletto and Village of Corigliano d'Otranto**

**21. Tour & Visit Study of Soletto & "Corigliano d'Otranto" and to its Historical and Cultural Heritage**

20:30 - 11:00 / Venue: **Ristorante "Masseria Sant'Angelo" (Corigliano d'Otranto)**

**22. Farewell Dinner & Final Intercultural Evening**