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IPER

ICT to promote Cultural Heritage

DERIVABLE DESCRIPTION

DISSEMINATION REPORT

M1 – M32

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DISSEMINATION FORM – IPER

2018-1-ES01-KA202-050246

M1-M32 [18 December 2018 – 18 August 2021]

In relation to the dissemination of the project, several activities have been carried out. CCIS, the coordinating organization, has been responsible, in collaboration with all partners, for the dissemination of project results. This document wants to collect the contributions of all the partners to explain the dissemination activities from 18/12/2018 to 18/08/2021

Partner	CCIS
Country	SPAIN
Topic	Dissemination's actions
Type (webpost, social media post, dissemination events and seminar etc.)	<ul style="list-style-type: none">❖ Newsletter❖ Social media – Facebook and Instagram❖ Events❖ Fairs' Exhibitions❖ International meetings❖ Erasmus+ Events❖ Blog CCIS



Target group	<ul style="list-style-type: none">– Project presentation to Portuguese and Italian stakeholders– General Secretaries, their collaborators and Assocamere staff– Partners of EUheritage project– Newsletter subscribers– Experts in sustainable tourism– Stand of the Italian Chamber of Commerce abroad– FITUR - International Fair of Tourism (Madrid IFEMA)– SEEDS – Erasmus+ Partnership Building Activity, Youth Workers and Volunteers
Scope	<ol style="list-style-type: none">1. CCIS participated in the initial support day for projects of strategic partnerships Erasmus + 2018 at the University of Almeria, organized by the Spanish national agency Erasmus, SEPIE, for the ICT to promote cultural heritage (IPER) project, reference number 2018-1 -ES01-KA202-0502462. Mosaico Europa, the Union Chambers' newsletter dedicated its last article to CCIS and to the IPER project, by mentioning it among the Italian best practices and focusing on how the project intends to exploit Nano-learning tools to enforce professional skills.3. From the 28th to the 30th of June it took place in Lisbon the event D'Itália organized by the Italian Chamber of Commerce for Portugal dedicated to Italian design. CCIS took part in it taking the opportunity to introduce the project IPER, whose aim is using the “nano-learning” methodology to



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strengthen the skills of professionals working in the tourism and in the management of cultural heritage.

4. From the 1st to the 3rd of July it was held in Milan the **20th meeting of the General Secretaries of the “Italian Chambers of Commerce Abroad”**, organized by “Assocamerestero”, whose principal aim was to enhance possible collaborations and common projects to increase the presence of Italian companies on foreign markets and to give visibility to the EU projects in which the chambers participate. To achieve this goal CCIS spread information about its EU projects through leaflets and brochures.
5. During the **EUHeritage trasnational meeting** held in Malta on 24th-25th of September, CCIS presented to the rest of the partners the IPER project summary report on the actual situation about promotion of cultural heritage through digital tools and according to accessible tourism principles.
6. **Facebook Post** about 1st IPER project's meeting held in Holloko.
7. **Newsletter CCIS - n. 189**
8. The last 27th of September it was held in Madrid **EXPOTURAL**, the Nature and Sustainable Tourism Fair, which is an event with a clear international ambition that offers the largest natural environment experience-sharing and awareness-raising meeting and



	<p>conferences about sustainable tourism. CCIS participated to spread information about IPER projects through brochures and networking.</p> <p>9. From 10th to 11th October 2019, CCIS participated to DIDACTA, the national fair on education in Florence promoted by INDIRE, the National Institute for Documentation, Innovation and Educational Research of the Italian Ministry of Education. At DIDACTA, CCIS promoted IPER project disseminating information and leaflets.</p> <p>10. During the International Fair of Tourism (FITUR) held in IFEMA - Madrid, the partners CCIS Madrid and PREDIF met to disseminate information about IPER project and the main objectives about the use of ICT to promote cultural heritage according to accessible tourism principles.</p> <p>11. "SEEDS" was a project co-financed by Erasmus+, for Youth Workers that gathered in Oviedo (Spain) 26 participants from 16 organisations and 13 Mediterranean countries. It aimed to create a space to connect organisations from different geographical areas, with the purpose of understanding their local realities and the work they carry out as well as sharing tools and good practices in youth work with young people with fewer opportunities.</p> <p>12. Newsletter CCIS – n. 201</p> <p>13. Facebook Post</p> <p>14. Instagram Post</p> <p>15. Blog CCIS</p>
Date	1. 18/10/2018 – 19/10/2018



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(DD/MM/YYYY)	2. 17/05/2019 3. 28/06/2019 – 30/06/2019 4. 01/07/2019 – 03/07/2019 5. 16/09/2019 6. 24/09/2019 – 25/09/2019 7. 30/09/2019 8. 27/09/2019 9. 10/10/2019 – 11/10/2019 10. 22/01/2020 11. 24/03/2020 – 28/03/2020 12. 28/06/2021 13. 30/06/2021 14. 30/06/2021 15. 15/07/2021
Impact indicators (website visits, retweets, shares, likes, etc.)	1. 2. 3. 50 participants 4. 89 participants 5. 6. 69.720 people reached, 7500 interactions, 133 likes 7. 6000 people reached 8. 9. 10. 918 exhibitors from 165 countries 11. 24 participants from 16 organizations and 13 countries. 12. 6000 people reached 13. 3 likes



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	14. 7 likes 15.
Links	<ol style="list-style-type: none">1. http://sepie.es/doc/comunicacion/jornadas/2018/18y19_octubre/programa.pdf2. http://news.ucamere.net/MosaicoEuropa/MosaicoEuropa_Newsletter_10_2019.pdf?fbclid=IwAR2TQHqYHr3J08b7FRgvQI6SPMajrUcbIEeoP9Jy2xL2YkH9Te_E704soDM3. http://www.ccitalia.pt/docs/DItaliaPROGRAMA.pdf4.5.6. https://www.facebook.com/352100225570913/photos/pcb.483691249078476/488362365278031/?type=3&ticker7. https://mailchi.mp/14aa9bc2d516/newsletter-ccis-n-189?e=33d64d00b18. https://www.ifema.es/expotural9. http://fieradidacta.indire.it/ https://skillman.eu/skillman-eu-international-forum-2019/10. https://www.ifema.es/fitur11. https://www.youropia.eu/12. https://mailchi.mp/eb47178cab63/newsletter-ccis-n201?e=6fa9ec5df413. https://www.facebook.com/ccis.madrid/photos/a.1529677717314565/297413388286893414. https://www.instagram.com/p/CQv1SbmD7zV/15. https://www.italcamara-es.com/es/evento-final-de-difusion-del-proyecto-iper/



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Newsletter of Italian Union Chambers – Mosaico d’Europa

17 maggio 2019

mosaicoEUROPA Newsletter N° 10/2019

6

EsperienzEUROPA

Le best practice italiane

Promote Culturale Heritage in Europe

La Camera di Commercio e Industria Italiana per la Spagna (CCIS) è un’associazione formata da imprenditori e professionisti italiani e spagnoli. Nata nel 1914, ha sede a Madrid con delegazioni a Valencia e Siviglia. La CCIS costituisce un interlocutore strategico per chi vuole esplorare l’internazionalizzazione del proprio business.

La CCIS, grazie all’esperienza maturata negli anni, nel 2013 ha attivato il servizio Desk Europa dedicato all’ideazione, stesura, presentazione e gestione di progetti europei. La Camera cura anche la creazione di partnership e networks necessari per la gestione del progetto, collaborando con enti pubblici, associazioni di categoria, Camera di Commercio Italiane ed Italiane all’estero e diverse imprese a seconda del bando o programma a cui si decide di partecipare.

Attualmente la CCIS gestisce progetti sia come coordinatore che come partner, nell’ambito del programma Erasmus+, in particolare le azioni chiave riguardanti l’ambito dell’istruzione e della formazione professionale, capacity building for Youth Sector Skills Alliances, mobilità di

terminata materia in meno di dieci minuti attraverso l’utilizzo di mezzi elettronici e senza l’interazione con insegnanti in tempo reale.

La metodologia viene utilizzata per rafforzare le competenze dei professionisti che lavorano nel settore del turismo e nella gestione del patrimonio culturale, promuovendolo attraverso l’uso delle ICT e secondo i principi del turismo accessibile. Il partenariato del progetto è composto dalla Spagna con CAMARA DE COMERCIO E INDUSTRIA ITALIANA PARA ESPAÑA in qualità di capofila e da Italia, Portogallo ed Ungheria. Il progetto ha una durata di 24 mesi: iniziato a dicembre 2018, terminerà a dicembre 2020.

IPER copre il settore della formazione,

della cultura, del turismo e dell’ICT quindi si dirige a diverse figure professionali: tecnici di gallerie, di musei, di librerie, professionisti di arte, di cultura e di cucina, manager di centri sportivi, culturali e ricreativi, agenti di educazione artistica, manager di strutture culturali.

La principale attività portata avanti dal progetto è l’aggiornamento di profili professionali esistenti, per migliorare le loro prestazioni nella promozione del patrimonio culturale tangibile ed intangibile in



a workshop culinari, fiere, eventi locali, ecc.).

“Orange Tourism” presenta diversi aspetti positivi che creano una nuova idea di turismo sostenibile:

- diffusione diversificata dell’offerta turistica;
- promozione del settore culturale per aumentare l’economia locale;
- creazione di un nuovo modello di turismo non strettamente connesso alle stagioni;
- promozione di flussi di turismo anche durante le media e la bassa stagione.



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Dissemination events





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Campaign on the post about the Meeting 1 where partners gathered in Hollókő



IPER - ICT to promote cultural heritage

16 settembre

During these days, 16th and 17th of September, the IPER project's meeting is being held Hollókő (Hungary)! All the project's partners are taking part to this meeting, held and organized by the municipality of Hollókő.

Visualizza traduzione



La tua inserzione ha un punteggio di pertinenza alto

Ottimo lavoro! La tua inserzione ha un punteggio di pertinenza medio di 10, ciò significa che ha ricevuto più feedback positivi che negativi e ha un costo di pubblicazione inferiore alla maggior parte delle inserzioni su Facebook.

69.720 Persone raggiunte 7187 Interazioni Metti nuovamente in evidenza

Elemento messo in evidenza in data 23 set 2019 Completata Di Camera Italiana

Persone raggiunte: 69.100,0 Interazione con i post: 7500,0 Visualizza risultati

The campaign lasted from 23-09-2019 to 29-09-2019. For these 6 days, the amount invested was 100 Euros. Thanks to the campaign the post reached 133 likes and the page IPER - ICT to promote cultural heritage reached 77 likes. The age range targeted was 18-40 years: men and women from the 5 countries involved in the project – Spain, Italy, Portugal and Hungary. The post reached 69.100 people and 7500 reacted with it.



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NEWSLETTER CCIS – N.189

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Si no puedes visualizar correctamente este correo haz click [aqui](#)



CAMERA DI COMMERCIO E INDUSTRIA ITALIANA PER LA SPAGNA *Newsletter*

NOTICIAS DESTACADAS



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NOTICIAS DE LA CÁMARA



Véneto acoge la XXVIII Convención de las Cámaras de Comercio Italianas en el Exterior (CCIEs)

Una importante oportunidad para fortalecer los lazos entre la red de CCIEs y empresas e instituciones locales... [+ info](#)



La CCIS pone en marcha el programa de movilidad del proyecto MeMeVET

Participan 10 personas, entre estudiantes y profesionales de institutos de formación profesionales de varios países europeos... [+ info](#)



Workshop en Hungría con los socios del proyecto IPER

Tuvo lugar los días 16 y 17 de septiembre en el pueblo de Hollókő, que figura en la lista del Patrimonio cultural de la Humanidad de la UNESCO... [+ info](#)



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Newsletter N. 201

[Pincha aquí para ver nuestra agenda de eventos](#)

NOTICIAS DE LA CÁMARA

Evento final del proyecto europeo IPER

Tendrá lugar el 15 de julio a las 12:00 h en modalidad online y está dirigido a estudiantes y profesionales especializados en promoción del patrimonio cultural... [+ info](#)

Webinars CCIS: enfoque en el comercio electrónico y las oportunidades de inversión

En las citas programadas para el 30 de junio y el 1 de julio pueden participar profesionales y empresas interesados en las novedades legislativas y las oportunidades en los dos mercados... [+ info](#)

Blog CCIS

italcamara-es.com/es/evento-final-de-difusion-del-proyecto-iper/

CAMERA COMMERCIO ITALIANA PER LA SPAGNA

LA CÁMARA · SOCIOS · SERVICIOS · TRUE ITALIAN TASTE · EVENTOS Y PROYECTOS · BLOG · DESK EUROPA · OPORTUNIDADES · CONTÁCTANOS

Início > Blogs > Noticias > Actividad de la CCIS > Evento final de difusión del proyecto IPER

EVENTO FINAL DE DIFUSIÓN DEL PROYECTO IPER

El pasado 15 de julio se celebró, en formato virtual, el Evento de Difusión Final del Proyecto europeo IPER, que la CCIS ha gestionado como entidad coordinadora liderando un partenariado formado por asociaciones y centros formativos de distintos países: PPEDIF, Hollókő, Cámara de Comercio Italiana para Portugal, Blended Training Services, Universidad del Sabor, The Chocolate Way.

IPER nació en el último trimestre de 2018 con el objetivo de explotar la metodología nano-learning para fortalecer las competencias de los profesionales que trabajan en el turismo y en la gestión del patrimonio cultural de la UE, fomentando su promoción a través del uso de las TIC según los principios del turismo accesible.





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Social Network

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IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July 12.00 AM CET

Registration Form

More info: eudeks@italcamara-es.com

CCIS Madrid 30 giugno ·

En calidad de coordinador, en CCIS estamos preparando el Evento Final de difusión del proyecto Erasmus+ IPER - ICT to promote cultural heritage que se celebrará online el 15 de Julio a las 12.00 horas a través dela plataforma Zoom. Invitamos a participar a todos los interesados y profesionales del sector turístico y del patrimonio cultural. Durante el evento se expondrán los resultados de estos tres años de proyecto en el que se ha creado una plataforma de E-learning totalm... Altro...

Modifica

Antonia Ricciardi e altri 2

Mi piace Commenta Condividi

Scrivi un commento...

ccismadrid CCIS Madrid

ccismadrid En calidad de coordinador, en C Erasmus+ "IPER - TIC para la promoción del horas a través dela plataforma Zoom. Invita turístico y del patrimonio cultural. Durante en el que se ha creado una plataforma de E competencias en materia de patrimonio cul sector. Los módulos también incluirán casos cultural. Durante el evento también particip las organizaciones colaboradoras PREDIF - (ES), Camera di Commercio Italiana per il Pa Municipio de Holollo (HU), Blended Trainin

Ver insights

Les gusta a anciaarancia y 6 personas más

30 DE JUNIO

Añade un comentario... Publicar



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Partner	BTS – Blended Training Services
Country	Portugal
Topic	Website Google Analytics Project Dissemination Event – Portugal
Type (webpost, social media post, dissemination events and seminar etc.)	Creation and management of website and google analytics account Online event
Target group	Invited partners of pilot test and Open to public within the scope of the project.



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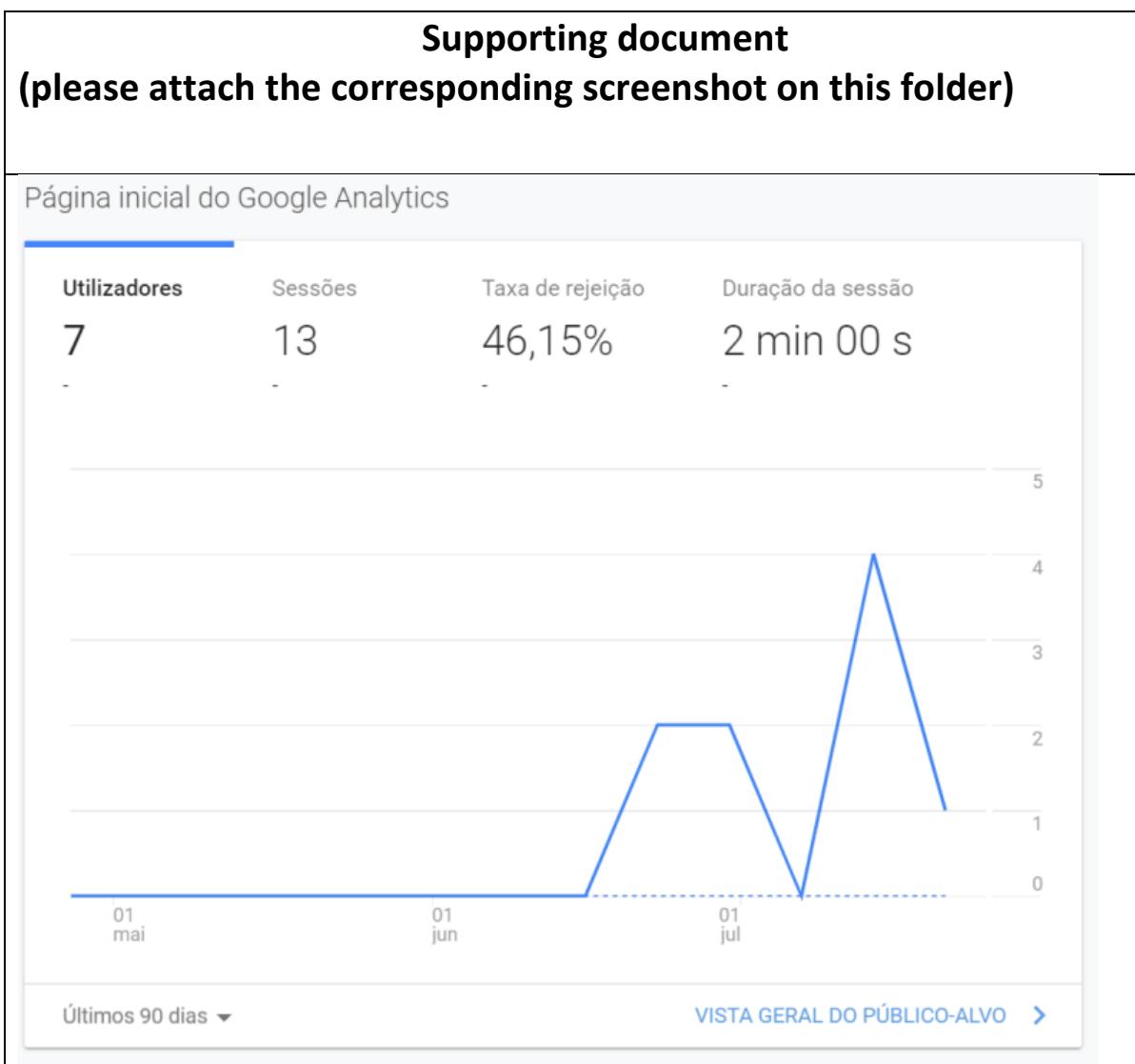
Scope	<p>Google Analytics is a very important digital marketing tool that allows us to measure the results of individual campaigns in real-time, compare the data to previous periods.</p> <p>Online event (webinar) with Portuguese's partners that took part of the Pilot launch of the course, with the purpose of showcase the results of our Project and purpose of the training. The invite guests shared their opinion on the platform and on how it could improve the promotion of their territories.</p>
Date (DD/MM/YYYY)	<p>Website – 15/06/2019 Google Analytis – 25/06/2019 21 July 2021</p>
Impact indicators (website visits, retweets, shares, likes, etc.)	



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Link	https://analytics.google.com/analytics/web/#/report-home/a142574711w203852617p197358536
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DISSEMINATION OF THE IPER PROJECT ON SOCIAL MEDIA

BTS MEMBERS ACTIVELY PROMOTED THE PROJECT THROUGH SOCIAL NETWORKS (LINKEDIN AND FACEBOOK).

USING EVENTS AND UPDATES ON THE PROJECT'S OUTPUTS, BTS TEAM TOOK THE OPPORTUNITY TO SHARE AND DISSEMINATE INFORMATION ABOUT IPER PROJECT.

EXAMPLES:

Hugo Domingos
Elearning Unit Coordinator na BTS - Blended Training Services
2 sem

#iperproject #acessibility

Do you know that you can make your website more accessible using a very useful tool - <https://userway.org>? Check IPER Project website for more details!
<https://lnkd.in/ggDYCj>



IPER makes website accessible to all
iperproject.eu

4 Gostei Comentar Compartilhar

156 visualizações da sua publicação no feed

Hugo Domingos
Elearning Unit Coordinator na BTS – Blended Training Services
2 sem

#iperproject #culturalheritage

"Cultural heritage represents an extraordinary resource for growth: both from the point of view of cohesion and social inclusion, and as an economic and productive asset. The aim of this report is to analyze the current status of the use of digital tools to promote cultural heritage in the countries involved and at European level, according to accessible principle."



IPER launches the first Summary Report
iperproject.eu

1 Gostei Comentar Compartilhar

73 visualizações da sua publicação no feed

Project number: 2018-1-ES01-KA202-050246

18



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Hugo Domingos
Blending Unit Coordinator na BTS - Blended Training Services
2 sem • Editado

Representing **BTS Blended Training Services** during the 2 day work group meeting for IPER project - ICT for promoting cultural heritage. Presenting Best Practices and the strategy for the eLearning course output. #elearning #iperproject #erasmus+ #bts

17 Gostei Comentar Compartilhar 442 visualizações da sua publicação no feed

Hugo Domingos
Blending Unit Coordinator na BTS - Blended Training Services
1 m

September I will visit this lovely village in Hungary - Hollókő - as part of IPER Project. a European project focused on ICT to promote cultural heritage, with Blended Training Services partnership! =)

HOLLOKO - THE LIVING VILLAGE / short film
youtube.com

1 comentário Gostei Comentar Compartilhar Comentários populares 27 visualizações da sua publicação no feed Adicione um comentário... Hugo Domingos • Você 1 m ... More about IPER Project: <https://www.iperproject.eu/> Visualizar tradução

Daniela Vieira partilhou uma publicação.
24 de julho •

UM PROJETO COM COLABORAÇÃO DA BTS - BLENDED TRAINING SERVICES
Hugo Domingos, André Almeida, Santos, José, Santos

IPER - ICT to promote cultural heritage
Comunidade
IPER - ICT to promote cultural heritage
24 de julho •

From the 28th to the 30th of June it took place in Lisbon the event d'Italia organized by the Italian Chamber of Commerce for Portugal dedicated to Italian design. The EUdesk through Fadia Khrissat took part in it taking the opportunity to introduce the project IPER, whose aim is using the "hand-learning" methodology to strengthen the skills of professionals working in the tourism and in the management of cultural heritage.

Tu, José Santos e 3 outras pessoas

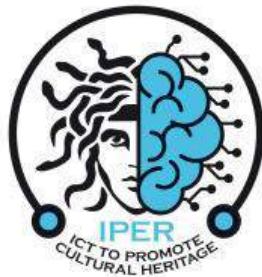
HD eLearning
20 de setembro às 17:42

#iperproject #accessibility
Do you know that you can make your website more accessible using a very useful tool
Check IPER Project website for more details!
<https://iperproject.eu/iper-makes-website-accessible-to-all/>

IPERPROJECT.EU
IPER makes website accessible to all | IPER
IPER makes website accessible to all by andre.santos | Sep 19, 2019 |

19 Pessoas alcançadas 0 Interações Promover publicação

Gostar Comentar Partilhar



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Hugo Domingos partilhou uma publicação.
16 de setembro às 09:58

Follow the work of IPER PROJECT in facebook page.

+3

IPER - ICT to promote cultural heritage
16 de setembro às 09:09

During these days, 16th and 17th of September, the IPER project's meeting is being held Hollókő (Hungary)! All the project's partners are taking part to this meeting, held and organized by the municipality of Hollókő.

1 partilha

Daniela Vieira partilhou uma publicação.
17 de janeiro

+3

IPER - ICT to promote cultural heritage
16 de janeiro

Today, 16th of January, the IPER project's Kick-Off meeting (16-17/01/2019) is being held in Lisbon! All the partners are taking part to this meeting, held at the Italian Chamber of Commerce for Portugal (CCIP)'s venue. You can find the meeting's "Info pack" on the link below.

bit.ly/2QTmu44

1 partilha

CONTACT WITH STAKEHOLDERS

BTS CONTACTED SEVERAL ORGANIZATIONS WITH THE GOAL TO PROMOTE THE PROJECT AND ALSO TO INVITE THEM TO TAKE PART OF THE PROJECT DEVELOPMENT AS STOCKHOLDERS AND POTENTIAL USERS OF THE TRAINING OUTPUT. FOLLOWING THIS, BTS WAS ABLE TO STRATEGY OF COMMUNICATION, WE WERE ABLE TO DEVELOP INTERVIEWS WITH THESE ORGANIZATIONS:

ANA OLIVEIRA - HUMAN RESOURCES SPECIALIST AT PARQUES DE SINTRA

WWW.PARQUESDESINTRA.PT



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The image shows a screenshot of a Microsoft Word document titled "IPER Course Design - Word". The document contains a video call interface. On the left, there is a list of questions for an interview:

Questions for Interview:

1. "What do you think about the proposed course structure and modules for the course. How relevant are for your organization, regarding ICT for culture heritage and accessibility?"
2. "Would recommend this course as internal training for your organization?"
3. "What are the critical aspects for your organization regarding ICT for Promoting cultural heritage and improvement of accessibility?"

Below the questions, there is a link:
<https://ec.europa.eu/research/environment/index.cfm?pg=cultural>

On the right side of the Word window, there is a video feed showing two people. The bottom of the screen shows a Windows taskbar with various icons and the date/time "09:48 27/09/2019".



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ANDRÉ NASCIMENTO - ARCHAEOLOGIST AT EMPATIA – ARQUEOLOGIA, LDA

[HTTP://WWW.EMPATIA.PT/](http://www.empatia.pt/)





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RESEARCH AND RESOURCES DEVELOPED FOR THE PROJECT

BTS HAS DEVELOP THE FOLLOWING CONTENT FOR THE PROJECT:

- **IPER WEBSITE (DEVELOPMENT & DESIGN) - [HTTPS://IPERPROJECT.EU](https://iperproject.eu)**
- **IPER BROCHURE**
- **REPORT “PROMOTION OF CULTURAL HERITAGE AND ACCESSIBILITY IN PORTUGAL”**
- **PRESNTATION “ICT TO PROMOTE CULTURAL HERITAGE & ACCESSIBILITY - BEST PRACTICES – PORTUGAL”**
- **PRESNTATION “E-LEARNING & OER FOR IPER PROJECT”**


PROJECT ▾ PARTNERS NEWS & EVENTS CONTACT

RECENT NEWS



IPER MAKES WEBSITE ACCESSIBLE TO ALL

IPER understands the importance of Accessibility and the role of the websites on promoting a culture of inclusion. Website accessibility benefits society, by allowing more people to be actively engaged, contributing to their perspectives and insights. For...

[READ MORE](#)



IPER LAUNCHES THE FIRST SUMMARY REPORT

IPER Project launches the first report on the actual situation of promotion of cultural heritage through digital tools and according to accessible tourism principles. This report will provide a basis for the development of the IPER Project. Check the report...

[READ MORE](#)



ICT TO PROMOTE CULTURAL HERITAGE

The project aims to exploit nano-learning methodology, a Nano Learning program is a tutorial program designed to permit a participant to learn a given subject in a ten-minute time frame through the use of electronic media and without interaction with a...

[READ MORE](#)

PROJECT ▾ PARTNERS NEWS & EVENTS CONTACT

RESULTS



IPER project partnership will work to upgrade the existing professional profiles and to improve their performances in promotion of cultural heritage according to accessible tourism principles.

Cultural heritage operators will become more:

- able to seize the opportunities offered by **ICTs and digital technologies**
- open to **creativity and entrepreneurship**
- able to **connect with disabled people and other sectors**, such as: tourism, gastronomy, SMEs, startups and technology.





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Project Partnership

- Câmara de Comércio e Indústria Italiana para España CCIS: www.italcamara-es.com
- PREDIF - Plataforma Representativa Estatal de Personas con Discapacidad Física: www.predif.org
- Camera di Commercio Italiana per il Portogallo: ccciapt.pt
- Università dei Sapori Soc. consar.l: www.universitadesapori.it
- The Chocolate Way: www.thechocolateway.eu
- Hollolo Kozzev Onkormanyzata: www.hollolo.hu
- BTS - Blended Training Services Lda: blendedtraining.pt

FOLLOW US
www.facebook.com/IPER-ICT-to-promote-cultural-heritage

IPER - ICT TO PROMOTE CULTURAL HERITAGE

The aim of the promotion of the European Cultural Heritage is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space.

Project

PRESNTATION
ICT to promote Cultural Heritage is a transnational project that includes 4 countries: Portugal, Spain, Italy, Hungary.

PROBLEM
The lack of adequate communication and attention in creating a accessible tourism proposal.

SECTORS
The tourism and gastronomy sector which represent the system of greatest growth in Europe.

OBJECTIVE
Digital tools and accessibility

What

Create a qualitative respect recognition system towards promotion of cultural heritage.

Provide new proposals and solutions for structures that already operate or plan to operate also with accessible tourism.

Develop a nano-leaning system through digital platforms.

Why

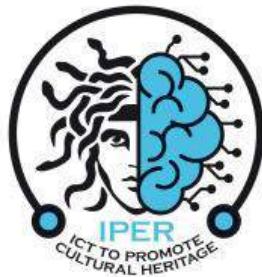
- Keep the tourism reception sectors informed about the needs related to accessible tourism
- Increase the development of Orange Tourism
- To encourage the growth of accessible tourism
- Increase the use of services through digital tools
- Increase the promotion of cultural heritage through ICT

Objectives

- Improve skills of the professionals of the sector;
- Create a private-public network to promote cultural heritage;
- Improving accessibility in tourism to attract more tourists;
- Carry out public awareness activities for World Heritage conservation;
- Support participation of the local population in the preservation of their cultural and natural heritage;
- Encourage international cooperation in the conservation of our world's cultural and natural heritage.

Outputs

- ① Define the State of the Art on promotion of cultural heritage and use of digital tools according to accessible tourism principles needed in the CH sector (Cultural Heritage) drawing on partner research and on the strengths and wide experience of the consortium in research, needs analysis and training;
- ② Develop the most relevant Case Studies best practices which should be taken into consideration when analyzing the weaknesses and the strengths of cultural heritage promotion;
- ③ Design a nano-learning and needs-oriented training course which integrate several sector-specific and transversal skills, including digital, entrepreneurial, and soft skills. It will be supported by a set of OER that, together with the case studies, will represent main contents of the training system.



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IPER - ICT to promote cultural heritage
6 de agosto ·

On July 21st, the portuguese partners of the project, Camera di Commercio Italiana per il Portogallo and Blended Training Services had the chance to spread the results of our project, during a webinar where two "special" pilot users of our online training course explained their opinion on the platform and on how it could improve the promotion of their territories.

A special thanks to Teresa Costa from Guimarães municipality and Nicolás Jimenez from San Lorenzo de El Escorial ... [Ver mais](#)



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Partner	The Chocolate Way
Country	Italy
Topic	Dissemination on internet Website and social media
Type (webpost, social media post, disseminatio events and seminar etc.)	Page on website web post Instagram post FB post 1. website post + fb post + instagram post 2. website post + fb post + instagram post 3. instagram post + fb post 4. fb post + website post 5. fb post 6. fb post 7. multiplier event 8. info session event
Target group	Cultural heritage professionals Tourism sector professionals Disability sector professional and testimonials
Scope	presentation Iper project Project news Project news Project news a. Information about Project



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	<p>b. Iper at Chocomodica 2019</p> <p>c. Iper call instead of 3rd transnational meeting</p> <ol style="list-style-type: none"> 1. Italian National dissemination conference 1. Final Iper dissemination event 2. Iper info session 3. Iper Consortium online meeting (June 21) 4. Iper Consortium online meeting (February21) 5. Iper Consortium online meeting (March20)
Date (DD/MM/YY))	<p>12/18 17/01/2019</p> <p>1) 12/07/21 + 8/07/21-15/07/21 + 8/07/21 2) 05/07/21 + 1/07/21 + 12/07/21-15/07/21 3) 14/06/21 + 14/07/21 4) 9/06/21 + 10/06/21 5) 19/02/21 6) 11/03/20 7) 14/07/21 8) 14/06/21</p>
Impact indicators (website visits, retweets, shares, likes, etc.)	<p>FB: 9 likes IG: 27 likes</p> <p>1) 4 likes (website) + 2,297 people reached, 45 engagement, 7 likes (fb) + 3 likes (ig) 2) 3 likes (website) + 115 people reached, 2 likes, 9 engagements (fb) 3) 6 likes (ig) + 90 people reached, 8 engagements, 2</p>



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	<p>likes (fb)</p> <p>4) 52 reached people, 3 engagements (fb) + 5 likes (website)</p> <p>5) 72 reached people, 2 engagements</p> <p>6) 127 72 reached people, 8 engagements, 6 likes</p> <p>7) 34 people attended</p> <p>8) 9 people attended</p>
Link	<p>http://www.thechocolateway.eu/ict-promote-cultural-heritage-iper/</p> <p>http://www.thechocolateway.eu/2019/01/ict-promote-cultural-heritage-iper/</p> <p>https://www.instagram.com/p/BsvL3jnHPpl/</p> <p>https://www.facebook.com/thechocolatewayAssociation/photos/pbc.2015054711980131/2015054548646814/?cft=[0]=AZW_16vUWoTLSfcJfcono4IZaJv7LPy9yvUjeIWDOfAs9hpOGARxP00lZQdBLqzAmwWHDySzaGDQ-e_3jM6ir9T9yDQ2bTNiGg00FFdImKaRo8XZ-ThdSWo4UaI5G2bfUlygq_vy_IJE6VvtVc82tcE1JBdOofrPNc8xbldoYG29neHsbAejxppIAIBAHB4&tn_=&bH-R</p> <p>https://www.facebook.com/thechocolatewayAssociation/photos/a.236830436469243/2009697675849168/?cft=[0]=AZUPxHeJzeKDD357srpgydRu-I08vildDSumieewXv2U_ZxWbsRXhal4eJllk447hd1xHFRImJwvEzKG9MCvR0GtJfGr-cD8Fs-WzDxqkwNLb2bx3ehBdadVwVyiR2SExMQn_zpxs92BJbLphDCw4A5a3u-a5zrQSySAdm1GOVxDaxTCNsoUzAgviQAQjO6_I&tn_EH-R</p>



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	<p><a 111="" 671="" 715"="" 776="" data-label="Text" href="https://www.facebook.com/thechocolatewayAssociation/photos/pbc.1991622564323346/1991622360990033/?cft[0]=AZWeleeS2y9s-JQYpUJFX6V1QV3AfGi0YvsL9U1PCZe5SDKHcK7qhJrqr-hvpS-bzG7tpGwH4mW0sCir8fiYfjFpQXFVrqrtbe5mcTmuVt88LSCZ5OTGKP497SBmZGpWCUxpZqpnNm6zT13eWLdorB0-IMiXLehS73NszFFOddlbr56xYsaRtR_uGnn7AVN4&tn=*bH-Rhttps://www.thechocolateway.eu/8625-2/https://www.thechocolateway.eu/convegno-nazionale-progetto-iper-ict-to-promote-cultural-heritage/https://www.instagram.com/p/CREHV-LDCHQ/https://www.thechocolateway.eu/evento-finale-di-disseminazione-del-progetto-erasmus-iper-ict-per-la-promozione-del-patrimonio-culturale/https://www.instagram.com/p/CQGfZNcjvoo/</p></td></tr></table></div><div data-bbox="><p>Supporting document (please attach the corresponding screenshot on this folder)</p></p>
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ICT to promote cultural heritage-IPER X +

www.thechocolateway.eu/ict-promote-cultural-heritage-iper/

theChocolateWay

CULTURAL ROUTE PROJECT CULTURAL NETWORK TOURS NEWS EVENTS CONTACTS

Duration of the project: 24 months

Starting date: 18/12/2018

Ending date: 17/12/2020

Countries involved: Spain, Portugal, Italy, Hungary

23:47 23/07/2019

theChocolateWay

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IPER – ICT TO PROMOTE C.H.I.E.L.I. European Sweet Itineraries



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www.thechocolateway.eu/2019/01/ict-promote-cultural-heritage-iper/

CULTURAL ROUTE PROJECT CULTURAL NETWORK TOURS NEWS EVENTS CONTACTS

On 16th and 17th of January, the 1st IPER Project's kick -Off meeting was held in Lisbon. All the partners took part of this meeting held at the Italian Chamber Commerce for Portugal.
Participated: Ignacio Osorno de Rebollón for PREDIF, Hugo Domingos and Daniela Vieira dos Santos for BTS-Blended Training Services Lda, Filippo Pinelli for Università dei Sapori, Fadia Khrasat for Italian chamber of Commerce for Spain, Marcello Menichetti for Italian Chamber of Commerce for Portugal and Lisa Reyes for the Chocolate Way.
Good Work and perfect cooperation beginning for promotion of cultural heritage and accessible tourism!

Half day Tour Sanary-sur-Mer, Le Camp du Castellet, Signes and Saint-Cyr-sur-Mer

Full day Tour in Marseille and Le Castellet

chocolART Neuwied

ICT to promote cultural heritage IPER

Twinning between Consejo Regulador de Jijona y Turrón de Alicante and Consorzio di Modica

<https://www.facebook.com/The-Chocolate-Way-201710393314581/>

The Chocolate Way is in Lisbon, Portugal.

Published by the_chocolate_way · 17 January

Breaking news On 16th and 17th of January, the IPER Project's kick -Off meeting was held in Lisbon. All the partners took part of this meeting held at the Italian Chamber Commerce for Portugal.
Participated: Ignacio Osorno de Rebollón for PREDIF, Hugo Domingos and Daniela Vieira dos Santos for BTS-Blended Training Services Lda, Filippo Pinelli for Università dei Sapori, Fadia Khrasat for Italian chamber of Commerce for Spain, Marcello Menichetti for Italian Chamber of Commerce for Portugal and Lisa Reyes for the Chocolate Way.
Good Work and perfect cooperation beginning for promotion of cultural heritage and accessible tourism!
#iperproject #europeancooperation #europeaproject #europemeeting
#culturalheritage #heritage #commonheritage #promotionheritage
#accessibilitourism #accessibility #thechocolateway #tcw @ Lisbon, Portugal



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Ottimo incontro per presentare i contenuti, condividere le strategie di marketing, grazie e iniziativa e poi fornire un esempio pratico. Ottimo, a lungo termine, un accordato lavoro.

the_chocolate_way • Segui
Lisbon, Portugal

Participated: Ignacio Osorno de Rebollón for PREDIF, Hugo Domínguez and Daniela Viera dos Santos for BTS-Blended Training Services Ltd, Filippo Pinelli for Università dei Sapori, Fadia Khraisat for Italian chamber of Commerce for Spain, Marcello Merichetti for Italian Chamber of Commerce for Portugal and Lisa Reyes for the Chocolate Way.
Good Work and perfect cooperation beginning for promotion of cultural heritage and accessible tourism!
#iperproject #europeancooperation #europeaproject #europeanmeeting #culturalheritage #heritage #commonheritage #promotionheritage #accessibilitourism #accessibility #thechocolateway #iow

26 sett. • 11 persone • 17 GENNAIO
Accedi per mettere "Mi piace" o commentare.

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ChocolateWay

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1,392 people like this
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Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created – 11 June 2013

Team Members

Filippo Pinelli

Pages liked by this Page

Salon des Chocolatiers



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Project Partnership

Team:

- Cámara de Comercio e Industria Italiana para España (CCI) (Spain)
- The chocolate way
- Mediterraneo Online University
- Universidad del Sabor/Señor de la
- Plataforma representativa estatal de despachos Notas Asociación
- BTS - Blend Training Services Ltd
- Cámara de Comercio Italiana per il Portogallo

FOLLOW US

www.facebook.com/IPER-ICT-to-promote-cultural-heritage

the_chocolate_way

the_chocolate_way Today The Chocolate Way held an info session at national level to give instructions to pilot users to access the new IPER e-learning platform and present the course. Professionals from the tourism and cultural sector took part. Among the organizations there were Narni Sotterranea, Museo Cioccolatomodica, Museo Territoriale del Lago di Bolsena, Soprintendenza dell'Umbria,

14 GIUGNO

Aggiungi un commento... Pubblica

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The Chocolate Way

Hai ritwittato: TUR4all @TUR4all · 15 lug Hoy se ha celebrado la presentación de los resultados del proyecto europeo @EUerasmusPlus IPER - ICT to promote cultural heritage, en el que @Predif_Estatal lleva trabajando los últimos tres años, sobre patrimonio cultural, #accesibilidad y #TIC.

Tu e altri 3

Hai ritwittato: TUR4all @TUR4all · 12 lug | Feta iniziativa 15 da ieri, se celebra el evento final del proyecto europeo

Cerca su Twitter

Di tendenza nella seguente zona: Italia #sterilgarda 4.229 Tweet

Corse automobilistiche - Di tendenza Valentino Rossi

Intrattenimento generale - Di tendenza Bob Odenkirk 43.400 Tweet

Intrattenimento generale - Di tendenza #evlenbenimle 363.000 Tweet

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Manage Page

The Chocolate Way

Home News Feed 8 new Inbox Business apps Events Resources & Tools Manage page Promote

The Chocolate Way Edit Watch Video Promote

Published by Filo Pinelli · 1 July at 09:16 · 3

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IPER
ICT to Promote Cultural Heritage
Final Dissemination Event
Roundtable with experts
15th of July 12.00 AM CET Registration Form
More info: eudesk@itacmaro-es.com

predif Universitat de València Universitat de Girona Universitat de Sant Joan de Reus Universitat de les Illes Balears Universitat de València Universitat de Girona Universitat de Sant Joan de Reus Universitat de les Illes Balears

Manage Page

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Edit Watch Video Promote

Felisa Rojas Chela Vilar

2,285 People reached 44 Engagements Boost post



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- Events
- Resources & Tools
- Manage jobs

Promote

The Chocolate Way

Edit Watch Video Promote

On 14th July 2021, The Chocolate Way in collaboration con LULS held the IPER Italian Multiplier Event. On this occasion, more than 30 touristic and cultural heritage experts participated. In the first part of the conference the project IPER (contents, goals and results) was introduced to the guests. Particular focuses on the e-learning course. In the second part of conference day there was testimonials from a couple facing disabilities and the accessible tourism and the speech by a food Marketing Expert. After this successful day, many participants congratulated and they provided support in disseminating of this project.

I can't "discover in loco" the accessibility of a hotel or a place

Personas

Published by Filo Pinelli 21 July at 10:41

On 15th July the Iper Consortium held the Final Dissemination Event of IPER Project! Project's results were presented and the roundtable "The future perspective and the importance of promotion of cultural heritage through ICT according to accessible tourism principles" was set up.

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- Notifications

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Edit Watch Video Promote

Make an ad using text, photos or videos to promote your business

Automated ads Get personalised ads that adjust over time to help you get better results.

Free Facebook Business tools

- Sell Your Products Set up a shop on your Page to start selling products online
- Add Appointment Bookings Display your services and availability so that people can book an...
- Host Paid Online Events Create online events that people can pay to access.

Published by Filo Pinelli 21 July at 10:41

On 15th July the Iper Consortium held the Final Dissemination Event of IPER Project! Project's results were presented and the roundtable "The future perspective and the importance of promotion of cultural heritage through ICT according to accessible tourism principles" was set up.



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The Chocolate Way

135 Tweet

TUR4all @TUR4all - 12 lug
Este jueves, 15 de julio, se celebra el evento final del proyecto europeo @EUerasmusPlus 'IPER - ICT to promote cultural heritage', donde hablaremos de patrimonio cultural, #accesibilidad y #TIC.

12 horas
Zoom

Más info. e inscripciones aquí bit.ly/3hcJxHA

Cerca su Twitter

#DeDonno
31.700 Tweet

Di tendenza nella seguente zona: italia
#sterigarda
4.230 Tweet

Corse automobilistiche · Di tendenza
Valentino Rossi

Intrattenimento generale · Di tendenza
Bob Odenkirk
43.500 Tweet

Intrattenimento generale · Di tendenza
#evlenbenimle
363.000 Tweet

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Messaggi



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IPER Consortium meeting

JUNE 16, 2021 • 0 COMMENTS • BY LISA

On June 8, 2021, the IPER consortium, of which The Chocolate Way is a part, met in an online meeting with the aim of defining the latest details on the e-learning course to promote the cultural heritage of the European Union through the use of ICT and the principles of accessible tourism.

Information sessions will be conducted nationwide and more than 30 pilot users from Spain, Portugal, Hungary and Italy will test and evaluate the course over the next two weeks.

The Partners involved in the project are The Chocolate Way, the Italian Chamber of Commerce and Industry for Spain, BTS - Blended Training Services Ltd, Italian Chamber of Commerce and Industry for Portugal, PREDIF, Università dei Sapori SOC, CONS, ARAL.

Italian National Dissemination Conference

Roundtable with experts ICT in Tourism and Cultural Heritage according Accessibility principles

DATE 14° of July TIME 12.00 - AM CET

More info: secretariat@thechocolateway.eu

Project number: 2018-1-ES01-KA202-050246

Published by Filo Pinelli • 19 February • 3

the_chocolate_way • 19 Feb 2021

the_chocolate_way 🎉 The #tourism is starting again... but how? New perspectives are opening up and it is necessary to create an #accessible #culturalheritage for all. Let's lower the barriers! We talk about it in an #online #NationalConference WEDNESDAY 14 JULY at 12.00, where the Erasmus IPER project - ICT to promote cultural heritage will be presented. IPER - ICT

Place a filippo_pinelli e altri 2

LUGLIO

Aggiungi un commento... Pubblica

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Promote

The Chocolate Way

Photos See all

Videos See all

Published by Filo Pinelli • 19 February • 3

On 17th February TCW met with the partners of the IPER European Project (IPER-ICT to promote cultural heritage) with the aim of brainstorming about the online course we are developing. This course is aimed at promoting cultural heritage in a #accessible way through ICT. Very soon the pilot will depart. For more information contact us: <https://iperproject.eu/the-project/>



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Partner	UDS
Country	Italy
Topic	Dissemination's actions
Type (webpost, social media post, dissemination events and seminar etc.)	<ul style="list-style-type: none"> ❖ Regional Authorities meetings ❖ international conference in Modica 1. website post 2. fb post 3. instagram post 4. info session event 5. multiplier event
Target group	<ul style="list-style-type: none"> – Project presentation to regional government Authorities in Tourism – Municipalities of the three most important cities for tourist visitors of the Region – Experts in Disabled tourism – Regional consortium of promotion in Tourism – Federation of Hotels in Umbria region – Tourism sector professionals – Students in Marketing and Tourism courses – Students courses tourism services – Cultural heritage professionals – Disability sector professional and testimonials



	<p>Meeting presentation of Iper Project</p> <p>30th of april organization of the Meeting with the councilor of the Municipality of Perugia responsible for the sectors of Economy and TIC and his staff to present the project Iper and involve the staff in the results of the project.</p> <p>15th of may organization of the meeting with the manager responsible and his staff of tourism sectors of the municipality of Assisi Unesco Heritage city</p> <p>Scope</p> <p>The last 27th of September it was held in Confcommercio Umbria a meeting presentation of Iper Project to Involve stakeholders – tour operators and the federation of the Hotels</p> <p>On 6 December 2019 Università dei Sapori and The Chocolate Way organized an international conference in Modica, a city recognized as a Unesco heritage, in which we talked about the benefits of cacaco and chocolate on human health and a new integrated systems of sustainable tourism in which the IPER project was presented. The conference took place in the presence of the authorities of the municipality, region and associations. Modica is one of the most important new tourist destinations in Sicily because its chocolate is known all over the world.</p>
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	<ol style="list-style-type: none">1. Iper Consortium online meeting (03/2020)2. Iper Consortium online meeting (02/2021)3. Iper Consortium online meeting (06/2021)4. Iper info session5. Italian National dissemination conference6. Final Iper dissemination event
Date	05-06/12/2019 1) 05-06/03/20 2) 19/02/21 3) 08/06/21 4) 14/06/21 5) 14/07/21 6) 15/07/21
Impact	Facebook: chocomedica 21 likes 1) 5423,00 people reach on Facebook in tot. 2) 1184,00 people reach on Instagram in tot. 3) 77 likes in tot. 4) 1 comment in tot. 5) 8 share in tot. 6) 5643,00 impression in tot.
Link	www.universitadeisapori.it https://www.facebook.com/universitadeisapori https://www.instagram.com/universitadeisapori/ www.chocomodicaofficial.it



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Supporting document
(please attach the corresponding screenshot on
this folder)





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The screenshot shows the homepage of the Università dei Sapori website. At the top, there's a navigation bar with links like 'Chi Siamo', 'Attività', 'Corsi', 'Laboratori', 'Istruzioni', 'Servizi', 'Stage e Tirocini', 'News', and 'Photo & Video'. Below the navigation, there's a header with the university's logo and a 'Wine School' link. The main content area is titled 'Archivio News' and contains several news items with images and titles:

- Si riparte! OpenDay Sabato 11 Settembre 2021**
- Elenco ammessi al corso "Bando Skills per la Ristorazione e il Food Service..."**
- Convegno Nazionale Progetto IPER - ICT to promote cultural heritage**
- Convocazione prova scritta "Bando Skills per la Ristorazione e il Food..."**

The screenshot shows a specific page on the Università dei Sapori website dedicated to the 'Convegno Nazionale Progetto IPER'. The page has a similar layout to the homepage, with a navigation bar at the top. The main content is centered around the 'Convegno Nazionale Progetto IPER - ICT to promote cultural heritage' event. A large banner on the right side features the text 'Towards accessible tourism for all' and an illustration of a person in a wheelchair traveling through various European landmarks. Below the banner, there's a detailed description of the event, including the date (14 July 2021), time (12:00), and location (Meeting Room 1, Università dei Sapori). There's also a link to the complete program.



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The screenshot shows the Università dei Saperi Facebook page. A post from Alessandro Radocis dated March 6, 2020, discusses the "Sviluppo del Turismo accessibile e fruizione del patrimonio culturale" and the "IL RUOLO DELLE NUOVE TECNOLOGIE". The post has 10 likes and 23 shares. Below the post, there's a section for upcoming events, including "Open Days - Corsi di cucina in partenza" and "AMFITEATRO PARCO SANCT ANGELO". The sidebar on the left shows various management tools like Gestisci Pagina, Business Suite, and Insights.

The screenshot shows the Università dei Saperi Facebook page again. This time, a post from Elena Mangano dated April 14, 2020, discusses the "predif" platform and its role in accessible tourism and cultural heritage. The post has 14 likes and 14 shares. It includes a link to the predif website and several images related to the project. The sidebar on the left remains the same.



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The screenshot shows the Facebook Business Suite interface for the Università dei Saponi page. The left sidebar lists various management tools like Home, Sezione Notizie, Gestisci lo shop, App aziendali, Centro contatti, Eventi, Creator Studio, Gestisci le offerte di lavoro, Notifiche, and Insights. The main panel displays a post from the page. The post features a photo of a person eating at a table, a caption in Italian, and a link to an Erasmus+ project titled 'IPER - ICT TO PROMOTE CULTURAL HERITAGE ONLINE COURSE'. Below the post are engagement metrics: 2310 likes, 54 interactions, and 1.0x superlike.

This screenshot shows another post on the Università dei Saponi Facebook page. It includes a photo of a meal, a caption in Italian, and a link to an event titled 'Mercoledì 14 LUGLIO alle ore 12.00, dove sarà presentato il progetto Erasmus IPER - ICT to promote cultural heritage'. The post has received 873 likes, 3 interactions, and 1.0x media.



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The screenshot shows the Facebook Business Suite interface for managing a page. The main window displays a post from 'Università dei Sapori' about the end of summer and a post from 'The Chocolate Way' about their event. The sidebar on the left provides access to various management tools such as news sections, shop management, and events.



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Partner	Municipality of Hollókő
Country	Hungary
Topic	Introduction and information about the project Introduction and information about the project and its results and the e-learning system
Type (webpost, social media post, dissemination events and seminars etc.)	Webpost, local newspaper, County newspaper international meeting, regional radio, regional tv
Target group	Webpost: national, international tourists Local newspaper: inhabitant of Hollókő County newspaper: inhabitants of Nógrád county, international meeting: touristic experts



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Scope	webpost: national, international newspaper: local and county national, international press (radio, newspaper, Tv): regional (county)
Date (DD/MM/YYYY)	webpost: 25.02.2019. newspaper: 04.2019 and 10.2019 International event: 25.06.2021
Impact indicators (website visits, retweets, shares, likes, etc.)	web: 47.000 visitors (25.02.2019-22.07.2019) local newspaper: 200 copies county newspaper: 10.000 copies multiplier event: 30 Hungarian and foreign experts regional radio: 48,6% average daily audiences
Link	http://www.holloko.hu/hu/info/onkormanyzat/palyazatok/iper-projekt--nemzetkozi-kezdemenyezes-a-kulturalis-oroksegek-vedelmere.html https://www.holloko.hu/hu/info/onkormanyzat/nemzetkozi-palyazatok/iper-projekt--nemzetkozi-kezdemenyezes-a-kulturalis-oroksegek-vedelmere.html https://www.holloko.hu/hu/info/onkormanyzat/nemzetkozi-palyazatok/nemzetkozi-konferenciaaval-fejezodott-be-az-iper-projekt.html



Supporting document (please attach the corresponding screenshot on this folder)





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Önkormányzati hírek

36 köbméter szociális célú tűzifa – támogatás a Belügyminiszteriumtól!

A Képviselő-testület döntése alapján újabb pályázatot nyújtottunk a Belügyminiszteriumhoz szociális tűzfával. Kérhető összegteljesen járó 36 köbméterrel rendelkezik a tűzifa termelésre. A Napsorok megtérülnek a szarazságot az Isoly Endi Zrt.-vel, károkat megelőzőenek felbontását várhatóan az üzemben megvalósított testület dönti majd.

Bursa Hungarica pályázat

Bursa Hungarica Felsőoktatási Önkormányzati Osztályi pályázatban az Árván Is csatlakoztunk. A Bursa Hungarica felelőkötötti Intézmények nappali tagozatos tanáriányai helyezett hallgatói számára nyílt rendszerei anyagi segítséget többszörű támogatásban részesülhetnek. A pályázatban a helyi önkormányzat támogatás (mely hati összege maximum 5.000 Ft lehet), mellyhez csatlakozhat támogatók a Megyei Önkormányzat. A két támogatás összegeit megduplázza az Emberi Erőforrások Miniszterium, mely a hallgató Intézményéhez kerül (északon) formáljanak.

A támogatásnak a hallgatóknak pályázatot kell benyújtania. Önkormányzatunk 2019. november 6-ig a További Információk ügyfelén a hivatalunkhoz forduljanak, illetve részletes információkhoz honlapon is hozzáférhetnek.

Szabó Csaba



Családsegítő iroda kialakítása Hollókön

A SZÉCSZENY TERSEGE HUMANISZOLGÁLTATÓ INTEZEMENYENNTARTÓ TARSLASZ által benyújtott, EFOP-2.1.2-16-2017-00020 pályázati ajánlásból, az Integrált térfész gyerekkörnyezetkörzetes szolgálatok kialakítása a Szécsenyi erdei településekkel közös támogatásban. A Napsorok megtérülnek a szarazságot az Isoly Endi Zrt.-vel, károkat megelőzőenek felbontását várhatóan az üzemben megvalósított testület dönti majd,

Miniszteri támogatás világörökséghoz kapcsolódó téma

A Miniszterelnökség Elnökségi és Elnökségi Helyettes Államtitkárság a két beadott kérelmeket támogatásnak tekte meg, minden támogatással kapcsolatosan a támogatást szorosan aláírta földrajzi leírásban:

- Támogatott tevékenységek: Hollókő Világöröksgégi programok 2019. évi támogatása, támogatás összege: 10.000.000 Ft, azaz tízmillió forint.

- Támogatott tevékenységek: Hollókő Oktatási és környezeti világörökségi arculat kártyánnyelnevezések támogatás összege: 3.000.000 Ft, azaz hárommillió forint.

Nemzetközi konferenciát tartottak Hollókön

2019. szeptember 16.-17-én Hollókön került sor az IPER-infokommunikációs technológiák használata a kulturális örökségek népszerűsítésére elnevezésű projekt második nemzetközi konferenciájára. Az IPER-infokommunikációs technológiák használata a kulturális örökségek népszerűsítésére elnevezésű projekt négy ország (Spanyolország, Portugália, Olaszország és Magyarország) részvételével zajlott. A program célja, hogy a kulturális örökségeknek megfelelően a jövő generációja számára, valamint, hogy népszerűsítse azokat a hozzáérhetőségi, élményesebb szempontok javításával.



A konferencián a Hollókő Körzeti Önkormányzat től Hármasi ország (Spanyolország, Portugália, Olaszország) részvételével, valamint a hagyományos portugál konyha előállításával volt többek között a spanyolországi Prendi (a Testi fogytékokkal, állami képzési platformja, Spanyolország), Olasz Kereskedelmi és Iparkamara (OCIS), a portugál BTTS (Blended Training System), az olasz Chocolate Way és egy olaszországi egyetem, az Universita De Saloppi is. Nagy köszöntést kaptak a hagyományos portugál konyha előállításával Twengrők Kláudia a Magyar Nemzeti Múzeum művészeti pályázat kiírója, valamint Nagy Józsa a Bükki Néprajzi Park Kommunikációs és Oktatási Részlegvezetője. Is elhangzottak a rendkívülgyűűlők.

A partnerek a konferencia keretében értékeltek az elindításukat. Az előadásokon kívül a támogatásban részt vevő városok, a kulturális örökségekkel kapcsolatos fejlesztések, valamint nemzetközileg ismertek támogatásai kerültek fel a pályázat egy ünnepélyes díjátadóra. Az értékelést követően a jogosult feladatakat tervezőknek a jelenlők, melynek célja többek között a turisztikai szakemberek képzése, kiszolgálék fejlesztése a hozzáérhető turizmus előtérében.

A következő ünnepi időpontja és helyszíne mardus 5-6. Perugia (Olaszország) lesz.





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Nemzetközi konferenciával fejeződött be az IPER projekt

HOLLÓKÖ KÖZSÉG ÖNKORMÁNYZATA

2021. július 25-én, pénteken került megrendezésre Hollókön a 2018-1-ES01-KA202-050246 számú, Kulturális Önkörnyezetéhez az Információs és Kommunikációs Technológiák mentén elmirigyelődő nemzetközi konferencia.

Fotó: Hollókő önkormányzat

2021. július 25-én, pénteken került megrendezésre Hollókön a 2018-1-ES01-KA202-050246 számú, Kulturális Önkörnyezetéhez az Információs és Kommunikációs Technológiák mentén elmirigyelődő nemzetközi konferencia.

Projekt résztvevői konferencián a képen:

2021. július 25-én, pénteken került megrendezésre Hollókön a 2018-1-ES01-KA202-050246 számú, Kulturális Önkörnyezetéhez az Információs és



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DISSEMINATION HOLLOKO

- **Output:**

National Report (O1) and 6 Case studies about the Hungarian best practices. (O2)

- **Partners:**

We have constant relationship with our partners. Principally we tried to find contact from our area the near sights and attractions, and from neighboring county, and of course we choosed the old partners which we have already kind of contact f.e. other word heritage sites in Hungary and Bükk National park. At the moment we have 7 partners (Parádsasvár, Kaposvár, Bükk National park, Hortobágy National Park, Hungarian National Museum, Zsolnay cultural quarter (Pécs), Dornyai Museum (Salgótarján)). They helped us in the filling questionaires, writing the case studies and of course we ask their opinion and suggestion regarding the new e-learning system. it was a pleasure to us that besides this stakeholder further organisations helped our work, so the director of the the National Federation of Rural Tourism and one representative of Szécsény-Ért-ékes non-for-profit foundation filled the questionnaires, too. We translate every important information and tasks for the partners and we want to try involve further organization. As our hopes our partners will help in the testing of the version system in January.

- **E-learning system:**

In this period the testing of the course finished. From Hungary 4 organization tried it. According the evaluation all of our partners were satisfied with the form, content of the system. They found informative, awareness, and useful. They thought that the course has helped them to better understand the aids available for the accessibility of culture at the European level and to know how ICTs are implemented to improve accessibility in European tourist destinations and cultural resources.

- **Dissemination tasks 1**

On the website of Hollókő and in the periodical local newspaper we are providing information about the project. Articles about the introduction and meeting 2 (in Hollókő) were published in the Nógrád county newspaper.

In this month we translated the Iper brochure and we have had them printed in 100 copies. These brochures can be found in our information office, hoping to reach new partners or stakeholders. Moreover, on 15th October we would like to take part in a national conference on the senior and accessible tourism. We think manage to get new partners, and in the following we will able to use what we heard and experienced, too. Naturally we will also take some Hungarian Iper brochures to the conference.



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- **Dissemination tasks 2**

After the COVID 19 restrictions were cancelled, on 25th June 2021 we could hold the Hungarian Multiplier Event. On this occasion, 30 touristic expert (museum coordinator, guesthouse operator, tour guide...) were invited. In the first part of the conference we presented to their guests the IPER project, its content and goals. After that Péter Kelecsényi spoke about the e-learning, and the three modules. In the second part of conference day round table discussion was, when the participants personally told their own opinion and their thought about what was said. After this successfull day, many participants congratulated them and they provided support in dissamminating of this project. They assured that this project is unique initiative in Hungary, and indeed it will give useful knowledge to the experts, moreover it is new option regarding the accessible tourism, as well. After the conference we had chance to speak about the project in a regional television and radio, as well. In the following years the project brochures will be available in our tourism office to help us find more tourism experts interested in the e-learning system.



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Partner	CCIP
Country	PORTUGAL
Topic	Dissemination actions
Type (webpost, social media post, dissemination events and seminar etc.)	<ul style="list-style-type: none">❖ Newsletter❖ Social media (Facebook, Linkedin, Twitter)❖ Events❖ International meeting❖ Meetings❖ Webinar with round table using zoom planorm
Target group	<ul style="list-style-type: none">– Project presentation to Portuguese and Italian stakeholders– General Secretaries, their collaborators and Assocamere staff– Local Museums (MNAA and Gulbenkian)– Newsletter subscribers– General public, Cultural Heritage insHtuonal and– private players
Scope	<ul style="list-style-type: none">• Event D'Itália organized in Lisbon by the Italian Chamber of Commerce for Portugal dedicated to Italian design.• Facebook, Linkedin and Twitters Posts as described with pictures and links below• Newsletter CCIP - n. 107• CCIP contacted and held meeting with 2 of the



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	<p>most important museums in Portugal: Museu Nacional de Arte Antiga (MNAA) and Gulbenkian. The meeting were held in order to introduce the project and set up collaborations.</p> <p>Share of the results with the target group</p> <p>Various FACEBOOK media posts:</p> <ol style="list-style-type: none">1. Shared article: Portuguese Cultural Heritage Rights Charter urges the State to assume “greater boldness”2. Shared article: Lisbon chamber to make cultural facilities accessible to the hearing impaired3. Shared article: Project "Olisipógrafos" wants to make the study of Lisbon history more accessible4. Event sharing: IBERIAN BIENNIAL OF CULTURAL HERITAGE in Leiria5. Final dissemination event6. Introducing the session to present the results of the project in Portugal7. Sharing of the program for the presentation of the project results8. Introduction video of the Training Course9. Sharing of the photos of the webinar and explanation of what the latter was
Date (DD/MM/YYYY)	<ul style="list-style-type: none">• 28/06/2019 – 30/06/2019• 16/01/2019 – 30/09/2019• 30/09/2019• 27/09/2019 <p>Facebook</p> <ol style="list-style-type: none">1) 25/05/20212) 25/05/20213) 25/05/2021



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	<p>4) 7/06/2021 5) 15/07/2021 6) 21/07/2021 7) 22/07/2021 8) 6/08/2021 9) 6/08/2021</p> <p>Linkedin 1) 15/07/2021 2) 21/07/2021 3) 22/07/2021</p> <p>Twitter 1) 21/07/2021 2) 22/07/2021</p> <p>Multiplier Event 23/07/2021</p>
Impact indicators (website visits, retweets, shares, likes, etc.)	<p>89 participants to D'Italia event 2700 viewed via social media; 80 via newsletter</p> <p>Facebook:</p> <p>1) data n.a 2) data n.a 3) data n.a 4) data n.a 5) 11 interactions; 150 users reached; 1 likes; 0 shares 6) 11 interactions; 243 users reached; 4 likes; 1 shares 7) 24 interactions; 548 users reached; 3 likes; 4 shares 8) 10 interactions; 27 users reached; 5 likes; 0 shares 9) 14 interactions; 116 users reached; 6 likes; 1 shares</p>



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	<p>Linkedin: 1) 5 likes 2) 7 likes 3) 9 likes Twitter: 1. 141 views; 12 interactions 2. 144 views; 10 interactions</p> <p>Multiplier Event 30 registrations; 24 participants We find very useful to inform that, during the “round table” panel, both participants from “Guimaraes” and “San Lorenzo del Escorial” municipalities (and both UNESCO sites) expressed their will to be put in direct contact in order to meet again and share, in a deeper manner, their experiences and find eventual ways of cooperation.</p>
Links	<p>1) https://www.facebook.com/IPERICT/posts/899796800801250</p> <p>2) https://www.facebook.com/IPERICT/posts/899798490801081</p> <p>3) https://www.facebook.com/IPERICT/posts/899801380800792</p> <p>4) https://www.facebook.com/IPERICT/posts/907412200039710</p> <p>5) https://www.facebook.com/CameraDiCommercioItaliaNaPerIlPortogallo/posts/4581454315211454</p> <p>6) https://www.facebook.com/CameraDiCommercioItalia</p>



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[naPerIlPortogallo/posts/4600098900013662](https://www.facebook.com/naPerIlPortogallo/posts/4600098900013662)

7)

<https://www.facebook.com/CameraDiCommercioItalia-naPerIlPortogallo/posts/4602904709733081>

8)

<https://www.facebook.com/IPERICT/posts/942812099833053>

9)

<https://www.facebook.com/IPERICT/posts/942810886499841>

1) [h_ps://www.linkedin.com/posts/ camera-di-commercio-italiana-per-il-portogallo_com%C3%A7a-em-breve-asess%C3%A3o-de-apresenta%C3%A7%C3%A3o-ac Hvity-6821373117034745856-pWro](https://www.linkedin.com/posts/ camera-di-commercio-italiana-per-il-portogallo_com%C3%A7a-em-breve-asess%C3%A3o-de-apresenta%C3%A7%C3%A3o-ac Hvity-6821373117034745856-pWro)

) [h_ps://www.linkedin.com/posts/ camera-di-commercio-italiana-per-il-portogallo_patrimaejnio-acessaedvel-elearning-ac Hvity-6823701481439444992--wVZ](https://www.linkedin.com/posts/ camera-di-commercio-italiana-per-il-portogallo_patrimaejnio-acessaedvel-elearning-ac Hvity-6823701481439444992--wVZ)

3) [h_ps://www.linkedin.com/posts/ camera-di-commercio-italiana-per-il-portogallo_patrimoniocultural-culturalheritagepatrimonio-ac Hvity-6824039780863545344—zBr](https://www.linkedin.com/posts/ camera-di-commercio-italiana-per-il-portogallo_patrimoniocultural-culturalheritagepatrimonio-ac Hvity-6824039780863545344—zBr)

1. https://twi_er.com/CCIPortogallo/status/1417935658035912711?ref_src=twsrc%5Enw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1417935658035912711%7Ctwgr%5E%7Ctwcon%5Es1_c10&ref_url=h_ps%3A%2F%2Fpublish.twi_er.com



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%2F%3Fquery%3Dh_ps3A2F2Ftwi_er.com
2FCCIPortogallo2Fstatus2F1417935658035
912711widget%3DTweet

2. https://twi_er.com/CCIPortogallo/status/1418277680068317185?ref_src=twsrc%5Enw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1418277680068317185%7Ctwgr%5E%7Ctwcon%5Es1_c10&ref_url=h_ps%3A%2F%2Fpublish.twi_er.com%2F%3Fquery%3Dh_ps3A2F2Ftwi_er.com2FCCIPortogallo2Fstatus2F1418277680068317185widget%3Dtweet

Link to the recording of the webinar:
<https://drive.google.com/drive/folders/1YwvD7N69qedN6FNEIultXcE2--wV3d1T?usp=sharing>



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Camera di Commercio Italiana per il Portogallo
367 follower
1im

La nostra Camera di Commercio ha presenziato a Hollókő (Ungheria) nell'ambito del progetto IPER, di cui è partner.

Ricordiamo che il progetto IPER, coordinato dalla Camera di Commercio e Industria italiana per la Spagna, è nato con l'obiettivo di utilizzare la metodologia "nano-learning" per rafforzare le competenze dei professionisti che lavorano nel settore del turismo e nella gestione del patrimonio culturale, promuovendo quest'ultimo attraverso l'uso delle ICT, secondo i principi del turismo accessibile.

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2

Consiglia Commento Condividi

Scrivi tu il primo commento

Visualizzazioni organiche: 209 visualizzazioni

Nascondi statistiche

Statistiche organiche

Target: tutti i follower

209 Visualizzazioni 2 Reazioni 6,22% CTR 0 commenti



Camera di Commercio Italiana per il Portogallo

Pubblicato da Francesca Lai - 16 settembre

...

Oggi la nostra Camera di Commercio si trova a Hollókő

(Ungheria) nell'ambito del progetto IPER, di cui è partner.

Ricordiamo che il progetto IPER, coordinato dalla Camera di Commercio e Industria italiana per la Spagna, è nato con l'obiettivo di utilizzare la metodologia "nano-learning" per rafforzare le competenze dei professionisti che lavorano nel settore del turismo e nella gestione del patrimonio culturale, promuovendo quest'ultimo attraverso l'uso delle ICT, secondo i principi del turismo accessibile.

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504

Personne raggiunte

54

Interazioni

Metti in evidenza il post

10

Condivisioni: 1

Mi piace

Commenta

Condividi

Scrivi un commento...



Oggi e domani la nostra Camera di Commercio accoglie il kick off meeting del nostro progetto **#Erasmus+** "Ict to promote cultural heritage". Sono con noi i nostri partner da Madrid (Spagna), Hollókő (Ungheria), Perugia (Italia), Lisbona ...vedi altro



5

[Consiglia](#) [Commento](#)
[Scriv tu il primo commento](#)

Visualizzazioni organiche: 257 visualizzazioni

[Nascondi statistiche](#) 
Statistiche organiche 

Target: tutti i follower

257	5	3,11%	0
Visualizzazioni	reazioni	CTR.	commenti



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[Tweetar](#)

 **Camera di Commercio Italiana per il Portogallo** @CCIPortogallo

Oggi la nostra Camera di Commercio si trova a Hollókő (Ungheria) nell'ambito del progetto IPER, di cui è partner.

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[Traduzir Tweet](#)




11:31 AM · 16 de set de 2019 · Twitter Web App

[Ver atividade do Tweet](#)

2 Curtidas

[Tweetar](#)

 **Camera di Commercio Italiana per il Portogallo** @CCIPortogallo

Oggi e domani la nostra Camera di Commercio accoglie il kick off meeting del nostro progetto **#Erasmus+** "Ict to promote cultural heritage". Sono con noi i nostri partner da **#Madrid** (Spagna), **#Hollókő** (Ungheria), **#Perugia** (Italia), **#Lisbona** (Portogallo). pic.twitter.com/vSUEXeJAbL

Estatísticas do Tweet

Impressões	vezes que as pessoas viram este Tweet no Twitter
Total de engajamentos	vezes que as pessoas interagiram com este Tweet

[Ver todos os engajamentos](#)

 **Alcance um público maior**
Obtenha mais engajamentos promovendo este Tweet!

[Comprar](#)

11:51 AM · 16 de jan de 2019 de Lisboa, Portugal - Twitter Web Client

[Ver atividade do Tweet](#)



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Camera di Commercio Italiana per il Portogallo @CCIPortugal

Oggi e domani la nostra Camera di Commercio accoglie il kick off meeting del nostro progetto #Erasmus+ "Ict to promote cultural heritage". Sono con noi i nostri partner da #Madrid (Spagna), #Hollókő (Ungheria), #Perugia (Italia), #Lisbona (Portogallo).

0:51 AM - 16 de junho de 2016 de [Tribus, Portugal](#) - Twitter Web Client

[Ver atalho do Tweet](#)

[Tweetar](#)

Camera di Commercio Italiana per il Portogallo @CCIPortugal

Oggi la nostra Camera di Commercio si trova a Hollókő (Ungheria) nell'ambito del progetto IPER, di cui è partner.

iperp **Estatísticas do Tweet**

Traduzir

Camera di Commercio Italiana per il Portogallo @CCIPortugal Oggi la nostra Camera di Commercio si trova a Hollókő (Ungheria) nell'ambito del progetto IPER, di cui è partner. <http://www.iperproject.eu.pic.twitter.com/AMgo3qIs0P>

Impressões vezes que as pessoas viram este Tweet no Twitter

Total de engajamentos: vezes que as pessoas interagiram com este Tweet

[Ver todos os engajamentos](#)

11:31 A 11 Ver 2 Curtida

Alcance um público maior
Obtenha mais engajamentos promovendo este Tweet!

[Começar](#)



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100 Camera di Commercio Italiana per il Portogallo si trova qui
Camera di Commercio Italiana per il Portogallo.
Pubblicato da Marcello Menichetti 16 gennaio Lisbona, distretto di
Lisbona

Oggi e domani la nostra Camera di Commercio accoglie il kick off meeting del nostro progetto #Erasmus+ "Ict to promote cultural heritage". Sono con noi i nostri partner da Madrid (Spagna), Hollókő (Ungheria), Perugia (Italia), Lisbona (Portogallo)



907 persone raggiunte

30 Reazioni, commenti e condivisioni

26 Mi piace	19 Sul post	7 Sulle condivisioni
1 Love	1 Sul post	0 Sulle condivisioni
1 Commento	1 Sul post	0 Sulle condivisioni
2 Condivisioni	2 Sul post	0 Sulle condivisioni

55 Clic sul post

23 Visualizzazioni di foto	0 Clic sul link	32 Altri clic
0 Nascondi post	1 Nascondi tutti i post	
0 Segnala come spam	0 Non mi piace più	

Le statistiche indicate potrebbero non essere subito aggiornate rispetto a ciò che viene visualizzato nei post.

✓ Ottieni più "Mi piace", commenti e condivisioni
Metti in evidenza questo post con 20 € per raggiungere fino a 6600 persone.

907 Persone raggiunte 86 Interazioni Metti in evidenza il post

Liber Azione, Marco Griso Maccari e altri 17 Commenti: 1 Condivisioni: 2



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Presentazione del progetto IPER a Holloko

La nostra Camera di Commercio ha partecipato a un convegno a Holloko (Ungheria), nell'ambito del progetto Iper, di cui siamo partner.

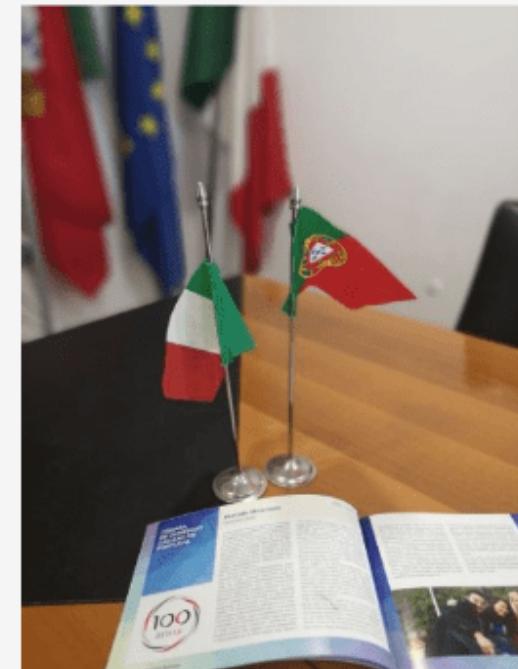
Ricordiamo che il progetto IPER, coordinato dalla Camera di Commercio e Industria italiana per la Spagna, è nato con l'obiettivo di utilizzare la metodologia "nano-learning" per rafforzare le competenze dei professionisti che lavorano nel settore del turismo e nella gestione del patrimonio culturale, promuovendo quest'ultimo attraverso l'uso delle ICT, secondo i principi del turismo accessibile.

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Pubblicazione su "Europass na primeira pessoa"

La testimonianza della nostra Camera di Commercio - relativa al progetto di mobilità Erasmus+ che abbiamo sviluppato nel settore delle meccanica e meccatronica - è stata riportata nell'opuscolo pubblicato dal Centro Nazionale Europass portoghese.

È stato per noi un onore poter contribuire, tramite la realizzazione di progetti europei di mobilità, alla formazione e all'impiegabilità dei giovani in settori di fondamentale importanza sia per l'economia italiana che portoghese.





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Marcello Menichetti ► IPER - ICT to promote cultural heritage

25 May •

...

In Portugal, sixteen associations came together to subscribe a Charter of Rights of the Portuguese Cultural Heritage with “civilizational principles” that aim to urge the government to assume “greater boldness in investment, in safeguarding, in promoting, in resources and in technical training” in order to protect and enhance its material and immaterial heritage.



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PUBLICO.PT

**Carta de Direitos do Património Cultural
Português insta Estado a assumir “maior ousad...**



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of the European Union



Marcello Menichetti ► IPER - ICT to promote cultural heritage

25 May •

...

Last week the Municipality of Lisbon unanimously approved a proposal so that the conditions of accessibility for people with hearing impairment be guaranteed to the cultural equipments of the municipality, through the phased placement of necessary technological systems.



OBSERVADOR

Câmara de Lisboa vai tornar equipamentos culturais acessíveis a deficientes auditivos



Marcello Menichetti ► IPER - ICT to promote cultural heritage

...

25 May •

The "Olisipógrafos" project wants to make the study of Lisbon's history more accessible, with the launch of a 'website', reissue of works in 'e-books' and the edition of biographies of specialists.



OBSERVADOR

Projeto "Olisipógrafos" quer tornar mais acessível estudo sobre história de Lisboa



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Marcello Menichetti ► IPER - ICT to promote cultural heritage

7 Jun •

The portuguese city of Leira is hosting the
IBERIAN BIENNIAL OF CULTURAL HERITAGE.

The event runs online from June to October 2021,
but it will also be held physically from october
14th to 17th.

Browse the agenda of the event: there is plenty of
activities, from seminars and themed tours to
training courses and concerts.



Camera di Commercio Italiana per il Portogallo

21 Jul •

Na próxima sexta-feira, 23/07 iremos apresentar
ao público português os resultados do projeto
IPER - ICT to promote cultural heritage. Os
profissionais do sector (**#património cultural e turismo #acessível**) e todas as pessoas
interessadas, podem assistir gratuitamente,
inscrevendo-se através do seguinte formulário:
https://us02web.zoom.us/webinar/register/WN_1vPOipXASf6jw21Xu8A83Q

Durante o evento serão apresentados os
resultados destes três anos de projeto em que foi
criada uma plataforma de **elearning** totalmente
gratuita onde se podem melhorar as
competências em promoção do património
cultural, acessibilidade e a angariação de fundos
para projetos sobre o património cultural.

Os módulos também incluem "boas práticas"
sobre o uso das TIC (tecnologias da informação e
comunicação) para promover o patrimônio
cultural.



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IPER

ICT to Promote Cultural Heritage

Final Dissemination Event

Roundtable with experts

ICT in Tourism and Cultural Heritage according Accessibility principles



15th of July
12.00 AM CET



Registration
Form

More info: eodesk@italcamara-es.com



Cameria di Comercio Italiana

per il Portogallo



Camera di Comercio Italiana per il
Portogallo

22 Jul •

...

Partilhamos convosco o programa da
apresentação dos resultados do projeto IPER -
ICT to promote cultural heritage.
Amanhã. Inscrições gratuitas:
https://us02web.zoom.us/webinar/register/WN_1vPOipXASf6jw21Xu8A83Q

#patrimóniocultural #acessível #culturalheritage
#patrimonio #cultura



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23/07/2021
plataforma zoom

IPER ICT TO PROMOTE CULTURAL HERITAGE

Sessão de apresentação dos resultados do projeto em Portugal

11:00 AM

ABERTURA DA SESSÃO

11:05 AM

APRESENTAÇÃO DO PROJETO E DOS PRINCIPAIS
RESULTADOS
MARCELLO MENICHETTI

CAMERA DI COMMERCIO ITALIANA PER IL PORTOGALLO

11:20 AM

APRESENTAÇÃO DA PLATAFORMA GRATUITA DE E-
LEARNING
HUGO DOMINGOS

BTS-BLENDED TRAINING SERVICES

11:35 AM

TESTEMUNHOS
TERESA COSTA
CÂMARA MUNICIPAL DE GUIMARÃES

NICOLÁS JIMÉNEZ
AYUNTAMIENTO DE SAN LORENZO DE EL ESCORIAL, MADRID

11:50 AM

SESSÃO DE PERGUNTAS&RESPOSTAS

12:00 AM

ENCERRAMENTO

INSCRIÇÕES:

[HTTP://WWW.CCITALIA.PT/IPER](http://WWW.CCITALIA.PT/IPER)



Camera di Commercio Italiana per il
Portogallo

15 Jul •

...

The project results presentation session
begins soon IPER-ICT to promote cultural
heritage

Professionals in the sector (cultural heritage
and affordable tourism) and all interested
persons can watch for free by signing up via
the following form

https://docs.google.com/forms/d/e/1FAIpQLSdq5PJTYM0jwq6cVxilkJPJjugznfp77QQmtBFpnzHEjpTNtg/viewform?fbclid=IwAR1nug5oJ9Enr9Yn3FlrgYE_5jcl8TllsZSuZ64g21rkEwM0MZKRkfynhNU

During the event, results of these three years
of project will be presented in which an
e-learning platform was created that can
improve skills in promoting cultural heritage,
accessibility and fundraising for cultural
heritage projects.

Modules also include " good practice " on
using ICT to promote cultural heritage.



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IPER
ICT TO PROMOTE CULTURAL HERITAGE

Sessão de apresentação dos resultados do projeto em Portugal

Sexta-feira, 21/07/2021 às 11:00

Plataforma ZOOM

PARTICIPAÇÃO GRATUITA
INSCRIÇÃO OBRIGATÓRIA ATRAVÉS DO LINK
[HTTP://WWW.CCITALIA.PT/IPER](http://www.ccitalia.pt/iper)



PROJECT NUMBER: 2018-1-ES01-KA202-050246



IPER - ICT to promote cultural heritage

6 Aug •

While we are preparing the official announcement of the launch, have a look at the introduction video of the Training Course!

<https://www.youtube.com/watch?v=4ISca8OzjLA>

#IPER #culturalheritage #accessible



IPER - ICT to promote cultural heritage

6 Aug •

On July 21st, the portuguese partners of the project, Camera di Commercio Italiana per il Portogallo and Blended Training Services had the chance to spread the results of our project, during a webinar where two "special" pilot users of our online training course explained their opinion on the platform and on how it could improve the promotion of their territories.

A special thanks to Teresa Costa from Guimarães municipality and Nicolás Jimenez from San Lorenzo de El Escorial municipality (Madrid, Spain).

Soon we will be announcing the official launch of the project! Stay tuned!

#culturalheritage #accessible





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Camera di Commercio Italiana per il Porto...

1,156 followers

2mo •

Começa em breve a sessão de apresentação dos resultados do projecto "IPER - ICT to promote cultural heritage... see more

[See translation](#)

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IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
in Tourism and Cultural Heritage according Accessibility principles

15th of July 12.00 AM CET

Registration Form

More info: eodesk@italcamara-es.com



Camera di Commercio Italiana per il Porto...

1,156 followers

2mo •

Na próxima sexta-feira, 23/07 iremos apresentar ao público português os resultados do projeto "IPER - ICT to promote cultural heritage". Os... see more

[See translation](#)

HTTP://WWW.CCITALIA.PT/IPER'. Logos for Camera di Commercio Italiana, predif, theChocolateWay, Università dei Sapori, and BTS are included."/>

Co-funded by the
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of the European Union

IPER
ICT TO PROMOTE CULTURAL HERITAGE

Sessão de apresentação dos resultados do projecto em Portugal

Sexta-feira, 21/07/2021 às 11:00
Plataforma ZOOM

PARTICIPAÇÃO GRATUITA
INSCRIÇÃO OBRIGATÓRIA ATRAVÉS DO LINK
[HTTP://WWW.CCITALIA.PT/IPER](http://www.ccitalia.pt/iper)

PROJECT NUMBER: 2018-1-ES01-KA202-050246



Co-funded by the
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Camera di Commercio Italiana per il Porto...

1,156 followers
2mo • Edited •

Partilhamos convosco o programa da apresentação dos resultados do projeto "IPER - ICT to promote cultural heritage... see more

[See translation](#)



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23/07/2021
plataforma zoom

IPER
ICT TO PROMOTE CULTURAL HERITAGE

**Sessão de apresentação dos resultados do
projeto em Portugal**

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CAMERA DI COMMERCIO ITALIANA PER IL PORTUGALLO

11:20 AM

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LEARNING
HUGO DOMINGOS

BTS-BLENDED TRAINING SERVICES

11:35 AM

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TERESA COSTA

CÂMARA MUNICIPAL DE GUIMARÃES

NICOLÁS JIMÉNEZ

AYUNTAMIENTO DE SAN LORENZO DE EL ESCORIAL, MADRID

11:50 AM

SESSÃO DE PERGUNTAS&RESPOSTAS

12:00 AM

ENCERRAMENTO

INSCRIÇÕES:
[HTTP://WWW.CCITALIA.PT/IPER](http://WWW.CCITALIA.PT/IPER)

T Camera di Commercio Italia... · 21 Jul

Na próxima 6^afeira, 23/07 iremos apresentar ao publico português os resultados do nosso projeto IPER. Os profissionais do sector (**#património cultural e turismo #acessível**) e todas as pessoas interessadas, podem assistir gratuitamente:

[us02web.zoom.us/webinar/register...](http://us02web.zoom.us/webinar/register)



T Camera di Commercio Italia... · 22 Jul

Partilhamos convosco o programa da apresentação dos resultados do projeto IPER - ICT to promote cultural heritage. Amanhã. Inscrições gratuitas: [us02web.zoom.us/webinar/register...](http://us02web.zoom.us/webinar/register) **#património cultural #acessível #culturalheritage #patrimonio #cultura**

23/07/2021
plataforma zoom

IPER
ICT TO PROMOTE CULTURAL HERITAGE

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11:50 AM

SESSÃO DE PERGUNTAS&RESPOSTAS

12:00 AM

ENCERRAMENTO

Project number: 2018-1-ES01-KA202-



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Accessibility concept

WHAT DO WE MEAN BY
ACCESSIBILITY?

Giorgio Orsiagno

Giacomo Di Commercio



CAMPUS PREDIF

La vita possibile

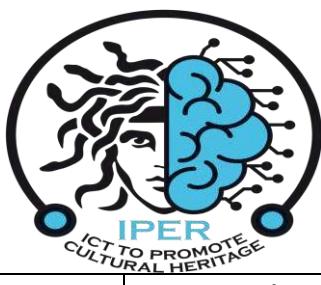
Giorgio Orsiagno

Giacomo Di Commercio



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Partner	PREDIF
Country	Spain
Topic	Promote and disseminate the objectives, results and activities of the project.
Type (webpost, social media post, dissemination eventsseminar etc.)	Social media posts and website dissemination
Target group	People with disabilities and professionals of the tourism sector
Scope/Description	Promote the project through our social networks and our websites.



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Date (DD/MM/YYYY)	1. 7/03/2019 2. 26/07/2019 3. 17/09/2019 4. 17/09/2019 5. 25/10/2019 6. 22/01/2020 7. 03/04/2020 8. 01/04/2021 9. 01/04/2019 10. 01/03/2019 11. 18/02/2021 12. 18/02/2021 13. 21/05/2021 14. 02/06/2021 15. 02/06/2021 16. 16/06/2021 17. 16/06/2021 18. 23/06/2021 19. 24/06/2021 20. 7/07/2021 21. 12/07/2021 22. 12/07/2021
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Impact indicators (website visits, retweshares, likes, etc.)	TW: 27 Likes FB: 240 Likes Website: 140 visits Newsletter: 119 clicks and opening rate of 59,1%



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Link	<ol style="list-style-type: none">1. https://www.facebook.com/permalink.php?story_fbid=2624872824272269&id=3836374483958292. https://www.facebook.com/permalink.php?story_fbid=2624854957607389&id=3836374483958293. https://www.facebook.com/permalink.php?story_fbid=2455258214567065&id=3836374483958294. https://twitter.com/Predif_Estatal/status/11739326386184888325. https://www.facebook.com/permalink.php?story_fbid=2649182198507998&id=3836374483958296. https://www.facebook.com/permalink.php?story_fbid=2796468837112666&id=3836374483958297. https://www.facebook.com/TUR4all/posts/10531367284358258. https://www.facebook.com/permalink.php?story_fbid=2876907585735457&id=3836374483958299. https://www.predif.org/predif_noticia/predif-promovera-una-formacion-online-para-gestores-culturales-en-el-marco-del-proyecto-europeo-iper/10. https://www.tur4all.es/news/predif-participa-en-el-proyecto-europeo-iper-las-tic-para-promover-el-patrimonio-cultural11. https://twitter.com/Predif_Estatal/status/136240512723625574812. https://www.facebook.com/Predif/posts/376427248033229213. Article of the project in digital magazine New Ideas, New Goals (Page 90-91)14. https://www.facebook.com/Predif/posts/172439154889237
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Supporting document

(please attach the corresponding screenshot on this folder)

PREDIF
7 de marzo · ① · ②

¿Conoces el proyecto IPER - las TIC para promover el patrimonio cultural? Los beneficiarios directos serán técnicos de galerías, museos y bibliotecas; profesionales asociados artísticos, culturales y culinarios; gestores de centros de recreación, culturales y deportivos; directores de instalaciones culturales; oficiales de política cultural. Nuestros socios son la Cámara de Comercio e Industria Italiana para España CCIS, la Camera di Commercio Italiana per il Portogallo, la Università dei Sapori Soc.consar.I, The Chocolate Way, Hollókő Kozsegtan Onkormányzata y BTS – Blended Training Services Lda

Más información sobre este proyecto <http://bit.ly/35q2cY1>

248 Personas alcanzadas 7 Interacciones Promocionar publicación

Edurne Francisco Contreras, María Cudeiro Juan y Maika Barceiro Ruiz

Me gusta Comentar Compartir

PREDIF Estatal @Predif_Estatal
Trabajamos en el proyecto #IPER en Hollókő, Hungría, para promover el patrimonio cultural de la UE utilizando las TIC que explotan los principios del turismo #accesible
pic.twitter.com/JVctorc2F1

Impresiones	613
Veces que personas vieron este Tweet en Twitter	
Interacciones totales	18
Veces que la gente interactuó con este Tweet	
Abrir el detalle	14
Veces que la gente vio los detalles sobre este Tweet	
Interacciones con el contenido multimedia	3
Cantidad de clics en su contenido multimedia, incluidos videos, archivos Vine, archivos GIF e imágenes	
Clics en el enlace	1
Clics en una URL o Card en este Tweet	

PREDIF ha añadido una publicación de 26 de julio a su biografía.
26 de julio · ① · ②

Participamos en el proyecto europeo IPER – las TIC para promover el patrimonio cultural. ¿Conoces sus objetivos?

- ✓ Mejorar las habilidades de los profesionales del sector;
- ✓ Crear una red público-privada para promover el patrimonio cultural;
- ✓ Mejorar el acceso al turismo para atraer a más turistas;
- ✓ Llevar a cabo actividades de sensibilización pública para la conversación sobre el Patrimonio Mundial
- ✓ Apoyar la participación de la población local en la preservación de su patrimonio cultural y natural;
- ✓ Alentar a la cooperación internacional para la conservación del patrimonio cultural y natural de nuestro mundo.

Promocionar publicación

Edurne Francisco Contreras, María Cudeiro Juan y 4 personas más

Me gusta Comentar Compartir



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PREDIF 17 de septiembre ·

Trabajamos en el proyecto IPER - ICT to promote cultural heritage en Hollókő, Hungría, que tiene como objetivo explotar la metodología de nanoaprendizaje para actualizar las habilidades de los profesionales que trabajan en la cadena de valor del turismo y el patrimonio cultural y permitirles promover el patrimonio cultural de la UE utilizando las TIC que explotan los principios del turismo #accesible.

[Promocionar publicación](#)

1 Amecsur, José Antonio Lor y 8 personas más

Me gusta Comentar Compartir

PREDIF ha añadido 4 fotos nuevas del 25 de octubre ·

25 de octubre ·

Estos días estamos en #Málaga en el III Congreso Internacional de Tecnología y Turismo para la Diversidad de Fundación ONCE para promocionar nuestra participación en el proyecto IPER - las TIC para promover el patrimonio cultural, cofinanciado por el Programa ERASMUS+ de la Unión Europea.

Nos han acompañado: Ana Grazia Laura, presidenta de la ENAT; Helena Ribeiro, gerente de proyectos de Turismo de Portugal; Ana García, presidenta de Accessible Portugal; Manuel Butler Halter, director ejecutivo de la Organización Mundial del Turismo; y Marina Diotallevi, jefa del Departamento de Ética, Cultura y Responsabilidad Social de la OMT.

Más información sobre este proyecto <http://bit.ly/35q2cY1>

[Promocionar publicación](#)

1 vez compartida

Me gusta Comentar Compartir

PREDIF 22 de enero de 2020 ·

Participamos en PITUR promocionando el programa europeo IPER, en el que se ha diseñado un curso de formación para los gestores culturales, en el que PREDIF ha desarrollado el tema del patrimonio cultural accesible.

28 veces compartida

-ES01-KA202-050246



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PREDIF · 1 de abril de 2020 · 3

PREDIF promoverá una formación online para gestores culturales en el marco del proyecto europeo IPER
Lee la noticia completa en <https://bit.ly/2UAptUs>
IPER - ICT to promote cultural heritage

10 Me gusta 3 veces compartida

Me gusta Comentar Compartir

TUR4all, la aplicación del Turismo Accesible · 3 de abril de 2020 · 3

PREDIF promoverá una formación online para gestores culturales en el marco del proyecto europeo IPER
Lee la noticia completa en <https://bit.ly/3bLcTau>
IPER - ICT to promote cultural heritage

7 2 veces compartida



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PREDIF promoverá una formación online para gestores culturales en el marco del proyecto europeo IPER

01/04/2020 12:24:48



Se impartirá desde el campus virtual de PREDIF y será muy práctico e interactivo

IPER es un proyecto europeo desarrollado bajo el programa Erasmus + EU (Alianzas estratégicas para la educación y formación profesional) coordinado por la Cámara de Comercio e Industria Italiana para España (CCIS).

El proyecto tiene como objetivo explotar la metodología de "nano aprendizaje" para actualizar las habilidades de los profesionales que trabajan en el sector turístico y el patrimonio cultural. La formación les permitirá adquirir el conocimiento para promover el patrimonio cultural de la UE utilizando las TIC con criterios de Accesibilidad Universal Diseño para Todos.

IPER es iniciativa transnacional que reúne a 7 socios de 4 países europeos (Italia, Hungría, Portugal y España), con diferentes especializaciones.

En estos últimos momentos del desarrollo del [proyecto europeo IPER](#), desde los 4 países participantes se ha hecho un balance de la situación, realizando un análisis sobre la promoción del patrimonio cultural y las herramientas digitales de turismo accesible a través de casos de estudio, un total de 40 exposiciones que reúnen las diferentes herramientas tecnológicas digitales utilizadas por el sector turístico para acercar el patrimonio cultural a todas las personas, en especial las que tienen necesidades de accesibilidad. También se ha trabajado en el análisis del marco legal relativo a los derechos y principios de accesibilidad, junto con un análisis cuantitativo del sector turístico accesible.

En la última reunión **PREDIF** presentó la plataforma [TUR4all](#), cuyo objetivo es proporcionar información precisa y actualizada sobre las condiciones de accesibilidad de los establecimientos turísticos.

El resultado final del proyecto será un curso de formación MOOC, dirigido a los gestores de establecimientos o recursos turísticos de patrimonio cultural, incluyendo contenidos de accesibilidad, turismo accesible, habilidades digitales, empresariales e interpersonales. Se apoyará en un conjunto de REA (recursos educativos abiertos) que, junto con los casos de estudio, representarán los principales contenidos del sistema de formación. El curso se impartirá desde el campus virtual de PREDIF, estará disponible en breve, y será muy práctico e interactivo.

Esta formación irá orientada a:

- Técnicos de galerías, museos y bibliotecas
- Profesionales asociados artísticos, culturales y culinarios
- Gerentes de centros deportivos, recreativos y culturales
- Oficiales de educación artística
- Gerentes de instalaciones culturales
- Oficiales de política cultural

El curso se anunciará a través de nuestros newsletter y redes sociales, te invitamos a inscribirte en ellos, si estás interesado, para recibir la información cuando se abra la matrícula.

- [Boletín TUR4all](#)
- [Boletín PREDIF](#)

PREDIF participa en el proyecto europeo 'IPER: las TIC para promover el patrimonio cultural'



Está confinanciado por el Programa ERASMUS+ de la Unión Europea, cuya misión es contribuir al crecimiento y promoción del patrimonio cultural en Europa

01/03/2020 0 Compartir 0 Compartir 0 Twitter

La Plataforma Representativa Estatal de Personas con Discapacidad Física, **PREDIF**, participará durante este año en el proyecto 'IPER: las TIC para promover el patrimonio cultural', cofinanciado por el Programa ERASMUS+ de la Unión Europea, cuya misión es contribuir al crecimiento y promoción del patrimonio cultural en Europa. Los socios para desarrollar esta iniciativa son la Cámara de Comercio e Industria italiana para España (CCIS), la Cámara de Comercio italiana para Portugal, la Universidad del Sapienza (Socionova), The Chocolate Way, Helloco Recyc Chocolatier y BRS - Blendel Travel Services Ltd.

Para mejorar la accesibilidad al patrimonio cultural, las entidades participantes llevarán a cabo varias **actividades** como crear un sistema de retroalimentación del respeto cualitativo hasta la promoción del patrimonio cultural; proponer nuevas propuestas y soluciones para estructuras que ya operan o planean operar también con turismo accesible y desarrollar un sistema de nano-aprendizaje a través de plataformas digitales.

Los **beneficiarios directos** de estas acciones serán técnicos de galerías, museos y bibliotecas; profesionales asociados artísticos, culturales y culinarios; gestores de centros de recreación, culturales y deportivos; directores de instalaciones culturales; oficiales de política cultural.

Los **objetivos** de este proyecto, que involucra al sector turístico y el gastronómico, son:

- Mejorar las habilidades de los profesionales del sector
- Crear una red público-privada para promover el patrimonio cultural
- Mejorar el acceso al turismo para atraer a más turistas
- Llevar a cabo actividades de sensibilización pública para la conversación sobre el Patrimonio Mundial
- Apoyar la participación de la población local en la preservación de su patrimonio cultural y natural
- Aumentar la cooperación internacional para la conservación del patrimonio cultural y natural de nuestro mundo

0 Compartir 0 Compartir 0 Twitter

PREDIF
18 de febrero a las 15:05

Ayer PREDIF se reunió con los socios del Proyecto Europeo IPER (IPER - ICT to promote cultural heritage) con el objetivo hacer una lluvia de ideas sobre el curso online que estamos desarrollando. Este curso está orientado a promocionar el patrimonio cultural de manera #accesible a través de las TIC. Muy pronto partirá el piloto.

Para más información contacta con nosotros: <https://iperproject.eu/the-project/>

PREDIF Estatal
@Predit_Estatal

Ayer PREDIF se reunió con los socios del Proyecto Europeo #IPER con el objetivo hacer una lluvia de ideas sobre el curso online que estamos desarrollando, orientado a promocionar el patrimonio cultural de manera #accesible a través de las TIC. +Info iperproject.eu/the-project/

3:14 p. m. · 18 feb. 2021 · Twitter Web App



Co-funded by the
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of the European Union

NEW IDEAS NEW GOALS

PROJECT RESULTS MAGAZINE

New Ideas for New Opportunities Network

DISSEMINATION
The importance of good dissemination in a European project (p. 27)

NETWORKING
The need of change: the importance of networking in this historic moment (p. 32)

SUSTAINABILITY
Sustainability in European projects (p. 46)

PROJECT MANAGEMENT
Project Management Processes, Criteria, Methods and Tools (p. 56)

SOCIAL RESPONSIBILITY
Going green (p. 142)

the future of
Europe:
looking forward to the next seven years

INTRODUCTION TO ORGANIZATIONS

PROJECTS

IPER

Iper - ICT TO PROMOTE CULTURAL HERITAGE: 2018-1-ES01-KA202-050246

The project aims to exploit nano-learning methodology in order to update the skills of professionals working in tourism and cultural heritage value chain and to allow them to promote the EU cultural heritage using ICT exploiting the principles of accessible tourism.

INTELLECTUAL OUTPUTS

OUTPUT 1 Title: State of the Art on promotion of cultural heritage and use of digital tools according to accessible tourism principles

OUTPUT 2 Title: Complementary OER Description: This output will be developed during WP2. The main objective of this WP related to this output is: To develop and adapt a set of OER that, together with the case studies, will represent the main contents of the training system.

PREDIF
2 de junio a las 13:30 - 48

Hoy salimos en la Revista Europea "New ideas, new goals" presentando PREDIF y el proyecto europeo **IPER** que tiene el objetivo de impulsar la accesibilidad al patrimonio cultural europeo través de las TIC. Si quieres saber más sobre el proyecto pincha en <https://iperproject.eu/the-project/>

New Ideas for New Opportunities Network

NEW IDEAS NEW GOALS

PREDIF
Spain
www.predif.org

REGULACION ACCESIBILIDAD PROYECTO MANAGEMENT

SUMMARY
PREDIF is a Spanish National state approved non-profit organization that uses scientific and practical resources on behalf of the 100,000 people with severe physical disabilities it represents.

TEAM COMPOSITION
17 personas are working in PREDIF, covering the areas in which it is developing its actions. PREDIF counts with 48 experts in accessibility, accessible tourism, personal assistance and EU projects.

PROJECTS

IPER

PROJECTS

IPER

IPER

IPER

Tú e 19 personas más
1 vez compartido

Me gusta Comentar Compartir

PREDIF Estatal
@Predif_Estatal

Hoy salimos en la Revista Europea "New ideas, new goals" presentando PREDIF y el proyecto europeo **#IPER**, que tiene el objetivo de impulsar la accesibilidad al patrimonio cultural europeo través de las TIC. Si quieres saber más sobre el proyecto pincha en iperproject.eu/the-project/

NEW IDEAS NEW GOALS

PREDIF
Spain
www.predif.org

REGULACION ACCESIBILIDAD PROYECTO MANAGEMENT

SUMMARY
PREDIF is a Spanish National state approved non-profit organization that uses scientific and practical resources on behalf of the 100,000 people with severe physical disabilities it represents.

PROJECTS

IPER

PROJECTS

IPER

2:01 p. m. · 2 jun. 2021 · Twitter Web App

3 Retweets 5 Me gusta



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of the European Union

PREDIF 16 de junio a las 15:55 · [...](#)

¿Os acordáis del curso piloto que íbamos a sacar a través del proyecto IPER - ICT to promote cultural heritage? 😊 ¡Pues ya casi está! 🙌

La semana pasada tuvimos la última reunión para organizarlo, antes de lanzarlo. Este curso está enfocado en la promoción del patrimonio cultural accesible a través de las TIC.

👉 Pincha aquí siquieres + info. <https://bit.ly/3q0fFRA>

#erasmusplus

#IPER #Culturalheritage #ITCforculturalheritage #patrimoniohistorico

20 4 veces compartida

PREDIF Estatal @Predif_Estatal

¿Os acordáis del curso piloto que íbamos a sacar a través del proyecto #IPER? 😊 ¡Pues ya casi está! 🙌

Promocionará el patrimonio cultural accesible a través de las TIC.

➡ bit.ly/3q0fFRA

#erasmusplus #IPER #Culturalheritage

#ITCforculturalheritage #patrimoniohistorico

4:03 p. m. · 16 jun. 2021 · Twitter Web App

1 Retweet 3 Me gusta



Co-funded by the
Erasmus+ Programme
of the European Union

PREDIF 23 h.

Como sabéis, hemos la jornada informativa del curso "Las TIC para promover el patrimonio cultural" junto con CCIS Madrid donde explicamos en qué consiste este proyecto y las instrucciones para acceder a nuestra plataforma de e-learning . En esta jornada, participaron profesionales del sector turístico y cultural como Wazo Coop, Pausanias. Viajes arqueológicos y culturales, Vilamuseu y Ayuntamiento de San Lorenzo de El Escorial.

Conoce más sobre este proyecto en <https://iperproject.eu/the-project/>.
#erasmusplus #IPER #Culturalheritage #ITCforculturalheritage #patrimoniohistorico IPER - ICT to promote cultural heritage

The screenshot shows a video conference interface with several participants in a grid. On the right, a computer screen displays the 'IPER ICT TO PROMOTE CULTURAL HERITAGE ONLINE COURSE'. The course navigation menu includes 'Home', 'Skills', 'Competences', 'Curriculum', 'Welcome', '1. ICT to promote Cultural Heritage', '2. Raising Cultural Awareness', '3. Publishing for Cultural Heritage', and 'Before you go...'. Below the menu, sections for 'Nuevo Proyecto', 'Área personal', 'Cuestiones', and 'Ayudas prácticas' are visible. The overall theme of the course is the use of ICT to promote cultural heritage and raise awareness.

Tú e 19 personas más 4 veces compartida



Co-funded by the
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Jornada online sobre accesibilidad en el patrimonio cultural - Evento final del Erasmus + "IPER - TIC para la promoción del patrimonio cultural"

Co-funded by the
Erasmus+ Programme
of the European Union

IPER

ICT to Promote Cultural Heritage

Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July
12.00 AM CET

Registration Form

More info: eudesk@italcamara-es.com

More info: eudesk@italcamara-es.com

CAMERA ITALIANA predif Università dei Sapori theChocolateWay Università dei Sapori
BTS BLENDED TRAINING SERVICES

La Cámara de Comercio Italiana organiza el evento final de difusión del Erasmus + "IPER - TIC para la promoción del patrimonio cultural". Invitamos a participar a todos los interesados y profesionales del sector turístico y del patrimonio cultural. Durante el evento se expondrán los resultados de estos tres años de proyecto en el que se ha creado una plataforma de E-learning totalmente gratuita con la que se pueden mejorar las competencias en materia de patrimonio cultural, accesibilidad y capacidades hídicas para proyectos de sostenibilidad. Los invitados también expondrán casos prácticos sobre el uso de la TIC para promover el patrimonio cultural. Participar en el evento como parte de una mesa redonda, expertos del sector y representantes de las organizaciones colaboradoras: predif - Plataforma Representativa Estatal de Personas con Discapacidad Física (ES), Cámara de Comercio Italiana per il Portogallo (PT), Universidad del Sapori (IT), The Chocolate Way (IT), Municipio de Hollíkva (H), Blended Training Services (PT).

- Fecha: 15 de julio de 2021.
- Horario: 12.00 horas.
- Modalidad: Online. Vía Zoom.

Las personas interesadas pueden inscribirse aquí:

[Inscríbete](#) [Inscríbete](#) [Inscríbete](#)

Este es un Evento >> jornada online sobre accesibilidad en el patrimonio cultural evento final del erasmus iper de para la promoción del patrimonio cultural

PREDIF 7 de julio a las 10:36 •
No os olvidéis apuntaros al evento final del proyecto Europeo IPER - ICT to promote cultural heritage, para la promoción del patrimonio cultural!. En el que presentaremos los resultados conseguidos en estos tres años de proyecto, y hablaremos de la accesibilidad en el turismo, las TIC y el patrimonio cultural a través de una mesa redonda en la que participarán expertos de las organizaciones colaboradoras.
 jueves, 15 de julio
 12.00 horas
 Vía Zoom.
 Más información en el siguiente link:
[IPER ICT to Promote Cultural Heritage Final Dissemination Event](#)

Co-funded by the
Erasmus+ Programme
of the European Union

IPER

ICT to Promote Cultural Heritage

Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July
12.00 AM CET

Registration Form

More info: eudesk@italcamara-es.com

predif Camera Italiana per il Portogallo The Chocolate Way Università dei Sapori
BTS BLENDED TRAINING SERVICES

TURRALES
Jornada online sobre accesibilidad en el patrimonio cultural - Evento final del
Erasmus + "IPER - TIC para la promoción del patrimonio cultural"

13 likes 4 shares

PREDIF Estatal @Predif_Estatal 1 Este jueves, 15 de julio, se celebra el evento final del proyecto europeo @EUerasmusPlus 'IPER - ICT to promote cultural heritage', donde hablaremos de patrimonio cultural, #accesibilidad y #TIC.
 12 horas
 Zoom
 i Más info. e inscripciones aquí [bit.ly/3hcJxHA](#)

Co-funded by the
Erasmus+ Programme
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IPER

ICT to Promote Cultural Heritage

Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July
12.00 AM CET

Registration Form

More info: eudesk@italcamara-es.com

predif Camera Italiana per il Portogallo The Chocolate Way Università dei Sapori
BTS BLENDED TRAINING SERVICES

9:29 a. m. - 12 jul. 2021 · Twitter Web App

1 Me gusta



Co-funded by the
Erasmus+ Programme
of the European Union

TUR4all, la aplicación del Turismo Accesible
12 de julio a las 9:44 ·

Te recordamos que esta semana se celebra el evento final del proyecto europeo IPER - ICT to promote cultural heritage, donde se presentarán los resultados de tres años de trabajo sobre patrimonio cultural, #accesibilidad y #TIC por parte de las organizaciones colaboradoras, entre ellas PREDIF.

· Jueves, 15 de julio:
· 12:00 horas
· Zoom
· Toda la información e inscripciones aquí <https://bit.ly/3hcJxHA>

IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July 12.00 AM CET Registration Form

More info: eudesk@italcamara-es.com

TUR4all, la aplicación del Turismo Accesible
2 de julio a las 9:44 ·

Te invitamos a participar al evento final de difusión del proyecto Europeo "IPER - TIC para la promoción del patrimonio cultural".

En este evento expondremos los resultados que hemos conseguido en estos tres años de trabajo, y realizaremos una mesa redonda donde expertos de las organizaciones colaboradoras hablarán de la accesibilidad en el turismo, las TIC y el patrimonio cultural.

Este evento se celebrará online el 15 de Julio a las 12.00 horas a través de Zoom. Más información en el siguiente link: <https://bit.ly/3hcJxHA>

IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

MAÑANA A LAS 12:00 UTC+02
Evento final de difusión del proyecto Europeo "IPER - TIC para la promoción del patrimonio cultural"
3 personas asistirán

Registration Form

PREDIF
12 de julio a las 9:14 ·

Te recordamos que esta semana se celebra el evento final del proyecto europeo IPER - ICT to promote cultural heritage donde se presentarán los resultados de tres años de trabajo sobre patrimonio cultural, #accesibilidad y #TIC por parte de las organizaciones colaboradoras, entre ellas PREDIF.

· Jueves, 15 de julio:
· 12:00 horas
· Zoom
· Toda la información e inscripciones aquí <https://bit.ly/3hcJxHA>

IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July 12.00 AM CET Registration Form

More info: eudesk@italcamara-es.com

TUR4ALL ES
Jornada online sobre accesibilidad en el patrimonio cultural - Evento final del Erasmus + "IPER - TIC para la promoción del patrimonio cultural"

TUR4all, la aplicación del Turismo Accesible
7 de julio a las 10:40 ·

No os olvidéis apuntaros al evento final del proyecto Europeo @IPERICT, para la promoción del patrimonio cultural". En él que presentaremos los resultados conseguidos en estos tres años de proyecto, y hablaremos de la accesibilidad en el turismo, las TIC y el patrimonio cultural a través de una mesa redonda en la que participarán expertos de las organizaciones colaboradoras.

· jueves, 15 de julio
· 12.00 horas
Vía Zoom.
Más información en el siguiente link:
<https://bit.ly/3hcJxHA>

IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July 12.00 AM CET Registration Form

More info: eudesk@italcamara-es.com



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TUR4all
@TUR4all

Este jueves, 15 de julio, se celebra el evento final del proyecto europeo @EU_ErasmusPlus 'IPER - ICT to promote cultural heritage', donde hablaremos de patrimonio cultural, #accesibilidad y #TIC.

12 horas
Zoom

Más info. e inscripciones aquí bit.ly/3hcJxHA



9:47 a. m. - 12 jul. 2021 · Twitter Web App

3 Retweets 6 Me gusta



PREDIF Estatal
@Predif_Estatal

¿Quieres conocer más sobre patrimonio cultural, #accesibilidad y #TIC? Te invitamos al evento final del proyecto europeo @EU_ErasmusPlus IPER - ICT to promote cultural heritage, donde hablaremos sobre estos temas.

MAÑANA jueves, 15/07
12:00 h
Zoom
bit.ly/3hcJxHA



11:08 a. m. - 14 jul. 2021 · Twitter Web App

2 Me gusta



TUR4all
@TUR4all

¿Quieres conocer más sobre patrimonio cultural, #accesibilidad y #TIC? Te invitamos al evento final del proyecto europeo @EU_ErasmusPlus IPER - ICT to promote cultural heritage, donde @Predif_Estatal hablará sobre ello.

MAÑANA jueves, 15/07
12:00 h
bit.ly/3hcJxHA



11:30 a. m. - 14 jul. 2021 · Twitter Web App

1 Retweet 1 Citar Tweet 2 Me gusta



PREDIF
3 h

¿Quieres conocer más sobre la combinación: patrimonio cultural, #accesibilidad y #TIC? Te invitamos al evento final del proyecto europeo IPER - ICT to promote cultural heritage, donde hablaremos sobre estos temas.

MAÑANA jueves, 15 de julio
12:00 horas
Zoom

Toda la información e inscripciones aquí [bit.ly/3hcJxHA](#)



Tú y una persona más



Co-funded by the
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of the European Union

PREDIF, Plataforma Representativa Estatal de Personas con Disc... ***

1.564 seguidores
3 horas •

¿Quieres conocer más sobre la combinación: patrimonio cultural, #accesibilidad y #TIC? Te invitamos al evento final del proyecto europeo 'IPER - ICT to promote cultural heritage', organizado por la Camera di Commercio e Industria Italiana per la Spagna, donde hablaremos sobre estos temas.

MAÑANA jueves, 15 de julio
12:00 horas
Zoom

Toda la información e inscripciones aquí [\[link\]](#)

IPER
ICT to Promote Cultural Heritage
Final Dissemination Event

Roundtable with experts
ICT in Tourism and Cultural Heritage according Accessibility principles

15th of July 12.00 AM CET

Registration Form

More info: eudeak@tolcamero-es.com

Hoy hemos participado en la presentación de los resultados del #proyectoEuropeo 'IPER - ICT to promote cultural heritage', en el que llevamos trabajando los últimos tres años. De nuestro equipo, han intervenido:

- Ester De Andrés, técnica junior de proyectos en la Oficina de Proyectos Europeos.
- Miguel Carrasco Hernández, director técnico del Área de Accesibilidad, Turismo y Ocio Inclusivo.

Nos han acompañado en la mesa redonda, expertos/as de la Camera di Commercio e Industria Italiana per la Spagna (ES), Camera di Commercio Italiana per il Portogallo (PT), Università dei Sapori (IT), The Chocolate Way (IT), Hollókő (HU), Blended Training Services (PT).

PREDIF Estatal
@Predif_Estatal

Hoy hemos participado en la presentación de los resultados del proyecto europeo @EUerasmusPlus IPER - ICT to promote cultural heritage, en el que llevamos trabajando los últimos tres años, sobre patrimonio cultural, #accesibilidad y #TIC.

PREDIF
19 h •

Hoy hemos participado en la presentación de los resultados del proyecto europeo IPER - ICT to promote cultural heritage, en el que llevamos trabajando los últimos tres años. De nuestro equipo, han intervenido:

- Ester de Andrés, técnica de proyectos junior en la Oficina de Proyectos Europeos.
- Miguel Carrasco, director técnico del Área de Accesibilidad, Turismo y Ocio Inclusivo.

Nos han acompañado en la mesa redonda, expertos/as de CCIS Madrid (ES), Camera di Commercio Italiana per il Portogallo (PT), Università dei Sapori (IT), The Chocolate Way (IT), Hollókő, az élő falu (HU), Blended Training Services (PT).

ES01- KA202-050246



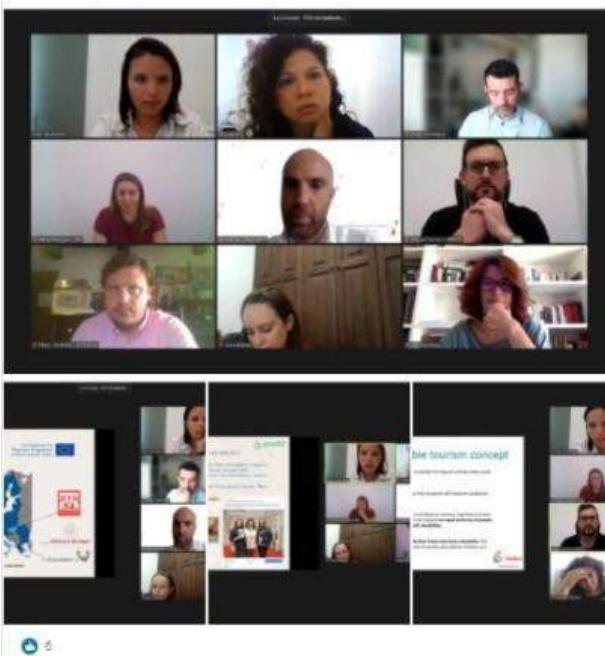
Co-funded by the
Erasmus+ Programme
of the European Union

 TUR4all, turismo accesible
677 seguidores · 18 horas

Hoy se ha celebrado la presentación de los resultados del #proyectoeuropeo 'IPER - ICT to promote cultural heritage', en el que [PREDIF, Plataforma Representativa Estatal de Personas con Discapacidad Física](#) lleva trabajando los últimos tres años como entidad colaboradora. De su equipo han intervenido:

- **Ester De Andrés**, técnica de proyectos junior en la Oficina de Proyectos Europeos.
- **Miguel Carrasco Hernández**, director técnico del Área de Accesibilidad, Turismo y Ocio Inclusivo.

Nos han acompañado en la mesa redonda, expertos/as de Camera di Commercio e Industria Italiana per la Spagna (ES), Camera di Commercio Italiana per il Portogallo (PT), Università dei Sapori (IT), The Chocolate Way (IT), Hollókő, az élő falu (HU), Blended Training Services (PT).

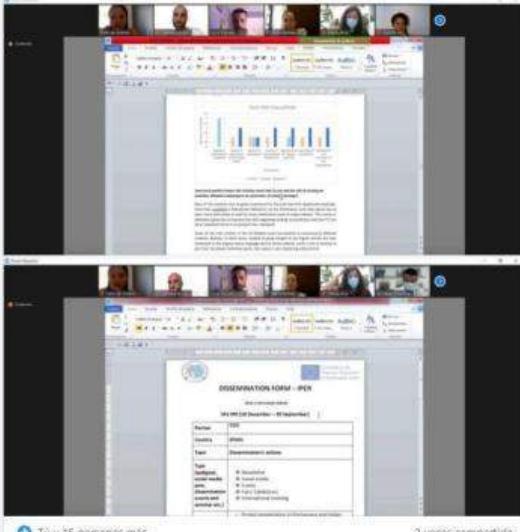


 PREDIF · Ayer a las 10:06

Terminamos el proyecto IPER - ICT to promote cultural heritage con la última reunión junto a nuestros socios.

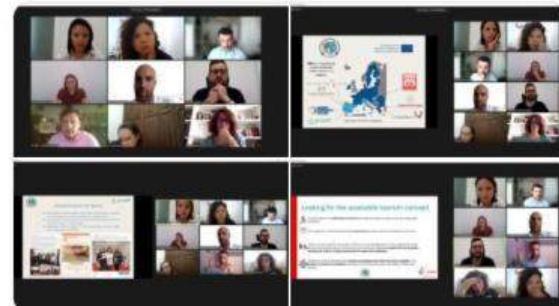
En este proyecto hemos promovido la mejora de las competencias de los profesionales del turismo y el patrimonio cultural utilizando las TIC y explotando los principios del turismo accesible.

Ha sido un placer trabajar con CCIS Madrid (ES), Blended Training Services (PT), Camera di Commercio Italiana per il Portogallo (PT), Università dei Sapori (IT) y The Chocolate Way (IT).



 TUR4all
@TUR4all

Hoy se ha celebrado la presentación de los resultados del proyecto europeo [@EUerasmusPlus](#) IPER - ICT to promote cultural heritage, en el que [@Predif_Estatal](#) lleva trabajando los últimos tres años, sobre patrimonio cultural, #accesibilidad y #TIC.



 Camera di Commercio Italiana per il Portogallo y 3 más

2:45 p. m. - 15 jul. 2021 · Twitter Web App

2 Retweets 2 Me gusta

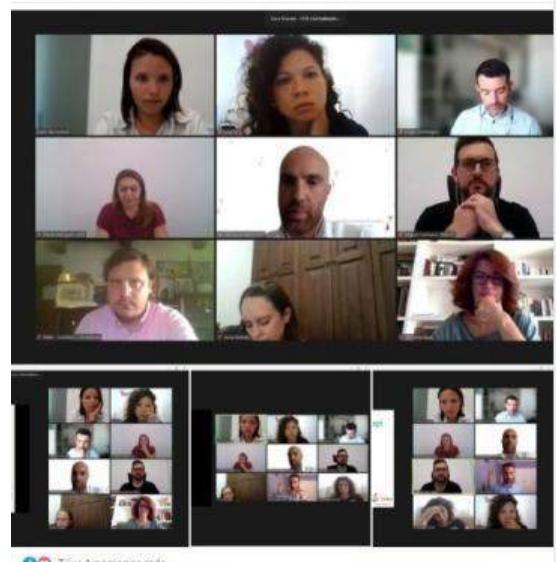


 TUR4all, la aplicación del Turismo Accesible · TB h

Hoy se ha celebrado la presentación de los resultados del proyecto europeo IPER - ICT to promote cultural heritage, en el que [PREDIF](#) lleva trabajando los últimos tres años como entidad colaboradora. De su equipo han intervenido:

- Ester de Andrés, técnica de proyectos junior en la Oficina de Proyectos Europeos.
- Miguel Carrasco, director técnico del Área de Accesibilidad, Turismo y Ocio Inclusivo.

Nos han acompañado en la mesa redonda, expertos/as de CCIS Madrid (ES), Camera di Commercio Italiana per il Portogallo (PT), Università dei Sapori (IT), The Chocolate Way (IT), Hollókő, az élő falu (HU), Blended Training Services (PT).



 Tú y 4 personas más

-ES01- KA202-050246



Co-funded by the
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PREDIF promueve la accesibilidad del patrimonio cultural a través de las TIC



El proyecto europeo IPER ha sido el marco de trabajo para impulsar el turismo accesible junto con otros seis socios de la Unión Europea, coordinados por la Cámara de Comercio e Industria Italiana para España.

27/07/2021 Compartir Compartir Twitter

Plataforma Representativa Estatal de Personas con Discapacidad Física y Orgánica, PREDIF, finaliza su participación en el proyecto europeo "IPER: las TIC para promover el patrimonio cultural", cofinanciado por el Programa ERASMUS+ de la Unión Europea y coordinado por la Cámara de Comercio e Industria Italiana para España (CCIS), en el que ha trabajado durante los últimos tres años con el objetivo de impulsar el patrimonio cultural y el turismo accesible mediante las TIC.

En un evento final, celebrado el pasado 15 de julio, se presentaron los resultados de esta iniciativa, donde, por parte de PREDIF, participaron Miguel Carrasco, director técnico del Área de Accesibilidad, Turismo y Ocio Inclusivo, y Ester de Andrés, técnica de proyectos junior en la Oficina de Proyectos Europeos.

Otra de las acciones llevadas a cabo dentro de esta colaboración ha sido la impartición de un **curso online gratuito para profesionales del turismo y del patrimonio cultural**, con el objetivo de mejorar las habilidades y los conocimientos para promover el patrimonio cultural de la Unión Europea por medio de las TIC, bajo criterios de accesibilidad universal y diseño para todos. La formación se ha desarrollado del 14 al 30 de junio de 2021, no obstante, sigue abierta en la plataforma: <https://campusvirtual.predif.org/>. Las personas interesadas deben ponerse en contacto en el correo electrónico edeandres@predif.org.

Un trabajo coral.

IPER es iniciativa transnacional que ha reunido a 7 socios de 4 países europeos (Italia, Hungría, Portugal y España), con diferentes especializaciones. Además de PREDIF, la lista la completan: Cámara de Comercio e Industria Italiana para España -CCIS- (ES), la Camera di Commercio Italiana per il Portogallo (PT), la Università dei Sapori (IT), The Chocolate Way (IT), Hollókő Körzeg Önkormányzata (HU) y BTS – Blended Training Services (PT).

Las actividades que han realizado para mejorar la accesibilidad al patrimonio cultural han sido: cómo crear un sistema de reconocimiento del respeto cualitativo hacia la promoción del patrimonio cultural; proporcionar nuevas propuestas y soluciones para estructuras que ya operan o planean operar también con turismo accesible y desarrollar un sistema de nano-aprendizaje a través de plataformas digitales.

Los objetivos de este proyecto, que ha involucrado al sector turístico y el gastronómico, han sido: mejorar las habilidades de los profesionales del sector y el acceso al turismo para atraer a más turistas; crear una red público-privada para promover el patrimonio cultural; llevar a cabo actividades de sensibilización pública para la conversación sobre el Patrimonio Mundial; apoyar la participación de la población local en la preservación de su patrimonio cultural y natural; y atentar a la cooperación internacional para la conservación del patrimonio cultural natural de nuestro mundo.

Los beneficiarios directos de estas acciones serán técnicos de galerías, museos y bibliotecas; profesionales asociados artísticos, culturales y culinarios; gestores de centros de recreación, culturales y deportivos; directores de instalaciones culturales; oficiales de política cultural.

Compartir Compartir Twitter

EVENTOS

IPER
ICT to Promote Cultural Heritage
Final Dissemination Event
ICT in Tourism and Cultural Heritage using Accessibility principles
15th of July 12.00 AM CET
Registration

Jornada online - Evento final del Erasmus + "IPER"

Es el 15 de julio a las 12:00h via Zoom.
Se valorarán TIC para la promoción del patrimonio cultural.

Más información



Coultural Fest - Un festival de música inclusivo, proyecto pionero de la Fundación 'Music for all'

Hasta el 19 de septiembre. Varios días.

Consulta el cartel



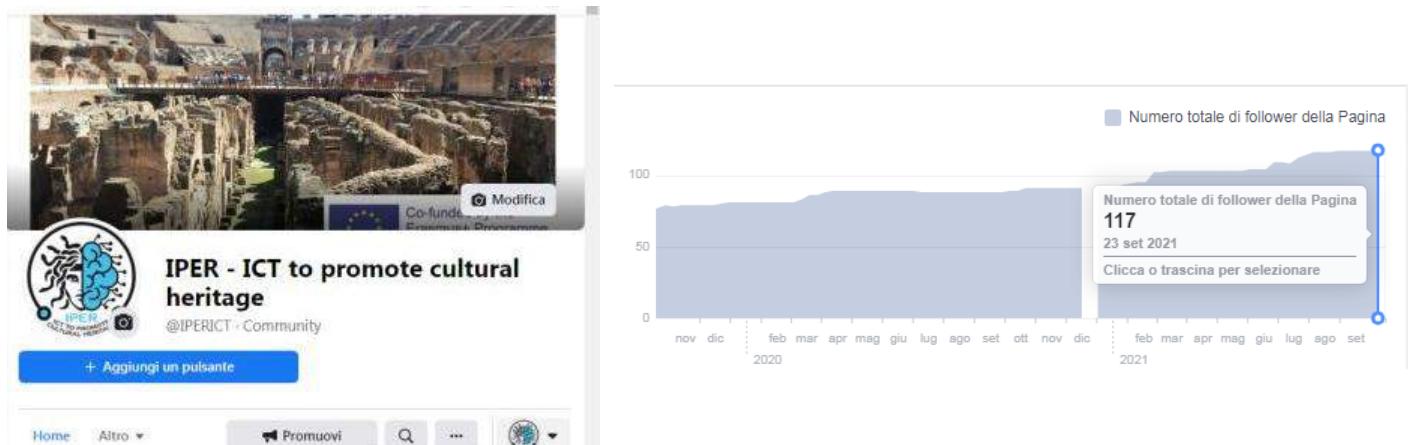
Co-funded by the
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of the European Union

Performance Indicators

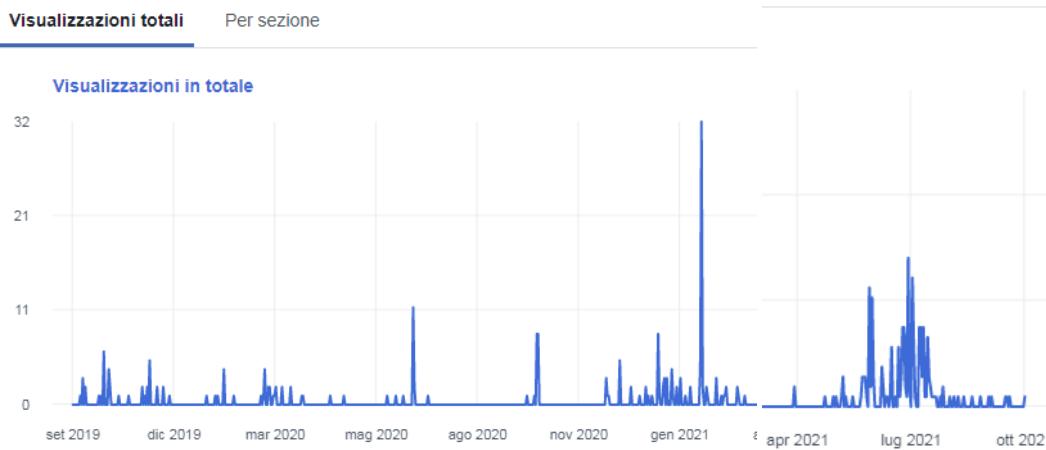
Followers on social networks accounts

FACEBOOK

<https://www.facebook.com/IPERICT/>



115 likes and 117 followers on FB page



Total number of visits of the FB page: 704



Co-funded by the
Erasmus+ Programme
of the European Union

Youtube Channel

https://www.youtube.com/channel/UCKdvZNNgEDXvPLOLQFDeC_w

YouTube ES

Cerca

IPER Erasmus+ Project

2 iscritti

PERSONALIZZA CANALE GESTISCI VIDEO

HOME VIDEO PLAYLIST CANALI DISCUSSIONE INFORMAZIONI >

Video caricati ► RIPRODUCI TUTTI

IPER E-learning course 1:49

IPER JJ Predif 7:57

IPER MYRIAM Predif 5:24

IPER CRISTINA Predif 3:46

58 visualizzazioni • 3 mesi fa

60 visualizzazioni • 8 mesi fa

18 visualizzazioni • 8 mesi fa

11 visualizzazioni • 8 mesi fa

← → C youtube.com/watch?v=wcZr3D-K8h0&t=5s

YouTube ES

Cerca

IPER - Laura Santi

80 visualizzazioni • 23 dic 2020

I will send a video testimonial with a dutiful premise:

IPER - Laura Santi

80 visualizzazioni • 23 dic 2020

7 0 CONDIVIDI SALVA ...

IPER Erasmus+ Project 2 iscritti

ANALYTICS MODIFICA VIDEO

Laura Santi, an Italian journalist and blogger who is living with multiple sclerosis for several years, was invited by UDS during the last online Transnational Meeting of IPER Erasmus+ project. The main topic addressed in the video was the accessible tourism: the

227 total views in 5 videos produced



Co-funded by the
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of the European Union

Google Analytics IPER website

<https://iperproject.eu/>

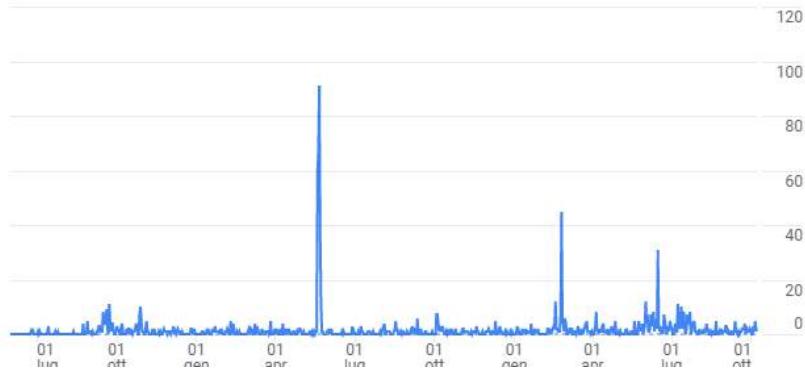
PROJECT ▾ PARTNERS NEWS & EVENTS OTHER LANGUAGES CONTACT

ICT TO PROMOTE CULTURAL HERITAGE

Home page di Google Analytics

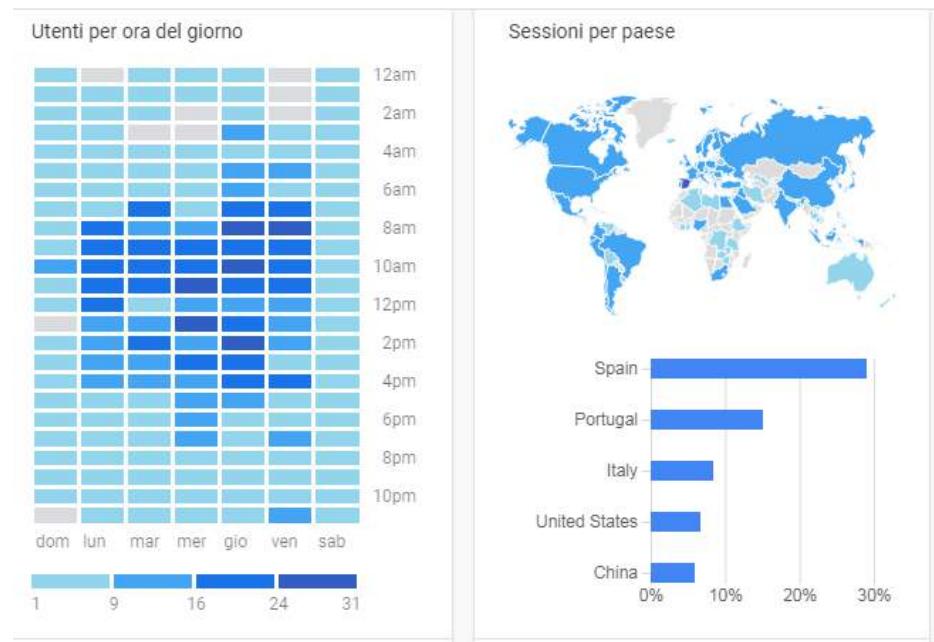
APPROFONDIMENTI

Utenti	Sessioni	Frequenza di rimbalzo	Durata della sessione
993	1.447	48,38%	2 m 20 s



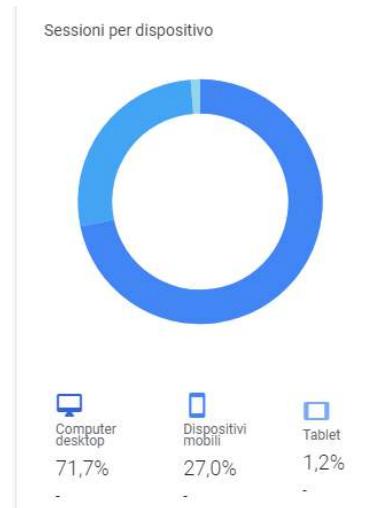
Project number: 2018-1-ES01- KA202-050246

1447 visitor sessions from June 2019 to August 2021

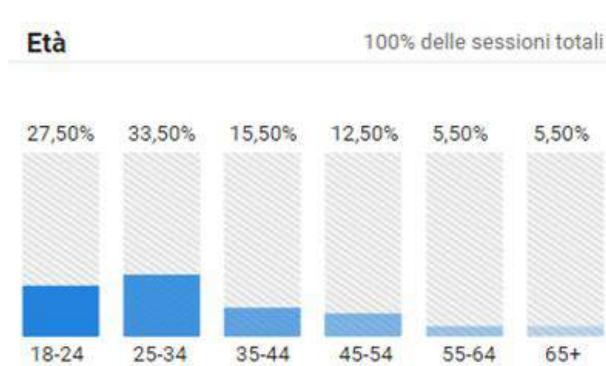


The top three main visitors' sessions come from partner's countries:

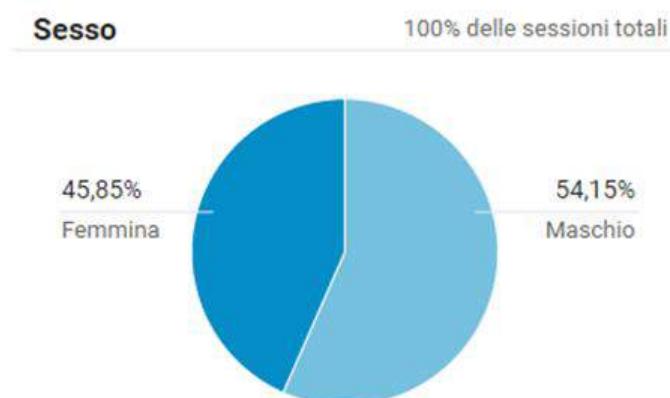
Paese	Acquisizione			Comportamento	
	Utenti	Nuovi utenti	Sessioni	Frequenza di rimbalzo	Pagine/sessione
	992 % del totale: 100,00% (992)	993 % del totale: 100,00% (993)	1.446 % del totale: 100,00% (1.446)	48,34% Media per vista: 48,34% (0,00%)	2,48 Media per vista: 2,48 (0,00%)
1. Spain	180 (18,07%)	181 (18,23%)	420 (29,05%)	49,76%	2,59
2. Portugal	84 (8,43%)	83 (8,36%)	219 (15,15%)	42,01%	4,48
3. Italy	86 (8,63%)	86 (8,66%)	121 (8,37%)	55,37%	2,50



People connected mainly from computer (71,7%) then mobiles (27%) and only a few from tablet (1,2%)



Visitor users are mainly young and adult in an average age of 18-24 (27,50%), 25-34 (33,50%) and 35-44 (15,50%).



Visitor users mostly men (54,15%) and women (45,85%).