



MARCO POLO SYSTEM GEIE The European projects

The mission of Marco Polo System GEIE (MPS), founded in 2000 as an EEIG-European Economic Interest Group (which members are Municipality of Venice and Central Union of Municipalities of Greece - KEDE), is the valorisation of the tangible and intangible Cultural Heritage, with emphasis on the Venetian Euro-Mediterranean maritime and fortified sectors.

The Marco Polo System has two major working dimensions: the local- regional and the international. The organisation works in closely relation with the Local and Regional Institutions.

MPS achieved the valorisation of a system of over 100 sites, the forts for the Venetian defence, attracting resources for their restoration. At Forte Marghera (recovered Venetian fortress) through a bottom-up approach by the involvement of local and regional public and private stakeholders MPS proved its high competences in coordination of players and also in establishing lasting sustainability of a cultural heritage site. The heritage valorisation activity of the company has often been based on multilateral and bilateral foreign cultural cooperation like for example with the Council of Europe-Venice office, for the Faro Convention. MPS is associate member of Europa Nostra and founder / manager / member of several international networks.

The organisation boasts a wide range of competences and experience due to the variety of projects it has carried out so far.

Major competences:

- Long lasting EU project planning and planning in the field of cultural heritage;
- Specific competence on the valorisation of cultural maritime Heritage;
- Management of a multi-functional fortified sites;
- Settlement and management of a Museum of Traditional Boats;

The organisation also offers management trainings for young professionals and students active in the field of maritime cultural heritage.

Marco Polo System has been either partner or lead partner or has provided technical assistance to more than **50 projects** (financed from EU funding Interreg, Central Europe, IPA Adriatic, South East Europe, Culture 2000, MED, Interreg Central Europe 2014-2020 or from Veneto Region funds).

The most important projects are:

Cultema (South East Europe Programme) - Cultural Values for Sustainable Governance and Territorial Marketing;

HerMan (Interreg Central Europe Programme) “Management of Cultural Heritage in the Central Europe Area”, intends to intensify the attractiveness and the competitiveness of the Central Europe area through a sustainable use of the cultural heritage;

AtFort (Interreg IV C Programme) Atelier European Fortresses – Powering Local Sustainable Development: assignment of new economic sustainable and viable tasks and utilisation to former military compounds;

AdriFort (Crossborder Cooperation 2007 – 2013 Programme) Adriatic Fortresses and Military Area – Adriatic IPA;

ASCEND (Interreg C Programme);

ACT4PPP - Transnational Action for Public Private Partnership–CEP (Interreg Central Europe Programme) - Identified successful development policies for former military sites as a system;



Tech-Tour (European Commission - Directorate General for Industry and Enterprises) Technology and Tourism: Increased reality for the promotion of Roman and Byzantine routes;

Forte Cultura (Interreg Central Europe 2007-13 Programme) - Fortresses's cultural and touristic itineraries;

Ve.Ro.Tour (European Union co-founded –CIP) - Venetian routes Enhancing a shared European multi-cultural sustainable tourism. As the main goal it ambitioned the implementation of a transnational thematic cultural route following the system of maritime routes, settlements, fortifications, cultural heritage left by the Venetians during the Serenissima. Follow-up with 2016 and 2017 editions in Venetian-Mediterranean sites managed by Marco Polo System;

YouInHerit (Interreg Central Europe 2014-20 Programme) “Youth involvement in the innovative valorisation and revival of traditional trades and crafts as cultural heritage to make urban regions more attractive and competitive in a dynamic age”: project partner;

European Silk Road: international network based on UNTWO Silk Road Programme. Marco Polo System is founder and manager. 27 members, from Italy, Greece, Croatia, Albania. ESR fits in the path of **UNWTO** (World Tourism Organization) **Silk Road Programme**, a collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route.

FARO for Forts – Forts that bind: international network for the valorisation of fortified heritage. Founder and manager.

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