



## Cultural identity

### Case studies – Veneto

#### EZZELINI TRAIL



The touristic project on Ezzelini's **Trail** aims at increasing in value the **landscape** through which the rivers *Astego*, *Muson dei Sassi* and *Musonello* flow. These canals gently descend from the *Asolo Hills* towards *Castelfranco Veneto*, crossing the river *Tergola* in *Resana*, *Camposampiero* and *Padua*.

Trademark of the project is the **cycle-pedestrian path** that runs for about 40 km of rural unpaved road from *Padua* to *Riese*. The path, that can be divided into two routes, offers the tourist the opportunity to **visit cities rich in history, art and religion**.

Over the last decade the path has been trodden or cycled along by residents or tourists looking for a unique outdoor experience.

During the pandemic residents individually walked or rode their bikes along the path in order to do sport and exercise in the fresh air.

**Reference Topic:** *sport and free time activities on the Ezzelini's trail (cycling and walking); exercising while exploring la Marca's art, history and religion*

**Explanation:** Ezzelini's Trail represents a good example of experiences that enable the tourist to be **fully immersed in nature, art and culture**, and to **deal with the population of the territory**. The cycle-pedestrian path gives the opportunity to walk or ride through cultivated lands and fields, through cities with art works and buildings dating back to different times, which can be visited or be simply admired. It's not difficult for the tourist to meet residents along the path, who will proudly describe them their land and their lifestyle. Documentaries, websites on the path or on the cities and the municipalities along the trail, tourist guides, posts on different social media, magazine articles contribute to promote the path.

<https://suisentieridegliezzelini.it/>





## CASTELFRANCO VENETO'S CITY MAP



This **digital tool** enables the owner of any Internet-connected electronic device, like a smartphone or tablet, to **virtually tour the city** and easily get information about the territory.

The virtual tour allows a 360 degrees visualization of the city sights that can be selected to **access data, pictures, details and information**. The city app gives the user the possibility to experience an **immersive travel** beyond what can be simply visited or seen.

Vertically placing the electronic device, the app user will get a **mobile notification** of the city sights to be visited.

**Several thematic tours** around the city and the surrounding area are available. Not only does that simplify the process of **identification of tourist attractions**, but it also gives the user the possibility to get information about the sights, such as monuments, frescoes, statues, palaces and buildings, squares and streets.

Once downloaded and opened, the app shows a virtual city map divided into four sectors. Each sector is symbolised by one representative building. The tourist can click on one of the icon buildings or choose one of the suggested city tours considering time, tastes and expectations. Customised itineraries can also be created.

Thanks to geolocalization, for each area of the city the app suggests bars, restaurants and hotels.

To invite the tourist to use the app and to quickly download it, sticky QR codes are placed through the city of Castelfranco Veneto. The app can also be downloaded simply by digiting the city name in the app store or in Google Play Store. The app is available in **English or German**, it depends on the language settings of the owner's device.

**Reference Topic:** *history, art and culture; getting to know the territory and its culture*

**Explanation:** The app is completely free of charge and can be downloaded by anyone interested. It contributes to foster sustainable tourism in the city of Castelfranco Veneto because it encourages the tourist to **visit the city on foot, with low environmental impact**.

It's a digital tool for tourists and citizens, that allows the user to quickly and intuitively explore the most representative buildings and art works of the city. It permits to easily create customised itineraries making the experience of visiting the city pleasant and interactive.

The app is presented to the user through local magazines, websites and social media.



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## Case studies – Liguria

### SLATE ROUTE

This app is conceived in order to offer a map of the hikes that were used in ancient times to carry slate from the mines in the far countryside to the coastal area of East Liguria. The workers would carry sheets of slate on their back on trails and staircases made themselves by slate. These paths connect wide areas of the region, and over the past decades have been abandoned.

Gabriele Ghisleni, the creator of the app, is a young man who has a deep knowledge of the area and of the paths, and realized that these abandoned paths were actually of great value. He therefore got in touch with organizations who take care of the trails of the regions, together with them and thanks to the help of the municipalities involved the paths were cleaned from bushes, trees, rocks etc and he started to work on the creation of the app. The latter offers a detailed map of all the paths that can be used by tourists or locals to enjoy beautiful walks with breath-taking views and craftworks involving hydraulic architecture. It moreover gives detailed information and prospectives of the spots that can be reached, with infinite possibilities of evolution.

**Reference Topic:** sports, festivals and leisure activities

**Explanation:** The way the app is thought and created is that it shows hidden treasures of the regions' walking trails. As these have been abandoned for a long time, many people have never enjoyed them. Today it is possible to discover the trails and together with them all the ancient architecture linked to the area. The hydraulic system is, for instance, very architectural and solves a huge deal of a problem of the region, as when there are heavy rains, it often happens that landslides occur. The way water was dealt with gives us a clear idea of the life of the time and of the hard work involved in preserving the paths themselves.

<https://viediardesia.vercel.app/>

### OUTDOOR PORTOFINO

Outdoor Portofino was founded in 2013 after an idea from its four founding partners – Alessandra, Angelo, Luca, Sara - with the objective of sharing their passion for the area, nature and sport, pooling their abilities and focusing on continuous training. The idea has roots far way behind, though: back in 2003 at the age of 16, during his high school, Luca received his inspiration and understands that his job will be to bring people into nature.

Today Outdoor Portofino has developed different fields of action, always respecting those which are our cornerstones - **Sport, Nature, Education** - present in every activity performed. We are a company made up of passionate professionals of the sea and the outdoors, committed to promote: education, experiences, emotions, research and communication projects related to the local area, the environment and its sports, with the overall aim to prompt a change towards a better future for us and our Planet. Our vision is to inspire people to **live healthily and in harmony with our earth's ecosystem.**

**Reference Topic:** sports, festivals and leisure activities

Outdoor Portofino's team of professionals is dedicated to the development of projects that reflect the company values of passion and innovation.

Projects that **sustain scientific research in the marine environment; territorial development and environmental communication; outdoor education for children, schools and families.**

Outdoor Portofino wants to put their outdoor community and their abilities to the service of the sea, collaborating with other related realities, joined by the common objective of **safeguarding the marine environment.**

Through projects, Outdoor Portofino wishes to put their nautical bases, the **aquatic outdoor sports** community and their abilities at the service of **conservation and marine research initiatives.** Outdoor Portofino's different headquarters are like **open air workshops for research and dissemination**



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**activities** and their outdoor community is like an army of people, all highly qualified for the conservation of the marine environment.

Through **citizen science projects**, Outdoor Portofino aims to involve marine outdoor sports lovers with the monitoring, cleanup and restoration of the marine environment.

**Explanation:** Outdoor Portofino organizes Experiences that have a healthy relationship between man and nature. The ingredients of sport, nature and education are ingredients that characterize all of their activities, both on land and in the water, that allow feeling a conscious and sustainable connection with nature. Outdoor Portofino moves around mainly in the Protected Marine Areas (AMPs) and in the Parks of Liguria, providing their clients with a young and clean way to live the environment and learn to get to know and respect our biodiversity.

Outdoor Portofino dedicates great attention to children and teens and are in the frontline of the creation of proposals and projects targeted towards creating wellbeing and education in the future generations, steering them towards a life in contact with nature. Thanks to their environmental education activities, outdoor education and citizen science, Outdoor Portofino teaches children and young people all about the organization and structure of the natural environment and how to live without altering its equilibrium. Beyond the outdoor experiences, Outdoor Portofino promotes their business online with strategic digital marketing activities (seo, blog, advertising, social media activity, email marketing...). Outdoor Portofino also has a strong network on the territory with local communities and authorities and develop with press office activities.

<https://www.outdoorportofino.com/>

<https://www.outdoorportofino.com/en/projects/>

<https://www.cnr.it/en/node/15248>

<https://www.outdoorportofino.com/en/gift-experience/>



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