

Relationship number: RLT241733

Period of Exchange: From 01/08/2024 to 30/10/24 (3 months)

Brief introduction (max. 1000 characters):

The Erasmus for Young Entrepreneurs exchange between Gëzim Shuli, a New Entrepreneur (NE) from Albania, and Giovanni Pinto, a Host Entrepreneur (HE) in Italy, focused on promoting and preserving religious heritage through innovative storytelling and digital strategies. Gëzim aimed to gain hands-on experience in cultural heritage preservation and tourism promotion, while Giovanni sought fresh perspectives to enhance his business practices. Their collaboration centered on restoring and promoting neglected religious sites in Puglia, blending traditional architectural preservation with modern promotional techniques. Together, they worked on raising public awareness, engaging local communities, and fostering cross-cultural collaborations, setting a foundation for sustainable heritage management and tourism growth.



Activities undertaken (max. 1000 characters):

Gëzim's activities revolved around cultural promotion, community engagement, and professional development. He immersed himself in Giovanni's restoration projects, visiting significant heritage sites like Chiesa di Santa Maria Assunta and Chiesa del Carmine to learn about preservation techniques. Gëzim developed promotional materials, including multimedia campaigns and virtual tours, to highlight these sites' cultural significance. He helped organizing community events to foster local support and participated in networking sessions with tourism boards, cultural heritage experts, and religious leaders. Gëzim also contributed to refining Giovanni's outreach strategies and documented restoration processes for future use, ensuring the sustainability of their efforts. These activities enhanced his skills in storytelling, strategic planning, and community-driven preservation.

Benefits achieved (max. 1000 characters):

The collaboration brought transformative benefits to both parties. Gëzim gained practical expertise in restoration and digital promotion, developed cultural storytelling skills, and expanded his professional network within Puglia's tourism and cultural heritage sectors. His involvement in promotional campaigns and community events increased public awareness of neglected sites, fostering local and international interest. Giovanni benefited from Gëzim's fresh ideas, particularly in digital strategies and community engagement, which enriched his business's outreach efforts and strengthened local stakeholder involvement. Together, they created a sustainable framework for heritage preservation, laying the groundwork for future projects and collaborations. This exchange empowered Gëzim with new entrepreneurial insights and strengthened Giovanni's ability to promote Puglia's rich cultural heritage.

New Entrepreneur:

Name & surname: Gëzim Shuli

Country: Albania

Age: 27

Status: *Entrepreneur*

Sector: Tourism

Host Entrepreneur:

Name & surname: Giovanni Pinto

Country: Italy

Age: 66

Experience (years): 36

Sector: Civil Engineering – Religious
Architecture

Name of business: Studio Tecnico
Noci

Quotation regarding the experience:



"This experience has deepened my appreciation for cultural preservation and equipped me with invaluable skills for promoting heritage sites"

Gëzim Shuli, New Entrepreneur



"This collaboration has allowed us to blend innovative research with practical expertise, shining a light on neglected religious heritage sites and setting a new standard for sustainable tourism and cultural preservation."

Giovanni Pinto, Host Entrepreneur

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO,

For information on the programme and details on how to enroll visit:
www.erasmus-entrepreneurs.eu