



Interreg - IPA CBC 
Croatia - Bosnia and Herzegovina - Montenegro
FORTITUDE



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Workshop HERITAGE AND PROMOTION

Tuesday 12 – Wednesday 13 OCTOBER 2021

Venue: City Hall, Dr. I. Banjavcica 9

Karlovac, Croatia

This is a hybrid meeting and will be accessible via a Zoom link for registered participants.



FORTITUDE, an EU Interreg IPA CBC project

The objective of FORTITUDE is to develop and improve supporting tourism facilities at historic fortresses and to create joint cultural events that will increase tourism attractiveness of the programme area and increase the number of visitors out of high season. The results of the project will be reflected in the improvement of visitor centers at fortresses in 5 cities: Banja Luka (BiH), Šibenik (HR), Karlovac (HR), Herceg Novi (MNE) and Bar (MNE), in development of sightseeing routes featuring visits to fortresses and the stakeholder representatives will be trained in tourism heritage management. Project cross-border added value is reflected in development of long-term cooperation in managing joint manifestation, mutual digital promotion of sites via digital kiosks and

standardization of heritage tourism management through capacity building training and know-how exchange.

PROGRAMME

DAY 1 – Tuesday 12 October

- 09h.30 - Registration with coffee/tea
- 10h.00 - Welcome and introductions
 - o Welcome to Karlovac, **Damir Mandić**, Mayor of Karlovac
 - o *Mentimeter test*
 - o Fortitude project : **Đurđa Vrljević Šarić**, Project Manager Fortress of Culture Šibenik
 - o EFFORTS : **Rafaël Deroo**, EFFORTS Secretary general
- 10h.45 - Presentation of Karlovac in Fortitude - priorities, challenges and opportunities: **Marina Grčić**, Municipality of Karlovac
- 11h.00 - Presentational round of all present, 'breaking the ice'
- 11h.45 - Presentations by the experts of the issues at hand and discussion
 - The learnings of the FORTITUDE workshops, **Rafaël Deroo**
 - The FORTE CULTURA fortified heritage cultural route network experiences, **Dirk Röder**, FORTE CULTURA Managing director/Vice-president
- *13h.00 - Mentimeter questions*
- 13h.15 - Discussion with the participants and conclusion of the first part of the workshop.
- 13h.30 End and lunch
- 15h.00 - 18.00 : Visit to the sites
- 19h.00 Informal dinner

DAY 2 – Wednesday 13 October

- 09h.00 - Registration with coffee/tea
- 09h.30 - Recapitulation of day 1 : Marina Grčić, Rafaël Deroo
- 09h.40 - **Hybrid part-workshops** on specific Karlovac elements, with stakeholders and partners
 - o Subjects of the part-workshops
 - *1.the best view on tourism future in Karlovac*
 - *2.the critical elements of the touristic development of Karlovac*
 - *3.the added value of Karlovac*
 - o *Mentimeter questions (20 min)*
 - o 2 *Consecutive* part-workshops (50 minutes each)
 - Digital promotion of fortified heritage (**Dirk Röder**), with appointed rapporteur
 - Storytelling and city marketing (**Rafaël Deroo**) with appointed rapporteur
- *12h.00 - Break*
- 12h.15 - Reporting / feedback on the break-out rooms by the rapporteurs
- 13h.00 - Discussion, conclusion of the workshop and recommendations

- Marina Grčić (10 min)
 - Đurđa Vrljević Šarić (5 min)
 - Dirk Röder and Rafaël Deroo (20 min)
- 13h.30 : End - Doviđenja

This workshop is co-organised by EFFORTS, the European Federation of Fortified Sites.

EFFORTS is the 200 members European network organisation established in 2017 to share knowledge and practical expertise on military heritage, such as walled towns, forts and defence lines. The basis for EFFORTS was laid during the final conference of the At Fort Interreg IVC project in Suomenlinna, Helsinki (Finland 2014) and international conferences on military heritage in 's-Hertogenbosch (Netherlands 2016) and Berlin-Spandau Zitadelle (Germany 2017). Today EFFORTS unites more than 100 European fortified sites and networks and is growing. Since 2018 EFFORTS has been a European professional representation of fortified sites. It is member of the Europa Nostra managed European Heritage Alliance 3.3. Today EFFORTS' main mission is the structuring of European cooperation and keeping military fortified heritage on the European policy agenda. EFFORTS believes that European cooperation is the key to achieving its goals. Any local or regional authority and any person actively engaged in the protection and re-use of military heritage at European, national, regional or local level is welcome to join EFFORTS. EFFORTS' aim is to enhance structural European cooperation and coordination, to share expertise, to

For more information :

www.efforts-europe.eu

<https://www.efforts-europe.eu/wp-content/uploads/2018/03/Leaflet2017.pdf>

www.forte-cultura.eu