



# THE GREAT BEAUTY

Cohesion Policy  
Bringing Europe together through culture



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A. MANZONI & C. S.p.A.



# Welcome to Perugia

- The project was born in Perugia, in the heart of Italy
- It extends across the North, Center and South, involving diverse territories
- It showcases EU Cohesion Policy through examples of Great Beauty





# The Great Beauty of Europe

- Tells the stories of places restored or created with EU funds – theatres, museums, public spaces, cultural sites
- Aims to make the EU's impact on daily life visible and understandable
- Uses storytelling, events, and digital tools to engage citizens





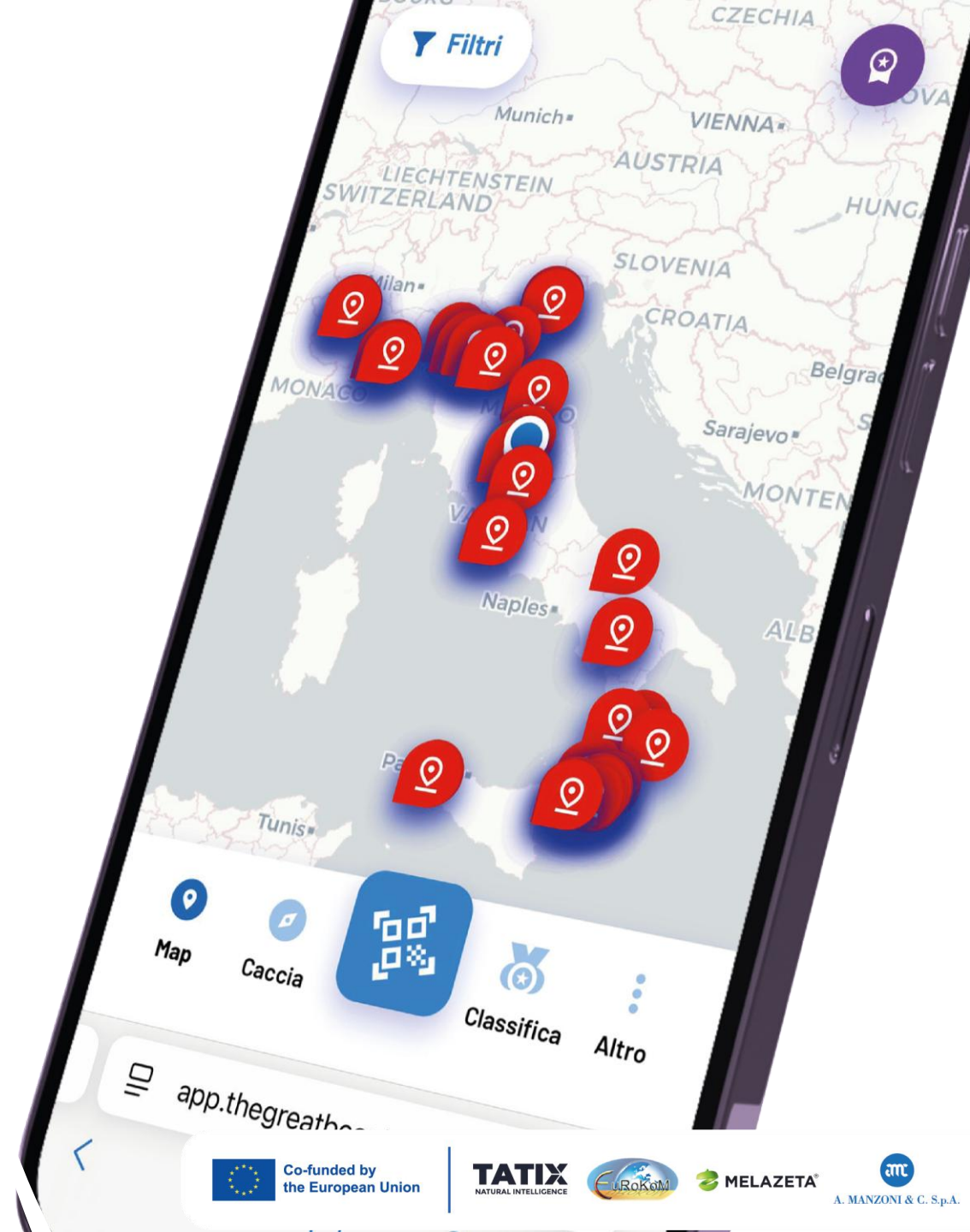
# Mix of innovation and emotion

- **Innovative tools and public events** – conferences, workshops, and moments of direct dialogue with citizens
- **Digital platforms, interactive maps and multimedia content**
- **Digital treasure hunts, urban games and participatory experiences**
- **Physical presence and digital storytelling** to make Cohesion Policy more accessible and closer to people



# Qrace-Sion

- A **digital treasure hunt** to discover Italy's cultural and artistic heritage
- **Participants scan QR codes, solve clues and take on interactive challenges**
- Linked to **opencoesione.gov.it**, the platform showcasing over one million funded projects
- A **fun, educational and participatory experience**, designed especially for young people





# Social Invasion

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- Influencers, content creators and citizens join collective visits to places funded by EU funds
- Each participant shares their experience with photos, videos and stories on their own channels
- Cultural heritage becomes viral, shared and truly experienced



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# Cafè Cohesion

- **Informal meetings in symbolic places** – schools, libraries, cafés, public spaces
- **A format that promotes dialogue between citizens, administrators, experts and young people**
- **A space for listening, exchange and active participation**
- **Making the language of EU policies accessible and human**





# Fly to Brussels!

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- The most active, creative, or lucky participants will be selected for a trip to Brussels and to visit the European Institutions as well as discover first-hand how Cohesion Policy works
- The prize is open to those participating in the project's events, treasure hunts and digital activities





# Beyond a project

- Increased awareness – greater understanding of Europe's concrete role in local territories
- Stronger connection to EU values – deeper bond with the Union's founding principles
- Active citizen participation – citizens as protagonists of change



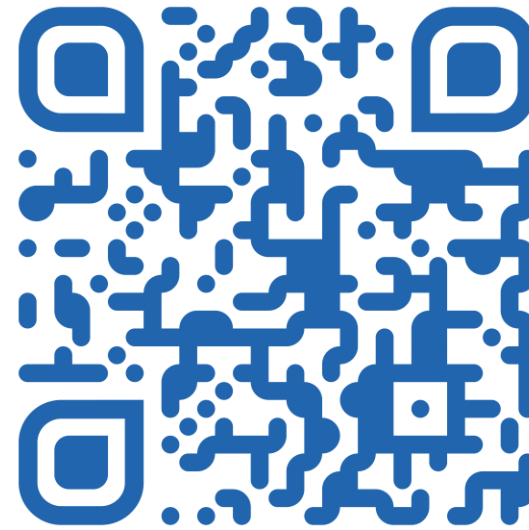
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# Join Us!



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