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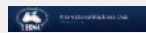
Organisation of the Black Sea Economic Cooperation



**Business Council of the Organisation of the Black Sea Economic Cooperation
International Secretariat**



Black and Azov Seas Ports Association



International Black Sea Club



Management Consulting



Tourism Marketing Consulting



Limen

Cultural Ports
from Aegean to the Black Sea

www.limenproject.net





THESSALONIKI
The city with
the longest urban waterfront...



ODESSA
The center of trade and commerce,
of art and culture...

Cultural Ports create urban routes...



KAVALA
An amphitheatre
to the Aegean Sea...



BATUMI
Georgia's popular,
summer capital...



VARNA
The Sea Capital of Bulgaria...



ISTANBUL
An enchanting blend
of Eastern and Western culture...



CONSTANTA
The oldest port of the Black Sea,
the fourth largest port in Europe...

The new Institution “Cultural Ports of the Black Sea”
aims to contribute to the development of cultural tourism in the Black Sea region
and to promote the cultural role of the port cities.
It will be a timeless institution which would promote the friendship,
good relations and cooperation in the fields of culture and tourism
among the port cities of the Black Sea and will contribute to the wider urban
and regional development efforts in the region.

Establishing the Institution of “Cultural Port”

A new Institution is born...

Cultural Port and the Black Sea

The institution is establishing:

a new vision

The **Black Sea city-ports** had and still have an important role to the transformation of the region's character and citizens mentality.

What is needed?

A **new idea** that will help promoting friendship relations and peace among the city-ports of the Black Sea and their communities, especially during the current political and economical situation.

How the idea was born...

The project “LIMEN” proposed the pilot implementation of a new institution:

“Cultural Port of the Black Sea”



- It is Inspired by the prestigious E.U. Institution of the **European Capital of Culture**, envisioned and initiated 30 years ago by the Greek Minister of Culture, Melina Mercouri.
- It can be used as an innovated tool in order to promote the city-ports’ cultural treasures, with the **ultimate aim** of supporting the cultural tourism in the area.



Why “Cultural Port” of the Black Sea?

The common cultural heritage: The monuments of the Black Sea ports

- It reflects the history, the social, cultural and economic conditions of the area with common heritage and common history.
- There are living testimonies through the maritime routes.
- It expresses new ideas, values, principals and cultural styles.

The expectations

The proposed **Institution** will:

- Try to establish a permanent cooperation between the city-ports.
- Develop a cultural-tourist-economic-social network.
- Improve the management capacity at regional level.
- Support the SMEs in cultural and tourism industry.
- Preserve cultural diversity.
- Strengthen peace and tolerance among city-ports.
- Improve efficiency, impact and sustainability of policies and programmes in other sectors.
- Train, professionalize and validate different operators.

The main benefits

- Upgrade the regional profile of the Black Sea city-ports.
- Increase competitiveness between the city-ports of the region.
- Improve ways networking through a joint cultural agenda and cultural cohesion and integration.
- Develop of the cohesive cultural tourism idea .
- Enhancement of local community programmes.

The Institution “Cultural Port” of the Black Sea

- Revives this monumental networking.
- Develops the connections between the city-ports and the urban creativity.
- Designs the maritime routes of the Aegean and the Black Sea.

Cultural Ports create urban routes....

The Institution “Cultural Port” of the Black Sea

The initiative would be developed around an **annual** theme.

The **project begins** with:

- Synergy with the major economic (culture & tourism) stakeholder of the area (Organization of the Black Sea Economic Cooperation (BSEC));
- Cooperation with the Local/Regional Authorities;
- Common strategy with the Tourism Associations;
- Targeting decision-makers and executives;
- Creating industry stakeholders.

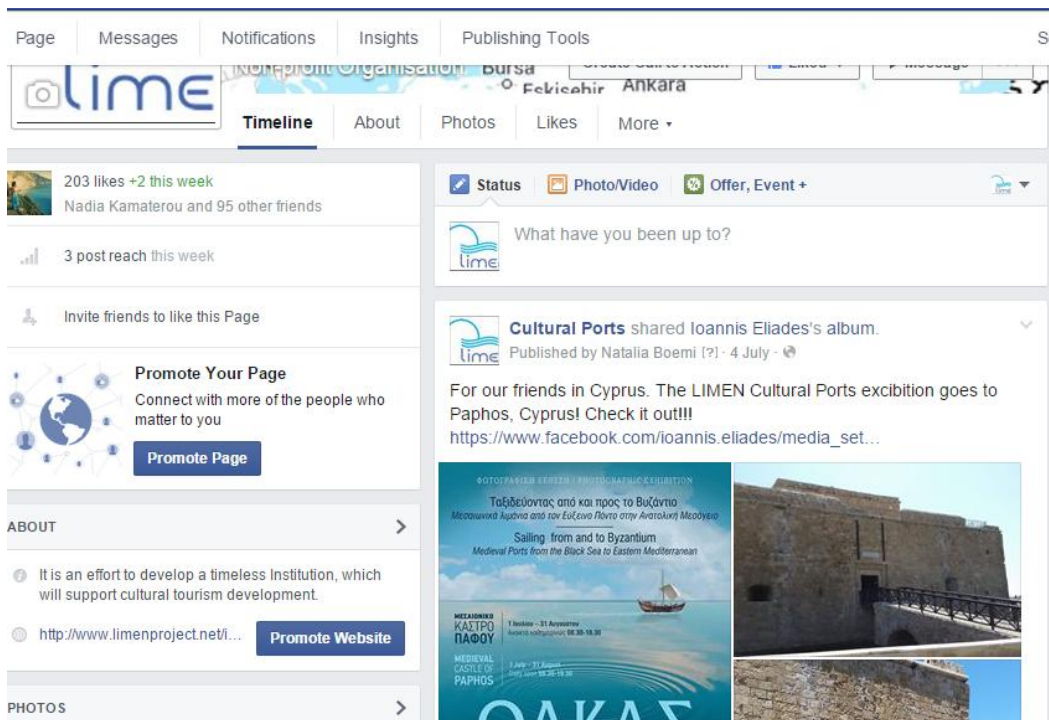
How “Cultural Port” will be established?

Networking at
Local/Regional/
Level

- Local/Regional authorities
- National authorities – Ministries/Directorates
- Cultural Organisations (public, private, NGOs)
- Port Authorities
- Tourism Enterprises Associations
- Hotel Associations and Convention Bureaus
- Commercial Chambers
- National Tourism Organisations

Promotional Strategy

Facebook: “Cultural Ports”



Page Messages Notifications Insights Publishing Tools

lime

Timeline About Photos Likes More

203 likes +2 this week
Nadia Kamaterou and 95 other friends

3 post reach this week

Invite friends to like this Page

Promote Your Page
Connect with more of the people who matter to you
[Promote Page](#)

ABOUT

It is an effort to develop a timeless Institution, which will support cultural tourism development.

[http://www.limenproject.net/...](http://www.limenproject.net/) [Promote Website](#)

PHOTOS

Status Photo/Video Offer, Event +

What have you been up to?

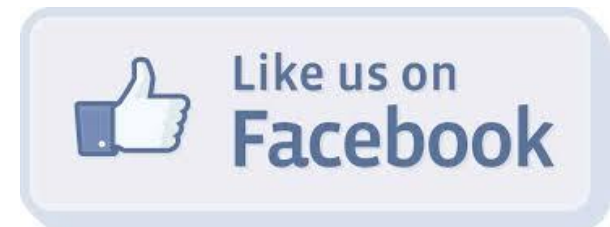
Cultural Ports shared Ioannis Eliades's album.
Published by Natalia Boemi (?) · 4 July ·

For our friends in Cyprus. The LIMEN Cultural Ports exhibition goes to Paphos, Cyprus! Check it out!!!
https://www.facebook.com/ioannis.eliades/media_set...

PHOTOS: PAFOS, EREZIN | PHOTOGRAPHIC EXHIBITION
Ταξίδευοντας από και προς το Βυζάντιο
Μεσαιωνικά Λιμένα από τον Εύξεινο Πόντο στην Ανατολική Μεσόγειο
Sailing from and to Byzantium
Medieval Ports from the Black Sea to Eastern Mediterranean


ΜΕΤΑΙΩΝΙΑ ΚΑΙΤΡΟ ΠΑΦΟΥ
1 Ιουλίου - 31 Αυγούστου
Ανοικτά ώρες: 10:30-18:30


ΜΕΔΙΕΥΑΛ ΠΑΦΟΣ
1 Ιουλίου - 31 Αυγούστου
Ανοικτά ώρες: 10:30-18:30




Promotional Strategy

“Cultural Ports”


Cultural Ports
Βίντεο
Playlists
Κανάλια
Συζήτηση
Πληροφορίες



Ο χρήστης **Cultural Ports** έχει ανεβάσει ένα βίντεο Πριν από 1 μήνα




Batumi - Georgia - Black Sea


από το χρήστη **Cultural Ports**

Πριν από 1 μήνα • 21 προβολές

Let's meet Batumi! Georgia's popular, summer capital...




Ο χρήστης **Cultural Ports** έχει ανεβάσει ένα βίντεο Πριν από 5 μήνες




Our meetings movies!!!!

από το χρήστη **Cultural Ports**

Πριν από 5 μήνες • 22 προβολές



Ο χρήστης **Cultural Ports** έχει ανεβάσει ένα βίντεο Πριν από 5 μήνες



Cultural ports

από το χρήστη **Cultural Ports**

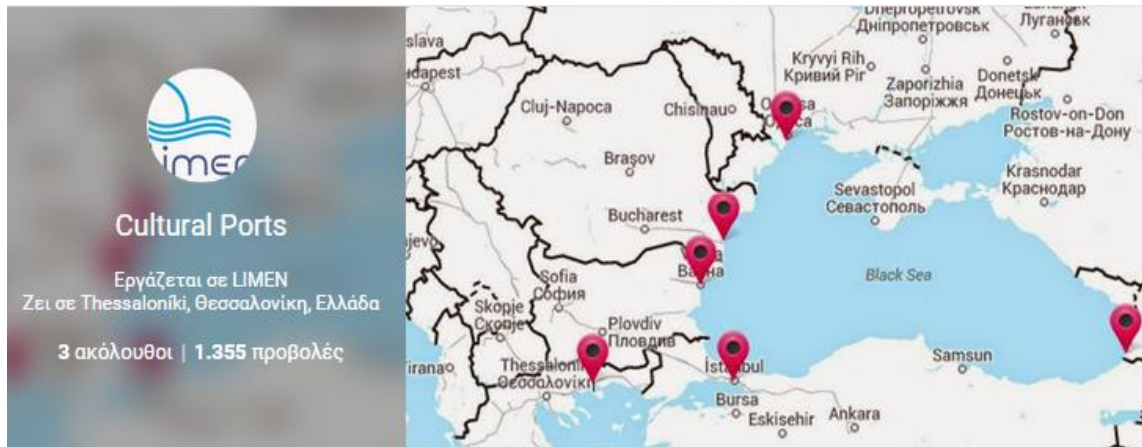
Πριν από 5 μήνες • 18 προβολές

The new Institution "Cultural Ports of the Black Sea" aims to contribute to the development of cultural tourism in the Black Sea region and to promote the cultural role of the port cities. ...

Promotional Strategy

Google

Google +



culturalports@gmail.com

Πληροφορίες **Αναρτήσεις** Συλλογές Φωτογραφίες YouTube +1 Κριτικές

Μοιραστείτε ό,τι νέο υπάρχει...

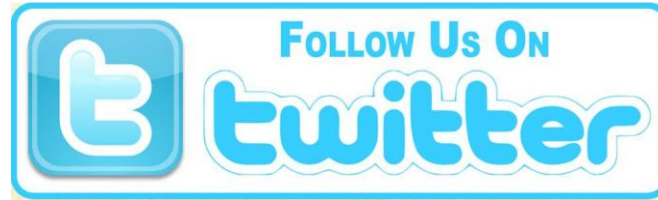
Κείμενο Φωτογ... Σύνδε... Βίντεο Εκδήλ... Δημοσ...

Στους κύκλους σας 51 άτομα

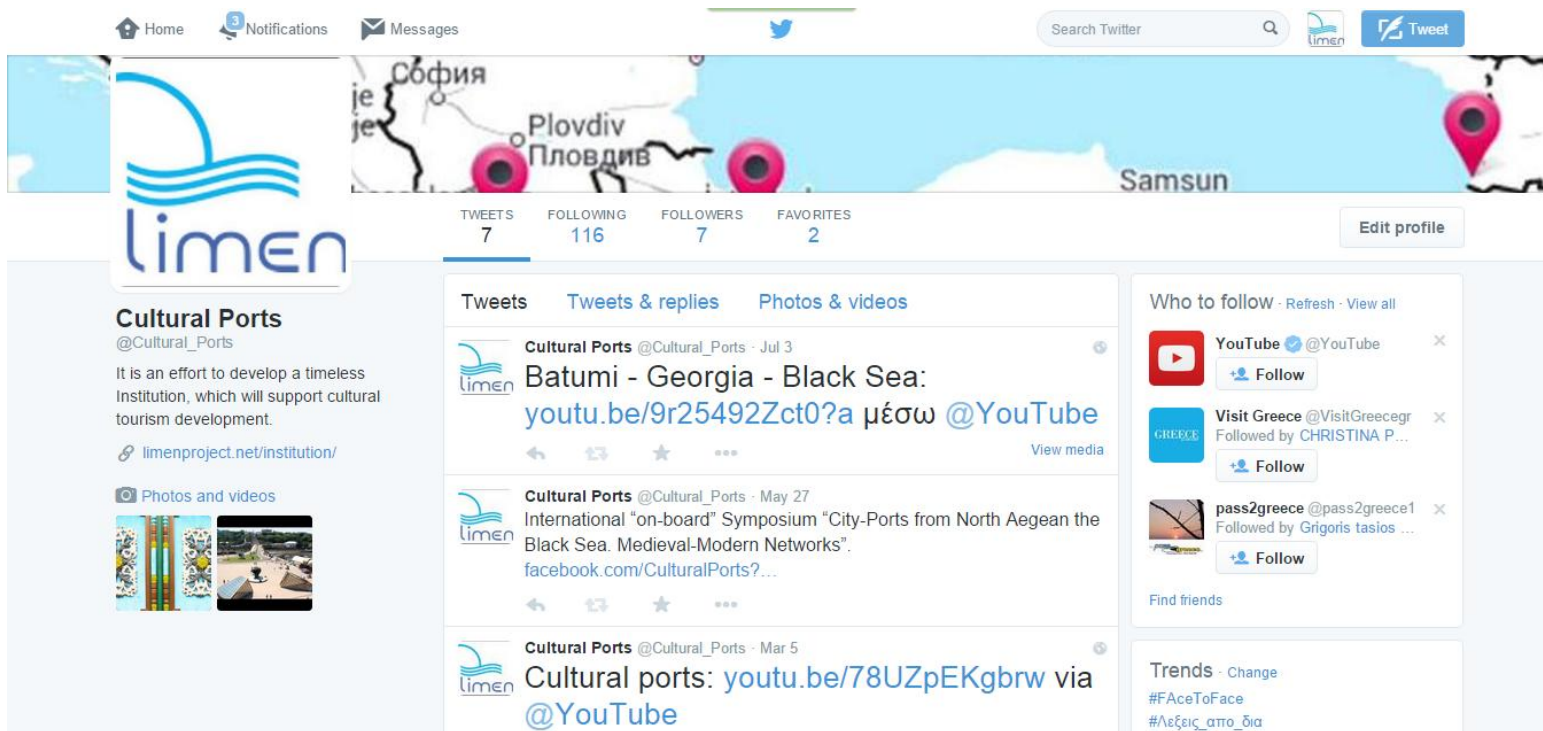


Εχουν εσάς σε κύκλους 3 άτομα

Promotional Strategy



Find the “Cultural Ports” online:





Instagram

Promotional Strategy

Find the #culturalports or @culturalports

Instagram

Search

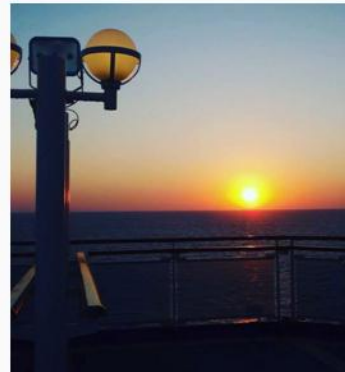
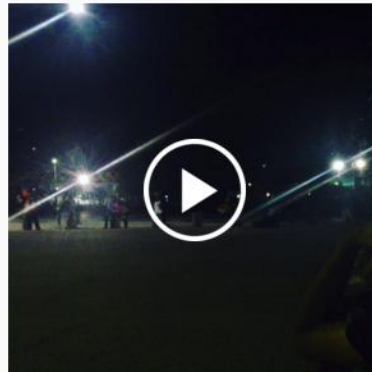
Log out



culturalports [EDIT PROFILE](#)

CulturalPorts It is an effort to develop a timeless Institution, which will support cultural tourism development. www.facebook.com/CulturalPorts

11 posts 51 followers 88 following



Promotional Strategy

- ▶ **Meetings and organization/participation in events** organized in every city-port with the participation of representatives of local authorities, professionals and experts.
- ▶ **Photo exhibition** on the Black Sea city-ports.
- ▶ **Lobbying:** As a powerful instrument of any marketing strategy, lobbying gets LIMEN project and the establishing of the Institution of the Cultural Ports close to opinion leaders, local/regional/national governments, boards of unions and associations related to tourism and culture and of course, at EU level is already used as the most efficient tool.

Promotional Strategy

- ▶ **Press and media:** Journalists are the Institution's major partners via arranging interviews, inviting them to the events, providing their media with press releases to achieve the maximum publicity.

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Organization of the Black Sea Economic Cooperation

Business Council of the Organization of the Black Sea Economic Cooperation
International Secretariat

Black and Azov Sea Ports Association

International Black Sea Club

Management Consulting

Tourism Marketing Consulting



Thessaloniki
The city with the longest urban waterfront...

Odessa
The center of trade and commerce of art and culture...

Savilla
An archipelago in the Aegean Sea...

Varna
The Sea Capital of Bulgaria...

Constanta
The oldest port of the Black Sea, the fourth largest port in Europe...

Istanbul
An outstanding blend of Eastern and Western cultures...

Saturni
Georgia's primary maritime export...

Cultural Ports create urban routes...

The new institution "Cultural Ports of the Black Sea" aims to contribute to the development of cultural tourism in the Black Sea region and to promote the cultural role of the port cities. It will be a timeless institution which would promote the friendship, good relations and cooperation in the fields of culture and tourism among the port cities of the Black Sea and will contribute to the wider urban and regional development efforts in the region.

Major Activities

▶ **Presentation in Brussels :**

In order for the Cultural Port to be established, the proposal is already and will continue to be presented at the European Parliament by arranging meetings with the representatives of the European Union.

Major Activities

The “On-Board Symposium 22-29.08.2015

The Symposium took place on a cruise sailing through the Aegean to the Black Sea during 22-29/08/2015.

It was a major dissemination activity with the participation of major stakeholders and opinion leaders.



Project funded by the
EUROPEAN UNION



CITY PORTS FROM NORTH AEGEAN TO THE
BLACK SEA
MEDIEVAL - MODERN NETWORKS

DRAFT

Friday, August 21st, 2015

20.00h

Archaeological Museum of Piraeus: Inauguration of the Exhibition with works of contemporary art organized by the students and professors of the laboratories of Painting (Prof. Giorgos Tsakirts) and of Engraving (Prof. Manolis Giannadakis) of the Dept. of Visual and Applied Arts of the School of Fine Arts of the Aristotle University of Thessaloniki.

A reception will follow at the Museum yard.

Saturday, August 22nd, 2015

Port of Piraeus: Beginning of cruise/ Departure at 20.00h

Sunday, August 23rd, 2015

Volos: Arrival: 08.00h
Departure: 18.00h

WALKING TOUR IN THE CITY OF VOLOS
THE SYMPOSIUM PARTICIPANTS CAN ATTEND THE PROGRAMME PROVIDED BY THE TOUR OPERATOR

15:00h -20:00h INTERNATIONAL SYMPOSIUM:
"City-Ports from North Aegean to the Black Sea. Medieval - Modern Networks"

Registrations
Beginning of Symposium Works - Welcoming of the participants

SESSION 1. MEDIEVAL NORTH AEGEAN AND BLACK SEA CITY-PORTS. (HISTORY)

In the session, topics related to the history of the medieval North Aegean and Black Sea city-ports are included, based on the examination of historical resources.

17:30h -18:00h Coffee Break

SESSION 2: MEDIEVAL NORTH AEGEAN AND BLACK SEA CITY-PORTS (ARCHAEOLOGY- ARCHITECTURE- ART)

In the 2nd session are included topics related to the presentation and interpretation of archaeological data (e.g. excavations, fortifications, standing monuments), or topics on



Project funded by the
EUROPEAN UNION



The Institution “Cultural Port” can be:

- A platform for sharing good practices across the city-ports.
- An umbrella-action for initiatives at cross-border level.
- A proposal for unexplored destinations.
- A key feature to social, cultural and environmental sustainability.
- A vehicle to creativity.
- An instrument for urban development.

The first “Cultural Ports”

From Aegean to the Black Sea...

- Thessaloniki
- Kavala
- Varna
- Constanta
- Odessa
- Batumi
- Istanbul

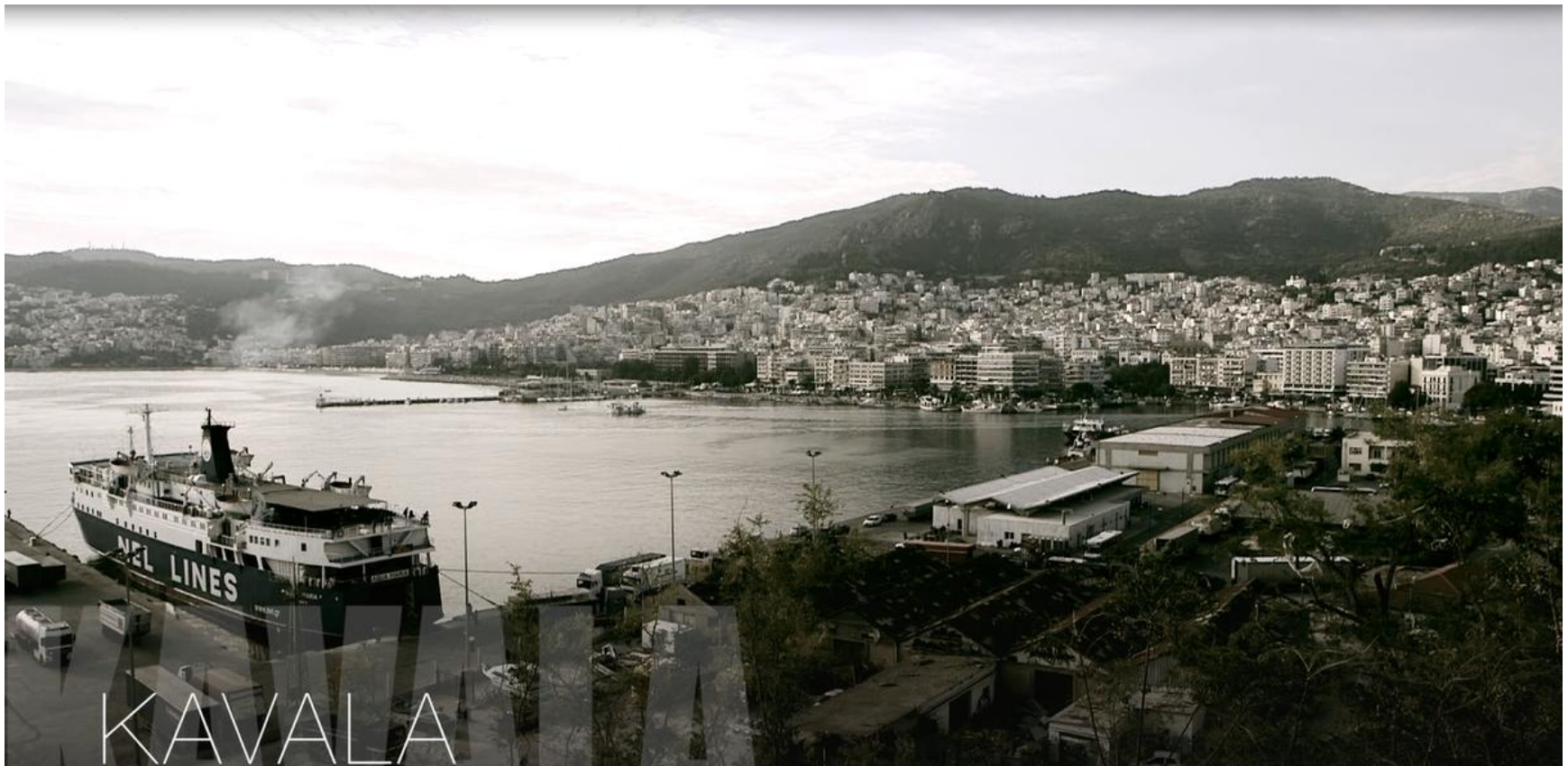
Thessaloniki

The city with the longest urban waterfront...



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Batumi

Georgia's popular, summer capital...



Istanbul

An enchanting blend of Eastern and Western culture...



Support us in this....

- Advocate for the establishment and development of the Institution.
- Promote our messages and our ideas.
- Support the effort.
- Claim to become one of the first Cultural Ports.
- Take advantage of the networking and synergies between the organizations of culture and tourism.
- Sign the common agreement.

Let's move together!!!



European Centre for
Byzantine and Post-
Byzantine Monuments



Odessa City Council,
Department of culture
and tourism



Organisation of the
Black Sea Economic
Cooperation



Istanbul University,
Faculty of Letters
Department of
Conservation and
Restoration, Division of
Conservation of Marine
Archaeological Objects.



George Chubinashvili
National Research
Centre for Georgian Art
History and Cultural
Heritage



Business Council of
the Organization of
the Black Sea
Economic
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Humanities
Department of
Archaeology and
History of Art



International Black
Sea Club



Management
Consulting

Thank you very much!