

Project FORTIC conference & EFFORTS Annual Congress “Sustainable business models for fortifications”

24th and 25th October 2024 - Educational Campus of St. John's Fortress, Šibenik, Croatia

MEET THE EXPERTS BEHIND THE EVENT

First and foremost, we present **your hosts: Fortress of Culture Šibenik team**. This team is the glue of the FORTIC WEEK in Šibenik – a full week of project activities concluded with “Sustainable business models for fortifications” conference. The team consists of our managers, experts and operations professionals diligently working on:

- planning the event starting from its idea, budget, topics, format, structure, content, speakers, group work tools....
- connecting FORTIC partners with EFFORTS members and our regional/local stakeholders;
- preparation of communication, visibility and overall logistics and all technical details on site.

The team is led by **Gorana Barišić Bačelić**, director Fortress of Culture Šibenik, who is an art historian, arts & culture manager always eager to increase the impact of heritage and arts on the community, support designing of innovative management models, deliver contemporary practices in connecting audience and culture, educate the public and instigate passion for heritage always pushing forward.

The FORTIC WEEK planning and execution masterminds are:

Durđa Vrljević Šarić, Head of International Cooperation and Projects Department at Fortress of Culture Šibenik, project manager, ideas developer and extractor of EU funds,



Italy – Croatia



promoter of the institution's model and results in European professional associations, holder of master's degree in journalism; and

Vera Jergović, Senior Advisor in International Cooperation and Projects Department, main coordinator and promoter of the annual international cultural manifestation launched by the host institution - Night of Fortresses, which takes place in over 50 locations in 6 countries; an expert in the field of event marketing, sales and public relations with twenty years of work experience.

We welcome you to Šibenik and to St. John's Fortress Educational Campus, where you will have the pleasure to meet, see and enjoy in the lectures and presentations of our speakers:

Keynote: Sustainable development and heritage ecosystems

Laura Orlić, Artivist Company

Sustainable development and heritage ecosystems keynote aims to deepen our understanding of the underlying causes of today's environmental and social crises while exploring the challenges and opportunities for building a sustainable future. It seeks to empower cultural institutions to become catalysts for change, leveraging their trusted influence within communities to drive sustainable transformation and inspire collective action. By acting locally and linking efforts to regional movements, cultural heritage institutions can spark meaningful and lasting change.

Mrs. Laura Orlić is the founder of Artivist Company, dedicated to sustainable development in the cultural heritage sector and in business world. She brings over 20 years of international experience in developing people, culture and organizations. She has held significant leadership roles, including leading Human Resources Management in a multinational company, overseeing 11 countries. Laura has extensive expertise in designing learning and development programs infused with artistic inspiration that engage and activate participants.



Italy – Croatia



She is dedicated to designing learning programs that help leaders and companies from different sectors connect in dialogue and develop the knowledge and skills needed to build a sustainable future.

FORTIC project presentation

Emina Popović Sterpin, City of Pula

Mrs. Emina Popović Sterpin will present the FORTIC project, titled **“From remains Of the war to the aRchiTecture of peace in cross-border area of Italy-Croatia”**. This presentation is an important step in the project’s early phase, where we will outline its main objectives, key strategies, and expected outcomes over the next two years, with the project set to conclude on 30th September 2026.

Attendees will gain insights into how the project aims to leverage cultural heritage, enhance sustainable tourism and promote social inclusion. You'll also learn about our cross-border partnerships, the integration of digital solutions, and how FORTIC will foster collaboration to position the Adriatic Cross-border area as a technologically advanced and sustainable region.

Mrs. Emina Popović Sterpin holds a degree in Contemporary History of Art and Italian Literature from the University of Padua. Since 2022, she has been actively involved in several projects aimed at restoring, preserving, and repurposing historic and cultural heritage constructions as the Head of the Department of Culture for the City of Pula – Pola. She has a background as a cultural events producer, curator of art exhibitions, and professional translator. In the past, she has also worked on several scientific research projects in the field of medieval art history for her home university.

Digital Technologies and Heritage Valorisation – Is Metaverse the Next Big Thing?

Daniele Sferra, CA'FOSCARI University of Venice

The metaverse offers innovative opportunities to preserve and promote fortified heritage assets through immersive tourism experiences, making heritage sites accessible globally. It fosters community engagement, aids in preservation through digital documentation, and enhances interactive learning. Local cultures can be revived, and sustainability promoted by reducing the need for travel. However, the metaverse also presents challenges, including the digital divide, constant quality control, and economic viability to create sustainable and long-lasting tourism ecosystems.



On the first day of the Project FORTIC conference & EFFORTS Annual Congress, the lecture and workshop on this topic will be led by **Daniele Sferra**, an expert in international relations, cultural cooperation, fortified heritage, and sustainable tourism. With experience in over 35 EU projects and 30 global missions for the UN, OSCE, and EU as an election expert, since 2015, Daniele Sferra has served as a project officer/manager at Ca' Foscari University in Venice and, since 2019, as adviser for international relations for Fondazione Forte Marghera. He is also Vice-President of EFFORTS and the FORTIC project manager for Ca' Foscari University of Venice – Department of Economics.

Participants in this session will dive deeper into the world of the metaverse, exploring how it can enhance the valorization of heritage and cultural sites, focusing on the unique opportunities and hurdles in implementing digital solutions for fortified sites.

Placemaking and inclusion: How can fortress spaces become places for vulnerable social groups?

Kristina Afrić Rakitovac, University of Pula

Nataša Urošević, University of Pula

On the first day of the conference, participants will have the opportunity to attend a lecture and workshop by **Mrs. Kristina Afrić Rakitovac** and **Mrs. Nataša Urošević** from the University of Pula on the topic "**Placemaking and Inclusion: How can fortress spaces become places for vulnerable social groups?**"

Placemaking is a process aimed at creating quality spaces where people can live, work, play, and learn, while promoting inclusivity, accessibility, and sustainability. This concept is especially significant for vulnerable social groups, such as immigrants, the elderly, at-risk youth, people with disabilities, and low-income families. Through participatory design and collaboration, fortress spaces can be transformed into inclusive environments that cater to the needs of these groups, fostering social cohesion and mutual understanding.

Fortresses can offer multi-functional spaces, green areas, and activities that address the interests and needs of different age groups and vulnerable populations. Management of these spaces should focus on inclusivity, train staff in cultural sensitivity, and integrate appropriate technology to make these sites truly accessible. The ultimate goal is to create spaces that not only support vulnerable groups but also encourage interaction between different social groups, helping to break down social barriers and promote stronger, more inclusive communities.



Mrs. Afrić Rakitovac and Mrs. Urošević will, in addition to their lecture on placemaking and inclusion, present and analyze best practice examples with participants. These include the Fondazione Forte Marghera in Venice, which engages vulnerable social groups within the local creative and hospitality cluster, and the Fondazione Messina, which developed social entrepreneurship projects involving and employing vulnerable groups within the premises of the local fortification system. Other local, national, and European models of inclusive planning and placemaking will also be explored.

Assoc. Prof. Dr. Nataša Urošević teaches at the Juraj Dobrila University of Pula in the Interdisciplinary Study Programme of Culture and Tourism. Her focus areas include Croatian and European cultural history, identity, heritage management, and cultural tourism. She has contributed to several EU projects, organized conferences, and edited post-conference publications. Dr. Urošević has received prestigious fellowships from the Austrian Ministry of Science and Research and the Polish Ministry of Culture for her research.

Prof. Dr. Kristina Afrić Rakitovac is a full professor at the Juraj Dobrila University of Pula, Faculty of Economics and Tourism "Dr. Mijo Mirković." She heads the Department of National and International Economy and specializes in economic development, environmental economics, corporate social responsibility, and sustainable tourism. With over sixty published papers and participation in more than forty international scientific conferences, she has also contributed to many scientific, EU-funded and professional projects.

The University of Pula is one of the partners in the FORTIC project, contributing its expertise in culture, tourism, and sustainable development.

Education for culture and peace – The role of fortifications as dissonant heritage

Dirk Röder, FORTE CULTURA

Kristine Klinkhammer Adler-Nissen, Garderhoejfortet

Josip Pavić, PCI Fortress of Culture Šibenik

On the second day of the conference, participants will have the opportunity to attend a lecture and workshop by Dirk Röder from Berlin, Kristine Klinkhammer Adler-Nissen from Garderhoejfortet and Josip Pavić from Šibenik on the topic **"Education for Culture and Peace – The Role of Fortifications as Dissonant Heritage."**

During this joint lecture, the speakers will explore how historic fortifications from all eras, while often symbols of power and conflict, can play a crucial role in promoting peace, international understanding, and cultural awareness. As dissonant heritage, fortifications offer a multi-layered



narrative that combines historical facts with emotional and symbolic meanings, providing an opportunity to reflect on Europe's complex history and to learn important lessons about war, peace, and the relevance of history to contemporary society.

Participants will also have the chance to discuss the role of fortifications as spaces for education on peace and cultural understanding, the challenges of presenting dissonant heritage, and how these historical legacies can foster dialogue and peaceful coexistence in the modern society.

Dirk Röder is an expert in marketing, project development, cultural route management, and networking. He holds several key positions, including Vice President of FORTE CULTURA e.V., Director of the FORTE CULTURA European Cultural Route of Fortified Heritage, board member of EFFORTS Europe, and Director of ECCOFORT (European Cooperation Centre of Fortified Heritage). He is also involved in project management and German-Polish cooperation within the Department of Economic Development in the city of Seelow.

Kristine Klinkhammer Adler-Nissen from the historic Garderhoejfortet is a key figure in the preservation and management of fortified heritage and has extensive experience in education and promoting cultural awareness through this unique heritage.

Josip Pavić is a historian, curator and author who has been working on the fortresses of Šibenik for almost a decade. He participated in many revitalization and interpretation projects regarding fortification heritage and presented his research and the institution's cultural management model on numerous conferences, seminars and workshops.

Networking and cooperation: The value and future of cultural networks

Rafaël Deroo, EFFORTS General Secretary
Simona Melchiorri, Municipality of Cervia

As the final session of the **Project FORTIC conference & EFFORTS Annual Congress: "Sustainable Business Models for Fortifications"** the lecture on **"Networking and Cooperation"** will be presented by **Mr. Rafaël Deroo** from the Netherlands and **Mrs. Simona Melchiorri** from Italy.

During this joint lecture, participants will explore how European networks, particularly in the context of fortified heritage sites, can foster cooperation and cultural exchange. Mr. Deroo and Mrs. Melchiorri will guide the audience through important questions such as:



Italy – Croatia



- What are European networks, and why do they exist? Why is it beneficial to join a heritage network for fortified sites in Europe? How can networking be optimized, and what are the best practices for successful European cooperation?

Additionally, the discussion will consider whether networking holds real value in fostering cross-border collaboration, as well as addressing practical concerns like network initiation, funding, and objectives. By the end of the session, participants will collaborate to generate insights and inspiration for more efficient European networking, specifically for stakeholders of fortified heritage sites.

Mr. Rafaël Deroo, holding a degree in law and international policy, is the Secretary General of the European Federation of Fortified Sites (EFFORTS), a position he has held since 2018. He has a background as a former EU civil servant and has been actively involved in numerous projects related to European cultural and military heritage. Mr. Deroo initiated and coordinated the European cultural defense line project 'Atlantikwall Europe,' which focuses on the preservation and promotion of the Atlantic Wall's historical significance. He has also written extensively on various historical topics, including the Atlantic Wall in France and military heritage in Brussels.

Mrs. Simona Melchiorri holds a degree in Economy of Tourism. She is actively engaged in strategic political initiatives for Municipality of Cervia (Italy) since 2015 as responsible of European Policies Unit, focusing on tourism and local green projects. She is involved in various collaborative projects, including cultural networking and climate resilience planning efforts, many of them sustained by EU funds. She's expert on management of EU funds and preparation of cooperation projects, thanks to a career path started in 2003 by the Local Action Group DELTA 2000, and prosecuted by the Province of Ravenna, which brought her to her current position at the Municipality of Cervia.

Contact:

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