



Co-funded by the COSME programme
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“Greenways HERITAGE” Project

*Development and promotion of a transnational cultural tourism product linked to
Greenways and UNESCO cultural sites.*

International Workshop

Thursday 24 October 2019

14:00 - 19:15

Venue: University of Milan – Department of Agricultural and Environmental Sciences
Via Celoria 2, 20133 Milano - **Aula Maggiore**

14:00 Registration

14:15 **Welcome greetings**

Section 1: Greenways Heritage Project Results

14:25 *The “Greenways Heritage” Project - Mercedes Muñoz, European Greenways Association*

14:45 *Touristic GIS, Web-App, Protocol - Giulio Senes, Roberto Rovelli, Gianpaolo Cirone,
University of Milan (Italy)*

15:05 *Greenways, UNESCO sites and Cultural Heritage in Flanders - Kris Rockelé, Antwerp
Province (Belgium)*

15:25 *360° and augmented reality experience for UNESCO sites and greenways - Els Van Zele, City
of Mechelen (Belgium)*

15:45 *“Greenways Heritage” Touristic Product - Arantxa Hernández Colorado, Fundación de los
Ferrocarriles Españoles - Vias Verdes Program (Spain)*

16:15 *“Greenways Heritage” Promotion & communication - Nuno Ferreira, Inter-municipal
Community of Ave (Portugal)*

16:30 **Coffee break**

Section 2: Key stakeholders’ experiences

16:45 *Soft mobility and cultural heritage in Italy - Anna Donati, Italian Soft Mobility Alliance
(Italy)*

17:05 *The role of the Italian railway company - Iliaria Maggiorotti, Rete Ferroviaria Italiana (Italy)*

17:25 *The Voghera-Varzi Greenway and the Pavia provincial soft mobility network – Elisabetta
Pozzi, Province of Pavia (Italy)*

17:45 *UNESCO sites and the Ravel greenways network in Wallonia - Isabelle Dullaert, Walloon
Region (Belgium)*

18:05 *The Ecopistas program in Portugal - Filipe Beja, IP Património - Infraestruturas de Portugal
(Portugal)*

18:25 *The Interreg Estonia-Latvia Green Railway project – Silje Talvet-Unt, Gravitas (Estonia)*

18:45 **Discussion & Debate**



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