



## ANCONA MOLE Auditorium 18 giugno 2019

### SCHEMA GIURIA

Università - corso di laurea - insegnamento - docente *University - degree - subject - teacher*

Università degli Studi di Macerata – Management dei Beni Culturali – Gestione e organizzazione delle aziende culturali – Mara Cerquetti

Nome progetto *Project name*

CRaTErRE  
(culture, rural, art, technology, environmental, restart, education)



Squadra *Team*

Marianna Creanza - Giorgia Giacomelli - Giulia Lapucci - Francesca Piccinini - Katia Ramponi - Sara Viozzi.

Idea *Idea*

Our mission is to build a dialogue between outback and coast; we would like to change the vision of the quake-stricken area, which is felt far and inaccessible. We hope to achieve this goal through educational activities for schools and accomodation and ricreational facilities of the coast of the province of Macerata, our pilot area. To achieve this goal we have realized six laboratories, each lead by one of us and focused on our main skills. The activity is structured in two lectures and one-day trip in the outback. After a poll, in which we have asked to our potential customers “How much will you pay for one activity?”, we have chosen a price that meets both the customer and business, 50€ for each laboratory. Our secret ingredient is the one-day trip to the outback, which guarantees a direct experience into the territory. Thanks to a crowdfunding donation based campaign, we would like to reach 80,000€ to buy a 20-seat bus to be able to reach the selected areas. The range of proposals wants to add value to cultural heritage. Thanks to our different skills and knowledge we can make a various offer in a single showcase. We would like to use an active and partecipative educational approach based on the interpretation of heritage.



## ANCONA MOLE Auditorium 18 giugno 2019

### Problema e soluzione *Problem and solution*

The CReATeRe's idea comes out after a discussion between a girl from the outback and one from the coast of the province of Macerata, both in agreement on the problem of the lack of unity perceived by the Marche's citizens. The outback is isolated because of the absence of communication and connection with the coast. For those reasons the tangible and intangible cultural heritage risks to fade. Our project wants to reverse this negative trend through the valorization of the outback's resources and the development of awareness of heritage. So we made a survey, which collected around 300 replies, and we started talking with ordinary people, teachers, tour operators, tourism Councilors. All of them agreed with our thoughts and the related solution. They were excited about the project. We want to change the actual situation giving a real connection to the province of Macerata.

### Obiettivi *Objectives*

During our studies we find out that the best way to protect and enhance our heritage is to know it. This one is a fundamental step treated by the Faro Convention (Council of Europe Framework Convention on the Value of Cultural Heritage for Society). The article 12 underlines the importance of being able to access to cultural heritage for all citizens. Through our activities we want to improve the awareness of the outback. Build a real network between the outback's enterprises and the coast's schools and recreational facilities is the most important challenge to develop a real connection into the province of Macerata and, in a second time, within two years we aim to replicate the model in a regional level.

### Impatto *Impact*

We want to build a dialogue between coast and outback, in this way we seek to shape the ones who use our service. The awareness of the cultural heritage drive the citizen, in first person, to shield and enhance it.

### Sviluppi futuri *Future Plans*

During the first 12 months the pilot project will focus on the Macerata's province. In the following 24 months the model will be extended to the other provinces of Marche: Fermo, Ascoli Piceno, Ancona, Pesaro-Urbino.