





<b>Project Title</b>	Park of literary travels in Greece and Magna Graecia
<b>Project Acronym</b>	POLYSEMI
<b>Priority Axis</b>	 <b>PRIORITY AXIS 2</b> <b>Integrated Environmental Management</b>
<b>Specific Objective</b>	 2.1 Valorisation of cultural heritage and natural resources as a territorial asset of the Programme Area
<b>Lead Beneficiary (LB)</b>	University of Bari - Department of Literatures and Languages, Arts. Italian studies and Comparative cultures
<b>Project Partner 2</b>	Municipality of Taranto
<b>Project Partner 3</b>	Ionian University Research Committee - Department of Informatics
<b>Project Partner 4</b>	Hellenic Ministry of Culture and Sports
<b>Project Partner 5</b>	Region of Ionian Islands
<b>Objectives of the project</b>	Creation of a Park of literary travels in Greece and Magna Graecia (with its own brand for resources & products), which aim to connect in an innovative way the micro territorial approach of the Park and the macro territorial area of the itineraries, in order to identify, preserve & enhance the sense of identity integration of the local populations, a rediscovery of cultural roots, and a consequent shared improvement of the quality of life and economic development .
<b>Expected Results</b>	The creation of an innovative Park of literary travels of Greece and Magna Graecia, based on the notion of literature as a verbal expression of the territory to create in the Mediterranean region a model of Literary Tourism
<b>Output UniBa</b>	Analyse the substance and the cultural governance of the initiatives, connecting organically the study of the shared Adriatic - Ionian space (literature, art, history, landscape, crops, material culture, folklore) with the development of a model of sustainable literary tourism, interested in the places identity, on the tracks of the writers' travel diaries.
<b>Total Project Budget</b>	899.650,20
<b>Total Budget UniBa</b>	347.900,04
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*Interreg V A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help **public institutions** and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries.*

*Interreg V A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.*

## Priority Axes



## The involved Regions are:



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