



HELLENIC REPUBLIC

Early Childhood Education, Social Policy and Sports  
Agency of Serres Municipality - O.P.A.K.P.A

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Serres, June 23, 2020

*“Adriatic Landscape Interpretation Network”*

**ADRILINK**

## **PRESS RELEASE**

The "Early Childhood Education, Social Policy and Sports Agency of Serres Municipality", acting as partner of the project **1108 - Adriatic Landscape Interpretation Network - ADRILINK**, funded by the Interreg V-B Adriatic Ionian Programme, is going to participate to the **Kick-off Meeting** organized by the “Municipality of Jesi”, due to the COVID19 Situation, via ZOOM platform, on Wednesday, June 24, 2020 from 10am to 14pm /Rome Time.

The ADRILINK project promotes the sustainable valorization and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area.

The following partners are involved in the project:

1. Municipality of Jesi (IT)
2. CORILA – Consortium for Managing Research Activities in the Venice Lagoon (IT)
3. Regional Economic Development Agency (AL)
4. Municipality Gradiška (BH)
5. Public Institution National Park SUTJESKA (BH)
6. Early Childhood Education, Social Policy and Sports Agency of Serres Municipality (EL)
7. Municipality Moscenicka Draga (HR)
8. Vrsar Tourist Board (HR)
9. Tourist Organization of Sremska Mitrovica (RS)
10. Development centre Murska Sobota (SI)

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The main objective of the project is to promote Landscape Tourism in Adriatic Region through the creation of a network of Landscape Interpretation Centers, conceived as nodal points of selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions.

The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorization of natural and cultural landscapes as common assets that can be visited throughout the year.

By promoting activities for valorizing European natural and cultural heritage as key layer of human well-being, the project contributes to strengthen the Adriatic Region Identity as unique touristic destination.

ADRILINK's main outputs are:

- Establishment of Adriatic Network for Tourism on Landscape;
- Common Sustainable Strategy for Adriatic Landscape Destination System;
- System of new Adriatic itineraries and roots based on the interpretation of Landscape;
- Digital platform and app for Adriatic Tourism;
- ICs equipped with smart technologies applications and innovative ICT solutions;
- Organization of “Landscape Days” as unique integrated circuit-event along the Adriatic Region.

The President of the Administrative Board

Despotidis Ioannis

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