

Project

Partner

Description

1. **STREAM** ZADRA NOVA

Partners worked together to develop risk monitoring tools and early warning procedures, with a combined bottom-up and top-down approach. Data sharing, exchange of practices and capacity building schemes brought additional know-how to stakeholders in the project area.

ZADRA NOVA contributed to the creation of the flood risk and hazard maps, flood rescue management plan and the international flood platform to help minimize the devastation created by floods. The civil and emergency services in Zadar County were equipped with modern equipment to help improve their intervention capacity. As part of the pilot action, the smart urban drainage system was implemented in three locations in the Zadar area. Two rain gardens and a smart drainage system were installed.

2. a) **ARGOS** Zadar County

Zadar County is one of the partners in project *ARGOS* and within *WP5_Sectorial know-how development and pilot project implementation* Zadar County procured the equipment for shellfish recirculation in aquaculture worth 150.000,00 EUR. The equipment consists of a Bioreactor for the cultivation of unicellular algae and Equipment for an experimental hatchery and experimental cultivation of shellfish in recirculation with a device for filtration, biofiltration and water sterilization. Equipment is placed in the Development and Education Center Poličnik.

b) **RECOLOR** City of Zadar

Zadar County, in cooperation with the University of Zadar, Department of Ecology, Agronomy and Aquaculture, launched the equipment and carried out the first experimental cultivation of shellfish in recirculation, namely Mediterranean scallops. This bivalve inhabits relatively isolated areas in Zadar County, which are part of the Natura 2000 network, and there is interest in mastering cultivation technology.

The general goal of the RECOLOR project is to enhance the tourism potential of urban and natural landscapes in Croatia and Italy, often not fully exploited and not included yet in traditional tourist circuits. Project RECOLOR intended to contribute to the diversification of tourism products and services by promotion of relevant and less known artworks, creating specific itineraries, developing new tourist offers and promoting a season adjustment of tourist flow.

Pilot location in Zadar was outside of the old city center, in the park with Villa Atilia and Sphinx sculpture park which is part of the cultural and historical ensemble protected as a cultural asset of Croatia. It included exploratory archaeological works and construction works carried out in accordance with the special conditions for the protection of cultural property. All the findings enabled the next phases in which the City of Zadar started with the restoration of parts of the sculpture that are missing today, according to the study prepared and guidelines of the Conservation Department in Zadar.



3. c) TAKE IT SLOW University of Zadar

The TAKE IT SLOW project aims to establish and promote the Adriatic region as a smart, integrated, sustainable, accessible, year-round, green, and slow tourist destination of the Mediterranean, which is recognizable according to the unique intangible and tangible heritage, as well as the natural heritage of the islands, coast, inland and rural part of the Adriatic.

In Zadar area the focus of project activities were traditional dishes and drinks, but also other forms of tangible and intangible heritage related to enogastronomy of Ravni Kotari as key resources for the development of quality tourist offers in this area.

The University of Zadar involved also the students who had the task of developing a marketing campaign based on the tourism offer of Ravni Kotari. Since Ravni Kotari is the pilot area that the University of Zadar has chosen for the project, this was a great opportunity to connect the students in the field of tourism that are soon to graduate with the Tourist Board of Ravni Kotari and other relevant stakeholders to discuss together the possibilities of tourism development of Ravni Kotari. Within the projects, some existing products, initiatives and business models were promoted.

d) MADE IN LAND ZADRA NOVA

In the area of Zadar County, as a pilot activity, the development of the territorial brand of the Zadar hinterland in cooperation with the local community and its promotion through innovative IT tools is implemented. The territorial brand concept "The Quest for the 5th Element" is designed with the aim of giving visitors the opportunity to independently organize a thematic excursion, using web application and QR code system in collaboration with local tourist agencies. The developed brand thematically unites cultural and natural assets and the gastronomic offer as well as the offer of other traditional products and related services offered in the outskirts of Zadar County and connect these contents with visitors on the coast. The brand therefore serves as a promotional tool in order to bring tourist facilities closer to visitors on the coast, which represent the traditional offer and the wealth of cultural and natural assets. Furthermore, the brand is accompanied by a visual identity and a marketing plan that serve as auxiliary tools for future users to implement the developed brand.