

Project title: **RADICI - Return of Ancient Denizens Into Communities of Infancy**

Programme: Europe for citizens

Measure: Network of towns

Deadline: 1 March 2017

Project lifespan: 1 January 2018 - 31 December 2018

Purpose

- Integrate a range of activities around the subject(s) of common interest to be addressed in the context of the Programme's objectives or multiannual priorities
- Have defined target groups for which the selected themes are particularly relevant and involve community members active in the subject area (i.e. experts, local associations, citizens and citizens' groups directly affected by the theme, etc.);
- Serve as a basis for future initiatives and actions between the towns involved, on the issues addressed or possibly on further issues of common interest.

Desired participants

Italy; Scotland; Ireland; Spain; Hungary

Description

The project aims at developing thematic and long-lasting cooperation between towns which during XX century experienced a strong flow of outward migration out of economic reasons or political turmoil, and now wants to exploit so-called roots tourism for territorial marketing and business. Roots tourism is an under-developed branch of tourism which relies on coming back of migrants to their home towns later in life in order to re-discover origins.

The project entails five different events taking place each in a different country. Each event foresees one full day of meeting and additional relation-building activities such as visits to local cultural heritage spots, encounter of local traditions and so on. Eighty people coming from specific target groups will attend each event. Target groups interested by the action are: public administrators; touristic operators; hotel managers; restaurants owners; travel companies; sector experts; moreover, youngsters; local economic operators; pro locos; event organizers; shop owners.

Meeting days will split in: morning Seminars addressing a topic related to roots tourism describing what it is and how it works; and afternoon Working Groups where ten persons per group will work on eight subjects helping in building a common strategy to exploit roots tourism.

At the end of the project participants will issue a joint document setting up an informal network and listing initiatives aimed at fostering roots tourism towards the partners.

Events topics are the following:

European migration: how and why people left Europe during 20th century and what was the role of EU in switching flows
Best practices, the Scotland case: how Scotland managed to attract Irish people back
Best practices, the Ireland case: how Ireland managed to attract Scots back

The EU policy: how EU promoted tourism so far and how to put roots tourism on EU agenda
Brands: how small local realities may benefit from international recognizable brands such as UNESCO's and others

A final event in Brussels organized by the Belgian partner will present project results to EU institutions and will help in disseminating them among stakeholders.

Working Groups subjects

1. Joint final document
2. New technologies
3. Roots tourism and genealogy
4. Widening up the network
5. Incoming management
6. Common touristic offer
7. [TBC]
8. [TBC]

Budget

Budget is calculated according to number of partners and participants per events. Six events with 80 participants per event means a total budget of 120.000. Each partner will receive a 19.000 euros share of the budget in order to manage all its activities, except the coordinator who will receive a share of 25.000 euros.