

Interreg



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IPA South Adriatic

S.A. FAME Cluster



Event agenda

Workshop “Local workshops for the implementation of the FAME Cluster’s tested solution”

Organized by Municipality of Civitacampomariano

***INCONTRA Incubator, Via Monsignor Bologna n. 15 Campobasso,
March 15th 2025***

09h30 - 10h00 Registration, welcome greetings 10h00 Start of the workshop	
10.00 – 10.30	Welcome greetings and introduction Speaker: Mr. Paolo Manuele, Major of Municipality of Civitacampomariano Mr. Camillo Marracino, Project Manager Speaker: Representative of the JS (tbc)
Contents and inputs	<ul style="list-style-type: none">Brief presentation of the S.A. FAME Project and introduction to the workshop.
Expected output	<ul style="list-style-type: none">Information about the agenda of the day and upcoming discussion topics.
10.30 – 10.45	FAME CLUSTER – A step further (Capitalization of FAME project) Speaker: Ida Borrelli – External Expert Municipality of Tirana
Contents and inputs	<ul style="list-style-type: none">Brief presentation of the main achievements of FAME CLUSTER and introduction to the capitalization actions the path from FAME project to FAME CLUSTER
Expected output	<ul style="list-style-type: none">Participants will be informed about the accomplishments of the FAME CLUSTER project, gaining a comprehensive understanding of its impact. Furthermore, they will be introduced to the FAME CLUSTER capitalization actions, providing insight into the next phase and how it builds upon the outputs and results of the previous Project.
10.45 – 11.45	The value of the Project – Networking for FAME CLUSTER Speakers: <ul style="list-style-type: none">Branislav Kraljević – RTCG Montenegro;Lino Manosperta – Puglia Culture;



	<ul style="list-style-type: none"> • Adela Krajka – Municipality of Tirana; • Camillo Marracino – Municipality of Civitacampomariano
Contents and inputs	<ul style="list-style-type: none"> • Description of the different Local Action Plan developed in the different territories and the specific Point of interest, Eno-gastronomic, nature and cultural heritage to be promoted in the movie;
Expected output	<ul style="list-style-type: none"> • Participants will be informed about the different heritages the different partners intend to promote through the realization of a Movie/Documentary the partners are working in.
11.45 – 12.00 Coffee break	
12.00 – 13.15	Best practices of territorial promotion through movie and documentary Speaker: Simone Zeoli movie director and story writer – <i>Sciuscià casa del cinema APS</i>
Contents and inputs	<ul style="list-style-type: none"> • Showcase and discussion about the most relevant examples of territory promotion's through video production
Expected output	<ul style="list-style-type: none"> • Participants will gain specific knowledge about the different techniques and initiatives can be put in place to promote different territories
13.15 – 14.45 Lunch break	
14.45 – 16.00	Involvement of local stakeholder in the promotion of territory through the day-to-day artisanal/culinary/travelling activities Speakers, among the others: <ul style="list-style-type: none"> - Roberto De Stefano winemaker – <i>Cantine di Remo</i>; - Stefano Vitale Naturalistic Guide; - Stefano Aiello Tour Operator – <i>Di Paola Viaggi</i>;
Contents and inputs	<ul style="list-style-type: none"> • Discussion among the different local stakeholders to better promote the territory through the valorization of authentic touristic attractors
Expected output	<ul style="list-style-type: none"> • Participants can gain knowledge about the opportunities and challenges existent today in the touristic field and about the possibility to better promote them territories merging energies and initiatives
16.00 – 17.00	Round table – rules to be followed for a movie tourism script able to well promote sustainable local tourism
Contents and inputs	<ul style="list-style-type: none"> • Discussion among the present to define the best rules for a correct and profitable movie tourism script
Expected	



output	<ul style="list-style-type: none"> Participants will learn how incorporating tourism landmarks into storytelling enriches the cinematic experience.
17.00 – 17.15	Discussion and closing session
Contents and inputs	<ul style="list-style-type: none"> Open discussion to reflect on key information and messages, address participant questions, and summarize the workshop's main insights. Closing remarks and next steps.
Expected output	<ul style="list-style-type: none"> Participants consolidate their learning, clarify any doubts, and leave with a clear understanding of the workshop's outcomes and future actions.
17h15 End of the workshop	
17.15 – 18.15	Visit to workshop of Master Aldo Perrella to discover the Art of Perforated steel of Campobasso Speaker: Master Aldo Perrella
Contents and inputs	<ul style="list-style-type: none"> Brief presentation of the most important historical and technical heritages of perforated steel art tradition of Campobasso.
Expected output	<ul style="list-style-type: none"> Information about the typical art tradition of perforated steel of Campobasso

On the road
March 16th 2025

09h30 – departure for stakeholders visit	
09.00 – 10.00	Visit of “Museo dei Misteri” in Campobasso Speaker: Camillo Marracino
Contents and inputs	<ul style="list-style-type: none"> Brief presentation of the history and tradition of the “ingegni” conceived and created in the mid-1700s realized by Paolo Saverio di Zinno.
Expected output	<ul style="list-style-type: none"> Information about the Misteri’s parade tradition



11.00 – 12.30	Arrival in Civitacampomariano and Visit of the Cvtà Street Art open air Museum Speaker: Barbara Manuele
Contents and inputs	<ul style="list-style-type: none"> Brief presentation of the Street art Festival and visit of the openair museum.
Expected output	<ul style="list-style-type: none"> Information about the Cvtà street art festival
12:30 – 15:00	Lunch to Trattoria Li.Si, owner of a farm and dairy in Civitacampomariano
Contents and inputs	<ul style="list-style-type: none"> Brief presentation of the Li.Si cooperative and typical products
Expected output	<ul style="list-style-type: none"> Information about the Li.Si cooperative and typical products
16 – 19 Free time	
19.00 – 20.30	“Tintilia grape aperitive” in Fondaco della Farina
Contents and inputs	<ul style="list-style-type: none"> Degustation of autochthon Molise’s grape “tintilia” and typical local products
Expected output	<ul style="list-style-type: none"> Provide information and discovery of the local tintilia grape wine
21:00 – 23.30	Final Concert for evaluation of Musicians from Molise
Contents and inputs	<ul style="list-style-type: none"> Concert of the 3 musicians to vote the winners of Civitacampomariano artists contest
Expected output	<ul style="list-style-type: none"> Representative artist from Molise to be subject of the promotional movie