

CALL FOR IDEAS: MASH UP ATLAS REWARDS INNOVATIVE IDEAS FOR CULTURAL TOURISM

**DIGITAL INNOVATION + EXPERIENTIAL TOURISM + +ACCESSIBILITY+
COMMUNICATION + MARKETING GIVES LIFE TO YOUR IDEAS AND
MAKES IT BECOMING REALITY!**

Thursday, March 28th 2019 Unioncamere del Veneto will host the event that merges operators of cultural tourism, representatives of civil society, creative people, ICT experts, videomakers, startupper, students, etc. from the eligible area of the Italy-Croatia programme¹, working as a team to gradually contribute to the realization of the most diverse ideas in order to **redesign the cultural tourism offer and launch innovative promotional actions**.

Here it is! ATLAS MASH UP, a free event that will get in contact and make work together in a full day the tourist and cultural operator with the ICT expert, video maker, project manager, representative of the civil society startupper for turning simple ideas **into innovative promotional tourism actions** and “learning by doing”.

Participants will have the opportunity to exploit the **synergies between their different skills** to develop in one day innovative solutions to redesign the cultural tourism offer. An authentic challenge at the end of which will be selected the **two best ideas** that will be awarded by a jury composed of Italian and Croatian experts. The winners will be invited to the final project event organized in Croatia in September 2019 and will benefit from the mentorship and support of a specialist in the tourism sector.

LOCATION: Ciset International Center for Studies on Tourism Economics – Ca’ Foscari University, Riviera Santa Margherita, 76, 31100, Treviso, Italy.

WHO IS INVIGED TO PARTICIPATE: Individuals (eg cultural tourism operators, civil society representatives, creative people, ICT experts, videomakers, startupper, students, etc.) or groups of adults who are resident or active in the eligible areas of the Interreg VA Italy-Croatia Cross-Border Cooperation programme, can participate in the competition.

¹ For Italy in the following 25 Provinces: Udine, Gorizia, Trieste, Pordenone, Venice, Padua, Rovigo, Ferrara, Ravenna, Forlì-Cesena, Rimini, Pesaro and Urbino, Ancona, Macerata, Ascoli Piceno, Fermo, Teramo, Pescara, Chieti, Campobasso, Brindisi, Lecce, Foggia, Bari, Barletta-Andria-Trani. for Croatia in the following 8 counties: Istarska, Primorsko-goranska, Ličko-senjska, Zadarska, Šibensko-kninska, Splitsko-dalmatinska, Dubrovačko-neretvanska, Karlovačka.

All those who have an idea / product / service and want to learn how to develop it in a short time in a multicultural and multidisciplinary environment are invited to participate.

Mash up ATLAS is an event in **ENGLISH** language. Request the good knowledge of the language.

LEARNING BY DOING: How to create and develop an idea / product / service through the Design Thinking approach and much more thanks to the professionalism and experience of Ciset University Ca' Foscari of Venice qualified teachers and other professionals in the sector.

REGISTRATION: Registration is open until 12th March 2019 on Eventbrite (MASH UP ATLAS), for each participant who wishes to get involved. Places are limited. To finalize the registration, to the participants a brief description of the presentation of the idea in English is required. You can also send a video with a maximum duration of 3 minutes. The information to participate are available in the **attached regulation**.

PROMOTED BY: Organized by Unioncamere del Veneto in collaboration with the Ciset International Centre of Studies on the Tourism Economy- Ca' Foscari University of Venice, ATLAS Mash Up 2019 is an initiative of ATLAS Adriatic Cultural Tourism Laboratories, project approved under the first call standard plus projects Interreg VA Italy - Croatia CBC Programme 2014-2020.

ATLAS partners: The ATLAS project involves, in addition to Unioncamere del Veneto, important partners from the two sides of the Adriatic: Friuli Innovazione, Sipro Development Agency of the Province of Ferrara, Ida Development Agency of the Istrian Region, Tecnopolis Science and Technology Park Bari, Puglia Creative district of the Apulian cultural and creative industries, University of Pula and Stepri Science and Technology Park of Rijeka.

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