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# L'AQUA PROJECT



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Supporting the enhancement and promotion of sustainable transnational thematic tourism products

Agreement no: S12.682304


## OBJECTIVES


**1** To increase, through **transnational cooperation**, the **sustainability** and competitiveness of the tourism value chain along the L'AQUA transnational route and product


**2** To promote **local oral traditions, stories, sagas, key characters associated to water**, building up on the existing potential and experiences in the participating regions


**3** To establish **L'AQUA network and product**

## ACTIVITIES

 **Inventory** of myths and legends

 **Marketing** strategy and product placement

 **Networking** and cooperation with all stakeholders

 Knowledge acquisition and **sharing**

 **Dissemination**

Take a look at the L'AQUA marketing framework!



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**DISCOVER L'AQUA PROJECT**  
promote the rich heritage around you

let the water flow

