

Ancona, 15 June 2015

Dear Sirs,

It is a pleasure for me to submit you the **call for ideas 2015** for the project **ECAPITAL CULTURE – Adriatic Start-up School**.

It is a new Adriatic – Ionian Macro Region project promoted and financed by Fondazione Marche, Regione Marche, Chamber of Commerce of Ancona, Università Politecnica delle Marche, Comune di Ancona (City of Ancona), Istaio. The main purpose of the project is the economic development of cultural tourism in that Area, throughout the creativity and the talent of young future entrepreneurs. The cultural heritage of the Adriatic Macro Region offers the opportunity to develop innovative start-ups that can attract cultural tourism of special interest and economic value.

Therefore the project is a training path oriented to the development of innovative cultural start up aimed to enhance the cultural heritage of the Adriatic – Ionian Macro Region.

It will benefit 40 young future entrepreneurs belonging to the different member Countries of the Area (Albania, Bosnia & Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia, Slovenia) that will have the opportunity to attend the school and to be hosted in Ancona for 3 months for free.

Please find attached the call for ideas.

Surely you can easily evaluate the existing potential in your Country in the promotion of cultural heritage through the start up. Your support is very important for the success of this initiative and we kindly invite you to spread the call in your area. The call will open on 15th June until 20th July 2015 and the school at Mole Vanvitelliana (Ancona – Italy) will start on 21st September and finish on 11th December 2015.

For any further information you can contact the Organizing Secretariat and visit the web-site of the project, www.ecapital.it.

Thanks for your attention. We look forward to a kind reply.

Best regards,
Mario Pesaresi
Organizing Committee President



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