

**9 th MASTERCLASS ‘Dialogue of disciplines’ – 27/29 January 2021**  
**Information about the contribution from the participating Masters (\*)**

1.GENERAL INFORMATION	
-Denomination of the Master	Master’s Programme in International Relations and European Studies
-University	University of Florence
-N.of participants	5
-Name and e-mail address of the director of the master	Valeria Fargion (valeria.fargion@unifi.it)
-Name and e-mail address of the students’ contact person	Elda Brienza (elda.brienza@stud.unifi.it)

2. CONTRIBUTION TO THE MASTERCLASS	
-Title	E-CHANGE Coronavirus: an opportunity to rethink the promotion of cultural heritage
-Summary of the main contents	<p>The current proposal is to be placed in the context of the current COVID-19 pandemic with particular reference to some bordering areas covering Italian regions Toscana (Grosseto, Livorno, Lucca, Massa-Carrara, Pisa) and Liguria (Genova, La Spezia, Imperia, Savona) and French region Provence- Alpes-Côte d’Azur (Alpes-Maritimes, Var, Bouches-du-Rhône).</p> <p>The objective of the project is to find alternative solutions in order for the beneficiaries to enjoy cultural heritage both at the national and cross-border level and promote local traditions, with a particular focus on food and wine specificities.</p> <p>The purpose of this project is to involve the youth, help them connect to each other, and get closer to the territories they live in.</p> <p>Activities envisaged have both short-term and long-term objectives, aiming at laying the foundation for tourism to develop in the territories involved.</p> <ol style="list-style-type: none"> <li>1. Development of the 1st digital platform: <ol style="list-style-type: none"> <li>a. Design of an app/website to create a network of the maritime museums and aquariums involved in the project; <ol style="list-style-type: none"> <li>i. Single web-portal containing all the websites of the museums/aquariums involved;</li> <li>ii. Differentiated private areas for museums/aquariums directors and citizens.</li> </ol> </li> </ol> </li> <li>2. Promotion and diffusion of the results of the project: <ol style="list-style-type: none"> <li>a. Social media pages devoted to promotion, even with the implication of influencers;</li> <li>b. Online advertising, in particular on social media.</li> </ol> </li> <li>3. Development of the 2nd digital platform “Find your virtual dinner guest”: <ol style="list-style-type: none"> <li>a. The aim is to connect Italian and French subscribers.</li> <li>b. Food sharing – each subscriber, with a minimum shared-budget (15-20€), will choose traditional products to send to its virtual friend. The ultimate purpose is to share a traditional recipe for a virtual dinner;</li> <li>c. Additional goal: encourage language exchanges between participants.</li> </ol> </li> </ol>
-Envisaged format for the presentation ( ppt,video,other)	Ppt; video.

(\*)to be sent by December 10th to : [mariadinatozzi@gmail.com](mailto:mariadinatozzi@gmail.com); [m.camiade@iec.cat](mailto:m.camiade@iec.cat); [robert.botteghi@univ-cotedazur.fr](mailto:robert.botteghi@univ-cotedazur.fr)