



# The Project

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The main aim of Genius Loci Project, funded under the **COSME European Program**, was to promote tourism related to European industrial heritage.

The project was coordinated by **Apiform srl**, the training agency of the Association of Small and Medium Enterprises in Umbria, and involves Italy, Belgium, Spain, Malta and Hungary.



Co-funded by the COSME programme of the European Union

This is part of the project GENIUS LOCI which has received funding from the European Union's COSME Programme (2014-2020)



# The Project

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During the project implementation has been created a **new transnational tourist product**, inviting the general public on a journey in the discovery of the “Genius Loci” of involved territory.

The project defined **experiential paths**, inspiring **greater attention to a heritage which is often forgotten and undervalued**, with the aim of contributing to promote the attractiveness and development of the local economy in the territories involved.



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# The focus of the Project

Nowadays, in the industrial heritage sector, there are many projects focusing on ‘trails’ and large industries and very few that deal with **smaller historic enterprises** (SMEs) in towns and rural industries.

So, the Genius Loci project intends to foster **touristic exploitation** of this “**forgotten**” market related to the **industrial heritage of SMEs**, taking into consideration the **three common industrial heritage sectors** of the involved countries:

- **Weaving factory and fiber production;**
- **Breweries and distilleries;**
- **Brick and tile work.**



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# Main Objectives

- Creation of the thematic **network INDUSTRIANA**, a thematic network of SMEs, museums and other initiatives related to European industrial and technical heritage ([www.industriana.eu](http://www.industriana.eu)). The idea was launched in 2015, in occasion of the *European Industrial and Technical Heritage Year*, by **EFAITH**, the [European Federation of Associations of Industrial and Technical Heritage](#).
- Realization of **tourist routes** linked to European industrial heritage in the three areas of interest of the project (production of textile fibers, brick production and artistic clay manufacturing).
- Realization of a **multimedia platform for tourism promotion** linked to individual tourist itineraries.



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# INDUSTRIANA Label



<http://industriana.eu/?q=Industriana-labels>



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# INDUSTRIANA Network



SEPTEMBER 2017



NOW

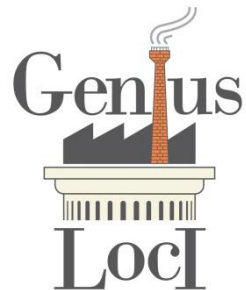


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<http://industriana.eu/>

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# Promotional Portal



<http://www.industrialheritagetourism.com/>



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# Training Kit

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Furthermore during the project, In order to ensure the widest dissemination of the project outcomes within tourist professionals and to increase their skills it has been redacted a **professional Handbook** that represents the synthesis and systematic organization of the contest emerged in the previous stages of the project.

The Genius Loci project has led to the development of a **Vocational Training Program** and a **Training Kit** to be used for the training courses that took place in each involved country.

*THE TRAINING KIT AND THE HANDBOOK ARE AVAILABLE ON THE PROJECT WEBSITE.*



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Thanks for your attention!

[www.europeangeniusloci.eu](http://www.europeangeniusloci.eu)



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