

## Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
Title of the practice	The Etruscans: ancient contemporary people
Does this practice come from an Interreg Europe Project	No

In case 'yes' is selected, the following sections appear:

Please select the project acronym	-
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Specific objective	Construction, positioning and promotion of a tourist product. Development of local marketing and networking	
Main institution involved	Toscana Promozione Turistica	
Location of the practice	Country	Italy
	NUTS 1	Toscana
	NUTS 2	
	NUTS 3	

2. Detailed description	
Detailed information on the practice	<p>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p>The theme is the Etruscans, the people who gave an identity to Tuscany and left the traces of their civilisation everywhere: settlements, necropolises and findings kept in museums. The Region has always committed to promoting their roots and this has fostered the development of the new local marketing strategy, with an innovative approach and way of engaging the local supply chain. The aim is to facilitate the combination of material and immaterial resources and diversify the offers. Not only visits to the archaeological sites, but also experiences and activities of "learning by doing" on the techniques of pottery production, food customs, costumes, rituals within the sphere of the sacred and the daily life, games, intensive growing of vines and olive trees.</p> <p>- <i>How does the practice reach its objectives and how it is implemented?</i></p> <p>The strategy is based on an analysis that showed how little is known about the Etruscan civilisation, in Italy as well as abroad. Hence, the choice to create a modern system of narration, capable of stirring curiosity and engaging visitors, using the same values as the Etruscans: inside harmony and with landscape and nature, openness to different cultures, creativity and innovation, heralds of gender equality.</p> <p>A new iconography and innovative communication tools: videogames that can be potential platforms of information and promotion, as well as</p>

	<p>an example of success for educational and gamification projects; for younger people an audiobook with short stories to be used also as a merchandising gadget</p> <ul style="list-style-type: none"> <li>- <i>Who are the main stakeholders and beneficiaries of the practice?</i></li> </ul> <p>Networking which strongly involves stakeholders, by developing synergies and collective brainstorming as well as one-to-one partnerships, has led to a new way of creating themed proposals. Local authorities, museums, tour operators and a full local supply chain have committed to developing ideas and services. Not just hotels, but also hairdressers who offer Etruscan hairstyles, artisans inspired by Etruscan culture, experiential visits, shopping.</p>
<b>Resources needed</b>	<p>Approx. 270,000 euros were allocated to the project, used mainly to design the promotional material and a project coordinator was selected within Toscana Promozione Turistica staff. Other resources have been allocated for meetings, presentations or dedicated events.</p>
<b>Timescale (start/end date)</b>	<p>August 2017 - December 2018</p>
<b>Evidence of success (results achieved)</b>	<p>The project has not been completed, but there is a remarkable interest from the tourism market: synergies among professionals (100 at the 1st Meeting in April), reprinting of the monographic publication (25,000 copies sold out in a month at newstands) and the colouring book, audiobook requested as a gadget for sites users and media, 10 pages on the National Geographic Netherlands. MIRASNA videogame (10,000 gamers) is now also a platform to book tours and crafts items (4 tours booked for 100 people). The game network has been named BP of local marketing and innovative spreading of history and archaeology by the Interactive Pasts Conference of Amsterdam.</p>
<b>Difficulties encountered/ lessons learned</b>	<p>Studying the context and objectives in depth, having a strong vision to find a way to understand the product and the theme proposed. Each stakeholder must play a role in designing the offers so as not to hinder the networking process with their different positions. Membership must be on a voluntary basis and the approach should be one of mediation and problem solving</p>
<b>Potential for learning or transfer</b>	<p>The potential of this BP lies especially in the strategic approach to local marketing and involvement of the full supply chain: in this case it concerned a wide area of the region rich in testimonies of a civilisation that is still capable of surprising, but is not so attractive for the market because little is known about it. It was necessary to totally rethink communication, making history more current and proposing again the values of the past as those of modern society. The strategy must aim at creating a self-feeding network by making innovative proposals; each professional must be aware of the personal contribution that can be given to the promotion of the territory. The format must be functional to the exchange, an aggregator of individual ideas and proposals or fitting in the supply chain</p>
<b>Further information</b>	<p><a href="https://www.visituscany.com/it/temi/etruschi/">https://www.visituscany.com/it/temi/etruschi/</a></p>
<b>Contact details</b> <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i>	
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